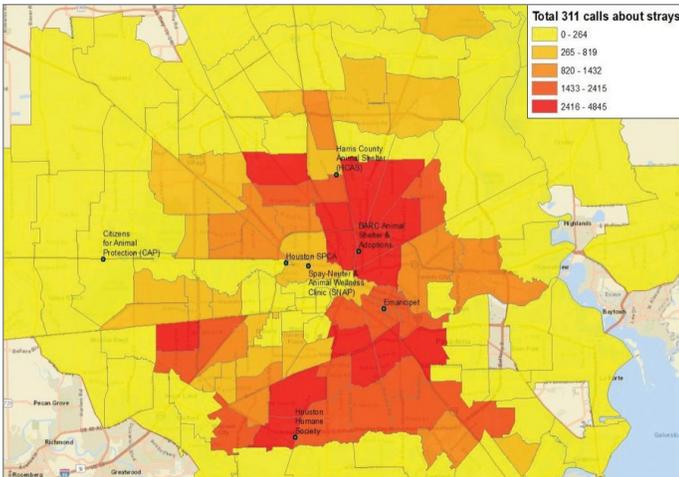


The Problem

The stray animal population is a quality of life problem that has an impact on the public safety and public health of communities in the Greater Houston area. Fortunately, it is a solvable problem, and once it is rectified the lives of people in these neighborhoods will improve instantly.



City of Houston 311 stray animal calls by zip code (2012–2016)

The above heat map identifies those areas where the greatest number of calls regarding stray animals are generated from. The darkest areas had a minimum of 2,400+ calls.

Hurricane Harvey



During Hurricane Harvey, 796 animals were housed at the temporary shelter at NRG; only 36 were claimed.

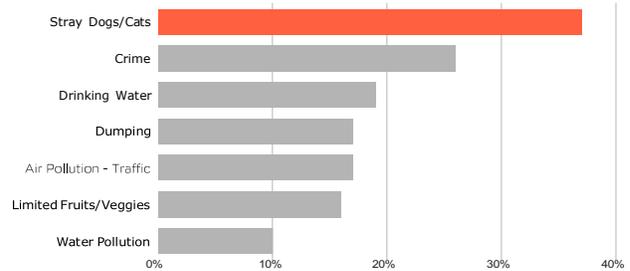
Financial Resources

Houston PetSet grantees have spent 3x times the amount of money within the animal welfare space as compared to the combined City and County spend.



Impact on Quality of Life

UT Health of Houston (2010)



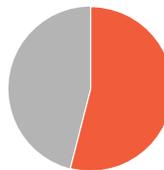
Percentage of residents identifying the most significant problem in their neighborhood.

Rice Kinder Houston Area Survey (2018)



More than 1 in 4

Harris County residents say that stray dogs or cats are a *very serious problem* in their neighborhood.



A total of 54% of Harris, Montgomery, and Fort Bend County residents identified that stray dogs and cats are a *problem* in their neighborhood.

Data Driven Insights

Houston PetSet commissioned Rice University's Houston Action Research Team to conduct a study of the state of animal welfare in the Greater Houston area and compare it to other cities. The study, combined with the Kinder Survey, grantee partner surveys, and additional research points, fuels Houston PetSet's data driven approach to identifying solutions that best serve the community.





HOUSTON
PETSET
FOR THE ANIMALS

The Solution

VISION

A world where companion animals do not suffer and are valued by society

MISSION

To end homelessness and suffering of companion animals and elevate their status in society

THE PRIMARY OBJECTIVES

To improve the quality of life for residents of the Greater Houston area;
To provide resources to build the capacity of other animal welfare organizations;

To improve the public perception and treatment of companion animals.
We achieve our objectives through a strategic plan that focuses on the following six impact areas:



SIX IMPACT AREAS

Spay & Neuter	Transport & Rescue	Community Service & Education	Cruelty Prevention	Research	Advocacy
Increase the number of accessible and high volume spay and neuter programs	Improve capacity amongst rescue, foster, adoption and transport organizations	Implement and support outreach efforts to inform the public of proper treatment of animals	Decrease animal cruelty and fund agencies that protect neglected and abused animals	Build and leverage our collection of qualitative and quantitative data to inform lasting solutions	Increase engagement to influence public policy and affect legislation at local and state levels

2019

<ul style="list-style-type: none"> Business Plan <i>Develop spay & neuter strategy</i> 	<ul style="list-style-type: none"> Business Plan <i>Develop transport strategy</i> Purchase of two transport buses Establish new transport entity <i>Royal Pet Express</i> 	<ul style="list-style-type: none"> Harris County Animal Shelter Wellness Clinic <i>Increase marketing and awareness</i> 	<ul style="list-style-type: none"> Harris County Animal Cruelty Taskforce <ul style="list-style-type: none"> <i>Develop Ambassador and Liaison resources</i> <i>Replicate in Fort Bend County</i> 	<ul style="list-style-type: none"> Texas Southern University <i>Develop Business Plan</i> Source Data <ul style="list-style-type: none"> <i>Organize grant data spanning 60+ animal welfare organizations over 15+ years</i> <i>Utilize survey methods to acquire additional data</i> 	<ul style="list-style-type: none"> Explore improvements to Municipal/County/State Ordinances Texas Humane Legislation Network <i>Collaborate with Fort Bend County on legislative priorities</i>
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2018

<ul style="list-style-type: none"> Emancipet <i>Funded a second temporary location, operations, and eventual launch of a permanent location</i> BigFix Houston <i>Funded equipment and start up</i> The Empty Shelter Project Developed working groups <i>Operational spay and neuter working groups</i> 	<ul style="list-style-type: none"> Develop a transport program <i>Moved 1000+ animals to rescue and shelter partners out of state</i> 	<ul style="list-style-type: none"> Harris County Wellness Clinic <i>Funded two full-time vets and several vet techs</i> Crime Stoppers Safe Schools Program <i>Reached 1,363 students, parents, and community members through 58 presentations</i> 	<ul style="list-style-type: none"> Harris County Animal Cruelty Taskforce and Hotline <i>Funded two full-time law enforcement officers</i> 	<ul style="list-style-type: none"> Rice HART Study <i>Released, see Houston PetSet website</i> Kinder Houston Area Survey <i>Commissioned the inclusion of a question about stray animals in the 2018 survey</i> 	<ul style="list-style-type: none"> Texas Humane Legislation Network <i>Funded on-going digital awareness campaign</i>
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