



## Introducing...

Shel Williamson is a Founder and Director of PetRescue; an animal welfare charity in Australia supporting 800+ rescue groups, shelters and pounds nationwide and saving thousands of rescue pets every month.

Launched in Perth in 2004, today PetRescue is Australia's most visited charity website, harnessing technology and social media to give every independent foster carer, every rescue group and every single one of the community's homeless pets a voice to reach the public and spread the message.... adoption truly is the best option!

Shel lives in Perth with her husband, two kids and a pet menagerie which includes a Community Cat called 'OC'.



## Safe and Sound Pounds program

Introducing PetRescue's 'Safe & Sound Pounds' Program! For the last ten years PetRescue has worked to increase the demand for rescue pets with the pet-loving public and in 2015 we will see more than 100,000 pets with PetRescue listings find new homes. However while practically all rescue groups are using our services, just 1% of pounds are.

We believe every single pet who needs a home, should be given the opportunity to find it. To achieve a No Kill Australia we needed to identify the pets who are not being advertised for adoption, connect with the pounds who are holding them, and get these pets online.

The 'Safe and Sound Pounds' Program works to:

- analyse the supply and demand of rescue pets and get the 'missing 100,000' pets online on PetRescue.
- break down obstacles to pounds having their own PetRescue accounts.
- assess the barriers to running their own rehoming programs and actively look for solutions.
- build the tools pounds need to give each and every impounded pet a 'digital footprint'.
- promote proactive pounds who are taking positive action in their own community.
- detail the ideal pound and rescue relationship to ensure sustainability and effectiveness into the future.