

Innovative Mall Pet Adoption Center of the Triangle (IMPACT)

The hip place to find true love



Partnership with

Prime Outlets at Morrisville

Benefits of IMPACT

For the Mall

- Increases traffic and possibly new customers to the mall; this could result in an increase in sales. Door counters can be used and surveys can be conducted (to ask people how they heard about IMPACT, whether they came especially for it, whether they bought things from the stores while they were there, etc.)
- Provides free advertising and publicity for the mall through our promotion, marketing, and press coverage.
- Recognizes sponsor (mall) in all flyers, brochures, web sites, newspaper articles, radio and TV spots.
- Demonstrates mall commitment to a popular local cause.

For the Animals

- Gives much-needed exposure to very deserving animals from a variety of animal shelters and rescue groups.
- Increases adoption rate of companion animals: In Winston-Salem, NC, where Fur-Ever Friends, a mall pet adoption center is located, the adoption rate increased by 128% in 2004.
- Decreases the euthanasia rate of friendly adoptable animals: In 2002, 342,422 cats and dogs were placed in shelters across North Carolina and 265,289 of these were euthanized because of lack of homes. In 2003, 12,973 animals were euthanized in Triangle county shelters.
- Reduces pet overpopulation by education, spaying/neutering, and adoption: All animals purchased are required to be sterilized.
- Allows local animal shelters and rescue groups to work together for a common goal.

For the Community

- Provides a new venue to know animals in a fun, festive setting. Many people are hesitant to visit animal shelters to adopt animals because they consider them to be depressing or overwhelming.
- Presents educational programs and resources (spaying/neutering, pet behavior and care, puppy training, care and feeding of feral cats, rabies, pet first aid, children and dogs, obedience training, neo-natal kitten care and kitten development, etc.)
- Offers wonderful opportunities to volunteer (time and in-kind donations).



IMPACT Frequently Asked Questions

What is IMPACT?

IMPACT is an innovative animal adoption and education center coming to the Triangle region of North Carolina. It will bring widespread exposure to healthy and friendly dogs and cats in need of homes. It will also provide educational resources to the community. IMPACT will start with weekend adoption events and workshops, with the eventual goal of expanding to a seven-day-a-week operation.

Is this a pet store?

The format is intended to be similar to a pet store in that the center is conveniently located in the mall and offers a variety of available animals. However the concept is radically different from a pet store because of the source of the animals and the focus on education as well as adoption. Since all of the animals are shelter or rescue animals in need of homes, the center is helping to solve the pet overpopulation problem by offering these animals exposure and a second chance. In addition, IMPACT will provide educational programs and resources about pet overpopulation and care.

How is IMPACT funded?

We will be actively soliciting donations and grants to fund and furnish the center. Individual family and corporate donations will be necessary for the center to operate. Items needed include furnishings, a continuous sheet of linoleum, crates, cleaning supplies, and animal care products.

How is IMPACT operated?

Individual groups will bring staff and/or volunteers with their animals to help with coordination, hands-on care for the animals/facility, the adoption process, and the educational programs. The cats and dogs will be provided by local animal rescue groups and shelters from central North Carolina. IMPACT rules, policies, and procedures will be implemented.

How will the donated space be affected?

We will use temporary furnishings, crates, portable pens, and an easily removable floor surface. The space will be used and left as is.

How many animals are available at a time?

The number of animals will vary daily depending on the participating rescue groups and shelters. The number of animals will also be limited to the size of the space donated.

What happens if the animals are not adopted that day?

They are returned to the shelters or rescue groups for another chance to be adopted.

How does IMPACT make sure the animals are healthy?

It is important to remember that we do not know the history of many of the animals that are currently homeless in our community. However, animals available for adoption through the center will be examined for health and temperament problems to the best of our abilities and resources. All animals coming into the center will have had age-appropriate vaccinations, flea/tick treatments, and a basic veterinarian exam. All dogs and cats will be spayed and neutered prior to adoption.

How will IMPACT keep the donated space sanitary?

We will be developing a cleaning protocol and a training course that all participating groups will be required to follow. The floors will be an easy-to-clean nonporous surface. A bleach solution will be used to clean the donated space at the end of each day. In addition, all participating rescue groups and shelters will be required to bring only sanitized equipment.

What kinds of educational programs will IMPACT offer?

IMPACT will offer workshops and information on a wide variety of pet-related topics such as spaying/neutering, pet behavior/care, children and pets, and pet first aid.

Are there any other centers like this in the country?

Yes. Several groups have employed this adoption model with great success. In Utah, Best Friend's Furburbia serves as the prototype. In North Carolina, Fur-Ever Friends at Hanes Mall located in Winston-Salem has been in operation since early 2004.



Answers to Your Concerns

Liability insurance

IMPACT will hold at least one million dollars of general liability insurance, depending on the mall's requirement. All participating animal rescue groups and shelters will be required to have their own insurance policy and provide a certificate of coverage prior to being allowed to use the center. Each volunteer will complete and sign an IMPACT volunteer application/agreement form prior to participation. All participating animal rescue groups, shelters, and volunteers will be required to abide by all mall policies and lawful requests.

Occasionally, an animal may get excited and scratch or bite a potential adopter or customer. Whether the customer is severely injured or not, any incident will require immediate attention by both the participating rescue groups or shelters and a mall management associate. Knowing what to do in advance can prevent panic and ensure that the person bitten or scratched will receive the appropriate attention.

Adoption fees

Adoption fees will be set by the group sponsoring the animals. All adoption fees are handled by the participating rescue groups and shelters, and they will supply their own adoption applications and contracts.

Delivery of animals

Animals will not be brought through the mall's public entrances nor walked in the mall hallways. Only the service entrance will be used to bring all cats and dogs into IMPACT. Animals will be either in a carrier/crate or on a leash with the exception of small puppies that are easily carried.

Handling of animals

All animals will be secured in their crates while at IMPACT unless being walked by authorized personnel or being placed in an off-leash room (portable pen) for visitation. All dogs more than 12 weeks old will be on a leash when taken out of their crate. To keep customer injuries to a minimum, only serious adopters will be allowed to handle the animals, and then only under supervision of a volunteer from a participating rescue group or shelter. When exhibiting an animal outside the portable pen, there will be one handler to every dog on a leash.

Keeping donated space clean and odor-free

IMPACT facility will be kept clean and odor-free at all times. All animals will be fed prior to coming to IMPACT, as food will not be provided. Water bowls will not be filled more than 2/3 full to prevent spilling. Dogs will be walked often to prevent any accidents. Any accidents and litter boxes will be cleaned immediately. All animal solid waste and used kitty litter will be discarded into a trash can with a tight lid to prevent odors.

Dogs will be walked to a small designated grassy area near the mall, away from public entrances. Dogs will be kept away from shrubs and planting beds. Waste will be immediately picked up.

Barking dogs

Excessive barking will not be tolerated. Use of bark/citronella collars can be used to control obsessive barkers while in the center. Chew-toys, water mists, and frequent walks can also be used. If these do not work, excessive barkers will be removed from the center.



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