

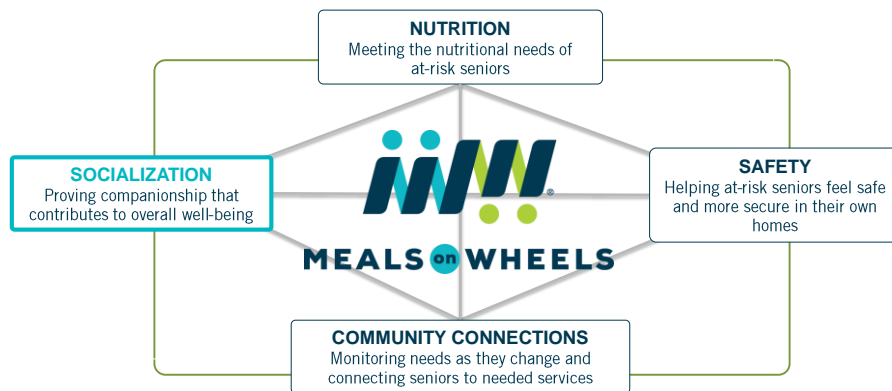


What About Buddy: Exploring Different Approaches to Pet Programs

SPEAKERS

1. **Juliet Nations**, VNA Meals on Wheels
2. **Tim Getty**, The Heritage Area Agency on Aging
3. **Heather Allard**, Meals on Wheels Central Texas

So Much More Than Just a Meal



Agenda

- **Individual Program and Topic Overviews** – 30 minutes
- **Breakout Consultation Groups** – 40 minutes
 - Starting a Program
 - Offering Specialty Services
 - Fundraising and Data Collection
- **Share Out** – 5 minutes
- **Action Steps** – 5 minutes

STARTING A PET PROGRAM FROM SCRATCH



JULIET NATIONS
PET CARE COORDINATOR
VNA Meals on Wheels
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The To-Do List

- ✓ Program Coordination
- ✓ Pet Food
- ✓ Clients
- ✓ Staff & Community Assistance
- ✓ Volunteers
- ✓ Additional Services
- ✓ Growth & Change





Pet Food

- **Where to get it**
 - Torn Bags: Pet Supply/Feed Stores, Walmart
 - Donation Drives: Existing volunteer groups, youth & corporate groups, pet supply stores, vet clinics, social events, annual/holiday drives
 - Grants & Fundraising (Heather's topic)
 - Major sustaining donors (ex. Chewy.com)
- **Storage**
 - On-site: Metal storage container rental, shed
 - Off-site: One or multiple volunteer delivery pick-up sites



Pet Food (cont'd)

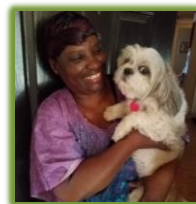
- **Packaging & Labeling**
 - Breakdown large dry pet food bags into smaller baggies
 - Use Excel spreadsheet mail merge or client database to create labels
 - Pet food routes prep volunteer events
- **Special Requests:** If possible determine up front if you will keep your pet food choices simple or (try to) fulfill special requests. Donations tend to be a wide variety, type & size





Pet Care Clients

- **Eligibility**
 - Age, income, location
 - Reaching out to clients with pets, pilot client group
 - Initial and Annual Assessments, home visits
- **Evaluations**
 - Ex. Satisfaction Surveys (Heather's topic)
- **"Case Management"**
 - You didn't think you were one but you will be
 - Clients vs. Pets, Who does what?
- **Client Rights & Responsibilities**



Staff & Community Assistance

- **Executive Admin & Board of Directors**
 - Paradigm: How helping pets helps people/clients
 - Pet Programs bring in new sources of volunteers & donors
- **Intake & Case Managers**
 - Refer new clients, initial & emergency deliveries
- **Information Technology**
 - Create pet sub software programs & reports
- **Development/Marketing**
 - Fundraising, in-kind donations, events, social media, collateral materials, ie: flyers, brochures, etc.
- **Routing**
 - Creating pet-only routes & client lists



Staff & Community Assistance (cont'd)

- **Community** (local and online)
 - Other animal & pet advocacy groups (SPCA, Humane Society, Garland Pawsibilities, Mazie's Mission, DT6)
 - Networking
 - Partnering for vet services & spay/neuter, adoptions & surrenders
 - Collaborating on the bigger picture: saving animals
 - Sharing resources (pet food & supplies)
 - Professional Development: Pet First Aid Training, Pet Rescue Certification, The LINK, online webinars



VOLUNTEERS

- **Recruitment**
 - Existing MOW volunteers
 - Local animal/pet non-profits
(....volunteer for them too!)
 - Vet Clinics & Pet Supply Stores
- **Opportunities**
 - Weekends & Evenings (vs. regular MOW delivery)
 - Not Just Pet Food Delivery: Pet Food Drives, Pet Food Breakdown, Haul Donations, Admin Help, Vet & Grooming Transportation
- **Scheduling**
 - Use existing systems, basic Excel spreadsheets & email, create or use dedicated software programs





VOLUNTEERS (cont'd)

- **Communications**

- They are your ears & eyes out in the field!
- Feedback and follow-up on client/pet issues
- Make yourself available to them (cell, text, email during deliveries)

- **Retention/Appreciation**

- "Thank you" = Two best words in the world
- Take their suggestions when you can
- Service hour verification & special projects
- Volunteer Appreciation Events, Gifts & Recognition
- Accept that things change sometimes and so do volunteers



Additional Services

- Spay/Neuter & Veterinary Care
 - State Programs (ex. TVMF)
 - Local Partnerships (ex. SPCA, Humane Society, etc.)
- Grooming (ex. Nimitz High School)
- Temporary Foster/Respite Care
- Adoptions & Surrenders
 - includes senior-to-senior
- Pet Supplies
- City Registration, Ordinances, Infractions
- Microchips, ID tags, Pet lost & found





Growth & Change

- Challenge: Fluctuation of MOW client population
- Creating routes in new areas
- Goals, statistics, tracking data (Heather's topic)
- Discharging problem clients/pets
- Staff Changes
- Letting go of control & delegating
- Having to say "no" & not being able to help every client & pet
- Pet & Client death
- Pet Caregiver Compassion Fatigue



Small Program, Big Impact



Tim Getty

Regional Nutrition Program
Coordinator

The Heritage Area Agency on
Aging

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The Heritage Area Agency on Aging

- Located in East Central Iowa
- Seven County Service Region
- Varied Demographics
 - Second Largest City in Iowa (Cedar Rapids)
 - Rural

Tails A Waggin' Pet Assistance Program

Overview

- Small But Mighty Program
- 14 active consumers, 20 pet companions
- Agreement with other pet assistance program
- Provide food assistance every other month (2 month supply)
- Maximum of 2 pets (generally)
- MOW Delivery/Chewy.com (rural)

Tails A Waggin' Pet Assistance Program

Overview

- Participant/pet-centered food assistance
 - What is best for the pet
- Prescription food assistance available
 - Need prescription/vet approval
- Use of consultant vet
- Some funding for emergency situations

Tails A Waggin' Pet Assistance Program

Funding

- Meals on Wheels Loves Pets Grant Recipient
- Private Donors
- No assistance from agency general fund
- Local Hotel Can Redemption Deposits
 - Average \$75 per month
- Pet food donations from local non-profits
 - Don't have capacity to distribute pet food

Tails A Waggin' Pet Assistance Program

Participants

- Mainly rural participants
- Referrals required. Not self-referrals
 - Case manager, site manager, internal, etc.
- Collaboration with Elder Rights Program
 - Situation Specific
 - Law Enforcement Referrals
 - Emergency assistance available as needed
 - Vet assessments, supplies, potential relocation

Tails A Waggin' Pet Assistance Program

Participant Stories

- Rural Participant
 - Law Enforcement/EAPA referral
 - Confirmed abuse
 - “Only living for Ferris(dog)”
- Urban Participant
 - EAPA Referral, law enforcement involvement
 - Used as reason to check on consumer
 - Financial concerns

Pet Programs by the Numbers: Stats & Cash



Heather Allard

PALS Program Manager

(Pets Assisting the Lives of Seniors)

MOWCTX

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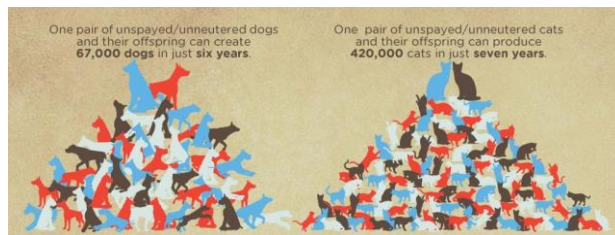
PALS Program Information

- 450 clients with 850 pets served annually
- Program Services
 - Pet Food
 - Annual Veterinary Care
 - Grooming
 - Boarding & Foster Care
 - One-Stop for Pet Resources

PALS
a program of
MEALS  WHEELS™
CENTRAL TEXAS

PALS Program Key Features

- Committed Budget & Staff Time
- Community Partnerships
- Spay/Neuter Requirement



Pet Programs by the Numbers: Stats

**COLLECT
DATA**
and let them
**INFORM
YOU**

Data Collection

- Client Surveys
 - Initial Needs Survey
 - Annual Client Satisfaction Survey
 - Qualitative vs. Quantitative Data
 - Survey Caveats



D O N ' T P O K E T H E B E A R

Data Collection

- Quantitative Program Statistics
 - How many clients and pets are being helped?
 - How much of each service is your program providing?
 - How efficient & effective is your program?
 - What is the unmet need?
 - Monthly & Annual Reports (even if no one is asking yet!)

Pet Programs by the Numbers: Cash



Fundraising!

- Types of Fundraising Strategies
 - Grants
 - Events
 - Community Partners
 - Individual Donors
 - Online Campaigns
 - Matching Funds

Fundraising!

- Fundraising Challenges
 - Donor Overlap
 - New Programs
- FREE Fundraising Resources
 - Gail Perry
 - Kivi Leroux Miller



Breakout Sessions



Breakout Consultation Groups

- Pick your topic(s)
- You'll spend 20 minutes in two groups
(or stay with the same group for 40 minutes!)
- These sessions are for you!
 - ☐ Share an idea
 - ☐ Present a challenge you are facing
 - ☐ Talk about a success story

Pet Advisory Council

Who: Meals on Wheels America Members who have Pet Programs

What they do: Represent interests of Meals on Wheels America network; advocate for clients and pets; suggest priorities; identify issues, opportunities, and challenges; advise on opportunities and program changes

How it's done: Quarterly conference calls and check-ins via email

Pet Advisory Council

Sound interesting?

Contact them!

Their information is available on the Pets Member Central Page

Become a council member!

We are looking for new members - reach out any of us to find out how you might join