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The Animals' Advocate. Newsletter of the Royal New Zealand Society for the Prevention of Cruelty to Animals.

## It's the "can do" within us that will save lives

**NATHAN J WINOGRAD** is currently the executive director of the national No Kill Advocacy Center in America. Nathan was invited to speak at the SPCA national conference in Rotorua earlier this year, and held day-long workshops in Auckland, Wellington and Christchurch on achieving Saving Lives. What follows is an extract from Nathan's blog, written after his return from New Zealand, where he shares his take on Saving Lives and what it means for New Zealand's animals. The article in full can be found at [www.nathanwinograd.com/?p=3359](http://www.nathanwinograd.com/?p=3359).

In the US, we think of New Zealand as being at the bottom of the planet, but in space there is no up or down. The map of the world in places like New Zealand is the opposite of what ours looks like in the US. There, New Zealand is on top and the US is on the bottom. And, when it comes to how the large national animal protection organisations in those countries behave today, that is more appropriate.

The No Kill movement that was born in the US is still very much a US-led effort, but it is now spreading around the globe – to Australia and New Zealand. And, while our pioneering spirit has shown the way, the likelihood of the US being first to cross the goal line and becoming a truly No Kill nation is in doubt, despite our 15-year head start. The reason comes down to leadership, the most important element of the No Kill equation. That is what is being provided in New Zealand. And that will make all the difference in the world.

Speaking at the SPCA national conference, SPCA national president Bob Kerridge said that ending the killing of saveable animals was within reach across New Zealand and called on all SPCA centres to commit themselves to doing so. He gave them the prescription to do it: the programmes and services of the No Kill equation. Bob called it "Saving Lives", a campaign to achieve a No Kill nation. He didn't use the term "No Kill", that wasn't their language in New Zealand, but what did it matter. The underlying philosophy was the same: "Every life is precious".

Bob was leading the charge, but assisting him in making Saving Lives a reality is Robyn Kippenberger, SPCA national chief executive. Robyn travelled with me across New Zealand, organising the effort, providing support and guidance to local SPCA centres. "What do you need?", "How can we help you?" were questions I heard her ask SPCA staff time and time again. That is what she asks, and she has plenty to offer.

Robyn and Bob are steering New Zealand towards becoming a No Kill nation. At the national conference, Robyn reiterated Bob's words in describing the movement's underlying philosophy: "Every life is precious". As the SPCA said to the nationally assembled groups at the conference, "What *must* be done *can* be done and *will* be done." And the SPCA is willing to help in any way it can. In the end, that is why New Zealand is likely to cross the goal line first. And, when it does, the country at the bottom of the world will be on top – and help lead the way to our inevitable and collective No Kill future.

# The Revolution

SPCA national president Bob Kerridge introduces our exciting new programme, Saving Lives.

**THE SPCA HAS EMBARKED ON A JOURNEY** that is both ambitious and extremely exciting, a journey that will have a profound effect on the way in which we think and operate both individually and as an organisation, a journey that recognises that every life is precious, while at the same time providing us with the will and the weaponry to save those precious lives. It is a revolution!

A stunned audience at the Royal New Zealand SPCA conference, held in Rotorua early in May, were the first to become privy to the revolution, for it was there that the Saving Lives programme was launched.

They heard from outspoken American "No Kill" advocate Nathan J Winograd that killing animals should not be, and is not, a function of the SPCA and that he had the answers. From Nathan's formula came the Saving Lives philosophy tailored for New Zealand, accompanied by a handbook of over 50 pages detailing how it can be achieved, together with T-shirts and bandanas that proclaimed, "It's the 'can do' within us that will save lives". The revolution had begun!

Details of the programme were revealed embracing ten missions which, in their entirety, provide clear signposts to be followed when saving lives – starting with the proposition that every life is precious, and accordingly we must look seriously at every way we can honour that and preserve life.

The programme goes on – helping people to help themselves, solving medical and behavioural problems, and comprehensive desexing and microchipping programmes are included. Utilising rescue groups, foster homes and

volunteers, in addition to becoming proactive in the community, are essential ingredients that contribute to saving lives, as well as an effective programme to save vast numbers of stray cats. Naturally, maximising our adoptions – and a large number of ways of achieving that – occupies a large proportion of the programme.

At the end comes the tenth and perhaps most important challenge, simply called "can do", where it is acknowledged that this is the ingredient that will save lives, when we all believe that what *must* be done *can* be done and *will* be done.

SPCA centres throughout New Zealand are now armed with a checklist of 135 initiatives from the handbook that will achieve results and, as each box is ticked off with a firm "yes", the results will be measured positively and dramatically in the number of lives actually saved.

In the weeks that have followed the launch of this amazing programme, ideas and success stories have been flooding in from excited SPCA individuals who have embraced the philosophy, resolved to achieve results, and are participating in as many of the initiatives as possible.

They are all well aware that it is indeed the "can do" within all of us that will save lives.



# SAVING LIVES

## 10 Simple Steps

Saving Lives starts as a resolve, develops by embracing its philosophy, and succeeds when all its components are actively undertaken by everyone.

**1 Our Animals - Every Life is Precious**  
Embracing the philosophy that all life is precious and worth preserving, and selecting and preparing animals for adoption.

**2 Pet Retention**  
Educating and assisting “owners” to better understand and care for their animals, so that fewer are surrendered.

**3 Rehabilitation**  
Positive ways to solve medical and behavioural problems in animals, so that more are fit to be rehomed.

**4 Desexing (and Identification)**  
Stopping unwanted lives before they are born, and encouraging the microchipping of companion animals to ensure that they are safely returned to their guardians in the event of loss and/or injury.

**5 Maximising Adoptions**  
Doing everything we can to rehome animals, and celebrating every life saved.

**6 Rescue Groups**  
Working cooperatively with the many animal rescue groups that are performing good work around the country, to increase the number of animals rehomed.

**7 Foster Homes and Other Volunteers**  
Extending our network of helpers to save more lives.

**8 Saving the Strays**  
Developing an effective programme for saving abandoned, stray and colony cats.

**9 Community Involvement**  
Embracing the community around us in support – getting people involved and excited about our work.

**10 Can Do!**  
Putting our heart and soul into saving lives.

It's the “can do” within us that will save lives. **SPCA®**

# CUPCAKEDAY

for the  
**SPCA**

**MONDAY**  
**30 August 2010**

Dust off your chef's hat and get ready to  
bake, bake, bake! Register for free at:  
[www.spcacupcakeday.co.nz](http://www.spcacupcakeday.co.nz)

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**SPCA**  
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## New Zealand's Next TOP CAT MODEL

Raising money for your local cat charity

Your cat could win \$1,000s of prizes including a year's supply of SPCA Premium Dry Cat Food and be a Covercat on Pet Magazine!

**Entries open  
1 June 2010**

**\$20 entry fee**  
First 500 entries receive  
a 1.25kg bag of SPCA  
Premium Dry Cat Food

[www.topcatmodel.co.nz](http://www.topcatmodel.co.nz)

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## 2010 SPCA Paws Appeal – Volunteers Needed

The SPCA Paws Appeal is the SPCA's annual fundraising appeal. Our appeals draw attention to the horrific acts of cruelty that are inflicted each year on animals, highlighted in our annual List of Shame. Every year, thousands of animals across New Zealand are the victims of unjustifiable cruelty and neglect, and it is only with the help of donations from the public that the SPCA is able to save, nurture and protect them from further harm.

This year, our Paws Appeal week will be held on 6-12 November. SPCA centres around the country will be galvanising their volunteer teams and taking to the streets, selling SPCA branded merchandise and rattling buckets through street collections.

Can you spare a few hours? Your local SPCA would love your help! Become a Paws Appeal volunteer – call (09) 827 6094 or visit [www.mzspca.org.nz](http://www.mzspca.org.nz) for contact details of your local SPCA.

### Wish List

- A PC projector for use in inspectorate training and Saving Lives input (approx \$2,000).

### A Big Thank You

We wish to thank the **Sir John Logan Campbell Residuary Estate** for their generous grant of \$5,000. This money was used to cover expenses related to presenting our One of the Family programme to intermediate schools in Northland and Auckland at the beginning of this year.

We wish to thank the **SKYCITY Hamilton Community Trust** for their generous grant of \$11,896.13. This money was used to cover expenses related to presenting our One of the Family programme to intermediate schools in the Waikato earlier this year.

We wish to thank **Flaxmere Community Trust** for their generous grant of \$15,000. This money has been used to cover operating expenses for our mobile clinic in Hastings in June 2010.

We wish to thank **The Trusts Charitable Foundation** for their generous grant of \$16,765.96. This money has been used to purchase an electronic envelope opener for national office, 100 digital recorders to assist inspectors in their investigations, and 80 memory sticks for inspectors and centre managers to use.

We wish to thank **Dictation Distributors Ltd** in Parnell for supplying 100 voice recorder pouches for our inspectorate free of charge.

We wish to thank **Animals' Voice** magazine for helping us with our promotion for Cupcake Day 2010 by dedicating editorial space to the event in their Winter 2010 issue.

We wish to thank **Pet Magazine** for helping us with our promotion for Cupcake Day 2010 by dedicating editorial space to the event in their June-August 2010 issue.

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