



**Best
Friends**
Save Them All

INFORMATIONAL TOOLKIT for Ambassadors

Thank you for joining Best Friends Animal Society in Northwest Arkansas as an ambassador! We have created this informational toolkit to share our mission, some frequently asked questions and the impact of the pet resource center.

THE BASICS

- **The Best Friends mission:** To bring about a time when there are no more homeless pets
- **Vision:** A better world through kindness to animals
- **Project timeline:** Ambassador fundraising will run from May 26 to July 31, with a closing celebration party on July 24.
- **Pet resource center timeline:** Groundbreaking in May 2021, donor hard hat tours in the fall, with grand opening in late summer of 2022
- **Location of the pet resource center:** 1312 Melissa Drive, Bentonville, Arkansas 72712 (the future 8th Street Gateway Park, just west of the current Walmart home office)

FREQUENTLY ASKED QUESTIONS

- **What does Save Them All mean?** Best Friends Animal Society is a leading national animal welfare organization dedicated to ending the killing of dogs and cats in America's shelters. To help Save Them All, Best Friends works with shelters, rescue groups, other animal welfare organizations and our members nationwide.
- **Is the goal to Save Them All by 2025 realistic?** Absolutely. When we founded Best Friends in 1984, **some 17 million animals died** every year in our nation's shelters. Today, that number is **down to around 625,000**, thanks to innovative grassroots programs, supporting spay/neuter and trap-neuter-return (TNR) programs, promoting shelter adoptions, advocating against puppy mills and breed-discriminatory laws, educating the public about animal issues, holding major adoption events and other animal welfare activities.
- **Where are we located?** We operate programs across the country. We have lifesaving hubs in Los Angeles, New York City, Salt Lake City, Atlanta, Houston and Northwest Arkansas. We also operate the nation's largest no-kill sanctuary for companion animals in Kanab, Utah.

- **What programs will be offered for animals at the pet resource center?** The center will be a revolutionary space that takes a fresh look at how Best Friends and communities around the country saves lives. The center will not have permanent kennels or cages. Instead, it will showcase adoptable pets, engage community members as loving pet foster volunteers and provide a variety of resources to help people keep their pets at home. **Here are some of the services we will offer:**

- *Pet adoption*
- *Newborn kitten care*
- *Enrichment, socialization and behavioral programs*
- *Low-cost spay/neuter and medical clinic*
- *Community pantry with pet food and supplies*
- *Pet transport hub*
- *Educational exhibits and messaging*
- *Volunteer, foster and community cat programs*
- *A coalition headquarters*
- *Training rooms for animal welfare professionals*
- *Collaboration with social services organizations*



- **What is community-supported sheltering?** Rather than shelters being long-term housing facilities for pets, the community-supported sheltering model makes them resource centers for animal lovers in the community. Through community-supported sheltering, community members actively work to help homeless pets by fostering and adopting, helping community cats, advocating for homeless pets and supporting their local shelters and animal welfare groups.
- **What is the project budget?** The total investment made for building and operating the center is \$17.5 million, including \$15.5 million in capital expenditures, a secured land donation valued at \$1 million and first-year operating costs of \$2 million. We have secured grants from the Walton Family Foundation and several other Walton family members, the Rachel Ray Foundation, BISSEL, Mars Petcare, Nestle, Purina and Blue Buffalo.
- **How did Best Friends begin its work in Arkansas?** We have been working in Northwest Arkansas since 2017 when we were awarded a contract from the Walton Family Foundation to conduct an animal welfare assessment of Bentonville and the surrounding area. In 2018, we launched local programming and now we are operating a cat lifesaving center in Bentonville.
- **Is the City of Bentonville still a partner for this project?** We continue to coordinate with the city on the development of the facility along the 8th Street Gateway Park, since the city is guiding planning efforts for that downtown green space.
- **What is the status of pet lifesaving in Northwest Arkansas?** Since we launched programming, the region's combined save rate has reached 93%. We are close to achieving no-kill in every shelter and every community in the region. Once that happens, we plan to continue our lifesaving work in the area while helping more shelters across the state of Arkansas and the south central region. The center is in a prime location to help many shelters and areas of the country in need.
 - *Arkansas' statewide save rate is 73%, with a lifesaving gap of 11,000. More than 4,100 of those are in the central Arkansas region, just a three- hour drive from Northwest Arkansas.*
 - *Tulsa, Oklahoma, has the 13th largest lifesaving gap in the country at 56% and is just a two-hour drive from Northwest Arkansas.*
 - *Arkansas borders Texas (the second highest priority state in the nation with a lifesaving gap of 97,000) and Louisiana (fifth on the priority list with a lifesaving gap of 32,000).*