



2014 Media Kit

For all inquiries and interview requests:
Marketing@AustinPetsAlive.org

The mission of Austin Pets Alive!
(APA!) is to promote and provide the resources, education and
programs needed to eliminate the killing of companion animals.

WHO we are

Meet the Executive Director Ellen Jefferson, DVM

Under Ellen Jefferson's leadership, Austin Pets Alive! (APA!) has helped keep Austin the largest no kill city in the United States since 2011.

Dr. Jefferson joined APA! in 2008 and began applying best practices in efficiency and operations to resolve Austin's problem of killing thousands of healthy and treatable pets each year.

Within the first year of her leadership, APA! reduced the killing of homeless cats and dogs in Austin by 20% with the downward trend continuing and Austin reaching a 91% save rate for 2011.

Austin Pets Alive! (APA!) is a 501(c) 3 (nonprofit) organization that has become one of the country's No-Kill leaders by innovating and maintaining programs, in turn lending Austin the title of the largest No-Kill city in the nation.

By studying the best practices of other cities, analyzing their results and impact, and implementing new procedures, Austin Pets Alive! has created its own "road map" as it weaves experience into the unique characteristics of our city.

Austin is rich in prevention resources such as spay/neuter, medicine, and fostering, and we are filling the gaps in areas that have been historically under-represented, such as high volume, high quality adoption.



Austin Pets Alive! programs make it possible to save “the last 10%”. These programs include:

Parvo ward: The first of its kind in the nation, APA!’s parvo ward treats parvovirus positive dogs in an isolated intensive care unit. The average cost of treatment per dog is \$250 and the ward saves more than 80% of its patients.

Neonatal nursery: This program targets the orphaned, unweaned kittens that were fated for euthanasia at many Central Texas shelters. In 2013, the nursery saved 1500 kittens, adopting out 100% of its survivors.

Dog behavior program: By following the tenets of the “Play for Life” program, the dog behavior team primes residents and recent adoptees for life “out in the world.” By training proper socialization and preparing dogs for the Canine Good Citizen program, our dog behavior team sets our canine residents up for day-to-day success.

Ringworm ward: Cats diagnosed with a highly contagious (but very highly treatable) fungus known as ringworm are often euthanized. By providing these cats an isolated space to receive love and treatment, this program saves more than 250 cats each year from likely euthanasia.

Medical Triage Clinic: On a daily basis the medical clinic will see approximately 60-100 cases and spay/neuter up to 165 animals a week in addition to other surgeries. The medical staff at Austin Pets Alive! has revolutionized the management of shelter care by using careful budgeting and accepting animals as if we are an open intake shelter.

Barn cat placement: this program finds alternative homes for poorly socialized cats. By providing indoor/outdoor spaces such as barns or stables following alteration, this program ensures life for cats and an inventive solution for rodent or vermin problems.

WHAT we do

Austin Pets Alive! fills the gaps in the community by identifying the problems that leave dogs and cats euthanized at the shelter and creating innovative programs to overcome those specific problems.



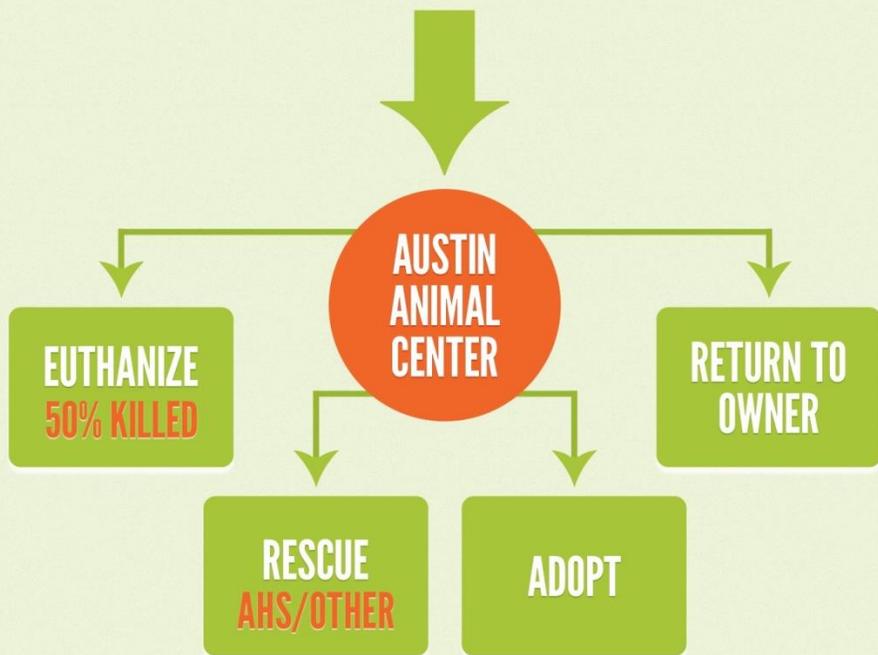
Approximate costs per animal

NUMBER 1 PRIORITY: KEEP AUSTIN ABOVE 90% SAVE RATE

THE IMPACT OF AUSTIN PETS ALIVE!

2007

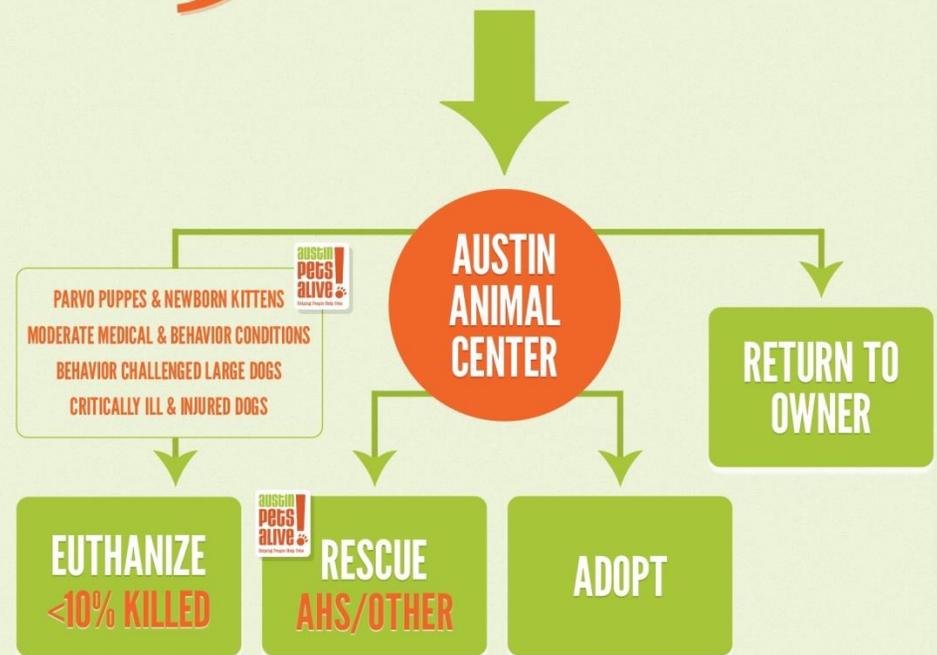
MORE THAN **50%** OF ANIMALS COMING INTO THE CITY SHELTER WERE BEING KILLED



14,000 dogs & cats euthanized in 2007

today

MORE THAN **90%** OF ANIMALS SAVED WITH THE HELP OF AUSTIN PETS ALIVE!



30% of AAC animals rescued by APA!



Since 2009,
APA!
has pulled



11,721

from the AAC
euthanasia list.



By incorporating innovative, comprehensive programs like the kitten nursery, parvovirus clinic and medical triage clinic, APA! provides animals like Poppyseed (top left: before; top right: after) and Tiny (bottom left: before; bottom right: after) a fighting chance at more than just survival. Now, Poppyseed and Tiny have a life full of love and happiness to look forward to.

