

*“Petco Love Lost is so important to the work shelters do and to the community. It allows community members to be part of the solution in reuniting pets without using valuable shelter resources, which in turn frees up those resources for shelters to use for the most vulnerable pets!”*

**– Monica Dangler, Director of Pima Animal Care Center**



# FROM INTAKE TO ENGAGEMENT:

Keeping and Getting More Lost Pets Home

This workbook was created in collaboration with **Kristen Hassen** of **Outcomes for Pets Consulting**.



# TABLE OF CONTENTS

<b>The Language of Lost Pets</b>	page 3
<b>Help the Public Help Us</b>	page 5
<b>Building the Foundation to Engage Finders</b>	page 7
<b>Measuring Lost and Found</b>	page 15
<b>Test Your Knowledge</b>	page 17

## What if Your Pet Was Lost Tomorrow?

As you read through this guide, embark on exercises, and respond to the discussion questions, it can be helpful to think in terms of your own pet at home. If that worst case scenario ever happened to us, we'd want to be able to get our pet home as quickly and easily as possible and we'd want our pets to be kept safe until we could be reunited. Pets are family and we believe the landscape of lost pet reunification must reflect the love and connection between pets and their people.



# THE LANGUAGE OF LOST PETS

## Defining Commonly-Used Terminology

Much of the language we use today is pretty old. Some goes back to the days when the only animals that entered government animal shelters were those that were lost or roaming stray. The term “stray” was originally used more than 200 years ago to describe livestock that had wandered away from their own land and the first “pounds” were used to hold “found” livestock!

In most shelters, a stray intake refers to a pet that was found without a person and was not on their own property. This term, though still common, is confusing because some animals are truly lost while others, like community cats, may be moving freely but are not considered to be strays. Stray is often thought of as homeless, unwanted, or abandoned. The public doesn’t talk in terms of stray and we want them to focus on getting pets back home, not rehoming or keeping them. Words matter, so think and speak about lost pets to encourage reunification efforts in your community.

**Here are terms that we will be using throughout this workbook and their common meanings:**

-  **“Lost”** means a pet that appears to be lost from their home and is sometimes used interchangeably with stray. It can also refer to a pet that is known to be lost, as in a pet found several miles away from their home with a collar, tag, and microchip.
-  **“Loose”** means a stray animal that may be lost or may just be wandering around its neighborhood or immediate area. Many animals that come into shelters as ‘strays’ are within just a few feet of their own front doors so it’s important to remember that not all loose dogs and cats are actually lost!
-  **“Found”** means a stray or lost pet that has been spotted or picked up by a member of the public. “Unconfined found pet” means a pet that is still loose or roaming and “confined” means a pet that has been secured by a finder with a leash, a fence, a vehicle, or an enclosure.
-  **“Community cat”** means a cat that is free-roaming and lives partly or mostly outdoors. Community cats are not considered to be lost or stray.



## Discussion: Shelter Terminology

What terminology do you use in your shelter or rescue to talk about lost and found pets? In a staff meeting, ask people to write down one to two-sentence definitions of the words ‘stray’ and ‘lost.’ What did you learn from doing this exercise? Does everyone have the same definition for each of these terms?



## How Do You Stack Up?

Nationally, about **48% of pets that enter all shelters and rescues are lost or loose; for government shelters, that number is closer to 60%**. That means more than half of the animals in shelters have not been given up by their owners but have simply become separated. The RTO (return-to-owner) rates in shelters vary widely but on average, about 20% percent are reunited. This percentage is higher for pets than for cats because in most places, cats are allowed to roam freely, while this is usually not the case for dogs.



### Discussion: Lost Pet Intake Data

What is the total percentage of your annual intakes that come in as lost or stray? Is it higher or lower than the national average? What specific factors do you think contribute most to lost and stray pets entering your shelter?



# OUR JOB IS TO HELP THE PUBLIC HELP US

## The Consent- Based Model of Lost Pet Diversion

Not every found pet is best served by entering the animal shelter, but many are. This workbook will show you how to determine the best solution for every pet and the person who found them.

**This process is designed with three concepts in mind:**

-  Ask the finder to help.
-  Accept and respect if the answer is no.
-  Give lots of support when the answer is yes.

If using this process can keep **just 25% of found pets** in homes until reunited, you will have fewer animals in your shelter at any given time, meaning you will have more time, energy and resources to care for the animals in your shelter. Managing the flow of pets into the shelter and providing case management support to keep pets in homes when possible relies on willing and able lost-pet finders.

“Helping lost animals get back home where they came from is the easiest and least expensive tool in our lifesaving box and it’s the kindest thing we can do for both ends of the leash.” – **Gina Knepp, National Shelter Engagement Director for Michelson Found Animals**

## What Is a ‘Good Samaritan’ and How Do They Help Get Lost Pets Home?

When we say the phrase “Good Samaritan” in relation to lost pets, we are usually referring to a person who sees a companion animal, stops what they’re doing, and helps the animal. In the past, the most common way to help a lost pet was to take it to an animal shelter. Before technologies like Petco Love Lost, people who found pets would take them to the nearest shelter where they hoped the owner would come and look for them. The legally mandated ‘stray hold’ period was the amount of time the animal shelter was required to give for the owner to locate their pet. This period varies state-by-state, and even community-by-community. Some stray holds are just one day while others are 10 days or more.

Today, we no longer have to bring animals to shelters to help them get home and for healthy, friendly pets, it’s often better for them to get home without even coming to an animal shelter, where they may get sick and where their chances of getting home are actually lower than if they

remained in their community. Even though we have all the technology available right now to get lost pets home quickly and efficiently, most people still think the best way they can help is to bring any lost animal to the shelter and drop it off. In order for this to change, we need to inform our communities that there is a better way.

## Here Are Just a Few Ways to Invite Good Samaritans to Help:

-  You can invite them to hold the pet for a short period of time and take steps to get them back home.
-  You can ask them to upload the pet's information on Petco Love Lost.
-  You can ask them to hang found pet flyers and post the pet on local lost and found social media platforms.

## The Four Steps to Engaging Lost-Pet Finders to Help:

-  **ASK** for help.
-  **TELL** them why you are asking for their help.
-  **GIVE** them options.
-  **COMMUNICATE** clearly and often.

**Pro Tip:** *If you're asking finders to do something other than bring pets to the shelter, it's important to tell them why you need their help. We've taught people that being a Good Samaritan means showing up at our door with found pets, so a new message will require ongoing, proactive communication. The image below shows a great website example from Pima Animal Care Center, who uses Petco Love Lost for all of their lost and found pet reports. To view the full page, visit [www.pima.gov/2573/Found-a-Pet](http://www.pima.gov/2573/Found-a-Pet).*

- [Help! I Found Kittens!](#)
- [Pima County Lost & Found Pets Map](#)
- [Lost and Found FAQs](#)

### FOUND A PET



#### Post the Pet on **Petco Love Lost!**

Petco Love Lost uses facial recognition technology to match photos of the pet. You can share the Found Pet profile to your local social media pages. You can also use Petco Love Lost to make flyers to post in your neighborhood!

Need help using the site? [See our tutorial!](#)

#### Did you talk to your neighbors?

Don't assume the pet has been abandoned! A pet lost for several days can quickly look like they've been missing for months. Ask your neighbors if they have seen this pet and post flyers with your contact information and the pet's picture. Keeping the pet in the neighborhood where it was found is the best chance they have of getting back to their family!

#### Does the pet have a microchip?



# BUILD THE FOUNDATION

## For Engaging Lost Pet Finders

- ❑ **Update your website.** Many websites still instruct the public to bring pets to the shelter instead of helping to get them home. Your website should empower lost-pet finders to help get them home as the first step.
- ❑ **Join Petco Love Lost and upload pets into their facial recognition technology database.** This is a free, fast way to identify every pet and it allows lost-pet finders to get pets home without involving the animal shelter.
- ❑ **Use a better lost and found pet report.** Use Petco Love Lost as your primary lost and found pet database. Have people file a lost or found pet report directly on Petco Love Lost instead of using a report specific to your shelter.
- ❑ **Send all adopted and reclaimed pets home with collars and tags that have owner information.** Collars and tags are a visual symbol to finders that someone loves and owns the found pet.
- ❑ **Microchip every pet** that comes into contact with animal services for any reason and register the microchips at the time of implant.

## Exercise: How Do Lost Pets Get Home in Your Community?

Gather animal shelter staff members together and complete the following exercise as one group or in teams. There should be at least one computer or cell phone for the group that can be shared among team members. One person should be assigned to search. One person should be the note taker. Everyone else in the group can brainstorm the plan to find the pet.

Imagine you are a pet owner who is not familiar with the animal welfare industry. You have just lost your dog or cat and are frantically trying to figure out what to do. You have 15 minutes to make a plan.

- What is the first thing you did? What happened?
- What did you learn from going online and doing online research into finding your lost pet?
- What did you learn from visiting your local animal shelter website?
- Did you find information on the website that was easy to understand or difficult to understand?
- Did the animal shelter website tell you to come to the shelter daily to search for your pet? Search other shelters and rescues in your area? Put up signs in your neighborhood? Utilize online lost and found pet platforms? Something else?
- What could be better or easier about finding a lost pet? What was the biggest obstacle you encountered?

## Do You Provide Remote Support to Help Get Lost Pets Home?

Does your website explain to lost-pet finders how to get a lost pet home without bringing it to the shelter? Can lost-pet finders call the shelter and speak to a staff member or volunteer about how to get a found pet back home? If you're like most animal shelters, you probably answered "No" to these two questions. Simply by updating your website and providing live responses to incoming calls, you can significantly reduce the number of found pets that come into the shelter.

### Here are some tips for providing better remote support for lost-pet finders:

-  Make sure the link to the lost and found page can easily be located when you glance at the website home page.
-  Feature a Petco Love Lost button on your home page and make posting to Petco Love Lost one of the first two actions on your lost and found page.
-  Provide a telephone number and/or email address for finders to contact you with any questions.
-  Create a question and answer link on your lost and found page to answer commonly-asked questions.

The vast majority of lost-pet finders can get lost pets home without coming to the shelter, but we have to do our part to make this possible.

Pima Animal Care Center (PACC) started using Petco Love Lost as their only community lost and found platform on May 1, 2023, and have found it to be extremely successful in the diversion of animals coming into the shelter and reunification of pets and their owners! They now have 77% more found reports than the national average and a 13% higher RTO average, having doubled their previous RTO rates. **Below is even more impressive data:**



lost and found diversion rate



of finders participated in the reunification process by either keeping the pet or fostering it



RTO rate for dogs going home to their owners from the shelter



of all walk in owner surrenders were diverted and did not come into the shelter that day





## What Happens When a Good Samaritan Shows up With a Found Pet?

On a day when your animal shelter is full and there is a long line of people, it can be easy to forget that when people bring you pets they've found, they believe they are doing the very best thing for that animal. For this reason, it's important that every conversation with a pet finder starts out with a volunteer or staff member offering a heartfelt thanks to the finder. However, what follows this part is where the education and engagement begin. Here is an example of how the staff at Pima Animal Care Center work with community members who find lost pets.

-  **GREET:** The shelter staff member greets the finder and thanks them for helping a lost pet. Then they ask the finder to give a brief overview of how they found the pet.
-  **INFORM:** They tell the finders about the lost pet reunification process.
-  **ASK:** They ask the finder to complete the lost-pet finder pre-intake survey
-  **REVIEW:** The volunteer or staff member reviews the information and looks for any information that may indicate it's in the best interest of the animal to enter the shelter.
-  **OFFER CHOICES:** The volunteer or staff member discusses the possible options with the finder. The goal is to engage the finder to work with the shelter to get the pet home. This can even mean the finder leaves the pet at the shelter but agrees to post them on social media and/or hang flyers where the pet was found. If needed, the shelter can even assist with creating flyers.



**The counseling process may take up to 10 minutes and the volunteer or staff member should discuss the following:**

-  What the finder can do. The options available to the finder for holding, fostering, or leaving the pet at the shelter.
-  Explain the why. Pets may have a better chance to get home if they stay in their neighborhood. When a Good Samaritan holds a pet, even for a short time, it helps the shelter reduce the overall number of pets in care, which means less illness and euthanasia for impounded pets.
-  How it works. The finder selects an option and the counselor explains how it works.

**Supplies to have on hand to give to lost-pet finders who agree to hold the pet:**

- For dogs: food and supplies including crate, leash and collar, ID tag, bowls, and treats or enrichment items
- For cats: food and supplies including a litter box, a collar and ID tag, bowls, treats, and a litter box scooper
- Puppy and kitten formula
- A reliable emergency contact email address and/or phone number as well as care guidelines
- Lost pet reunification instruction sheet and relevant information including expiration date of stray hold and intake appointment time and date if one is made
- An FAQ document or online resource
- As a bonus, offer a thank you note or a gift from the shelter - may include a pet store gift card or free adoption certificate



*“Petco Love Lost facial recognition technology is so easy and accessible to everyone! At Maui Humane Society we encourage the public to assist us and keep our shelter empty by posting their found animal on Petco Love Lost and holding them until an owner can be found. This has helped us lessen our intake numbers and keeps animals out of the shelter to ensure we have the much needed space for homeless animals.” – Jennifer Goguen, Director of Client Services for Maui Humane Society*

## What Factors Contribute to Successful Intake Management?

-  **TRAINING:** Staff and volunteers receive consistent onboarding and training in case management and how the lost pet intake management system works
-  **TEAM EFFORT:** Everyone in the organization is engaged in getting lost pets home
-  **COMMUNICATION:** The shelter consistently communicates how the lost pet intake system works, why it’s in place, and the outcomes of the practice.
-  **APPROACHABILITY:** There is a way for finders and fosters to reliably and quickly get in touch with a decision-maker at the shelter.
-  **FEEDBACK:** The shelter has a feedback form to formally register concerns and complaints about the process.
-  **POLICIES AND PROCEDURES:** The shelter has a policy on the length of time of a stray hold served outside the shelter and this should be shared widely and publicly.

## Exercise: Process for Found Pets at Your Animal Shelter

On a piece of paper, draw out your pathway process from start to finish. For this exercise, it’s important to include one or more staff members who actually work in the intake or admissions area of the shelter.

- What instructions do you provide online to people who have found a pet?
- What advice or instructions do you provide via telephone or email/chat to people who have found a pet?
- Do you instruct finders to bring the animal to your shelter or do you ask them to hold found pets and post them online to give the owner a chance to find them?
- Does the finder have to bring the pet to the shelter to check for a microchip or tag information?
- Do you instruct the finder to file found reports with other shelters in the area or do you instruct them to use Petco Love Lost which checks for matches nationwide?
- What potential opportunities or improvements did you discover that could get found pets home more easily?

# Intake Management Scenarios: Problems and Solutions

Review the following problems and potential solutions for pet intake scenarios.



**Problem:** The finder is in a hurry and does not want to engage the counselor.

**Solution:** Explain the WHY, tell them what to expect, and if they're still not willing to fully engage, get the most pertinent information about the pet and intake them. Inquire if they have a neighbor who may be able to assist (provided they live near where the pet was found).

**Example:** "Thank you so much for your patience. This whole process will take about 15 minutes and you're the key to getting this pet home to their family. If you cannot wait now, could we call you later today to get more information?"



**Problem:** You believe the finder is actually the owner and that they're calling the pet a stray to avoid being blamed or pressured to keep the pet.

**Solution:** Talk to the customer in a private location and let them know this is a judgment-free zone and we are here to help them. Explain why it is important for your organization to know if the pet is owned or stray in order to ensure the best care and outcome for that pet. If they still deny ownership, intake the pet and make a note in your system.

**Example:** "It looks like this pet's microchip was registered to you or someone close to you in the past. We are not here to judge - we just want to make the best decision for you and your pet. A lot of times people are confused about the terminology we use so I'd like to use the owner surrender intake type if that's okay with you. There are no negative consequences to you but it will help us better help your pet."

*"Caring for pets and their families in our community takes a collaborative effort. Being a part of the LA Lost Pet Coalition is a great example of animal shelters, both in the City of Los Angeles and surrounding LA area, coming together to use the Petco Love Lost search tool to simplify the search of a lost pet and ensure lost pets and their families have a happy reunion." – Annette Ramirez, Assistant General Manager for LA Animal Services*





**Problem:** The finder is willing to hold the pet, but you're not sure that's best for the pet.

**Solution:** First, check your biases. What assumptions are you making about the finder and how might those assumptions create barriers to helping the pet? Second, be open and honest, without being judgmental and explain your worry. In extreme cases (the finder is visibly under the influence or acts abusively towards the pet, you should intake the pet and let the finder know you're going to have the pet stay in the shelter through its stray hold period).

**Example:** "I see here you have six other pets at home right now. You mentioned this dog was growling at your other dogs. It's okay with us if this dog is too much to add right now. In fact, we have a couple of young dogs who are friendly with other dogs and really need a short term foster if that's something you're interested in!"



**Problem:** The shelter is above capacity and you're short-staffed. There is a line of people waiting to surrender or bring in lost pets. There are no empty kennels so you're desperate to keep pets in homes and out of the shelter.

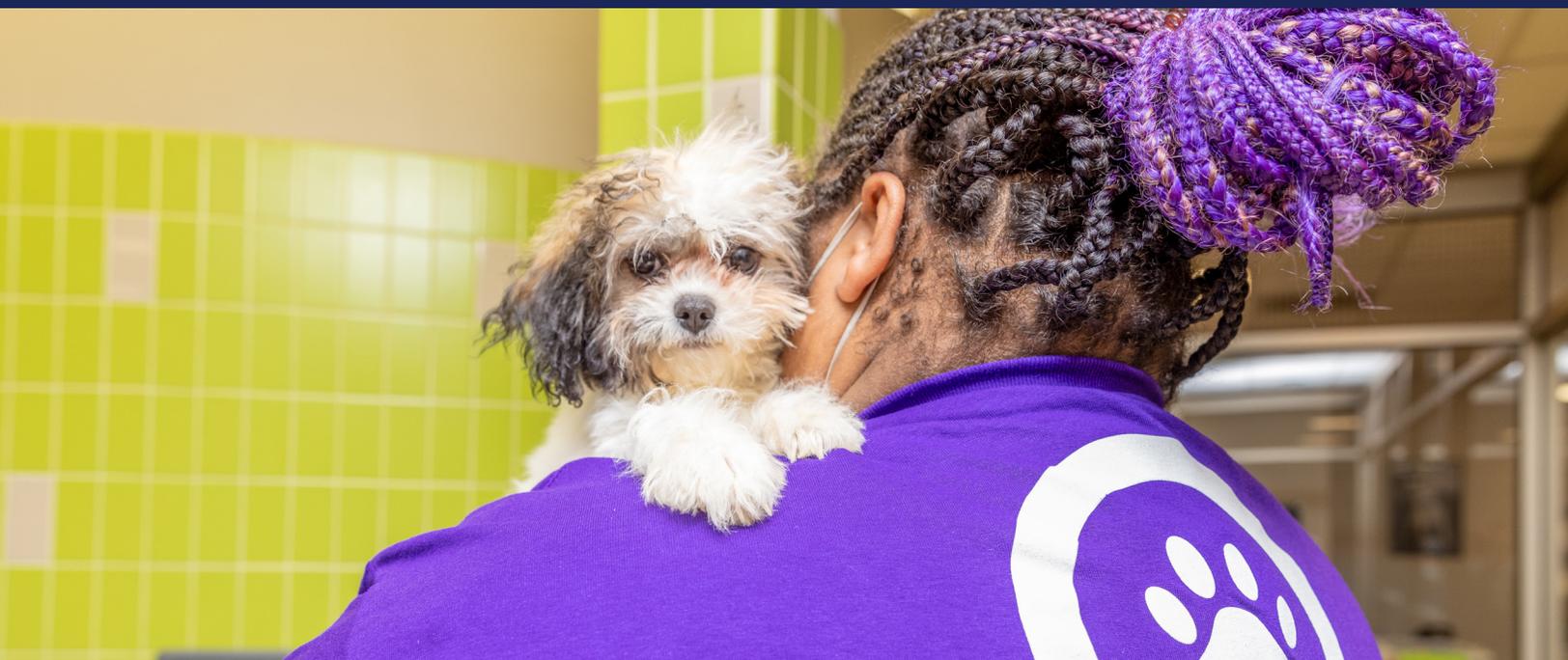
**Solution:** Set up a lost and found pet booth in front of the shelter so lost-pet finders pass the booth on their way into the intake area. Volunteers can provide information and options, as well as explain the current space situation at the shelter, and implore lost dog finders to help even for a short period. Amend your website to include a critical space situation map and ask lost-pet finders to do more before bringing the pet to the shelter. Explain the why.

**Example:** "Thank you so much for getting this pet to safety. Now, we need to ask one more thing of you. Every possible space in the shelter is occupied and we have nowhere to put incoming pets. I understand this pet can't be safely housed where you live, and we will of course take her in today, but would you consider fostering one of our senior pets for just a week or two to help us prevent euthanizing healthy pets like this girl?"

## Exercise: Lost Pet Intake Role Play

Divide staff members into groups of three to four and assign each group an exercise to role play. Tell them they have five minutes to present and ask them to model a 'good' and 'bad' response, with one or more group members playing the 'customer' and one or more group members playing the staff. This should be a fun and informative exercise. Once it is completed, reserve 10 to 15 minutes for discussion. Ask the participants: What do you think we can learn from this exercise? Do you think we model the good or the bad more often? What could we change in our current process to improve customer service and more effectively help lost pets get home?

- The finder shows up in the lobby with three medium, shaggy dogs they have just found in someone's yard. They state the dogs were just sitting there and they appeared sleepy. The finder states they are tired of the neighbors letting their dogs be loose. The dogs are in good health and do not have any identification. What do you do?
- The finder calls the shelter to say they found a kitten by the side of a busy road that is limping slightly and is "too skinny." They say they are willing to hold onto the kitten but wanted to make sure the shelter is aware.
- The finder is waiting outside when you open and is tearful. They tell you they found a cat on their way to work and they just cannot hold on to it right now because they have to travel for work for the next three days. They say, "I just wish I could keep him, but I'm going to be gone until Friday and I wouldn't have anyone to watch him."
- A finder comes to the lobby with a large dog that is barking at all of the other dogs and lunging. The finder appears stressed and yells across the room, "I found this dog and I need you to take it!" You are busy helping two other customers who are both surrendering their pets.



# MEASURING LOST AND FOUND

## Pet Intakes and Outcomes

Measuring your success is important because you need to know what is and is not working. Here are the steps you can follow:

-  **Know how to calculate your return-to-owner rate.** To calculate this, divide the total number of pets with a return-to-owner (RTO) outcome into the total number of pets that entered as lost or stray. It's helpful to do this separately for each species because the return rate for dogs is likely to be different than the return rate for cats. The return rate for rabbits, guinea pigs, and other pets may be different from either the cat or dog return rate!
-  **Track how many pets are returned to their owners.** Track your return-to-owner (RTO) rate month over month and look for changing trends. For example, "In October of 2020, we returned 25% of lost pets. In October of 2021, we returned 27% of lost pets. In October of 2022, we returned 32% of lost pets."
-  **Calculate the length-of-stay for lost and stray pets.** If this is longer than your length of stay for other intake types, it may mean that pets coming in as lost or stray are not being made available as fast as they could be.
-  **Finder-to-foster.** In some communities, the shelter must legally retain custody of the pet through the stray hold period. If the pet is physically present at the shelter, they should immediately receive vaccines, flea and tick preventatives, and a quick exam and then fostered back to the finder if the shelter has the ability to do this. The finder can either hold the pet for a defined period of time or agree to hold the pet until it is reclaimed or the stray hold period has expired.

*"Prior to using Petco Love Lost exclusively to report lost and found pets, the community assumed there were magical fairies that would comb through the hundreds of lost and found reports each day and contact owners when matches were made. While we did have staff and volunteers to do this it wasn't around the clock and wasn't fool proof. Petco Love Lost is that magical fairy that works around the clock and instantaneously makes matches!" – **Monica Dangler, Director of Pima Animal Care Center***

## Exercise: What Does Data Tell You About Lost Pets?

1. Write down how many lost (stray) pets entered your shelter during the previous calendar year. Divide this up by cats and dogs.
2. Divide the number of lost pets that entered your shelter into the total number of pets that entered your shelter that same year. What is the percentage? Again, divide this up by cats and dogs.
3. How many pets were outcomes as 'return-to-owner' outcome types during the previous calendar year? Divide this up by cats and dogs.
4. Divide the total number 'return-to-owner' outcome types into the total number of lost pets that entered during the same year. Again, divide this up by cats and dogs.

### Discussion

- What did you learn from doing this exercise?
- Did anything surprise you? If so, what?

### Extra Credit

- Review the intake and outcome data on the Shelter Animals Count website. What did you learn? How does your data compare?
- Determine from your data how many lost and stray animals came in as 'over the counter' pets brought in by a finder and how many were picked up by animal control officers. What did you learn?
- Calculate your intake numbers and percentages for the five previous years and examine the trends. Did lost or stray intake go up or down? Did the return-to-owner rate go up or down or stay the same? What else did you learn?



# COMPREHENSION QUIZ

Answer these 10 questions to test your knowledge. To verify your answers, see page 18.

1. Stray pets are always lost. True or false?

2. When a person finds a lost pet, the first thing they should do is to bring the pet to their local shelter. True or false?

3. The formula for calculating the RTO rate is:

- a. Live outcomes divided into total outcomes
- b. The number of pets returned home divided into the total animal intake
- c. The number of pets returned home (RTO) divided into the total 'stray' or lost pet intake
- d. The total number of pets returned home divided into the outcomes
- e. None of the above answers are correct

4. Select all that apply. The following are all actions a lost-pet finder should take within the first day:

- a. Create a found report on Petco Love Lost
- b. Bring the pet to the animal shelter immediately and drop it off
- c. Take the pet to a local veterinarian or another place that has a microchip scanner to check for a microchip
- d. Walk the pet around the neighborhood

5. The lost and found page of your website should:

- a. Tell people every single option for reporting a lost or found pet
- b. Inform them of the impoundment and reclaim fees and fines
- c. Give them simple, clear instructions about the most important actions to take
- d. All of the above

6. Select all that apply. Which of the following options should be offered to most finders of stray and lost dogs?

- a. Foster the dog
- b. Hold the dog and file a found report
- c. Take the dog to the shelter
- d. Adopt the dog and return it if the owner is found within 60 days

7. A person who finds a healthy stray cat should be offered the option to bring the cat to the shelter if they are not willing and able to care for it. True or false?



**8. What is something you can do if all kennels are full and you want to keep as many pets out of the shelter as possible?**

- a. Tell the public you are not accepting animals at this time
- b. Close on weekends
- c. Recruit volunteers to set up a lost and found support booth in front of the shelter
- d. Explain to lost-pet finders that kennels are full which puts pets at risk of euthanasia and ask for their help
- e. C and D
- f. All of the above

**9. If a finder agrees to foster, you should NOT do the following:**

- a. Get their number and tell them the foster coordinator will be in touch with them
- b. Process the foster placement on the spot
- c. Ensure the pet gets vaccinated and treated with preventatives
- d. Provide a reliable emergency contact email or number to the foster

**10. If a finder of a lost pet says they are angry the shelter is asking them to hold the pet, you should NOT do the following:**

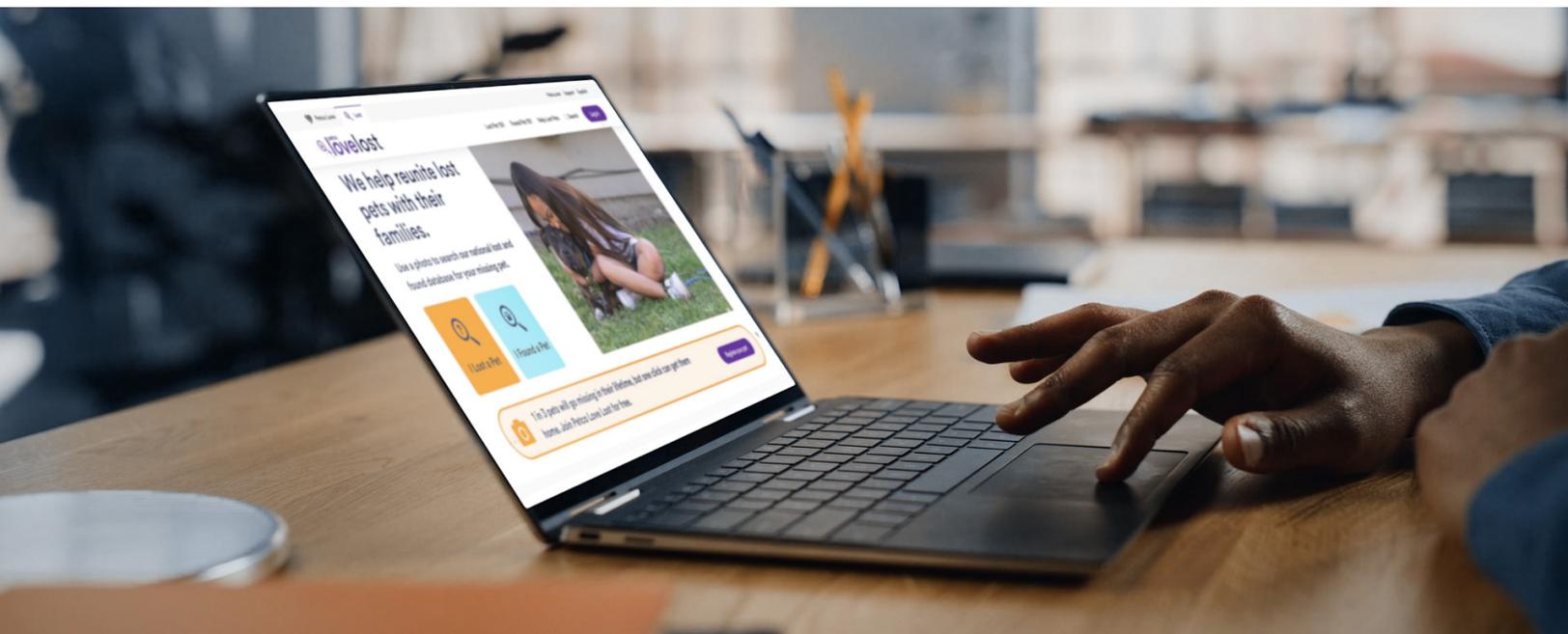
- a. Take the pet in
- b. Acknowledge the finder's frustration
- c. Ask the finder if they will consider taking steps to help the pet get home
- d. Call the police if you suspect they will dump the pet



# TEST YOUR PETCO LOVE LOST IQ

Answer the following questions. To verify your answers, see page 20.

- 1. How much does it cost for animal shelters to use PLL?**
  - a. Monthly fee based on intake
  - b. The cost is deferred to the person who lost the pet.
  - c. Between 8,000 and 10,000 dollars per month
  - d. Free
  - e. I don't know
- 2. What technology does Petco Love Lost use to reunite lost and found pets?**
- 3. People must contact their local animal shelter to utilize Petco Love Lost. True or false?**
- 4. Petco Love Lost allows people who lose their pet to the finder so the pet can get home without coming to an animal shelter. True or false?**
- 5. Animal control officers use Petco Love Lost to reunite lost pets in the field. True or false?**
- 6. When a pet is lost, where can the owner search for potential matches?**
  - a. Only within their own animal shelter system.
  - b. Within their city or county but not the entire state.
  - c. Within their own state.
  - d. Anywhere in the United States



# QUIZ ANSWER KEY

## Comprehension Quiz Answers

1. False
2. False
3. C
4. A, C, D
5. C
6. A, B, C
7. False
8. E
9. A
10. D

## Test Your Petco Love Lost IQ Answers

1. D
2. Facial recognition
3. False
4. True
5. True
6. D



## A Final Note

First, we'd like to thank you for everything you do to save pet lives. If you're reading this, you're part of the tireless army of people trying to save as many lives as possible while facing so many headwinds. Your job is hard. We're grateful to you for sticking with it, for giving it your full heart every day, and for all the positive impact you make.

If you took the time to go through this workbook and complete all the exercises, it's because you, like us, see that perhaps the most fixable problem in a world where shelters are filled to capacity is that a huge number of those pets (likely more than 50%!) are likely already owned and have a home to return to. Together, we can send them home.

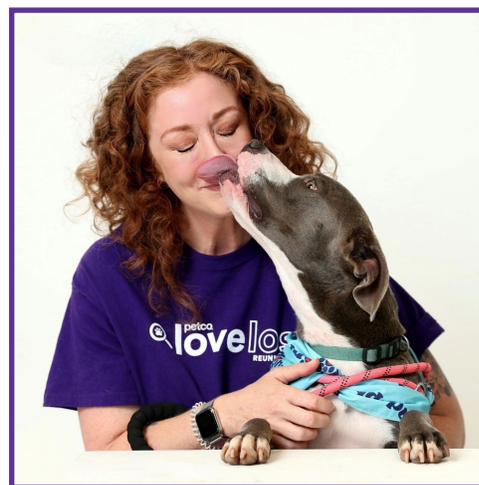
We at Petco Love Lost envision a world where most lost pets are reunited in the community instead of flooding your shelter, and those who do enter the shelter return home quickly. We're absolutely committed to making this vision a reality, and we're not going anywhere. As long as this problem exists, we will be here solving it with you.

We're inspired by the examples of organizations like Pima Animal Care Center, who not only was one of the first organizations to replace all their lost and found reports with Petco Love Lost, but created a system that invites the public to help keep lost pets out of their shelter. And it's working. In just one year, they've doubled their return-to-owner rate, kept pets out of the shelter, and saved their staff countless hours by outsourcing some of the work to us.

Finally, we cannot stress enough the importance of all of us using one single database for lost and found pets. That, along with groundbreaking image recognition technology, is at the heart of what Petco Love Lost offers. It's the reason we integrate with major platforms like Ring and Neighbors and most shelter software systems. Petco Love Lost is bringing all lost and found pets into one place where they can most easily be reunited with their owners. After all, as we like to say, **"If they all go in, they all go home."**

Abbie Moore

**Abbie Moore** | Chief Operating Officer, Petco Love Lost





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