

ASPCA Rachael Ray Challenge Grant

- In February the City Council authorized Animal Welfare to compete in the 2014 ASPCA Rachael Ray 100K Challenge.
- The Challenge, held from June 1 through August 31 is to save more dogs, cats, puppies and kittens from euthanasia as compared to the previous year.
- The City of Oklahoma City was eligible to compete as an alumnus of the ASPCA Partner Program
- We are receiving \$5,000 for saving additional lives and \$1,000 for being runner up in the challenge photo contest.
- The funds will be used to provide funding for additional adoption events.



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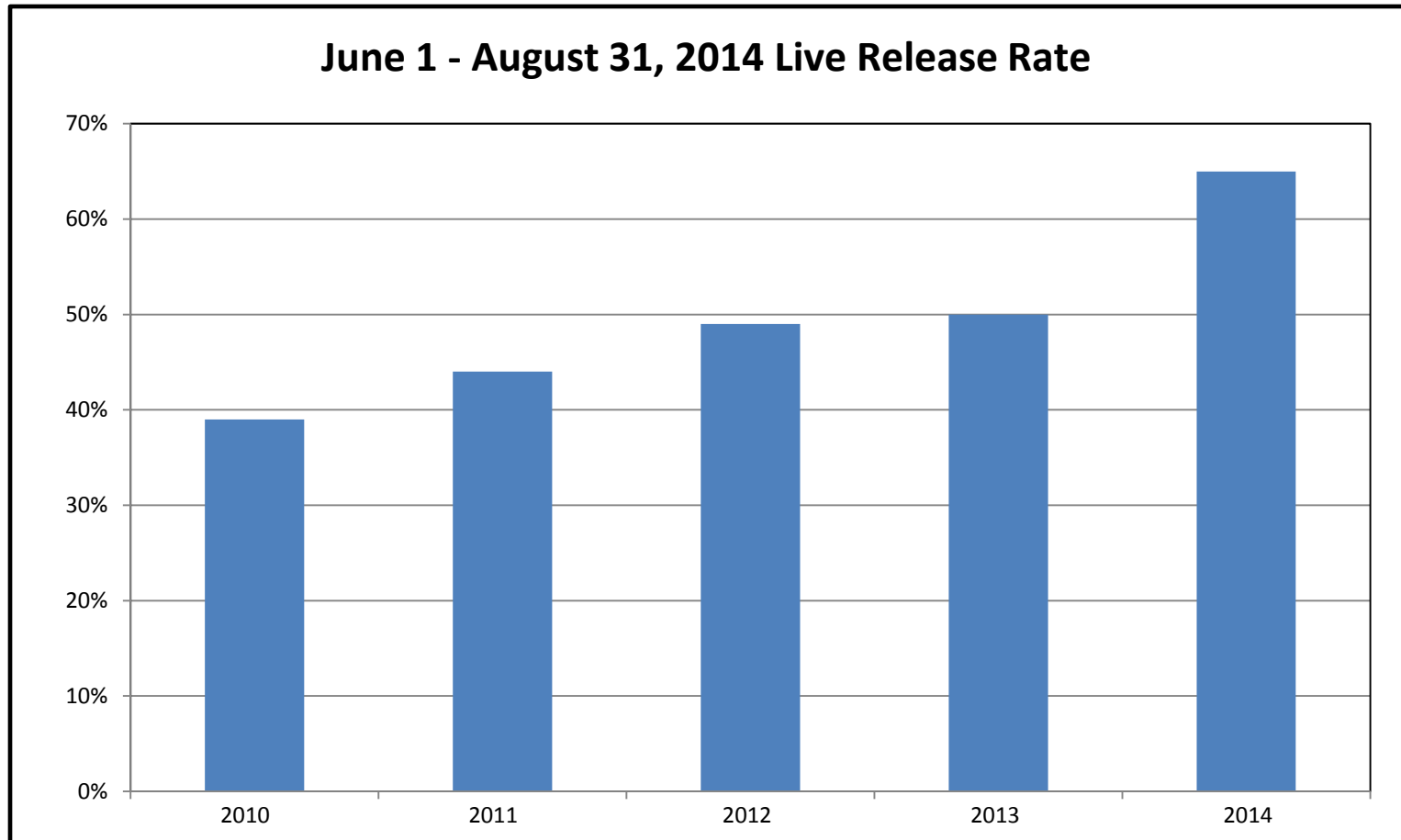
- 50 Contestants, 5 Divisions, we were in the largest division requiring 11,000 or more annual intake.
- We held 9 adoption events and had 13 adoption outreaches.



- We finished 4th in our division and 5th overall.
- We had 2,630 adoptions, 330 more than our goal of 2,300.
- We were third in most lives saved for all 50 contestants.

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- We set an Animal Welfare record with 946 adoptions.
- Improved our live release rate by 15% over the previous year.



- Staff worked hard to make the improvements in the live release rate happen.



- We benefited from support from our partners and the community.