



CHERI STORMS
EXECUTIVE DIRECTOR



ABOUT US

1. Statewide Financial Assistance Organization

- We Fundraise to Help Others

2. Free and Low-Cost Spay/Neuter Surgeries to more than 300 Rescue Groups & Shelters

3. Online Application is Quick & Easy

4. Funded 200,000 Surgeries!





ABOUT US

- **Funded by Donations, Grants, Fundraisers & the**
Pet Friendly Plate
- **#4 Selling**
- **Raised Over \$5M since 2011**
- **We are focused on Indiana shelters and rescues**



OUR VETS



**-Statewide Network of
110 Vets**

**-Rescues & Shelters Can
Invite Vets to Join Our
Program**

**-Some Vets are on Our
"Private" List**



STRATEGY



**GETTING TO ZERO:
A ROADMAP
TO ENDING ANIMAL SHELTER
OVERPOPULATION IN
THE UNITED STATES**

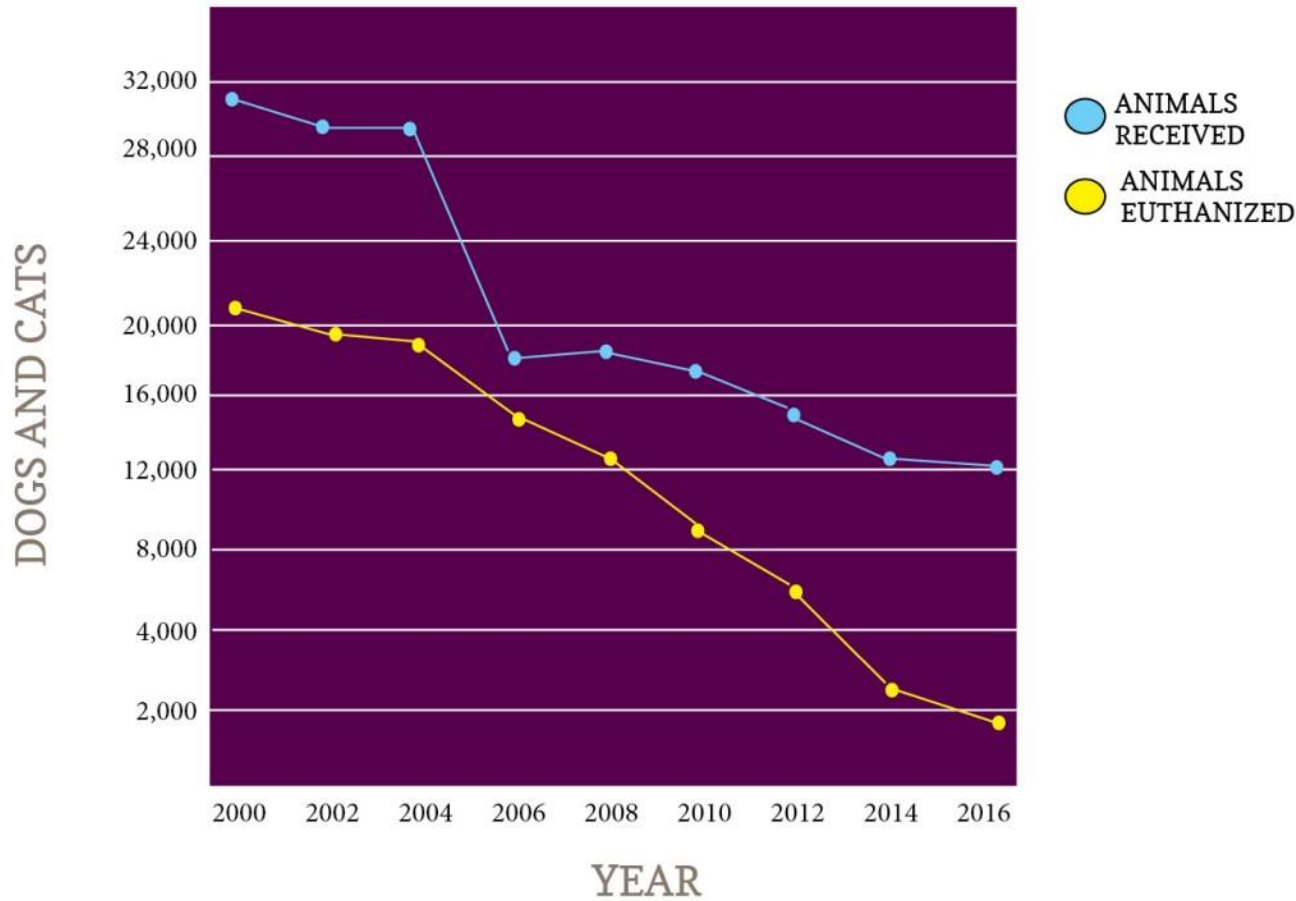
PETER MARSH

Professional Literature on
Animal Welfare

Peter Marsh – Author,
Researcher, Attorney

Free Download:
ShelterOverpopulation.org

INTAKE & EUTHANASIA AT INDIANAPOLIS SHELTERS



SPAY/NEUTER:

- PREVENTS

INTAKE

- SAVES LIVES &

MONEY

INTAKE &

EUTHANASIA RISE

& FALL IN

TANDEM

SPAY & NEUTER PREVENTS OVERPOPULATION

5 STRATEGIC PROGRAMS

1. SNAP program for limited-income pet owners \$25
2. Shelters & Rescue Groups – FREE
3. Community Cats - FREE
4. *The Fix is IN!* – Mobile Clinic (Public Vet)
Discounts are on a case-by-case basis
5. Pit Mix Fix \$10



1. SNAP SPAY/NEUTER ASSISTANCE PROGRAM

1. Limited-income pet owners pay just \$25
2. Strays abound in low-income neighborhoods
3. SNAP helps get them fixed & stay with the people who love them!
4. People can grab a SNAP certificate every Monday morning (online)

STRATEGY: PREVENTS SHELTER INTAKE



2. SHELTERS & RESCUE GROUPS

1. We provide 10 FREE spay/neuters per year, minimum
2. Makes animals adoption ready
3. Helps rescue groups “pull” more animals from overcrowded shelters into foster homes

STRATEGY: PREVENT INTAKE & PULL SHELTER ANIMALS



3. COMMUNITY CATS

-Feral & Free-Roaming Cats

-Trap-Neuter-Vaccinate-Return (TNVR) & Eartip
-"Colony Caretaker" (usually the person who was feeding the cat) continues to provide food & shelter

Strategy:

-Adding a Community Cat Program is the Quickest way to prevent shelter intake & become zero kill.
-About 90% of these cats were euthanized in shelters.



COMMUNITY CATS

**2014: Launched a
Statewide Program**

**Offered 25 FREE
spay/neuter certificates**

**Include a rabies vaccine
& mandatory eartip**

**We now help fund more
than 130 community cat
programs**



Community Cats

Indiana Municipal Guide for Busy Leaders



PET FRIENDLY
SERVICES OF INDIANA

4. UNIQUE PARTNERSHIP WITH PUBLIC VET



145 Cats Fixed in Terre Haute

The FIX is IN!

Mobile clinic for cats

They travel into remote counties (vet deserts)

In Indiana, there are several counties without a single vet!

Cost is \$90: Discounts provided on a case-by-case basis



UNIQUE PARTNERSHIP WITH PUBLIC VET



Check-in line at Terre Haute

2022 *FIX is IN!* Clinics

(As of 12.15.22)



- 95 Clinics Completed
- **7,414 Cats Fixed**
- Over **\$85,000** of Financial Assistance Provided

2023 EVEN MORE IMPACTFUL!

Investing \$200,000 in the
following SE Indiana
Counties:

Decatur
Fayette
Franklin
Rush
Union

Thanks to a generous grant
from the Joanie Bernard
Foundation.



Increasing Awareness for Shelter Animals



LOOKING FOR A
**NEW BEST
FRIEND?**

WE'RE HERE TO HELP!

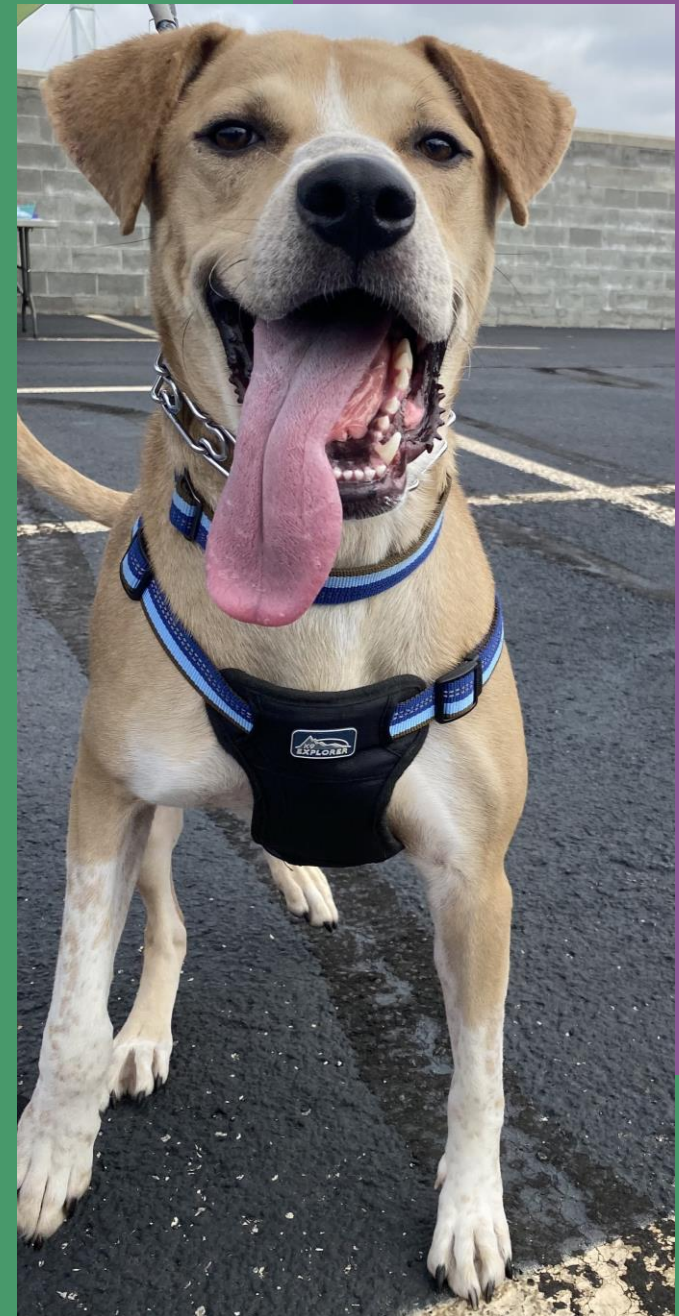
**ADOPTION
GUIDE**



INDIANA IS FULL OF HIGHLY DESIRABLE DOGS

Adopters Will Find:

- ✦ Pure Breeds
- ✦ Small & Medium Dogs
- ✦ Puppies
- ✦ Adults & Seniors
- ✦ Fluffy Dogs & Short Hairs
- ✦ Designer Dogs



ADOPTINPETS.ORG

Local Shelters Might Not Have What Adopters Want

Shelter may be too busy match adopters with a dog at a different shelter.

The Adoption Guide increases awareness of GREAT animals in need of homes.

Explains how to find your perfect match & the nuances of adoption.



Cats benefit, too!





PIT MIX FIX

*\$10 spay/neuters for
pit mixes and large dogs*



PET FRIENDLY

SERVICES OF INDIANA

PAW LOVE THEM FOR LIFE PAW

STRATEGIC PROGRAM #5

WHY THE PIT MIX FIX?

Who's left behind at Shelters?

- Pit Mixes & Large Dogs
(50 pounds or more)
- Supply & Demand do not
align
- \$10 Pilot Program for
Marion County
- Lawrence & Jackson
Counties – Special Program



PIT MIX FIX

Rescue Groups can “pull” a limited number of Pit Mixes & Large Dogs before they become full

These dogs take longer to be adopted

Strategy: Spay/Neuter to Prevent Shelter Intake



CHALLENGES



While we were locked down,
Community Cats partied
like it was 1999!

Pandemic

- Vet offices were “non-essential”
- PPE went to doctors & hospitals
- Vet clinics were slow to reopen, slower procedures, curbside....
- Shelters are now full (again)
- There’s also a nationwide vet shortage

Funding

- Pet Friendly Services is a small nonprofit
- **HIGH DEMAND** for our spay/neuter certificates
- We sell out of SNAP each Monday
- The Pet Friendly license plate funds most of our surgeries
- We don’t receive any government funding

OPPORTUNITIES

Pet Friendly License Plate

#4 selling specialty plate

Generated \$5 Million in 11 years

A LOT of people DON'T KNOW
about the Pet Friendly Plate!

www.PetFriendlyPlate.org



A LITTLE BIT MORE ABOUT US



- We Strive for Excellence
- Other States are Holding Us as a Model Program

HELPING OTHER STATES

With spay/neuter programming:

- Maine
- Delaware
- Ohio
- Maryland



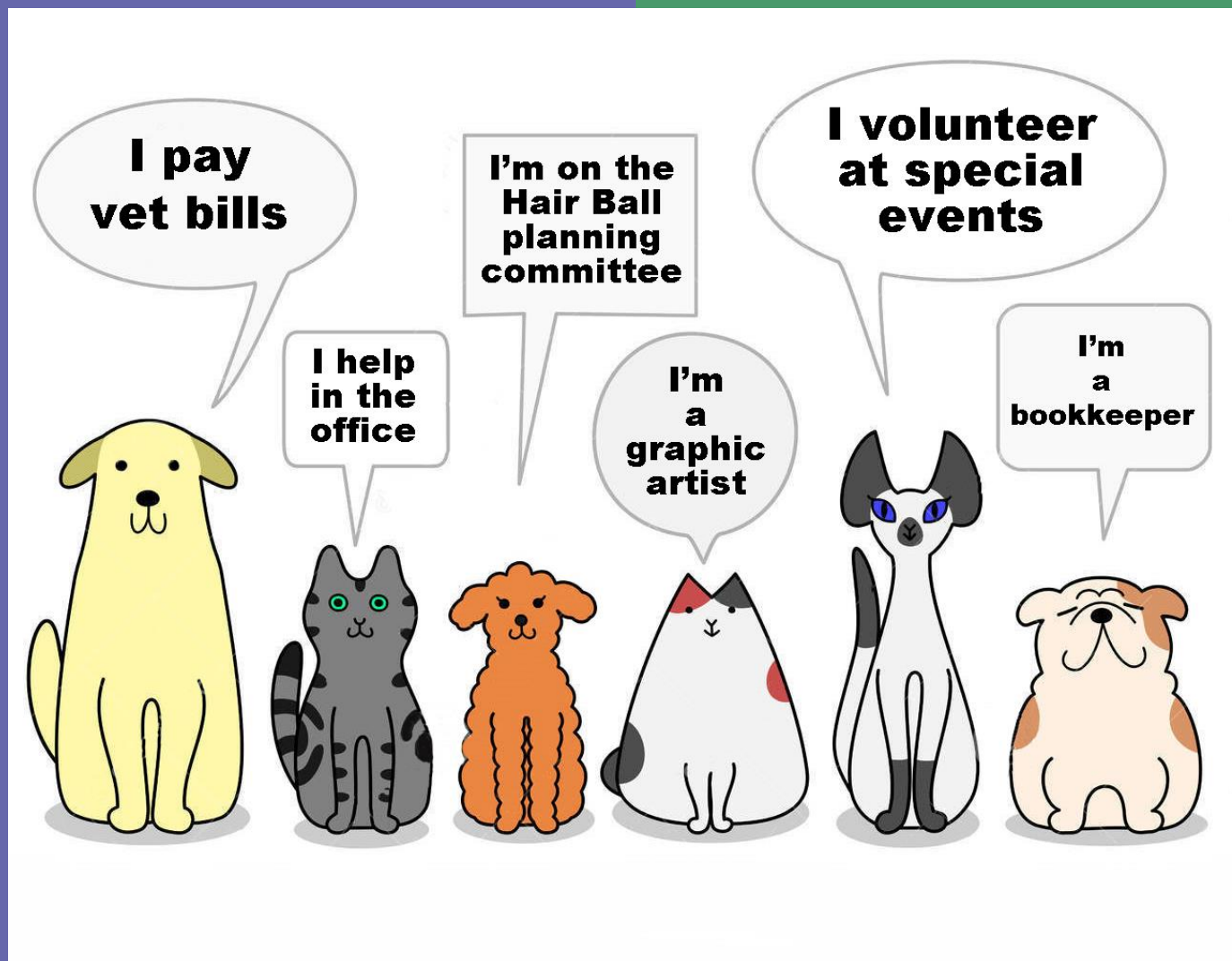
ABOUT US

We're a Small Team

3 Full-time staffers

4 Core Volunteers

An Excellent Board of Directors



HOW YOU CAN HELP

Drive with the Pet Friendly Plate!



Tell EVERYONE About It!



Questions?



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