

WELCOME TO THE TNR COALITION OF GREATER LOS ANGELES COUNTY MEETING

November 17, 2021



If Best Friends Animal Sanctuary
can
“Save Them All”

Then...
The TNR Coalition of Greater Los Angeles County
Can
“TNR Them All”

Who is this Teri Gray, anyway?

- PeopleSolutions Healthcare Staffing, Inc. CEO 11 years
- Linked Up For Animals, Inc. CEO 5 years
- The Linked Up For Animals Foundation, CEO 4 years
- Master in Public Health
- Co-Facilitated a large, well represented coalition at Harbor-UCLA Medical Center
- Grant Writer
- Member of the Southern California Veterinarian Medical Association (Cypress, CA)
- Member of Alley Cats Feral Cat Community
- Passionate about Animal Welfare
- TNR six years of experience and over 80 cats
- I am very funny at times



The TNR Coalition's Goal

To implement a large-scale trapping program to control the overpopulation of free roaming cats in Los Angeles County.



The Need to Build a New Approach for Trap-Neuter-Return

REASONS

- No comprehensive plan to deal with the overpopulation of free roaming cats in LA County
- Not enough Veterinarians or appointments to meet the need
- Not enough financial resources, vouchers
- No reliable source for data
- Not enough trappers, fosters, rescues working in tandem
- Public is not aware of the overpopulation of cats.
- The overpopulation of cats creates a rich food supply for coyotes

There is a significant need to implement a new model of TNR!

Coalition Building Framework

Building a Dynamic Team Approach for TNR

Co-Facilitators

- Teri Gray, Linked Up For Animals, Inc.
- Nonprofit (?)

Steering Committee

- 5-7 Committee members that serve as the governing body of the coalition.

A Well Represented Coalition- Our Members

- Trappers, Colony Feeders, Fosters, Adoption and Rescue Organizations, Local Politicians (field deputy), County and City Animal Services, Law Enforcement, Media, Concerned Community Members, Veterinarians, Los Angeles Veterinary Public Health Department, Western University College of Veterinarian Medicine (Pomona)



Well Formed Coalitions Get Funded!

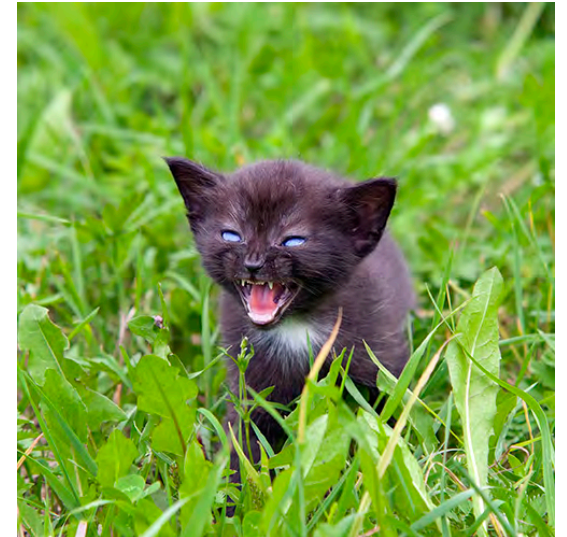
If you are interested in working with the coalition, please email Teri Gray: TGray@LUFWorld.com

How to build a Powerful Coalition

The TNR Coalition is a BIG IDEA requiring a BIG COMMITMENT for BIG RESULTS

Next Steps

- Conduct a SWOT Analysis
- Productive, one-hour meetings
- Identify members/nonprofits to serve on the steering committee
- Develop TNR model for large scale trapping (make the model scalable)
- Develop Public Education Campaigns
- Budget and Bank Account
- Fundraising
- Pilot the TNR program
- Branding the Coalition (i.e. T-shirts for trappers)
- Transportation and Logistics



TNR Coalition Resources

- Registered The TNR Coalition in Animal Shelter Counts
- Trappers and Fosters
- Veterinarian Services
- Mobile Vet Clinics
- Equipment and supplies for trapping
- Transportation
- Data
- Branding the Coalition
(T-Shirts & car magnets)



The TNR Coalition's Education Campaign

Public Education Campaigns to develop Trapper and Foster Care Networks

- Identify target audiences
- Develop accurate easy to understand messaging for different target audiences

"Increasing the Public's Awareness about the Amazing Nature, Beauty and Charisma of Cats"

Target audience - Public

"Fostering Kittens, The Cure for Loneliness"

Target audience Seniors Living in Retirement Communities, Homebound Adults

top She brought tiny foster cats into x +

washingtonpost.com/lifestyle/2021/11/09/kitten-therapy-foster-retirement-home/

The Washington Post
Democracy Dies in Darkness


Sections

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Inspired Life

She brought tiny foster cats into her office at a retirement home. Residents found out – and kitten therapy began.

Listen to article 6 min



Donald Friske at a "Kitten Therapy Day" this year at the Meridian at Anaheim Hills assisted-living center in California. (Lori Irby)

By Cathy Free
November 9, 2021 at 6:00 a.m. EST

Estelle Nicol fell and injured herself six months ago, and when she moved into a care center in Orange County, Calif., her daughter noticed her beginning to withdraw.

63°F Haze 12:22 PM 11/16/2021

<https://www.washingtonpost.com/lifestyle/2021/11/09/kitten-therapy-foster-retirement-home/>



Linked Up For AnimalsSM
LUFA WORLD

➤ Goal #1 LUFA Social

Social Media Platform dedicated to all thing's animals

➤ Goal #2 Advocacy

Members become a part of a significant voting block

➤ Goal #3 Create many streams of revenue

All profit will be used to fund shelters, sanctuaries, nonprofits and legislation

www.LUFAWorld.com

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THE TNR COALITION OF GREATER LOS ANGELES COUNTY

