

# 5 Economic Benefits of No Kill You Need to Know

1. No Kill shelters get more **donations**
2. No Kill **stimulates local pet-related businesses**
3. No Kill improves a city's image and **attracts tourism**
4. No Kill shelters are eligible for **grants** that kill shelters can't get
5. No Kill generates **adoption revenue**

**No Kill is good government policy. Cities win when they go No Kill.**



Stayin' AL  
LONG BEACH

# No Kill and Euthanasia

R-32 Correspondence - Kristie Mamelli

Of course, euthanasia exists in No Kill. **Euthanasia** is a merciful death for an animal for whom there is no other hope; an animal that is truly **irremediably suffering**. It is the merciful death we give our own beloved pets when they need release.

**Killing** is putting an end to a life for **any other reason**: Not enough space, not enough time, too young, too old, treatable illness, rehabilitatable behavior. In making this distinction between **euthanasia** and **killing**, we are able to see why the words No Kill are not meant to offend, but to be more precise in our language around what we are doing to animals in our shelters when we choose to kill those that are *not* irremediably suffering.

We can save all healthy and treatable shelter animals in Long Beach. Here's how.



## No Kill Long Beach

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[www.twitter.com/NoKillLongBeach](http://www.twitter.com/NoKillLongBeach)

**Advocating to save all healthy and treatable shelter animals in Long Beach**

## **The 6 benefits of a No Kill shelter:**

**#1 - A No Kill shelter generates greater community support.** Just as our society is no longer willing to abide by racial discrimination and gender inequality, we're also becoming far less tolerant of the mass killing of our best friends and family members. In many communities, there is a very real bias in support of life-saving programs and policies. This translates into greater political, corporate, philanthropic, business and volunteer support of no-kill programs.

**#2 - A No Kill shelter improves staff morale.** Imagine a working environment in which 20% of those around you die every day. In wartime, that may be inevitable. But an animal shelter isn't a war zone and animals aren't dying for a noble or just cause. Killing healthy and treatable animals is debilitating and demoralizing for the people who have to do it. The real irony is that people chose to work at shelters because they love animals and want to help them. To then have to kill them is devastating. Killing creates stressed out employees and high turnover among the rest of the staff as well.

**#3 - A No Kill shelter attracts and retains more volunteers.** In an impersonal world where people feel more and more isolated, there is a greater longing for connection. The love given to volunteers by shelter cats and dogs can provide that connection. But it's a devastating blow to care for an animal only to find out he didn't make it to a loving home. Severing attachments is never easy and to voluntarily go through it over and over is not something most people are willing to do. No Kill shelters are able to attract and retain a high volume of volunteers because people know that the animals they care about and care for will be adopted and cherished for life.

**#4 - A No Kill shelter has a positive image,** which helps attract donations, volunteers and community support. A good image is not just built on the accomplishment of good works but on how well the accomplishment lines up with the shelter's mission. Once again, by saving all of their healthy and treatable cats and dogs, No Kill shelters are able to demonstrate to their communities that they are achieving their lifesaving mission and goals which then enhances the organization's reputation of worthiness and success.

**#5 - A No Kill shelter generates more funding.** People who love animals want to donate their money to agencies that save animals. Those who can clearly articulate their mission, demonstrate they are saving lives, and effectively tell their story to the entire community, will find a reservoir of caring individuals willing to commit financial resources to help. (This is something Sacramento Animal Care Services excels at).

**#6 - More income EQUALS more organizational options.** As donations increase, shelters have more options. They can add groomers and behaviorists to boost adoptions. They can add spay/neuter, adoption or public awareness outreach. The list goes on and on. And as more programs and services are added and more lives are saved, a track record of success is proven and revenue increases even more.

Long Beach is very close to No Kill; we now have a new manager with a record of animal shelter experience. We have the community and the compassion to do it. Please pass a resolution and ordinance that will make Long Beach a progressive No Kill City. It would make Long Beach a leader in animal sheltering and a model for the nation.

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Long Beach needs a resolution that will make No Kill the policy of Long Beach no matter who the shelter manager is, no matter who is Mayor or on City Council, and no matter who the City Manager is. This is a model resolution and implementation plan that could be passed as a resolution, or it could become a City ordinance. Whatever form such an ordinance would take would, of course, be subject to discussion and consensus by the community.

No Kill Long Beach offers this as a start to that conversation.

**MODEL RESOLUTION FOR A NO KILL SHELTER IN LONG BEACH**

**RESOLUTION NO. \_\_\_\_\_**

**A RESOLUTION TO IMPLEMENT NEW POLICIES AT LONG BEACH ANIMAL CARE SERVICES TO BETTER SERVE BOTH THE CITIZENS AND THE LOST AND HOMELESS ANIMALS OF THE CITY OF LONG BEACH AND CONTRACT CITIES BY SAVING ALL HEALTHY AND TREATABLE SHELTER ANIMALS**

**WHEREAS**, the current vision of Long Beach Animal Care Services is to become California's safest large city for people and animals through a proactive strategy of community engagement and enforcement activities; and

**WHEREAS**, the City of Long Beach and its citizens have demonstrated great interest in community planning and strategies for animal welfare programs community wide; and

**WHEREAS**, the citizens of Long Beach deserve a progressive animal shelter that succeeds at saving the lives of homeless animals at a level that is consistent with the most successful animal shelters in the country;

**NOW THEREFORE, BE IT RESOLVED** that the City Manager is hereby directed to revise the mission of Long Beach Animal Care Services to make the attainment of positive outcomes for Long Beach's lost and homeless animals a **primary mission** of the agency with the goal of saving all healthy and treatable animals in the Long Beach Animal Care Services animal shelter. To achieve this goal, the City Manager is directed to oversee the implementation by Long Beach Animal Care Services of the "City of Long Beach Lifesaving Programs Implementation Plan," attached as Exhibit A, which includes the following actions and programs:

- Revise the mission of LBACS to make obtaining positive outcomes for Long Beach's lost and homeless pets the agency's primary mission, alongside public safety;
- Implement a *comprehensive* LBACS adoption program, separate from SpcaLA, to increase life-saving capacity, including utilizing the Humane Society of the United States (HSUS) Adopters Welcome protocol;
- Extensively **market animals in a variety of forms** using promotions (e.g., low-cost adoptions) that maximize lifesaving.
- Establish a **large-scale LBACS foster program**, separate from SpcaLA, to increase cage space and increase the number of animals adopted from the shelter;
- Implement and sustain a **City-supported kitten fostering program** with **neo-natal fostering capacity** over the long term;
- Increase efforts to provide **high-volume low-cost spay/neuter surgeries** to the residents of Long Beach;

- Implement a **large-scale LBACS volunteer program** to staff lifesaving programs;
- Improve **outreach to and relations with private rescue organizations** to facilitate their ability to save lives;
- Build the capacity of its **Shelter Neuter Release (SNR) program** to decrease the number of community cats euthanized at the shelter;
- Improve LBACS's capacity for **behavioral evaluation and management of animals** and use an **established protocol designed to maximize lifesaving for at-risk dogs and cats**;
- Decrease owner surrenders through **pet retention programs and community outreach**;
- **Increase redemptions** through proactive policies designed to return animals to their owners (e.g., shelter help line; shelter intervention program; subsidized redemption fees);
- End Empty-Cage Killing; no animals shall be killed at LBACS while empty cages exist;
- Increase LBACS's accountability and transparency to the public by **publishing all animal outcomes monthly** on its website;
- Reexamine and redefine LBACS's relationship with SPCALA and **formalize agreements to ensure that LBACS operates autonomously of SpcaLA and has full control of its own policies and programs**;
- **Reserve the act of euthanasia for animals that are medically irremediably/incurably suffering and those with irremediable/incurable and severe behavioral issues.**

**BE IT FURTHER RESOLVED** that the Long Beach Lifesaving Programs Implementation Plan shall be codified as an ordinance in the City Code in order to provide for the proper management and operation of Long Beach Animal Care Services as a City-operated shelter that prioritizes lifesaving alongside public safety.

The Manager of Long Beach Animal Care Services is further directed to provide a briefing to City Council on the progress of the implementation of the actions outlined in the Long Beach lifesaving Programs Implementation Plan within three (3) months of the passing of this resolution.

This resolution shall take effect immediately upon its adoption by the City Council, and the City Clerk shall certify the vote adopting this resolution.

I hereby certify that the foregoing resolution was adopted by the City Council of the City of Long Beach at its meeting of \_\_\_\_\_, 20XX, by the following vote:

Ayes: Councilmembers: \_\_\_\_\_

Noes: Councilmembers: \_\_\_\_\_

Absent: Councilmembers: \_\_\_\_\_

\_\_\_\_\_  
City Clerk

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**Find it here: [tinyurl.com/NoKillOrdinanceApril16](https://tinyurl.com/NoKillOrdinanceApril16)**