



The Association for  
**Animal Welfare**  
Advancement



The Unicorn Foster Program:  
Reducing Length of Stay for Large Dogs



Brittany Fleming  
Save the Unicorns  
Owner  
[brittany@stunicorns.com](mailto:brittany@stunicorns.com)



And eventually they give us  
on life.

Skittles Belize



YouTube

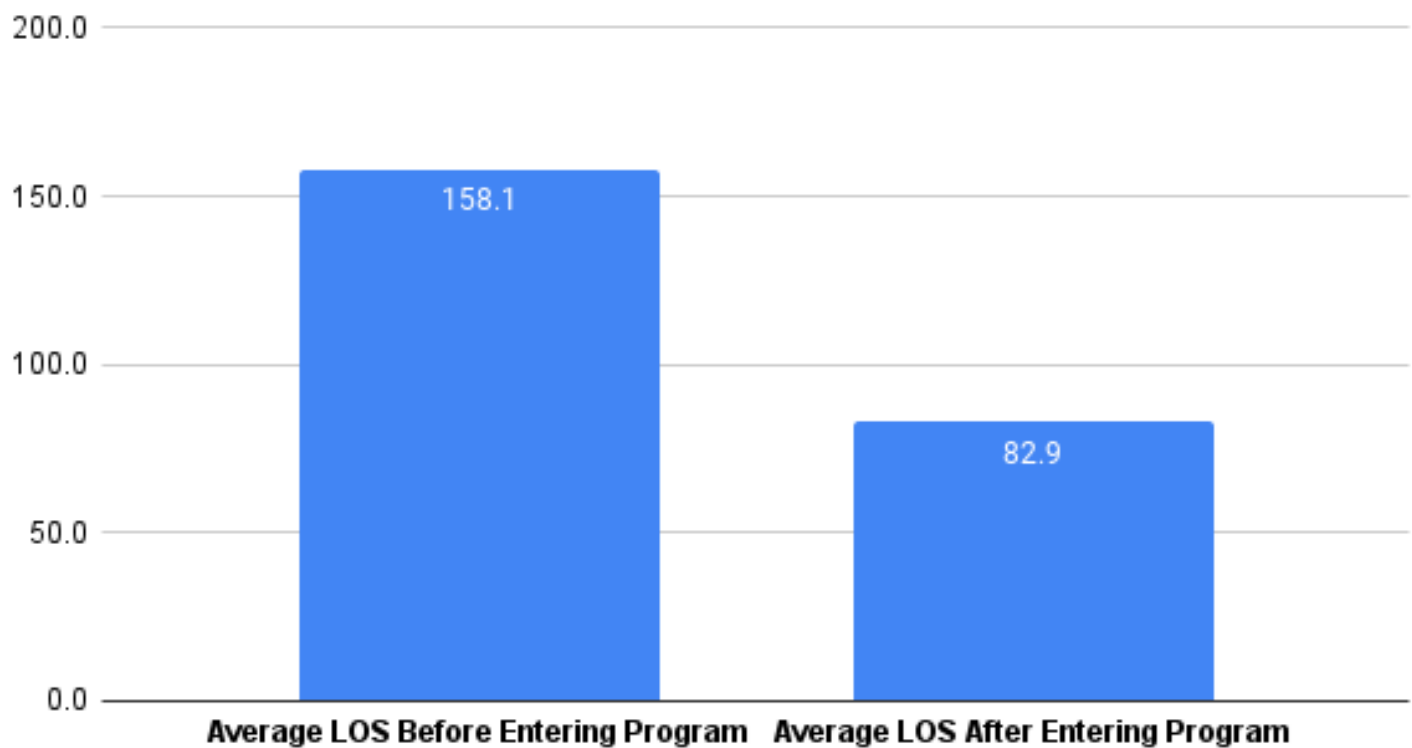
www.youtube.com



# Who, What, & Why

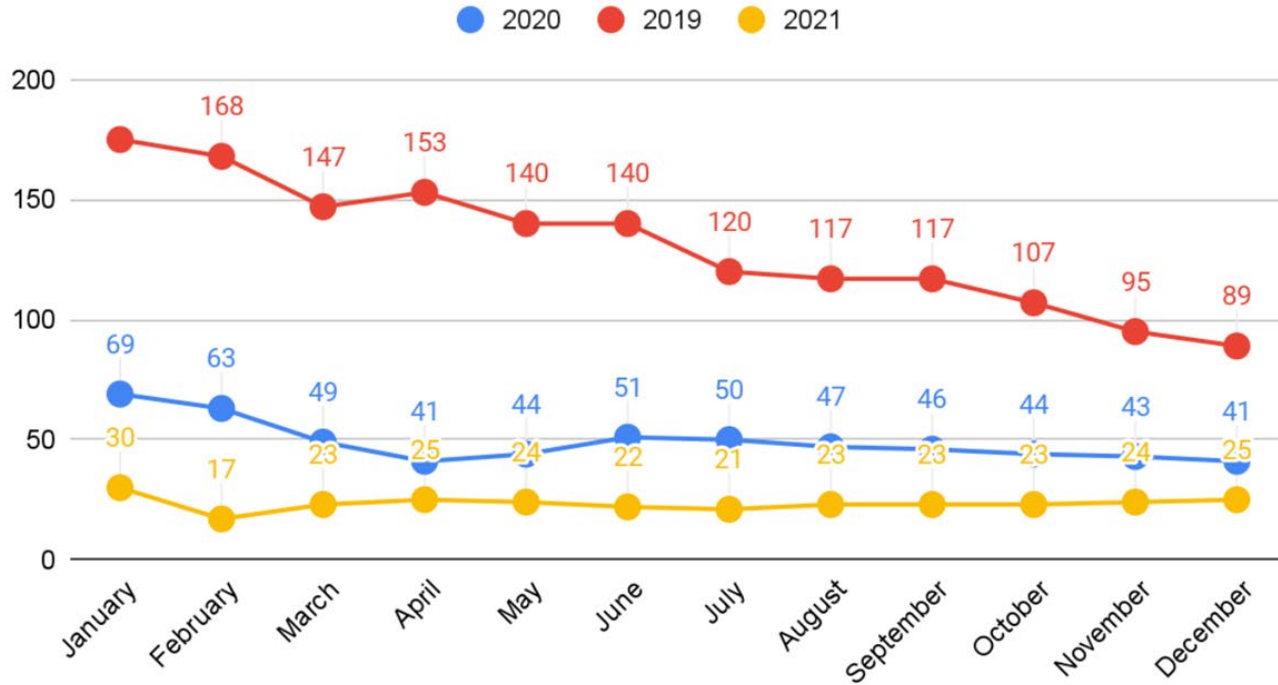


## Unicorn Foster Length of Stay Impact



# Adoption Program

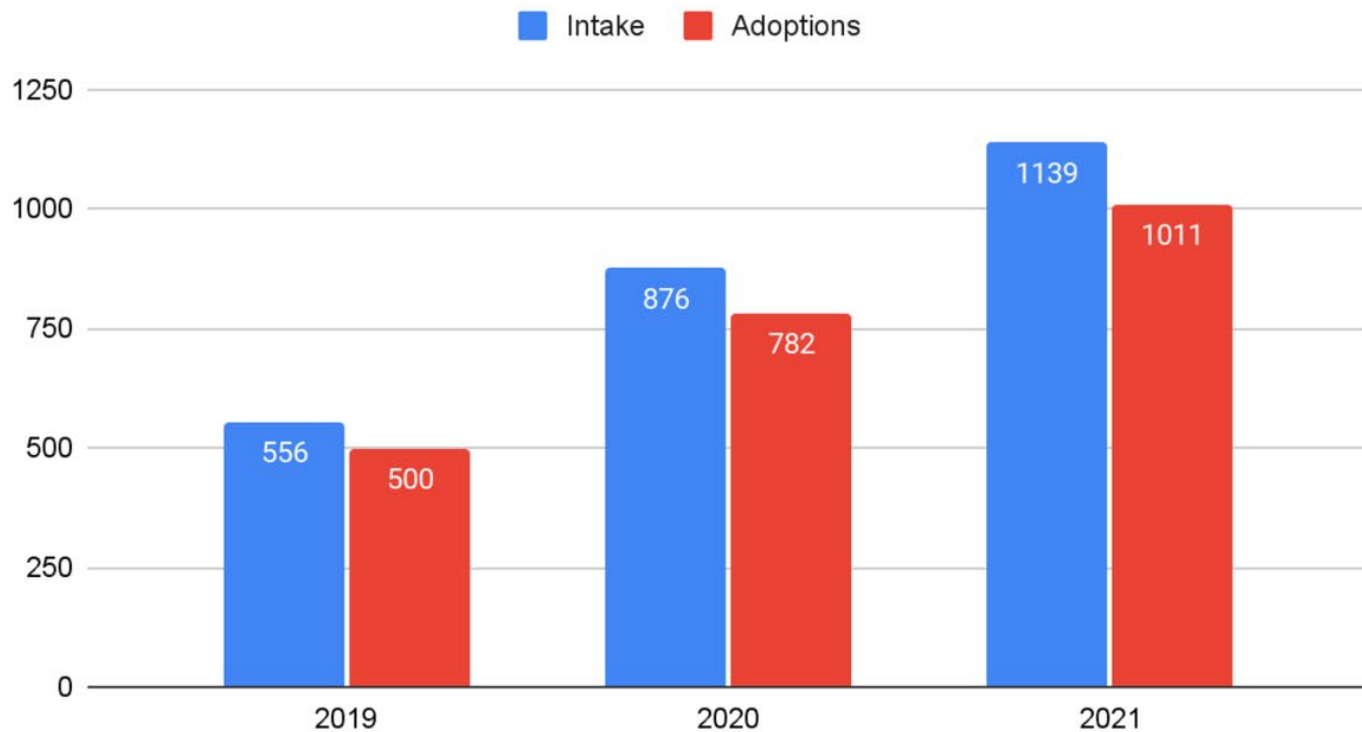
## YOY Rolling YTD Length of Stay at Time of Adoption



Rolling average amount of time it takes a pet to be adopted once available for adoption.

# Intake Program

## Gateway Pet Guardians YOY Intake and Adoptions





# Foster Perks





# Photoshoot





# In-Home Training





# Daycare

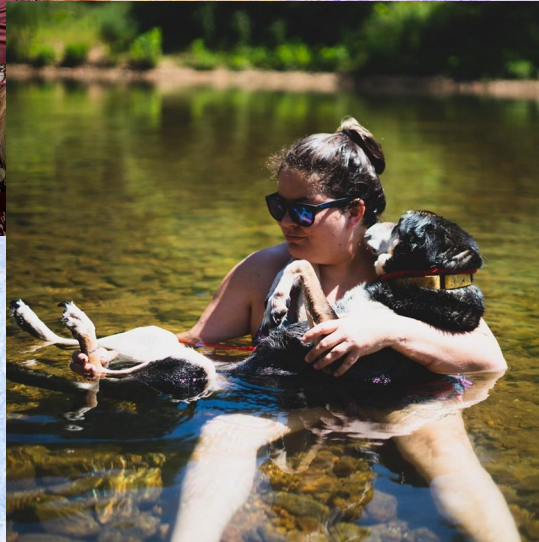




# Specialized Marketing



# Foster and Adoption Placement



## Key Essentials:

- Reduce Barriers
- Open Minded Placements (reduce fear)
- Adoption Counselling is not Marketing



# Adoption Placement

- Waive adoption fees (if needed).
- Offer more follow up training sessions (if needed).
- Take precedence over other animals in social media marketing.
- Press Releases





# Photoshoots













# Tricks for Treats





# Liability

## GENERAL RELEASE OF LIABILITY

I, \_\_\_\_\_, of \_\_\_\_\_, City of \_\_\_\_\_,  
State of \_\_\_\_\_ (Hereinafter the "Releasor")  
for and in consideration of \_\_\_\_\_

(Check one)

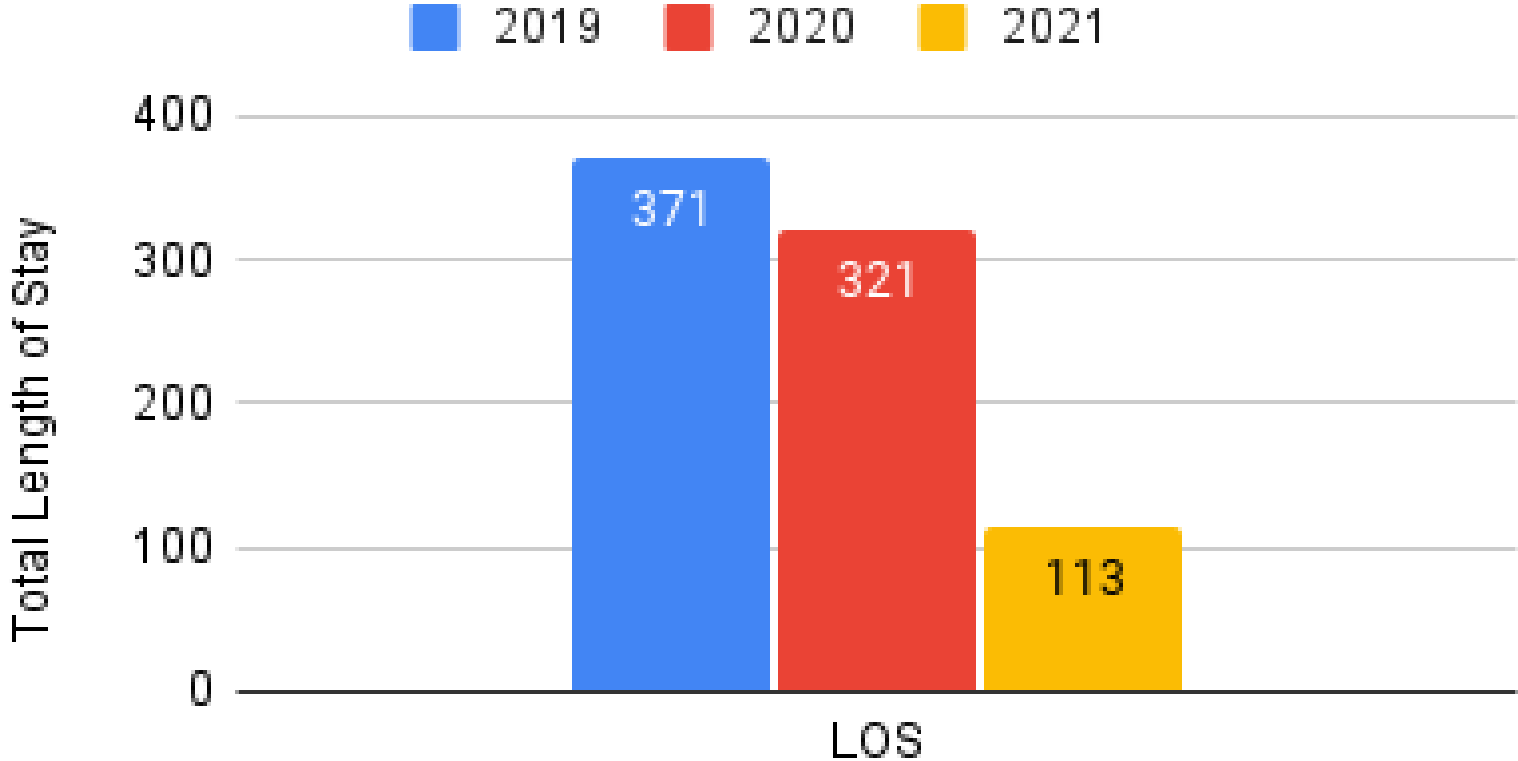
\_\_\_\_\_ of sufficient sufficiency of which is hereby  
\_\_\_\_\_ of \_\_\_\_\_, State of \_\_\_\_\_  
("Company") including their agents, employees,  
personal representatives, affiliates,  
partners, or corporations liable or who might be  
one of whom admit any liability to the  
Releasor and all claims, demands, damages,  
losses, and expenses whatsoever, which I now have or may  
have in the future, arising out of or in connection with  
any and all injuries and damages of any  
kind, nature, or description, including reasonable  
attorney's fees and costs, relating to the following: \_\_\_\_\_

It is understood that the Releasor has made and received in full and complete  
settlement of all claims and demands mentioned herein; that the undersigned  
has read this Release and understands the terms of this Release; and that the terms of this  
Release shall be binding upon the undersigned and their heirs, executors, administrators, personal  
representatives, and assigns. This Release shall be subject to and governed by the  
laws of the State of \_\_\_\_\_ and shall be binding upon the undersigned and has been explained  
to me.

EXECUTED \_\_\_\_\_, 20\_\_\_\_



# Unicorn Length of Stay YOY



# Success Stories



## Jelly Bean aka Gillian: Gateway Pet Guardians

### Behavioral barriers:

- Dog aggressive
- Slight Stranger Danger
- Leash Reactive
- Separation Anxiety

387 days in rescue before entering the program.

69 days in rescue until adoption after entering the program.



# Rowan: Dallas Pets Alive



## **Behavioral barriers:**

- **Stranger danger once in foster home**

**Program helped prevent him from going back to the shelter.**

**Adopted in May 2023!**

# Henley: Lifeline Animal Project



## Behavioral barriers:

- **Severe Over Arousal in Shelter**
  - **Barrier Reactive**
  - **Dog Reactive**
  - **Mouthy**
  - **Strong**
- **Foster home provided proper assessment (issues were age based)**
- **Now a blood donor**



# Touchette and Dorian: Gateway Pet Guardians



## Behavioral Barriers:

- Stranger Danger
- Leash Reactive
- Hard to meet people

Dorian got adopted 8x quicker.

# Peyton: Gateway Pet Guardians



## **Behavioral Barriers:**

- **Dog Aggression**

**Returned because owner was moving and could not take her.**

**After being returned got adopted in 4 days.**

**Returns are not always bad!**





# Questions?

Brittany Fleming

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Save the Unicorns Consulting  
[brittany@stunicorns.com](mailto:brittany@stunicorns.com)  
618-980-9657