Back Where They Belong

Using Technology to Improve Your Lost and Found Systems

Elkie Wills
Senior Director of Community Engagement

San Diego Humane Society

Maddie's® Million Pet Challenge
UC Davis Koret Shelter Medicine Program

Agenda

- Making Reporting Lost Pets Easy
- Maximizing Your Animal Database
- Keeping Pets in their Neighborhood Using Technology
- Using Social Media to Reunite in the Community

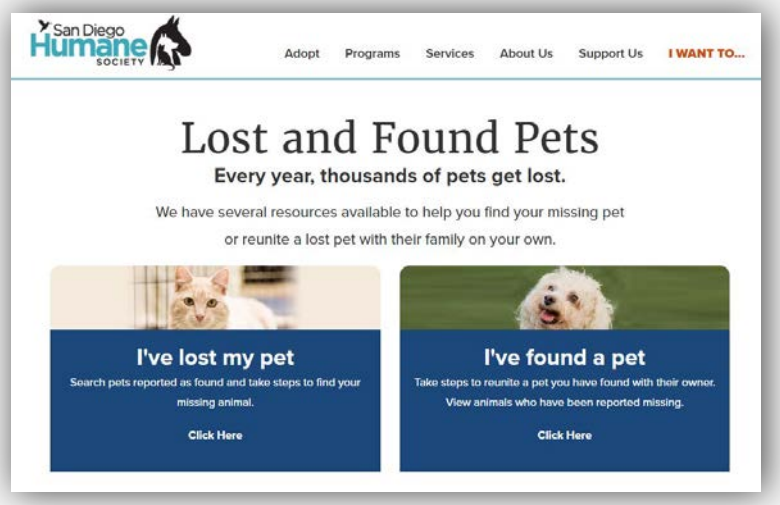
Accessibility

Create an easy to navigate and comprehensive tool kit on your website or create a stand-alone lost and found website.

- Lost2Found Texting
- Tips and Resources
- Link to found pets

Create easy to access communications

- Pet Helpline
- Lost and Found email
- QR Codes
- Online form or Survey Monkey link

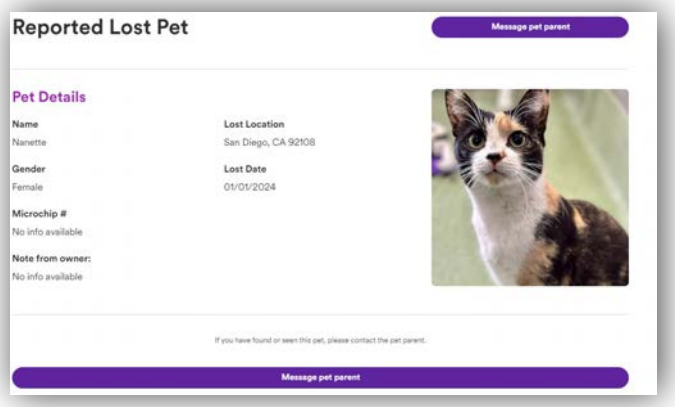


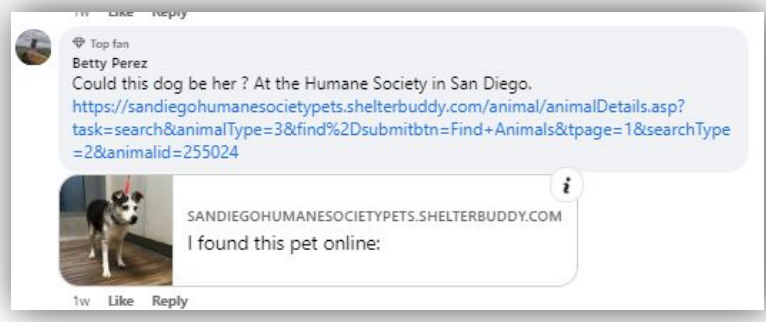
http://tinyurl.com/D1B1Resources

Making Lost Pet Reporting Easy

Encourage community to post lost pets directly to platforms and social media sites

- Community will share and match pets
- Staff can search online sites



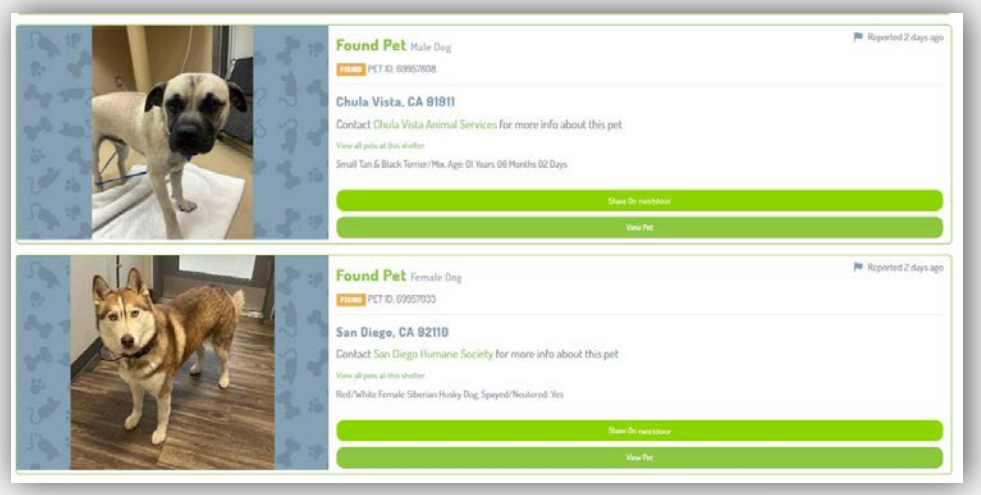


Maximizing Your Animal Database

Automatic upload from your database to your website.

Automatic upload from your database to Lost and Found platforms

- Pawboost
- Petco Love Lost
- 24Petconnect
- Using L&F Maps

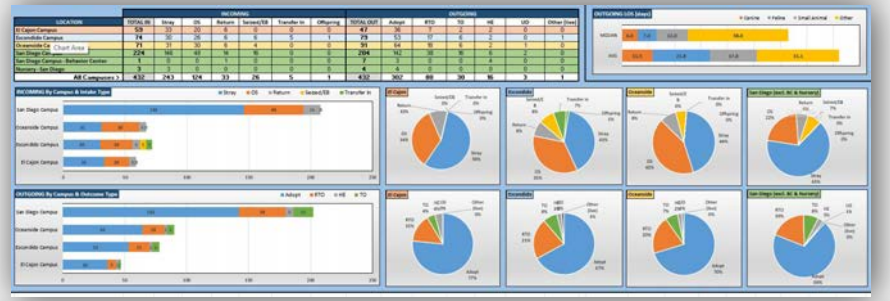


http://tinyurl.com/D1B1Resources

Maximizing Your Animal Database Cont.

- Where are the animals coming in from?
- What are the major reasons for intake?
- What steps can you take to increase reunification or decrease intake from these areas?

RETURNED TO OWNER							
Total Reclaimed (% of Outgoing)	80	19%	25%	Chart Area	11	0	1
Stray Reclaim Rate	21%	---	20%	31.8%	4.3%	0.0%	16.7%

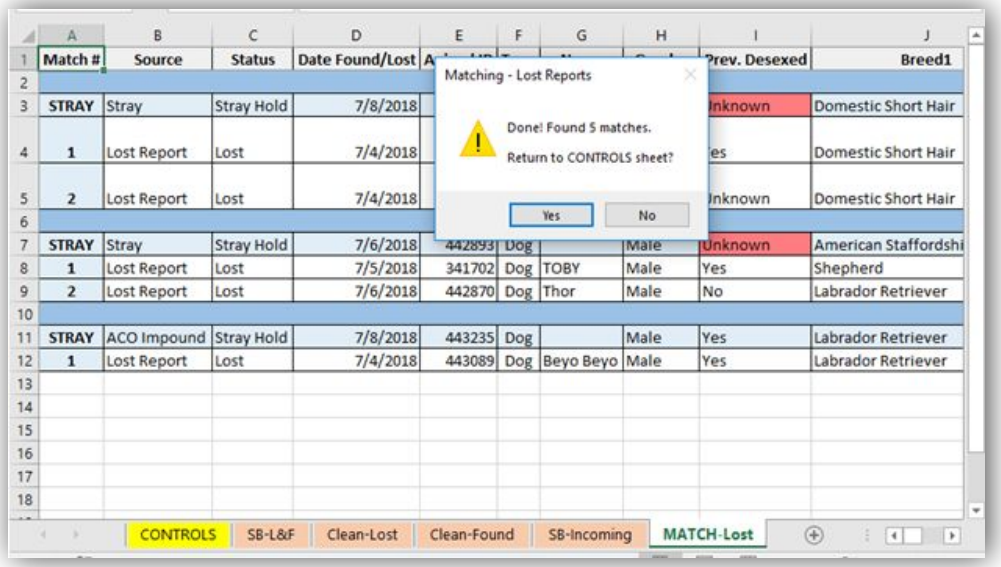


INCOMING (excl. DOA & ORE): 1/15/2024 - 1/21/2024 [at-a-glance]							
Metric	TOTAL		TARGET	Canine	Feline	Small Animal	Other
SUMMARY [detail] [fy-over-fy]							
TOTAL ANIMALS INCOMING	432	---		280	116	26	10
STRAY							
Stray (% of Incoming)	243	56%	~ 60%	173	59	2	9
Stray (% of Stray)	156	64%	> 60%	96	55	2	3
ACO Impound (% of Stray)	87	36%	< 40%	77	4	0	6
ID Trace (% of Stray)	60	25%		43	16	0	1
Stray Already Microchipped (% of Stra	21	9%		18	3	0	0
Stray Already Altered (% of Stray)	41	17%		34	7	0	0
Stray Top Zips	92154 (21, 9%) / 92114 (14, 6%) / 92113 (13, 5%)						

Maximizing Your Animal Database Cont.

Lost & Found Matcher

- Semi-automated system
- Identify possible matches between lost and found animals
- Uses data from shelter database (Shelter Buddy) and Excel file



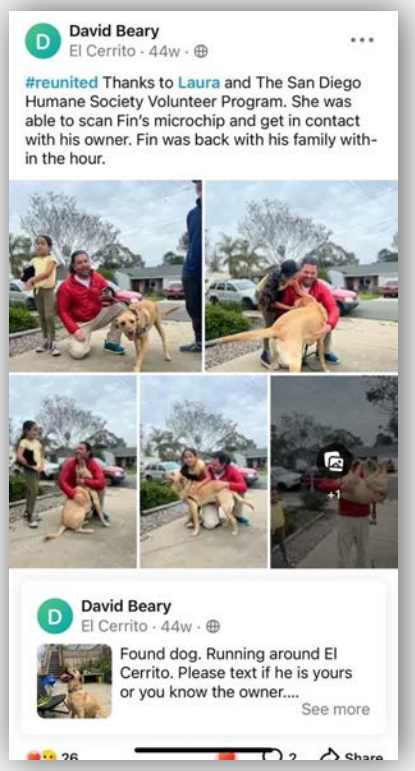
Match #	Source	Status	Date Found/Lost					Prev. Desexed	Breed1
STRAY	Stray	Stray Hold	7/8/2018					Unknown	Domestic Short Hair
1	Lost Report	Lost	7/4/2018					es	Domestic Short Hair
2	Lost Report	Lost	7/4/2018					Unknown	Domestic Short Hair
STRAY	Stray	Stray Hold	7/6/2018	442893	Dog		Male	Unknown	American Staffordshi
1	Lost Report	Lost	7/5/2018	341702	Dog	TOBY	Male	Yes	Shepherd
2	Lost Report	Lost	7/6/2018	442870	Dog	Thor	Male	No	Labrador Retriever
STRAY	ACO Impound	Stray Hold	7/8/2018	443235	Dog		Male	Yes	Labrador Retriever
1	Lost Report	Lost	7/4/2018	443089	Dog	Beyo Beyo	Male	Yes	Labrador Retriever

Keeping Pets in the Community

Community Lost and Found Volunteers

- 20 scanners, operated by volunteers countywide, connect with finders via social media, NextDoor, Ring, etc.
- If a pet has a microchip, the volunteer contacts the company; if not, they provide resources to the finder

HASS Tool Kits provide officers with step-by-step instructions for in-field support in reuniting animals.



http://tinyurl.com/D1B1Resources

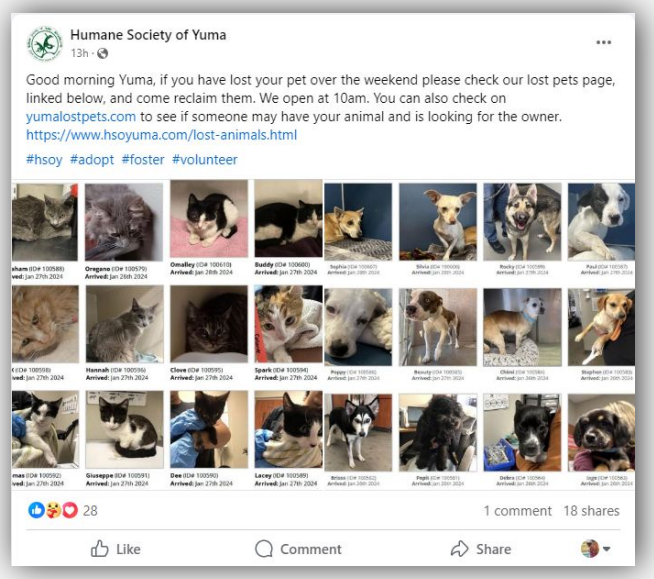
Keeping Pets in the Community Using Social Media to Reunite in the Community

Ring Neighbors enables direct communication with residents, customizable to smaller areas.

Nextdoor allows municipal shelters, like Front Street Animal Shelter, to post found pets through official accounts, managed by volunteers.

The Humane Society of Yuma utilizes FaceBook to keep stray pets top of mind in their community.

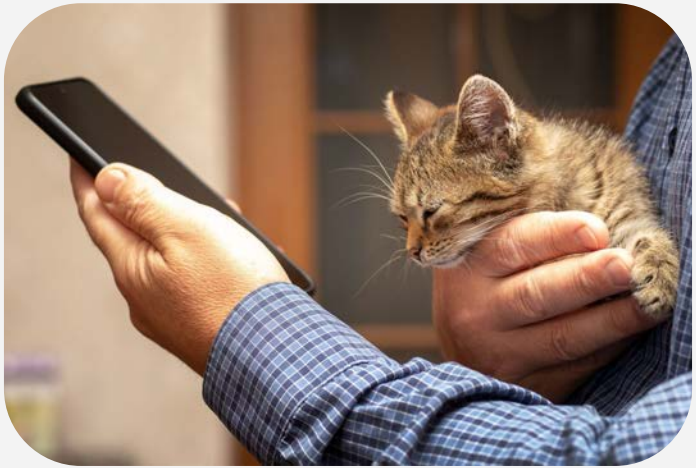
- President conducts weekly FaceBook Lives to showcase stray animals
- Post a collection of stray animals in their shelter on FB
- Post injured animal photos on FB



http://tinyurl.com/D1B1Resources

Resources

- San Diego Humane Website
- Pawboost
- Petco Love Lost
- 24Petconnect
- Using L&F Maps
- Field Services/Animal Services Return to Owner Checklist
- Ring Neighbors
- Nextdoor
- Humane Society of Yuma - Lost and Found



http://tinyurl.com/D1B1Resources

Thank You!

Speaker: Elkie Wills

Title:
Senior Director of Community Engagement

Email: **ewills@sdhumane.org**

Organization: San Diego Humane Society

Website: **https://www.sdhumane.org/**