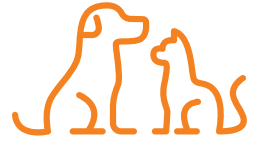




Ideas and innovation to achieve #NOKILL2025

NO-KILL is not just a number, IT'S A PHILOSOPHY.

As a philosophical principle, it means saving every dog and cat in a shelter **who can be saved.**



Why 90%?

We designate shelters that meet the **90% save-rate benchmark as no-kill.**

Typically, the number of pets **suffering from irreparable medical or behavioral issues compromising their quality of life is not more than 10%** of all dogs and cats entering shelters.



NO-KILL IS NOT



- Saving every animal entering a shelter, **regardless of** medical or behavioral issues or **quality of life**
- Blaming, attacking, or vilifying shelter personnel
- Putting public safety at risk

The no-kill philosophy acknowledges that

euthanasia may sometimes be an appropriate choice in rare cases of irremediable canine aggression in which public safety cannot be reasonably assured and other interventions would compromise the animal's quality of life.



Within animal welfare, we hope **to reduce the controversy** by helping both the public and members of our industry **understand what the term means**, what it doesn't mean, and how people can be a **positive part of helping their shelter achieve it.**

NO-KILL IS

A 90% save rate benchmark to help measure and improve our lifesaving process

Encouraging and providing support to animal shelters, the community, and government to leverage each other's resources to protect and serve the most vulnerable pets and their families

Addressing the systemic issues that put pets at risk

A sheltering system where **euthanasia is only performed as an act of mercy**

Ensuring that every shelter in every community has the **resources to save every dog and cat who can be saved**

Alleviating suffering, and preserving the human-animal bond

We believe it can be done ...

The path to no-kill includes a combination of:

Collaborative and courageous partnerships among animal shelters, rescue groups, and community members working toward a measurable goal

Using proven strategies to save the most lives possible

Data-driven decision-making for each individual community
Working together thoughtfully, honestly, and collaboratively **is what makes true no-kill possible.**



Saving the lives of dogs and cats in animal shelters is **THE RESPONSIBILITY OF EACH COMMUNITY.**

Together, we will reach no-kill by 2025.