This report represents HOT SPRINGS VILLAGE ANIMAL WELFARE LEAGUE's responses to Charting Impact, a joint project of BBB Wise Giving Alliance, GuideStar USA Inc, and Independent Sector. Charting Impact uses five simple yet powerful questions to encourage strategic thinking and help organizations share concise information about their plans and progress toward impact.

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Mission:
The Hot Springs Village Animal Welfare League is organized for the charitable purpose as a rescue organization whose mission is to place all rescued/surrendered adoptable companion animals into loving homes and to prevent the overpopulation of unwanted animals.
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1. What are we aiming to accomplish?

(1) To provide humane care and treatment for companion animals needing protection in the area served by the League while providing a temporary shelter for stray or unwanted animals. (2) To maintain a vigorous adoption program for companion animals, to include health screening, vaccinations and mandatory spay/neutering; to work proactively to reunite lost animals with their owners. (3) To support and organize spay/neuter clinics, trap, neuter and release programs (TNR) and other efforts that will control the overpopulation of companion animals. (4) To increase collaboration with other rescue groups and partners (including national networks) that will result in more successful pet adoptions.

2. What are our strategies for making this happen?

The League will meet these goals by focusing on humane treatment, prevention of cruelty, and relief of suffering among animals. The League will promote rescue and adoption of companion animals through multiple media, including online pet promotions (Petfinder, Adopt-a-Pet, RescueMe.org and others), ads in local newspapers, flyers in local veterinary offices, and postings on Facebook and other social media. We will organize and support spay/neuter clinics at four surrounding volunteer fire stations four times a year while raising awareness of the need for community compliance to spay/neuter all of their pets. Our spay/neuter effort is not limited to the scheduled low/no cost clinics, for throughout the year we will continue to take additional pets that are owned and not up for adoption to our veterinarian for sterilization and rabies vaccinations, as well as taking feral animals in the TNR effort. AWL will support and encourage volunteers who take adoptable pets to Petco in a nearby city every Saturday for adoption. AWL will focus also on the safety of volunteers and adopters and will have those animals that are assessed to be adoptable sterilized and immunized by a veterinarian before placing in a home. The League will work cooperatively with the Hot Springs Village Property Owners Association (POA) in providing for such care and treatment at the POA Shelter. And finally, to achieve our main goal of placing rescued companion animals into loving homes, the League will work positively with other rescue and animal welfare organizations and shelters and will work proactively to reunite lost animals with their owners.

3. What are our organization’s capabilities for doing this?

AWL is a totally volunteer organization and has dedicated volunteers who put in numerous hours with expertise in animal care, medical care, communications, marketing, business organization, and other areas. Because of this remarkable commitment, the League has NO paid employees or executives, and no personnel costs; our expenses only pay for animal veterinary care, food, and necessary office supplies and other business or advertising costs related to our activities or fundraising events. AWL has been allotted limited space in a physical animal shelter through an agreement (MOU) with the Property Owners Association. To augment this space and increase our ability to save more animals, AWL has developed an active foster program so that now we have more adoptable animals in foster care that can be housed in the shelter facility. AWL has through the years established partner relationships with other humane societies and rescue groups in Arkansas and other states to help place animals into loving homes outside our area. The League is now engaging support through social media and the Internet to increase our donations and enhance our volunteer involvement. AWL works extensively with national animal support groups such as the Petco Foundation and Petfinder to market our available pets, and also to secure grants for specific goals, such as a spay/neuter efforts in the outlying rural community. Furthermore, committed volunteers take adoptable cats and dogs to Petco in surrounding cities each Saturday for adoption events. The League continues to investigate ways to gather donations locally and promote our rescue efforts in our area of service.

4. How will we know if we're making progress?

The main quantitative indicators are the number of pets adopted from AWL and the number of spayed/neutered rural area
pets through our spay/neuter program. Also, our shelter has been reorganized to work more efficiently with the numerous volunteers serving throughout the year, and this reorganization has prompted many compliments from the AWL members and visitors. One interim target was to increase the AWL membership, and after a successful campaign, the membership has almost tripled from 2011 through 2013.

5. What have and haven't we accomplished so far?

The ultimate intended impact is that every adoptable companion animal that comes to AWL through the POA Animal Control intake or through the community animal rescue will be placed in a forever home. To achieve this goal, one other impact needs to be accomplished: the sterilization of every animal in the surrounding areas that is not owned for breeding purposes. If all animals are wanted at birth and not considered "discards," then the animals in our area would have a chance to be adopted and have a loving home. One obstacle AWL faces is that the culture of the state and our surrounding rural area supports freely roaming dogs and cats, and the state does not have strict spay/neuter laws. AWL has sought to overcome this resistance to neutering through our education program by providing "Kind News" (from The Humane Society of the United States) for all students in grades 1-6 in surrounding school districts and by sponsoring an annual essay contest. However, another obstacle to more compliance with spay/neuter efforts is the poverty level of the surrounding rural communities, which makes it improbable that these families will provide basic veterinary care much less afford the expense to spay/neuter their pets.