The "Tail" of ARF

An Honors Thesis (Honors 499)

by

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Abstract:
The Animal Rescue Fund (ARF) is a no kill, nonprofit animal shelter in the Muncie community. Having worked previously with ARF through the Virginia B. Ball Center for Creative Inquiry, I decided to help the organization further by fulfilling its need for an informative and promotional video to be shared with others. My paper tells the history of ARF and the no kill movement and discusses the importance of community promotion, shelter housing, and spaying and neutering. It also explains my creative process for the video.

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- Terri Panzi and all of the other individuals that give their time to ARF, as well as the animals who call it home.
- The members of S.O.A.R. and our faculty advisor, Merrielle Turnbull.
- The wonderful faculty and other individuals I have met in the College of Communication, Information, and Media.
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"Your vision will become clear only when you look into your heart. Who looks outside, dreams. Who looks inside awakens." — Carl Jung

Terri Panzi's vision of providing a loving, no-kill shelter for animals has, with time, blossomed into all that is currently ARF, which stands for Animal Rescue Fund. Panzi always had an unconditional love for animals in her heart and believed that the worst animal was still better than the best human. Even as a child she would bring home every stray animal that she saw. When she turned sixteen and held her first job, Panzi would get her paycheck at the end of every week and drive to the grocery store to buy dog and cat treats. She would then drive to the local animal shelter, honk, and wait outside in her car for the superintendent to come take them inside; this became her routine from age sixteen to thirty-five. All these years Panzi kept wishing and praying that something would change for the animals inside, whose noises she heard outside every week but she was never able to bring herself to walk in to go see.

On her thirty-fifth birthday, however, everything changed. Panzi was given two hundred dollars and with that money she felt as though she were going to go change the world and sterilize all the Muncie animals. For reasons unbeknownst to her, instead of honking like normal when she pulled up to the shelter, Panzi went inside. That moment changed her life forever. For the first time, Panzi saw the faces behind the cries and meows she had been hearing all her life and she realized that

1 Terri Panzi is the founder of ARF.
instead of wishing and praying for someone else to be the change for those animals maybe she was actually that person.

Terri Panzi began volunteering at the animal shelter as much as she could, even bringing her children after they were done with school. They began trying to change the image of shelters being bad and sad places in every way possible, from starting a TV show\(^2\) to bathing the animals and even sterilizing them with Panzi's own money, but the ugly reality of the situation continued to hit her hard. Every night she would tuck some of the animals in bed with their treats, only to arrive the next morning and find them gone. It was of no fault of the shelter's staff, but the unfortunate fact was that there was simply not enough space for all of the animals and so some had to be euthanized. The animals were paying for the fact that there were not enough adopters to come and rescue them with their lives.

As an extreme animal lover all of her life, this was too harsh for Panzi to accept without making an attempt toward change, and she began to bring these animals into her home. In the process of doing this she noticed that it might take a little bit of time, but all of the animals would adjust to each other. They would play and relax together. This made Panzi think that perhaps a less stressful, home-type environment would work well for a shelter setting, and she began to do some research. She also knew that she would never want the animals to be given a time limit on their lives because it might take longer than a week for them to find their true loving homes.

\(^2\) I do not know the specifics of this show because Panzi did not give more details in her interview.
It was because of Panzi’s belief that all shelter animals deserve loving families and places to call home that ARF began. She began doing research and initially used her paychecks as an x-ray technician to pay rent for a small building that housed twenty to thirty animals. Officially founded in June of 1998, ARF moved from this small location to the place where it is situated now at 1209 West Riggin Road in Muncie and has continued to expand and thrive.

The Animal Rescue Fund is a 501 c 3 no-kill animal rescue and continues to be a sanctuary for homeless animals although it now also provides many other services to the community. Many of the animals that arrive at ARF have survived abuse, abandonment, and/or neglect, but ARF promises them that the bad is over and that no animals will be euthanized due to lack of space, age, or manageable illness. To each and every animal that walks through ARF’s doors, there is a commitment made to end suffering and a promise made to begin a life full of love. Cats are housed in a home that consists of four separate rooms and a fenced-in outdoor area and dogs live in either the main house or a heated garage with fenced yards. Adoptable dogs also spend the adoption hours in a heated pole barn with a large fenced yard. Rather than being in a cramped kennel all day, the animals are given beds, toys, windows, yards, and companionship. ARF animals stay at the shelter for as long as is necessary to find a home. In some situations this even means that ARF becomes the sanctuary for these dogs and cats and becomes their forever home.

The Animal Rescue Fund hopes to help eliminate euthanasia as a means of animal control. One of the ways the organization is doing this is through its SNIP—
Spay and Neuter In-Need Pets—program. Terri Panzi believes that spaying and neutering animals is crucial to fighting animal overpopulation. Along with spaying and neutering all of the animals at ARF, this program allows ARF to provide free or very low cost altering for pets of low-income families. The Animal Rescue Fund also helps by providing free pet food and straw to in-need families because the organization does not want to see any animal suffer.

ARF is continuing to expand its reach into the community with new programs and is incredibly grateful to see how it is able to help shape the community but also how much the community is willing to give back to it. ARF is a local organization and does not receive any government funding or other help from national organizations. All of its funding comes through public donations and grants.

It is the community involvement that allows ARF to continue to thrive. According to Panzi, individuals commonly volunteer their time, donate money or other goods, foster dogs and cats, and stay informed with the organization through their presence in online social media. Equally important is the fact that they give these animals the homes that Panzi believes they all deserve, by adopting them and loving them as their pets (Panzi).

Choosing ARF

I began my work with ARF while involved in an interdisciplinary, immersive project at Ball State University at the Virginia B. Ball Center for Creative Inquiry. Our group’s name was S.O.A.R.—Strengthening Opinions about Animal
Responsibility—an and our mission was to make people more informed and passionate about having pets, treating pets well, and learning more about rescue organizations. In this semester-long project my teammates and I created a documentary, children’s video, and numerous educational materials that were aimed at informing the community about animal responsibility. It was the Animal Rescue Foundation that was our community partner in this endeavor.

I decided to further my work with ARF for my creative thesis project because I saw a close-to-home need. Although our group did a lot to benefit Terri Panzi and ARF and they did a lot to benefit us, by talking with Panzi and looking at ARF’s presence online, I realized that the organization could benefit greatly from a short video to inform others about all that ARF is and how the facility is run. Our group created pieces about some of the issues, but now I wanted to help a worthwhile organization in a more personal light. The unique way in which the Animal Rescue Foundation is set up makes it an organization that would benefit greatly from a visual medium being able to tell its story.

The Animal Rescue Foundation is a no kill shelter. The term ‘no kill’ can be defined as saving both healthy and treatable dogs and cats and reserving euthanasia for those that are unhealthy and untreatable (What is No-Kill?). It can refer to any number of organizations—public or private, ‘limited admission’ or ‘open admission’, small or large, humane societies or municipal agencies (No Kill Equation).

3 More about the project can be found at http://www.soarbsu.com/ and https://vimeo.com/65175202.
History of the Movement

The movement's grassroots began more than half a century ago when independent caregivers went against society's traditional procedures of killing stray animals and began the time-consuming process of rescuing and sheltering them instead. At the same time that these caregivers were saving animals at their own cost, other activists slowly began the mission of trying to lower the problem of animal overpopulation and the 1930s brought about the first focus on preventing unwanted animal births (Foro). Dating back to the 1950s, a core assumption about shelter animals was that an open-door policy was essential, no matter if the shelter was at capacity or would need to euthanize another animal to do so, because not accepting every animal presented would result in those turned-away creatures suffering a fate worse than death. Although this thought was commonplace, there has never been any data to support it. In many cases there are better alternatives for the animals and the shelters (Battling Shelter Overpopulation).

By the 1990s, however, it was still the independent groups like Mercy Crusade who continued to emphasize that killing unwanted animals was not the problem's solution, while the major, national animal protection agencies were more focused on perfecting euthanasia techniques (History of the No Kill Movement). Although there was still no overarching common voice for these anti-establishment believers, their numbers continued to grow and some created groups based on common specialties (Foro).

Change was happening though. In the early 1990s, the president of the San Francisco Society for the Prevention of Cruelty to Animals, Richard Avanzino,
radically worked to change a hundred-year policy of handling strays to a new focus of saving animals’ lives after a woman committed suicide and left instructions for her dog, Sido, to be euthanized. Her will’s executor went to court to force the SPCA to kill the dog; however Avanzino realized that he felt the current law allowing living creatures to be treated like furniture was wrong, and instead he vowed to fight against it and change the laws and practices related to shelter animals. His work has made him many call him the founder of the no kill movement (Keith).

Lynda Foro also created the first national no kill directory in 1994 (Foro), and since then, the no kill movement has continued to gain momentum quickly in our nation (History of the No Kill Movement). The movement itself is simple in its ideals—saving animals lives when there is a quality alternative to killing through whatever specialized services (spay/neuter, feral cat management, lifetime care, etc.) the caregivers and organizations perform best (Foro).

Community Promotion

Nowadays, seventy-one percent of Americans favor no kill (Avanzino). This idea begins as an act of will and then this commitment needs to be followed with transparency and accountability by laying out clear plans, procedures, and understandable definitions that the shelter is going to follow to help preserve life. Although all of these procedures should be put in place, flexibility should not be forgotten either. By allowing some flexibility it can allow shelters to save lives that might be otherwise needlessly lost (No Kill Equation). Even when shelters are not doing well, they should continue to be open with the public rather than stay silent.
because this can be an opportunity to ask for help and to rally the public over to the shelter's side to help improve its performance (Avanzino).

There are members in the community who want to know the statistical information, policies, and evaluations behind their shelters. In no kill shelters especially, it is vital to get the community excited in order to fulfill the mission. Before focusing on the shelter, relationships with the people in the community must first be rebuilt because the lives of animals cannot be saved without the help of humans (Winograd).

Spending time on public relations, no matter the budget or size of the organization, is crucial to community engagement because it is able to build credibility and increase public support with no cost (Spivak). Although this is incredibly beneficial for the organizations to engage in, many no kill shelters in particular fail to do so because of an aversion to anything on the business side. They disapprove of the big businesses they see or view money as an obstacle and have trouble understanding that business uses can be helpful. Others simply feel unqualified to do so because they lack training. However, it is important to remember that those who already work or volunteer at the shelter are not the same as the people they are trying to influence. Proactive public relations will not help a shelter make enemies, but it could help bring more sympathy and interest to its cause (How to Win Friends).

It will take work, especially at the beginning, but as the community begins to see the organization reaching out, they will start to view them with good will and as a local resource on animals. Developing good relationships with local reporters,
continually looking for new story ideas, promoting specials and events, and focusing
on the message of good news are all useful tactics for excelling at positive public
relations (Martin). Publicity creates publicity so working hard initially will
continually reap benefits when maintained for years to come.

There are many reasons to consider no kill and these can also be used to
help promote the organization. Many people are motivated by the peace of mind
that comes with knowing the animals will not be killed. Because they align with the
views of the shelter, they become more willing to purchase an animal from that
location, boosting adoption rates. A no kill mentality will also help attract more
volunteers and generate more community support for that same reason, and the
morale of the staff increases because killing creates stressed employees and a higher
turnover rate.

**Housing**

Embracing no kill can help enhance a shelter’s image and generate more
funding because people who love animals want to give their money to support
organizations that save animals (Ten Reasons). Shelter enrichment is important
because even though recent research has shown that most Americans prefer
adopting pets over purchasing them, the belief that shelters are dirty and
depressing leads many away. Creating sterile environments was the early focus of
disease control; however, many of the standards of today, such as stainless steel
cages with bars for cats, actually have done the opposite. Although they would
initially suggest a cleaner environment, these forms of housing actually create more
stress on the animals which has been proven to weaken their immune systems,
therefore creating an environment where they are more likely to get sick. Using the example of cat cages again, even though it may be easy to clean the main portion of the cage, the bars and crevices take more effort, and the cramped nature of the cats and their litter boxes makes it easy for disease to transfer through spilled food and litter or cat sneezes and human contact (Fry).

For cats, group housing, when done properly, can produce the best results: healthier cats and happier humans. Colony rooms can allow cats to express their personalities better which also appeals to potential adopters. They produce a positive cycle of less-stressed cats, leading to healthier cats, leading to a higher adoption rate, finally leading to more room for new cats to enter the shelter. When left in cages, even strong-willed cats will eventually get bored or stressed and go hide in the back corners of their litter boxes. Colony housing goes against this because it promotes a bright and interesting vertical space for these felines and plenty of open space, but also nooks and crannies for cats to go slip away to when they are not feeling social. Windows, toys, and comfortable places for humans to sit so that the cats can have warm laps also exist in this space.

In this environment, it is incredibly important to keep the space clean; everything must be able to be easily disinfected or thrown away. In order to keep cats as healthy as possible, new cats should be quarantined before entering the space, and those who have yet to be spayed or neutered or are not current on their vaccinations should be kept out of the colony until these issues are addressed. If possible, kittens should be kept in their own separate room together and enriched single housing should be an option for cats that do not do well in the colony.
environment. The *Guidelines for Standards in Animal Shelters*\(^4\) also recommends that the maximum amount of cats in a room should stay around ten to twelve so that they can express a variety of natural behaviors. It also states that each cat should have its own litter box and food and water bowls should be kept in a different location from the litter boxes (All Together Now).

Dogs' lives while in a shelter can be enriched in different ways. One of the most important factors to consider is noise. At some shelters the noise level can easily reach 115 decibels due to the acoustics of the building and the barking occurring inside. For comparison, 120 decibels is approximately the amount of noise made by a jet airplane taking off. Whenever planning changes, acoustics should be one of the measures at the forefront of decisions. Unfortunately it can be expensive to completely eradicate noise or other common problems, but if a shelter has the money, full-height indoor/outdoor dog enclosures with Plexiglass fronts which prevent sound transmission better than typical runs with translucent dividers to limit face-to-face contact between dogs can drastically help with the animals' overstimulation (Can You Hear Me Now?). This, in turn, promotes better behavior and less barking. Direct sunlight through windows and skylights as well as a system that can circulate fresh air and make air exchanges also help keep the animals comfortable.

Although every shelter wishes that it could finance and build its new dream facility, improving noise control can still be done as a less-costly renovation project. One example of this is to replace the traditional runs with individual "real

\(^4\) More information can be found about the Association of Shelter Veterinarians and the guidelines it creates at http://www.sheltervet.org/about/shelter-standards/.
life” rooms for each dog, having finishes improved with acoustical products and letting natural light seep into the space. Smaller but still quite effective fixes include improving the animals’ psychological comfort by finding ways to inhibit reverberation through noise-absorptive products. Sound baffles, rubber floor coverings, acoustic ceiling tiles, and special plaster finishes are all great options that be used together or separately for different levels of reduction. Transmission, when noise transfers from one place to another, can also be reduced through concrete walls which have the mass to trap sound and using acoustic glass, solid-core doors with seals or gaskets so the sound is not able to seep out through the doors.

If there is no budget or ability to make any changes at all to the shelter, volunteers and workers can still improve the dogs’ behavior using a few tactics. First, the shortest route out of the kennel should be used any time a dog leaves its run to cut down on interactions because dogs get excited and bark when another dog passes them. Whenever possible, dogs should be placed together in playtime because this can help exhaust the dogs quicker and help them get to know each other so they have less reason to bark at each other. Enrichment and clicker training can also dramatically improve barking. Opportunities to engage their minds through games and training combined with treats helps keep them entertained and also helps them learn how to bark less. Music is always a positive addition to a shelter. Sound is not additive, so playing classical music helps to mask some of the frequencies from the noise occurring in the shelter rather than making it louder and also helps reduce the animals’ stress levels (Can You Hear Me Now?).
Although having a large budget is always nice for redesigning a shelter, positive changes can occur on a budget or in old, outdated buildings as well. Individuals passionate about the cause, some creative ideas, and support from the community are some of the biggest catalysts for change. Animal Ark in Hastings, Minnesota was one shelter that was able to implement major change, despite being a small, rural shelter that had no cash reserves and an annual income of less than 300,000 dollars a year (Fry). They sold sponsorships to each of their new luxury cat apartments and were able to keep the whole project under 45,000 dollars with some resourceful thinking for the entire project’s design. Over the next seven years, it was obvious that this redesign drastically altered the perception of the shelter in the community. It became clear to those who came that Animal Ark cared for the animals it was sheltering, and its operating budget was raised from around 250,000 dollars to over 1.2 million dollars in just a few years, allowing it to launch some of the largest animal welfare initiatives in Minnesota (Fry).

No kill organizations need to structure themselves differently because they may have animals that stay in their facilities for a long time before being adopted. Whenever possible, they should have normal living spaces that are larger, more varied, and more flexible than the traditional spaces with fresh, circulating air and natural light. There should also be places for playing and socializing (Schlaffer).

If shelters want to begin to see change but are unwilling or unable to alter their building’s structure, educating the community and spaying and neutering their pets before adopting them out will be incredibly beneficial in the long term. Ending the problem of too many pets and not enough homes starts with increasing the
interest and demand of shelter animals while simultaneously reducing the number of animals being born. As mentioned prior, good public relations and small changes like adoption specials and outreach, nice grooming, better customer service and longer hours will help increase interest (What is No-Kill?).

**Spaying and Neutering**

Educating the community is also vital. A national study in 2007 by the Alley Cat Allies\(^5\) showed that the most common reason people keep their cats intact was not cost or opposition but because they believed it would be better for their cat to have a litter first. In fact, eighty percent of litters born in households belong to cats that are later sterilized (Battling Shelter Overpopulation). The truth, however, is that dogs and cats show no signs of missing mating or breeding, and spaying or neutering actually often helps prevent medical and behavioral issues, thus allowing pets to live longer, healthier lives (Spay & Neuter). More than 100,000 dogs and cats are killed each year due to pet mammary cancer; however this cancer and many other common cancers in pets are almost completely preventable if timely sterilization occurs (Battling Shelter Overpopulation). Sterilized animals are also much less likely to roam and display aggressive behavior or spray and mark their territory and are therefore less likely to get into accidents or fights. Sadly, around eighty-five percent of dogs that have been hit by cars are unaltered.

Not only are their lives often saved by these procedures, but they can be extended as well. Sterilization can increase dogs’ lives by one to three years and cats by three to five. It can also help the community because unwanted animals

\(^5\) More information can be found about the Alley Cat Allies at [http://www.alleycat.org/](http://www.alleycat.org/).
often become a public nuisance, and this decreases the number of animals wandering about the streets (Benefits of Spay/Neuter).

Poorer communities, especially, should be given subsidies and educated about spaying and neutering because they are less likely to have their pets sterilized and more likely to frequently give animals to the shelter. The Alley Cat Allies study also showed that 51.4 percent of cats were sterilized in households with an annual income of less than 35,000 dollars. When the income was between 35,000 to 75,000 dollars, the amount of cats sterilized jumped to approximately 90 percent, and when it was over 75,000 dollars the number was close to 96 percent, proving that subsidies and education of the poor are significant in combating the issue of overpopulation.

Increasing this knowledge deficit is important to correct because it is a lot easier and more beneficial to educate the ignorant than it is to convince those who are opposed. Spaying and neutering are routine medical procedures, and helping people understand that their beloved pets will have the same temperament and personality as they did before the surgery will lower the number of unwanted animals who end up at facilities that euthanize animals. Even with underfunded and unfocused programs, euthanasia has been reduced by seventy-five percent over the last thirty-five years, but a new focus on national and local data, push for sterilization, and understanding and embracing no kill organizations can help lower this number even further (Battling Shelter Overpopulation).

ARF embodies these measures by hosting a uniquely structured, no kill facility for homeless animals while also believing strongly in the importance of
sterilization and an educated community which is why I want to help them be able to showcase themselves better to the community and give them another free resource to use for some of their public relations efforts.

**Media Portrayal**

Shelters and other organizations choose to promote themselves in different ways in their video materials. Homeless animals can easily be portrayed so that humans feel sad, sympathetic, and guilty, as is the case in the American Society for the Prevention of Cruelty to Animals' campaign video[^6] featuring Sarah McLachlan’s song *Angel* (Sarah McLachlan Animal Cruelty Video). Still others, like the organization People for the Ethical Treatment of Animals, care more about the shock factor and using it as a means to grab attention instantly. Their videos may draw comparisons to the Klu Klux Klan and the American Kennel Club[^7] or show successions of animals that have suffered terrible abuse[^8] (Ads/Public Service Announcements). On the other end of the spectrum, sometimes humor is used such as in the City of Albuquerque’s campaign to make the public take notice of important issues like spaying and neutering[^9] (McKernan) and the Shelter Pet Project’s Pets Adoption PSAs that focus attention on the need for more homes for the large amounts of animals at the shelter in a less serious manner[^10] (See Our Campaign).

[^7]: Video can be found at [http://youtu.be/eEc-GvL27i0](http://youtu.be/eEc-GvL27i0).
[^9]: Video can be found at [http://youtu.be/2jMMA5R0A_I](http://youtu.be/2jMMA5R0A_I).
[^10]: Video can be found at [http://youtu.be/5z6pNzx0EHY](http://youtu.be/5z6pNzx0EHY).
Video Process for ARF

In creating my piece for ARF, I knew that I was not creating a PSA or a commercial; rather, I was making them an informative and promotional video about their particular organization. Because my objective was to create a more informative piece, I strayed away from focusing on obvious humor or sadness to move the video along and instead relied on an interview with the founder of ARF, Terri Panzi. I knew I wanted to talk about the Animal Rescue Fund as a whole. Much of the community knows that they exist as an adoption facility for homeless animals, but not everyone is aware that they also do numerous other programs, have a dog park, and need volunteers to keep the facility running.

The entirety of this video was completed by me, from producing to filming to editing. Because I was in charge of all of the parts of this piece, I was able to craft the exact message that I wanted to send to viewers. Since I had worked with ARF for a year prior to beginning my video, I knew that it was a place full of light and happiness. Volunteers cared for the animals, and the animals wanted to pass on their love. I wanted to draw upon my experiences interacting with ARF and so in order to convey this message I chose to use warm color tones. Having a warmer color temperature allowed me to subtly manipulate the emotions of viewers by making ARF seem more inviting and vibrant. I also chose to pull on the heartstrings of viewers by including close-up shots of the animals I was filming rather than filming them from further away. This made it seem more personal, and the close shots make it more difficult for the audience to distance themselves from the animals.
When filming, I decided early on that I would do most of my work handheld rather than use a tripod or other equipment. Animals move quickly and being free of equipment allowed me to move with them and capture many moments that would have been difficult to get otherwise. This also helped me create a more realistic feel to my footage. Having some slight unsteadiness does not detract from my work and the message of the video, but rather subtly enhances the idea that everything shown is truthful. There was not time to plan shots and make them look elegant and dolled up like I would have done had I used more equipment, rather I was in the moment and getting honest reactions and moments in time.

I chose to only interview one person for this video, Terri Panzi. I interviewed Panzi because not only is she the founder of ARF, but Panzi embodies all that ARF is and views the organization as her life's purpose. I felt that she was the best spokesperson and would give honest, excited answers. More people in the community are likely to know her than the other staff who have been there for much less time. Also, because this is a smaller piece, I felt that including more interview subjects might detract from the message I was trying to convey.

Although I only wanted to include one interview subject, I also chose to display a variety of animals and people in my video. ARF may be Panzi's initial vision, but now it is a place for the community that is visited by numerous individuals and home to even more animals. Showcasing a wide variety of these animals and people helps those watching the video understand that this is a community place, not simply a small, closed-off space. Some people volunteer, some work, some adopt, and still others just come to play, and all of the animals want
homes and to be loved. ARF is constantly housing animals at full capacity, and it is important to show just how many animals exist.

It is not just the visual elements that make a difference in the message conveyed; audio plays an important role as well. I kept ambient noise and sounds made in the b-roll to continue the idea that the video is realistic. Also, the barking and whimpering of dogs as well as the meowing and purring of cats evoke empathetic feelings of love and sympathy, making it a more powerful piece. When deciding on background music, I looked for songs that encapsulated the ideals of positivity and hope rather than trying to find sad and depressing tunes because it is that thought of a bright outlook for all animals that reflects the views of ARF.

My four and a half minute video follows a three-act structure. I began with the main focus of ARF and the area that most members of the community know about: animal adoptions and the no kill, home-like environment of the organization. After covering the most important element of the Animal Rescue Fund and the need for community support, I moved into some explanation of its bark park and the other programs that ARF has started and where the community can find more information online if they have any particular interests. Finally, I ended on the message of hope and love that is the main facet running throughout the entirety of the organization. By ending on a positive note, I hoped to inspire others towards change and leave them excited about the Animal Rescue Fund and its mission. After the entire video was completed, I also put up text on how to get in contact with ARF or find them online so that this information is easily accessible to all.
I created this video with the intent of it being shared through social media. I want the people at ARF to feel that this is theirs and they can use it however they would like to promote their organization. It will be placed on ARF’s website and Facebook page, and it will also be put on my personal Vimeo account and the Vimeo account of Ball State University’s Telecommunications Department. I will also place it on YouTube so that any individuals who may be searching for examples of no kill or home-type facilities for animals can find it and learn more. People may find this video and become inspired by ARF or spark ideas on how to enhance their shelters.

I hope that this can be a visual interpretation of the Animal Rescue Fund whenever its staff apply for grants to keep the organization running or are speaking about ARF at events and conferences. By being able to show and not just explain what ARF is to others, I also believe that it makes it easier to spread the word about ARF within the community and gather more volunteers and donations. It also saves the Animal Rescue Fund from having to pay someone to create a video for them in the future. A lot of Telecommunications students from Ball State do pieces on ARF earlier in their time in the program; however, few are as comprehensive and well crafted as the piece I was able to create. These videos do not tend to make it back to ARF either, as the students forget to give copies of their final products to the organization.

**Conclusion**

All in all, working with the Animal Rescue Foundation was an extremely positive experience. Finding worthwhile causes in the area and helping improve them in whatever ways are necessary helps give back to the community and
immerse oneself in it at the same time, and I believe that ARF has given me an incredible outlet in which to do this. Throughout my time working with ARF, I have been able to establish meaningful relationships with both the animals and humans that frequent the premises, and I strongly feel that I have created a piece that can continue to enhance and enrich the lives of others and in this case even help save many more lives of dogs and cats. My work with ARF is only one step towards a better future towards homeless animals, but it is the contributions, big and small, of passionate individuals that will lead to even more forever homes for loving pets.
Supplements:

The "Tail" of ARF Video can be viewed at [http://vimeo.com/81513993](http://vimeo.com/81513993).
Works Cited


