



Contact: [press@aspca.org](mailto:press@aspca.org)  
(212) 876-7700 x 4655

## **ASPCA® Programs & Services**

The re-organization of the ASPCA, which took effect in June 2008, allows all programs to flow from three core areas: Community Outreach, Animal Health Services, and Anti-Cruelty Initiatives. These three core areas make up ONE ASPCA. Dr. Stephen Zawistowski, ASPCA Executive Vice President, National Programs, oversees all programmatic operations in the three core groups. One result of this re-organization is that the ASPCA will no longer be divided geographically.

Community Outreach is led by Julie Morris and focuses on providing positive outcomes for animals at risk, including our own shelter services in New York City. The programs under the Community Outreach umbrella are: ASPCA® Mission: Orange™, ASPCA®'s Meet Your Match™, ASPCApro.org (website for animal welfare professionals), the ASPCA®'s Onyx and Breezy Shefts Adoption Center, Disaster Readiness, and Humane Education.

Animal Health Services, led by Dr. Steven Hansen, provides resources for pet parents. The group includes the Animal Behavior Center, Animal Poison Control Center, Bergh Memorial Animal Hospital, Mobile Spay/Neuter Clinics, Pet Grief Counseling, and Veterinary Outreach.

The Anti-Cruelty Group is led by Laura Maloney and allows the ASPCA to intervene and prevent animal cruelty through programs such as Field Services, Government Relations, Humane Law Enforcement, and a future anti-cruelty center.

### **ASPCA Community Outreach**

Comprised of almost 150 staff, Community-Outreach team members include seasoned animal welfare professionals, veterinarians, animal behaviorists, dog trainers, animal care technicians, adoption specialists and humane educators. They are highly respected in the field for their expertise in a variety of areas including: animal control, animal placement, cruelty investigation, spay/neuter programs, shelter management software, distance learning, humane education, animal shelter behavior programs, shelter medicine, grassroots organizations, and general sheltering issues and management.

### **ASPCA®'S Onyx and Breezy Shefts Adoption Center**

Nearly 3,000 dogs, cats, puppies and kittens are adopted out each year from the ASPCA's "Onyx and Breezy Shefts" Adoption Center, named in memory of two black Labrador Retrievers once owned by Mark and Wanda Shefts. One of the hallmarks of its New York City headquarters, the ASPCA's 12,000-square-foot, \$5 million state-of-the-art adoption center was renovated and expanded in 2006 and now houses more than 300 cats and dogs in accommodations designed for their "creature comfort." Dogs enjoy spacious glass-enclosed "condos" and play-rooms, and cats can lounge together in community "habitats" complete with climbing areas and elevated beds. The animals enjoy piped-in music specific to their species, plus natural, full-spectrum lighting and floors with radiant heating. These and other carefully appointed details create a comfortable environment for pets and a more inviting and appealing space for visitors.

As an extension of the Adoption Program, the ASPCA's Mobile Adoption Center travels to targeted communities throughout NYC's five boroughs to match adoptable pets with potential owners. Through the ASPCA's adoption services, homes were found for 2,728 dogs and cats in 2007.

### **ASPCA® Mission: Orange™**

In 2007, the ASPCA entered into a partnership with animal welfare and community organizations in specific "target communities" around the country to launch "ASPCA Mission: Orange." Simply put, ASPCA Mission: Orange is dedicated to providing positive outcomes for animals at risk (ie: shelter animals).

ASPCA Mission: Orange is the vision of ASPCA President & CEO, Ed Sayres, who is a firm believer in the power of a shared goal reached through cooperation and inclusion of all the organizations and agencies that share this goal. Mr. Sayres successfully implemented this model in San Francisco, and brought his vision to New York City in 2003 where, in 2005, the ASPCA joined the Mayor's Alliance for NYC's Animals. The Mayor's Alliance, founded in 2002, is comprised of 140 animal rescue groups and shelters in and around New York City and has a public-private partnership with the City of New York to collaboratively reach its goal. In 2005, the ASPCA provided a \$5 million lead grant to the organization for the purpose of reaching the day when no New York City dog or cat of reasonable health and temperament is killed merely because he or she does not have a home.

Through similar partnerships with local community groups and animal welfare agencies in ASPCA Mission: Orange target communities, the ASPCA is helping to improve live release rates, prevent animal cruelty and create model humane communities. The ASPCA approaches these goals in a strategic and measurable way in order to achieve the optimal effect possible for every dollar invested. Since each community has a different environment and needs, the ASPCA collaborates with its partners in each target community to develop the programs and resources that will be most effective in helping that specific community reach its goals.

The ASPCA is investing \$1 million in funding and resources over a three-year period in each of the target communities toward capacity-building and related animal welfare efforts. Overall, based on shelter statistics, the common goal is to move toward a 75 percent live release rate for the community shelter partners at the end of the three-year period.

ASPCA Mission: Orange partner communities are: Austin, Texas; Charleston, S.C., Gulfport-Biloxi, Miss., Philadelphia, Pa., Spokane, Wash. and Tampa, Fla. In addition, the ASPCA continues to put the principles behind ASPCA Mission: Orange to work in New York City. The ASPCA also welcomes the Richmond SPCA of Richmond, Va., as the "learning laboratory" for these target communities, sharing its resources and expertise through learning and exchange programs with these communities to help them achieve their goals. The Richmond SPCA has implemented a progressive operating model which dramatically reduced the number of homeless animal deaths in Richmond. By 2006, as a result of the Richmond SPCA's faithful adherence to this model, no healthy homeless animal died in Richmond.

Future ASPCA Mission: Orange Target Communities will be selected from successful participants in Join ASPCA Mission: Orange (JAMO). JAMO communities, which are selected annually through a competitive application process, participate in one year of intensive work with ASPCA experts. Together, the communities and the ASPCA focus on collecting, analyzing and working with data to identify and implement the specific programs and practices that will increase live release rates in each of the selected communities.

### **ASPCA®'s Meet Your Match™**

The flagship program of Community Outreach and ASPCA Mission: Orange is the ASPCA®'s Meet Your Match™ (MYM). MYM is the only research-based adoption program currently available to shelters that matches adopters' preferences with the specific behaviors of individual shelter dogs and cats. The constellation of Meet Your Match programs includes MYM SAFER™, MYM Canine-ality/Puppy-ality™, and MYM Feline-ality™. ASPCA staff makes these programs available to shelters nationwide through implementation guides, training videos and regional trainings. Shelters implementing the Meet Your Match programs experience reduced return-to-shelter rates, increased adopter satisfaction, increased adoptions by as much as 40 percent, and reduced euthanasia by as much as 46 percent.

### **ASPCA Professional**

ASPCApro.org provides tools and resources for animal welfare professionals. The ASPCA works with public and private animal protection organizations throughout the country as well as veterinarians, law enforcement agencies, and education and public health officials. Through ASPCApro, the combined information and knowledge from our experts, along with profiles and materials from proven programs across the country, are provided for animal welfare professionals to share and learn.

### **Humane Education**

The Humane Education department provides resources across the country for teachers, librarians, parents, scout leaders, humane educators, community service and service learning coordinators and many others. The department publishes quarterly issues of Animalessons (teacher newsletter), Animaland Pages (youth newsletter), and the Parent Newsletter. It presents programs for children and adults in New York and in ASPCA Mission: Orange communities across the country. The department also partners with other organizations to increase the reach of the ASPCA's message and mission. One very successful example of these partnerships is that of ASPCA Humane Education and DoSomething.org, a joint effort that promotes teens and tweens "doing something" (a/k/a community service) for animals.

Each year since 2001, authors and illustrators gather at a reception held during the American Library Association's Annual Conference to receive the ASPCA Henry Bergh Children's Book Award. The awards were developed and continue to be administered by the Humane Education department in order to acknowledge and encourage literature that promotes the humane ethic of compassion and respect for all living things.

In addition to four professional educators, the ASPCA Humane Education department includes specialists in e-learning and animal-assisted therapy, as well as a coordinator who provides support.

- **Animal-Assisted Therapy (part of Humane Education)**

In conjunction with the Delta Society, the ASPCA facilitates an Animal-Assisted Therapy (AAT) program that trains dogs and cats and their human handlers to dispense love, hope and cheer in major New York City medical and mental health facilities as well as schools. In 2006, the first annual Animal-Assisted Therapy Awards recognized nine teams for helping others through pet therapy. Also in 2006, in a new program to promote both AAT and adoptions, 33 dogs adopted from the ASPCA adoption center were designated as "Potential Pet Partners," making them eligible for free AAT training classes.

### **Disaster Readiness**

Disaster Preparedness and Response are housed under the ASPCA's Disaster Readiness umbrella. The preparedness arm works to educate the public about available resources and make sure people are prepared for their pet's exposure to a disaster. It also works with animal shelters and communities to develop preparedness plans specific to companion animals.

The response arm is a trained, 12-person core group that can deploy to any part of the country when requested to do so by a governmental authority or other animal welfare agency. The team's equipment includes two 20-plus foot trailers, both stocked with animal rescue equipment, computers, radios, veterinary supplies and kennels. One trailer is complete with sleeping quarters, a kitchen, and bathroom, as well as an inflatable boat and four-wheel drive vehicle, so a deployed team could sustain itself for as long as a week.

Annually, the ASPCA's Disaster Readiness program provides thousands of dollars in grant sponsorships to State Animal Response Team (SART) programs, professional conference sponsorships, and direct shelter assistance programs, to name a few. ASPCA Disaster Preparedness representatives also perform outreach services to first responders, emergency management professionals, animal control officers, humane animal welfare organizations and civic groups about the importance of pre-planning for animal victims of natural and man-made disasters.

In 2007, the ASPCA launched a Disaster Readiness section on its ASPCAPro Web site, providing a "one-stop-shop" for any individual or organization involved in animal disaster planning. The site includes a list of commonly used acronyms, disaster planning checklists, recommendations for further education, rescue and assistance resources and more.

### **The ASPCA Equine Fund**

At the very root of the ASPCA's creation was the prevention of cruelty to horses. In 2008, the ASPCA will distribute nearly \$500,000 to organizations caring for equines throughout the United States. Through equine grants programs, the ASPCA assists equine rescues and sanctuaries with grants for capital improvements and education programs. Emergency grants are dispensed to humane organizations that take on large scale equine cruelty cases and to rescues impacted by natural disasters. The Emergency Hay Support program is helping equine organizations feed the horses in their care during these tough financial times and has allowed some organizations to create community "hay banks."

## **ASPCA Animal Health Services**

### **Animal Behavior Center**

The ASPCA Animal Behavior Center (ABC), located at the ASPCA's Midwest Office in Urbana, Ill., advances the field of animal behavior on several fronts. As part of its expert resources, there are staff members at the ABC who hold the title of Certified Applied Animal Behaviorist (C.A.A.B.), as well as several others who are recognized as Certified Pet Dog Trainers (C.P.D.T.). The Center serves as a resource providing advice to pet parents and education to pet professionals on a national front. It also provides on-the-job training through a Behavior Fellowship program, so that animal behaviorists with dreams of setting up their own clinical practice gain the professional experience to do so. In 2006, the ABC graduated its third fellow, all of whom have been certified by the Animal Behavior Society. The ABC also collaborates with the University of Illinois on a Master's program in Applied Animal Behavior, which launched in the fall of 2007.

### **Animal Poison Control Center**

Established in 1978, the ASPCA Animal Poison Control Center is the only 24-hour, 365-day facility of its kind staffed by 30 licensed veterinarians, 15 of whom are board certified in general and/or veterinary toxicology.

Located at the ASPCA's Midwest Office in Urbana, Illinois, the highly trained staff provides assistance to pet owners, and specific diagnostic and treatment recommendations to veterinarians pertaining to toxic

chemicals and dangerous plants, products or substances. In 2007, the center handled over 136,000 cases. The center also provides extensive veterinary toxicology expert consulting on a wide array of subjects, including legal cases, formulation issues, product liability, and regulatory reporting.

### **Bergh Memorial Animal Hospital of the ASPCA**

One of the largest, full-service animal hospitals in the New York metropolitan area and fully accredited by The American Animal Hospital Association, the ASPCA's Bergh Memorial Animal Hospital (BMAH) offers general veterinary care, including vaccinations, spay/neuter, dentistry, and other well-animal care services.

BMAH is staffed by 21 veterinarians, including full time board-certified specialists in internal medicine, surgery and oncology; 16 general veterinarians; and two veterinarians devoted exclusively to caring for animals who have been victims of abuse. The hospital also employs specialists in radiology, cardiology, pathology and surgery who work on a part-time basis. The staff also comprises 28 licensed veterinary technicians, 23 animal care technicians, and 17 customer service representatives.

The hospital operates a fully-equipped Intensive Care Unit that runs 24/7 and is staffed exclusively with licensed veterinary technicians; soft tissue and orthopedic surgeries performed by surgical specialists; high-tech diagnostics such as ultrasound, endoscopy, bronchoscopy, laparoscopy and echocardiograms (also performed by specialists); and digital radiography, which enables clients to view their pet's X-rays over the Internet. Walk-in emergency care is available six days a week. In 2007, the hospital treated 25,287 animals; 4,393 of those were seen as walk-in emergencies.

BMAH's operational model consists of an extremely high caliber of veterinary care, including advanced and specialized medical care for all pets, juxtaposed against affordability and financial flexibility—quite in contrast with the traditional image of non-profit medicine being average or sub-standard. For example, if a pet has a fractured leg from falling 10 stories, a board-certified surgical specialist repairs it; if a pet needs an ultrasound, a board-certified internal medicine specialist or radiologist performs it. Further, the hospital staff goes the extra mile to recommend the most efficient courses of treatment and tests, and will work with clients on payment plans and cost reductions for specific procedures. This type of flexibility renders BMAH more affordable to the public, and allows the hospital to stretch its financial aid budget as far as possible.

### **Mobile Spay/Neuter Clinic Outreach**

The ASPCA's Mobile Spay/Neuter Clinics offer free and low-cost spay/neuter surgery to financially needy pet owners in New York City's five boroughs via four fully equipped mobile veterinary clinics. The mission of the program is to put an end to the tragic euthanasia of healthy animals in New York City by addressing the animal overpopulation crisis at its source—in the heart of the city's local communities.

With two new 685 square-foot mobile spay/neuter trucks generously donated in 2007, the ASPCA doubled its ability to help control New York City's pet overpopulation by offering its services to pets belonging to New York City residents. The trucks have state-of-the-art surgical suites for licensed surgeons and ample space for patient care before and after surgery by licensed veterinary technicians and veterinary assistants. There is a fifth mobile unit in production at this time, and it is expected to hit the NYC streets in early 2009.

The Mobile Spay/Neuter Clinics are experiencing record-breaking growth. In 2007, a total of 14,215 cats and dogs were spayed and neutered, the most ever in a single year and an 18 percent increase over 2006, when 12,048 were altered. In 2008, the ASPCA expects to spay and neuter 22,000 companion cats and dogs, a nearly 60 percent increase from 2007.

### **Pet Grief Counseling**

The ASPCA maintains a Pet Loss Hotline for people who are grieving the loss of a companion animal. The hotline provides the opportunity to receive personalized support from a trained counselor. Each year, more than 400 grieving pet owners receive comfort via the hotline, as well as through emails and advice on the ASPCA's website. For more information, visit [www.asPCA.org/petlossinformation](http://www.asPCA.org/petlossinformation).

### **Veterinary Outreach**

Veterinary Outreach staff is comprised of three veterinarians experienced in shelter medicine, veterinary forensics, population management, animal abuse and reporting, spay/neuter programs, high-volume spay/neuter and pediatric spay/neuter. In addition to providing expert consulting and developing written materials on a variety of subjects about veterinary medical issues in general, they provide specialized training for veterinarians and shelter staff on shelter staff and related issues by teaching at universities, conferences and on the Internet, and by consulting with animal shelter workers, veterinarians and community groups.

## **ASPCA Anti-Cruelty**

### **Field Services**

The ASPCA's Field Services department, overseen by Dr. Randall Lockwood, focuses on the organization's core mission of providing effective means for the prevention of cruelty to animals. Staff works with professionals in the veterinary, legislative, judicial, law enforcement and social service fields to educate them on strengthening laws against, and prosecuting, animal cruelty. In addition, as a growing body of research has documented the link between human and animal abuse, the ASPCA is able to provide resources and training in the successful prosecution of such human crimes, as well as the rapidly-growing field of veterinary forensics.

### **Government Relations**

The ASPCA's Government Relations department aims to secure the strongest possible legal protections for animals through the passage of legislation, development of successful impact litigation and adoption of public policies that elevate the status of companion animals everywhere. The department helps formulate the ASPCA's policies and positions on animal welfare issues, identifies the need for federal and New York City laws where none exist, drafts and spearheads the passage of legislation in Congress and the New York City Council, and fosters strong public policies through the regulatory process.

ASPCA attorneys and staff also work with legislators to write, sponsor, support and advocate for animal-friendly legislation, particularly legislation that can affect the human-animal bond. With offices in New York City and Albany, Illinois, Tennessee and California, ASPCA staff work to pass laws on the state and federal level. The ASPCA's online Advocacy Center provides free and regular updates on the status of bills being supported (or opposed) so that members can become involved in the lawmaking process and send urgently needed letters to their legislators. In 2006, this team helped get 42 bills passed, 41 bills signed into law, and 11 bills defeated around the United States. Efforts included strengthening anti-animal fighting laws; strengthening cruelty statutes; supporting low-cost spay/neuter programs; providing for animals in disasters; and banning horse slaughter for human consumption.

Recent federal achievements include the 2005 enactment of the "Safe Air Transport for Animals Act" which requires that commercial airlines in the United States report the incidents of family-owned pets injured, lost or killed while flying in the cargo hold of domestic flights, as well as providing tenants of federally assisted housing the opportunity to have a companion animal. The department is also strongly

focused on overhauling commercial dog breeding operations or “puppy mills.” In addition, with the creation of the ASPCA Compendium of State and Federal Animal Protection Laws, “model” legislation and “Best Practices” (an in-depth analysis of state cruelty laws), the department is a resource center for legislators and policy makers.

### **Humane Law Enforcement**

Through investigations, citations and arrests, the ASPCA Humane Law Enforcement Department (HLE) upholds and enforces New York State animal cruelty laws in the five boroughs of New York City. Additionally, HLE officers provide training to other law enforcement and animal protection agencies around the country. The HLE department investigates more than four thousand animal cruelty cases each year, and in 2006 and 2007 made 200 arrests and seized hundreds of cruelly treated animals. The life-saving work of the department is featured on Animal Planet’s hit reality television series, “Animal Precinct, which is currently in its sixth season.

### **Anti-Cruelty Center**

The ASPCA will break ground on the nation’s first Anti-Cruelty Institute in New York in 2009. This institute will be dedicated to educating veterinarians and law enforcement officials with specialized training necessary to recognize and respond to animal cruelty. Scheduled to open in 2010, the facility will include a forensic laboratory and veterinary hospital, a treatment center for animals that are victims of cruelty, as well as educational training and other programs.

The ASPCA’s Anti-Cruelty Institute will enable the organization to set even higher standards in the recognition, prevention and fight against animal cruelty the commitment on which the organization was founded. The Institute will also bring together the best and brightest animal welfare respondents from around the world, in an environment where they can most benefit from the ASPCA’s unique breadth and depth of animal welfare/anti-cruelty expertise.

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