



Introducing...

Betsy McFarland is the vice president of The HSUS's Companion Animals section, where she leads a variety of programs aimed at empowering people and communities to provide quality care for companion animals.

Since joining The HSUS in 1998, McFarland has provided direct assistance to hundreds of animal shelters, humane organizations, and other agencies in handling various animal care and protection issues, and oversees Animal Care Expo, the largest conference for animal welfare professionals, attracting more than 2,000 attendees from 47 countries every year.

Betsy has particular interest and experience in engaging and managing volunteers and has published research on the topic. She is a Certified Animal Welfare Administrator (CAWA) through the Society of Animal Welfare Administrators (SAWA) and holds a degree in psychology from George Mason University. She serves on the board of the Alliance for Contraception in Cats and Dogs (ACC&D), Shelter Animals Count, The National Federation of Humane Societies, and was a founding board member of the Association of Leaders in Volunteer Engagement (ALIVE).

McFarland shares her home with her husband along with four cats and a dog – all former strays. And she dotes on a colony of community cats who live on her property.



Pets for Life: Reaching Under-Served Communities

Pets for Life (PFL) is a program of The Humane Society of the United States that reaches out to people in under-served communities to extend free pet care resources, services, and information. The PFL model incorporates strategic door-to-door outreach, builds a consistent community presence, and uses an extensive follow-up process to ensure spay/neuter follow through. Learn more about how to make this proven method of community outreach a part of your organization. Discover how reaching out to underserved areas and building positive relationships with pet owners can increase spay/neuter rates, elevate the human-animal bond, and improve your work and the quality of life for pets in your community.

Keeping pets in their homes

Moving, landlord won't allow, behavior issues, financial woes, and other challenges consistently rank among the top reasons pets are surrendered to shelters. To achieve our goal of ending pet homelessness, we must focus our attention on the most impactful preventative efforts, to keep pets in their homes, out of shelters, and empower the community to solve problems related to companion animals. Learn about some of the key factors causing pets to lose their homes and innovative approaches being deployed to address them to ensure more pets stay with their families.

Effectively engaging volunteers

Volunteers are the life blood of many animal care organizations. But, to maximize the benefits—and reduce the headaches—volunteer programs need to be structured strategically. Explore the steps needed to build a sustainable and manageable volunteer program designed to meet your organizational goals. This session will give you practical tools to assess your program and meet your objectives, including examples for building consistency and information on evaluating success. Learn to recruit the right volunteers, align staff expectations, and increase volunteer retention through active engagement.