



We DID IT! Summary of PetSmart Charities Grant: Cats in Camden County

AWA is proud to share with our community that we completed a four-year project to spay/neuter over 7927 cats in four towns. The goal of the project was to lower cat impoundment into Camden County Animal Shelter and consequently lower cat euthanasia. Through very generous grant funding from PetSmart Charities we provided free spay/neuter surgery from 2012-2015 to the towns of Bellmawr, Cherry Hill, Gloucester Township and Lindenwold.

Did it make a difference?

Yes, it did! In 2011 these four townships accounted for over 1600 cats that Camden County Animal Shelter cared for. One year after our grant project began, there was a combined 11% decline. After four years (some that included major cat hoarding cases in the targeted towns) the total decline in impoundment is 8%. For the first quarter of 2015 the number of cats brought in from these towns is trending down to 40!

What is even more amazing is the decline in the euthanasia of cats from these towns during the same time period. In the first year we saw a 15% drop, then a 21% decline and comparing the same first few months of 2014-2015 there is a 33% decline.

The decline in cat intake to the shelter helps reduce housing crunches and improve the chances a cat will be adopted!

History: Learn how it got started

In 2011 AWA knew we had to do something to help reduce our community's cat euthanasia rate. We decided to focus our spay/neuter efforts to lower cat impoundment and euthanasia at Camden County Animal Shelter. Through a novel cooperative with Camden County Animal Shelter, we formed a partnership. AWA analyzed CCAS' s cat intake and determined that a handful of towns, as well as the City of Camden, provided CCAS with a majority of all the cats sheltered, adopted and euthanized each year.

We then went even further and we mapped the addresses the cats were coming from. We did this for 2010 and 2011 and we discovered that while the addresses may be different many of the locations were very close together: neighbors, adjoining backyards, etc. With this information we designed a novel approach to how we would try to address the issue. We would "micro-focus" our effort and with a combination of marketing, social media, and door-to-door visits we made people aware of the challenge facing area cats and the solutions.