Saving Lives Nationwide
Target Zero, Inc.
First Coast No More Homeless Pets,
South Florida No More Homeless Pets,
Target Zero Institute

Big Problem
In 2002, 33,847 animals entered area shelters in Duval County and 23,104 died
32% Live Release Rate

Action Needed
First Coast No More Homeless Pets
Founded in 2002

Mission: To end the euthanasia of dogs and cats in Duval County shelters, then do the same in surrounding communities and now mentor communities nationwide to do the same.
Big Solution

- Long-term, sustained, targeted spay/neuter programs
- Increasing ongoing shelter adoptions
- Pet retention programs

25,000 Targeted Surgeries Annually

- Low-Cost Programs
- Low-Income Programs
- Pit Bull and Pit-Mix Programs
- Community/Feral Cat Programs
- Geographic Programs

Community Collaboration Crucial
Innovative Programs Making A Big Difference

• Since 2002, euthanasia rate decreased by 78% in Duval County
• This fiscal year, 2,280 animals were euthanized
• 82% Live Release Rate

First Coast No More Homeless Pets has become Target Zero, Inc.

Mission: To get the country to no kill by 2024

Target Zero, Inc.

Three Major Programs

- First Coast No More Homeless Pets
- South Florida No More Homeless Pets
- Target Zero Institute
First Coast No More Homeless Pets

- Leading northeast Florida’s no kill movement
- Largest spay/neuter clinic in the country
- 32,000 surgeries for 2014 with 85% targeted
- Feral Freedom shelter-neuter-return programs
- Mega Adoption Events saving hard to adopt animals

South Florida No More Homeless Pets

- Plans to contract with Miami-Dade Government to run high volume spay/neuter clinic
- Working to put together collaboration to end shelter deaths in Miami-Dade County

Target Zero Institute was established to assist communities to design and implement comprehensive plans to end the euthanasia of dogs and cats in shelters using the JAX model and Best Practices from around the country.
Target Zero Institute only accepts communities with a high level of commitment to collaboration and change that includes the public shelter.

- Organizations nationwide apply for a Fellowship at no cost
- Assessments completed and statistics analyzed to determine where shelter animals are coming from and why
- Comprehensive plans prioritizing programs are recommended at no cost to the community
- Three years of training with experts in organizational development, medical, revenue generation, government affairs and fiscal management
- Fellows ‘pay it forward’ to surrounding communities

Two Main Goals:
Decrease Shelter Intake
Increase Live Release Rate to 90%
Step 1
Community Assessment to determine:

- Level of collaboration of all animal welfare groups
- Progress in community at shelters, with elected officials, etc.
- Delivery of services: spay/neuter, transfers, surrender prevention programs
- Existing resources and gaps

Results of Community Assessment

- Bring stakeholders together
- Identify new funding or develop new funding strategies
- Begin working on ordinance revisions typically needed in every community
- Introduce new programs and/or revisions of partnerships
- To date, this has consistently led to an immediate increase in the Live Release Rate

Surrender Prevention Programs

- Community Cat diversion
- Crisis Foster Care
- Neonate Foster Care
- Subsidized medical care
- Help pet owners re-home pets themselves
- Community vaccine and ID clinics
- Many others

These proactive programs have proven to make a much greater impact on shelter deaths than any reactive programs!
Step 2
Medical Assessment to determine:

- Holding periods
- Treatment of animals with behavior or medical conditions
- How animals flow from admission to outcome
  - In public shelter
  - In no-kill shelters
  - With rescue groups
  - With foster care

The greatest risk to a pet entering a shelter is the Length of Stay (LOS). No other stressor is as important and no amount of preventive care can eliminate the consequences of a lengthy stay.

Place them ASAP!!

Increased LOS leads to:

- Exposure to and illness from infectious diseases
- Overcrowding
- Unappealing behavior issues
- Psychological trauma to pet
- Decreased immune system

Results in lower adoptability factor and waste of resources
Results of Medical Assessment

- Identify and troubleshoot bottlenecks
- Every pet needs a Plan of Action every day:
  - Who are you?
  - Are you where you need to be?
  - Do I need to schedule something for you today?
  - Do you need special care from me?
  - How can we place you as soon as possible?

Population rounds are crucial yet uncommon!

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Results of Medical Assessment

Common Bottlenecks

- Always look at foundation policies/ordinances
- It’s nobody’s job
- Rules of unknown origin
- Process not automated—not utilizing shelter software to fullest potential
- Duplicating work
- Paper!

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Common Areas of Opportunity

- Shelter software training—accurate stats and reports!
  - Rounds**
  - Infectious disease control/separation
  - Community Cats
  - Neonates/Foster Care diversion
Focus on Felines

2.5 to 3 Million Cats Die Each Year in US Shelters

Innovative programs and policies are changing the way cats are viewed in communities and we can save them all!

Some include:
- Feral Freedom
- Innovative housing and enrichment protocols
- Open relationship type adoptions

Target Zero, Inc.
Other Areas of Focus

Mobile Mega Adoption Events
From 4,000 to 40,000 annual adoptions

Too Many Pets—Not Enough Adoptions

Goal: Increase U.S. adoptions by 40,000 or more annually

How: Provide experienced and properly equipped team to effectively handle logistics of 45 Mega Adoption Events

- Adoption events will work towards finding homes for 750 to 1,000+ normally hard to place pets
- Give communities confidence to undertake large adoption events
- FCNMHP has orchestrated four Mega Adoption Events—finding homes for 3,486 pets, many were those ‘hard to adopt’
- NEARLY 1,000 pets re-homed at each Mega Adoption event
Measuring Success of Target Zero Institute

- Since December 2012 results have been tremendous
- Actively working with six communities, with others wanting and most importantly needing our support
- Recommendations based on unique needs of each community
- Data has shown live release rates are increasing, proving lives are being saved with our efforts

Waco, Texas
Population of 240,000
City poverty level 21%
Average animal intake YTD 2013 - 10,200
- Began work December 2012
- Live Release Rate has increased 36% to 69%
- Detailed assessments in all shelters areas
- Assisted in revising animal ordinances, including adding Community Cat programs
- Implemented government funded targeted spay/neuter funds for high volume clinic
- Re-wrote city shelter SOP’s, and conducted detailed training for all shelter/city staff
- Working with limited admission shelters to increase turnover and ability to transfer out more animals from the city shelter
- Assisting in grant preparation to outside funders already leveraging $200k
- Conduct monthly webinars in areas of development and fundraising, along with one-on-one coaching for raising funds

Indianapolis, Indiana
Population of 840,000
City poverty level 19%
Average animal intake YTD 2013-16,000
- Began work April of 2013
- Live Release Rate has increased 55% to 73%
- Detailed assessments in all shelter areas
- Helping to create more humane housing
- Improved data entry and subsequent analysis
- Creating open adoption policies
- Introduced Feral Freedom program and assisted in ordinance changes to legalize
- Improving health and well-being of shelter population at various locations
- Assisting in coordinated grant preparation to outside funders ($1.2m awarded in 2013)
- Conduct monthly webinars in area of development and fundraising, along with one-on-one coaching for raising funds
Baton Rouge, Louisiana
Population of 240,000
City poverty level of 18%
Average animal intake YTD 2013-6,000
- Began work March of 2013
- Live Release Rate has increased 51% to 58%
- Detailed assessments in all shelter areas
- Assisted in ordinance changes pertaining to community cat programs – at counsel now
- Improved animal care and housing
- Providing mentorship in area of adoption programs, creating streamlined programs
- Working with limited admission shelters to increase turnover and ability to transfer more animals from city shelter
- Assisting in SOP updates and training of staff
- Assisting in coordinated grant preparation to outside funders, leveraging $1 million+
- Conduct monthly webinars in area of development and fundraising, along with one-on-one coaching for raising funds

Brevard County, Florida
Population of 550,000
City poverty level of 12%
Average animal intake YTD 2013-14,500
- Began work March of 2013
- Live Release Rate has increased 55% to 72%
- Creating more open adoption policies
- Working closely with city shelter on ordinances and policies to help save lives
- Improving health and well-being of shelter population at various locations
- Assisting in coordinated grant preparation to outside funders, leveraging $170K
- Detailed assessments in all shelter areas
- Assisted in implementation of mega adoption event, already saving 500+ more lives
- Conduct monthly webinars in areas of development and fundraising, along with one-on-one coaching in this area

Cincinnati, Ohio
Population of 300,000
City poverty level of 27%
Average animal intake as of 2013 13,000
- Began work November 2013
- Working closely to educate on ordinance policies
- Conducted seminars/trainings in order to better prepare ground work for TZI
- Detailed tours of animal welfare facilities to prepare for initial assessment
- Getting ready to conduct detailed assessments in areas of medical, development and programs February 2014
- Working on establishing collaboration team needed to save lives
**Pensacola, Florida**

Population of 305,000

City poverty level of 17%

Average animal intake as of 2013 11,500

- Began work November 2013
- Assisting county with SOP development in areas of EU policy and procedure
- Performed analysis of local animal ordinances
- Detailed tours of animal welfare facilities to begin to prepare initial TZI assessment
- Assisting in area of building collaboration between animal welfare
- Start establishing pet safety net programs
- Medical Assessment week of January 6, 2014

**Gulfport, Mississippi**

Population of 75,000

City poverty level of 20%

Average animal intake as of 2013 11,000

- Began work November 2013
- Conducted initial visit with animal welfare groups to review TZI process
- Detailed tours of animal welfare facilities to begin to prepare initial TZI assessment
- Performed analysis of local animal ordinances
- Working on strategies to start feral freedom type programs

**Strategic Seminars**

Goal—Initially assess communities with focus on collaboration

Assess desire to become a no kill community—plant seed

Lay ground work for types of programs and best practices TZI will expect of a fellow

- Cincinnati, OH
- Dayton, OH
- Kansas City, KA
- NY, NY
- Nashville, TN
- New Orleans, LA
- Broward County, FL
- Palm Coast, FL
- Communities around FL
Ten Year TZI Vision

- In late 2012 TZI began working with organizations in communities nationwide
- 2014—2016, 10 additional fellows (organizations) will be added annually
- 2017—2020, 20 additional fellows each year will be added
- In 2020, final groups will be accepted into TZI and will then graduate in 2023

Target Zero, Inc.

Working towards a day when there are truly no more homeless pets!

drpizano@targetzeroinstitute.org
www.targetzeroinstitute.org