



**Before launching Cats Ahoy, we decided to email existing rescues in the USA who were running mobile adoption programs and ask about their experiences. Here's what they had to say!**

I think that mobile adoptions always help... cat adoptions do not do well over the web so mobile adoptions are still a must for them (especially those in our foster homes).

Animal Friends Connection Humane Society

We actually just finished the second truck which turned out better than the first! We often adopt out more animals on certain days than the shelter does!

Best Pets Colorado

When Animal Haven purchased our Mobile Unit, it was a significant percentage of our budget; however, it has proved to be a significant investment in our organization. Our Pets to the People program was born and in its first year of operation, helped increase our adoption rate by 300 percent.

Animal Haven

It definitely generates traffic and events where we've had the RV, we've had people come back to the shelter looking for cats they saw. It's easy to remember our group when we've made our mark with Rover. It's definitely a big billboard! The benefits: lots of advertising, good PR, and reaching out to different communities,

Cleveland Animal Protective League

The events we did have were greatly appreciated by the public. They enjoyed not having to walk into a shelter rather, having the animals brought to them. All events have been enjoyed by all.

Animal Rescue League of Boston

An aspect of the offsite adoptions is to encourage shelter adoptions and present a positive experience for people who either didn't know we have a shelter or who never considered looking for a new pet at the shelter. Some people want to adopt a shelter [pet] but don't want to go to the shelter itself, so this is a good opportunity for them. There's almost always a group of people waiting for the trailer when we get there.

Parker Paws

Our mobile adoption unit's primary function is to get information out about the League, educate about proper pet ownership and information out about the League, educate about proper pet ownership and to create relationships out in the community with local business and events... our exposure is huge!

Dumb Friends League

Truly, the most important result of mobile adoptions is bringing awareness of your organization to the public. Even if they do not adopt an animal from you that day, they are more likely to come to you when they do want to adopt, or pass the information along to others. Also, some people will not visit their local rescue facilities as they find it will be depressing or hard to handle. So, essentially, you are bringing the animals to the people. The chance to get out into the public eye should not be overlooked.

Best Friends Animal Society

We increased adoptions... when the Mobile Adoption program took off. The increase is also due to the many promotions done by our agency.

Orange County Animal Care Services (OCOCAC)

It has certainly increased our presence in the community in a way that absolutely increases adoptions. We often use these events to get exposure for our long-time and more over looked animals, which is great. The biggest benefit of our mobile adoption program is the constant outreach work that is done.

Peninsula Humane Society

The program is not only successful in bringing the shelter pets into the community and increasing awareness of their plight, but also it drives many of those sympathetic citizens into the shelter to adopt, volunteer and contribute to the financial support of the programs we offer. The program works on so many levels. We reach out to community events and special events, visit our program partners, attend development and adoption events, and have fun bringing our pets out for the public to visit.

Pennsylvania SPCA

I can give first hand testimony about how much more convenient and efficient the Mobile Unit has made our offsite adoptions.

People 4 Paws

Our Mobile Unit program has done so much for this area, with not only adoptions, but with Education Outreach as well. It has increased other promotions and fundraising things that we have and [adoptions] continue to increase as well.

San Bernardino County

One of the biggest benefits of a Mobile program (I think) is that we are going out to different communities throughout San Diego and educating the public on human-animal bond. I am also able to take animals that are waiting space on the adoption floor out for the public to view them and hopefully get them adopted instead of sitting and waiting for space.

San Diego Humane Society and SPCA

A good opportunity for educating the public.

SPCA LA

We have had it since June of '05 and have found it to be a wonderful way to reach all venues in the community and surrounding areas that would probably have never been aware of who we are or why we have the great pets we have for adoption.

Tulsa SPCA

Just from conversations with people, they are becoming more aware of us.

Wake County Animal Control