

**TOWN OF  
APPLE VALLEY, CALIFORNIA**

**AGENDA MATTER**

**Subject Item:**

**ADOPT-A-CAT MONTH AWARENESS CAMPAIGN**

**Summary Statement:**

Every spring and summer, we receive dozens of litters of kittens. These kittens are in addition to all the adult cats who find their way into our shelter. We simply do not have the space or the resources to take care of that many animals. Out of the hundreds of cats that enter our shelter each year only about one in four are adopted into loving homes. In fact, most of them—more than 70% of them—must be euthanized.

Celebrated each year in June, Adopt-A-Cat Month is a nationwide campaign that encourages people to adopt a cat from a shelter. The Apple Valley Animal Shelter would like to take this time to bring community awareness to the numerous benefits associated with owning a cat, and to shine the light on all of the beautiful kittens and cats that are eagerly awaiting loving homes.

We currently have several litters of kittens that are due to be weaned in the next few weeks. Shelter staff will begin photographing and displaying available kittens in preparation for Adopt-a-Cat Month. Several promotional programs will be implemented that will encourage cat adoption and highlight available kittens and cats at the shelter. In addition, staff is proposing to offer microchipping of all cats at a discounted rate of \$10.00 per microchip during the month of June. The current rate for microchipping is \$20.00. The discounted rate will still cover direct costs of the microchip. Cats are the animals that have the lowest return-to-owner rate at the shelter. Microchipping provides owner information and assists in returning cats to their homes.

Adopt-A-Cat Month will be a positive program that increases cat adoptions and raises awareness of what the Town of Apple Valley Animal Shelter has to offer.

**Recommended Action:**

1. Direct staff to implement Adopt-A Cat Month during the Month of June.
2. Direct staff to offer microchipping of cats at a discounted rate of \$10.00 for the month of June.

**Proposed by:** Municipal Services **Item Number** \_\_\_\_\_

**T. M. Approval:** \_\_\_\_\_ **Budgeted Item**  Yes  No  N/A