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**CONTACT:**

Maria Benham, President & CEO

563.582.6766/maria@dbqhumane.org

## **ANIMAL ADOPTION RATES SOAR IN FIRST 6 MONTHS**

*(Dubuque, Iowa, Monday, July 06, 2015)*— Initiatives unleashed by the Dubuque Regional Humane Society (DRHS) earlier this year have resulted in extraordinary sheltering data for the first six months of 2015. The percentage of shelter animals that have been adopted in the first six months of 2015 has surpassed last year's figures.

Over the past few years, shelters have seen a considerable shift in incoming animals... **fewer dogs—more cats**. New research has changed the landscape in which shelters work, and best practices are shared to help shelters better adapt and care for a changing homeless pet population.

**The percentage of cats adopted from January through June of this year was 73 percent—compared to 42 percent during the same time in 2014. Dog adoptions are at 90 percent—compared to 82 percent in 2014.**

The DRHS is committed to placing only healthy, treatable and safe animals into the community.

### **Dubuque Regional Humane Society Cat & Dog Adoptions January – June 2015**

	<u>2014</u>	<u>2015</u>	<u>Total Increase</u>
<b>Cats</b>	<b>42%</b>	<b>73%</b>	<b>31%</b>
<b>Dogs</b>	<b>82%</b>	<b>90%</b>	<b>8%</b>

“After months of research, conversations and planning, we’ve found ways in which the DRHS can work more efficiently and effectively, providing more animals a second chance at life,” said Maria Benham, President and CEO. She adds, “The changes we’ve made at the DRHS this year—from dramatically lowering cat adoption fees to requesting an appointment when surrendering a pet—have been implemented with one goal in mind: to increase the adoption of safe and healthy pets.”

A faster turnaround from admission to adoption, otherwise known as “length of stay” (LOS), gets more animals into adoptive homes. With less time spent in the shelter, animals (especially cats) have less stress. Lower stress levels decrease anxiety-induced illness and aggression. Animals find new homes faster and spend less time at the DRHS, which allows space for more animals without overcrowding. Benham adds, “While some of the concepts may seem confusing or strange, it’s really



quite simple: decrease the amount of time from when an animal is admitted to when it is adopted. It's still early in the process, but the results we've seen thus far are amazing.”

The DRHS is a private 501(c)(3) non-profit organization serving the tri-state region since 1901. Every year, the DRHS admits nearly 4,000 cats, dogs and critters. The DRHS is committed to building life-long bonds between people and animals through adoption, humane education, community outreach and animal cruelty prevention.

For more information, contact Maria Benham at 563-582-6766.

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