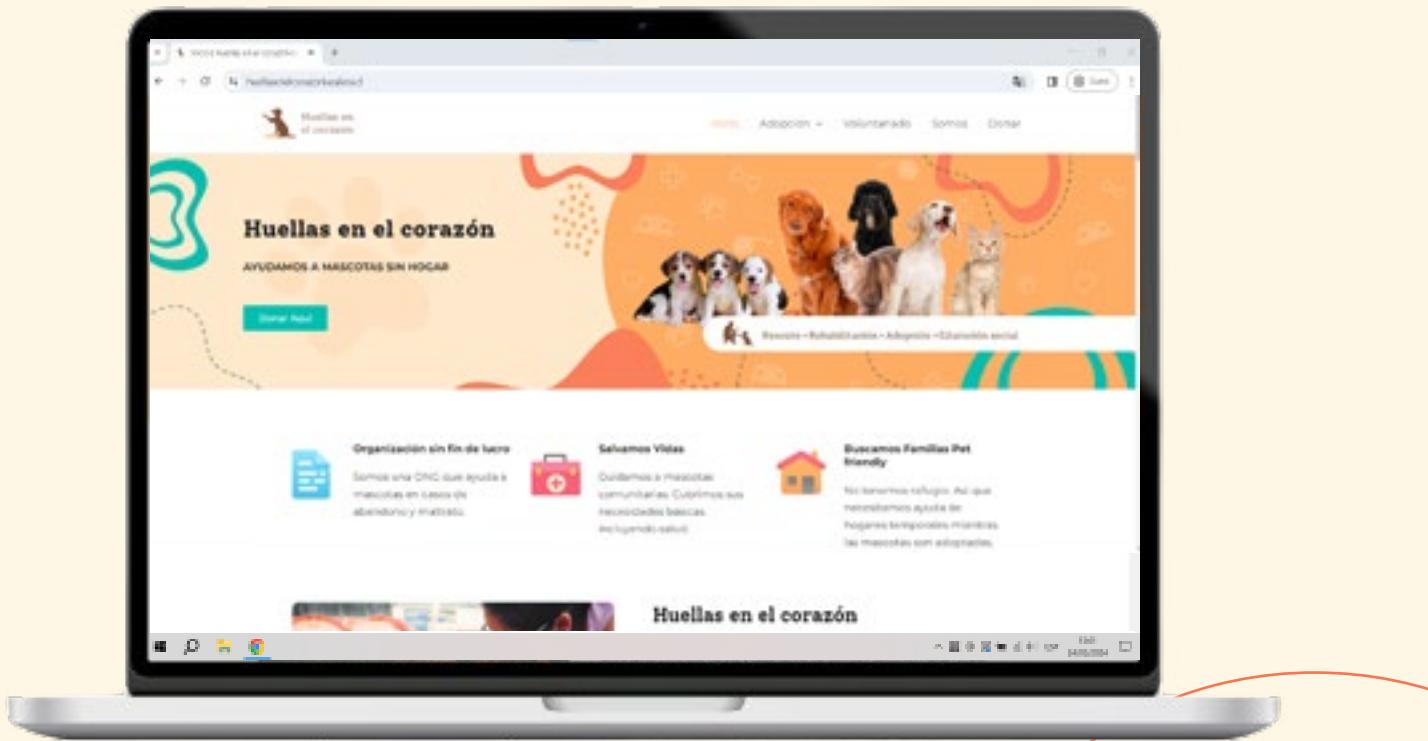


Initial research

Huellas en el corazón la calera



Project description

Huellas en el Corazón La Calera is a non-profit organization that works to protect, feed, rescue, and rehome over 70 community dogs and cats. They work daily to fulfill the commitments and responsibilities that come with this heroic work.

Thanks to the help of volunteers, collaborators and the presence of an online community, they manage to change the lives of puppies and kittens who, for different reasons, have been abandoned to their fate.

Slogan "Help us to help them"

Their objective is help and educate

Their most prominent values are Effort, Commitment, and Friendship.

NGO activities

Management of economic resources

- Food and water for community pets (Dual route, twice a day)
- Cover health expenses if necessary (Exams, Hospitalization, etc.)
- Cooperate with the upkeep of pets living in foster homes

Human resources management

- Adoption Days
- Rescues
- Relocation (temporary home)
- Raffle management, promotion, prizes, and drawings

Education

- They conduct educational workshops in schools
- They attend talks to specialize in the legislative area

Problem and Needs:

- Lack of money for the management of basic resources
- Lack of money for veterinary expenses (it's the most expensive thing to cover)
- Lack of temporary homes (current problem)
- Improved follow-up for adoptions
- Increased community participation in sharing via social media
- Add more Volunteers and Collaborators

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Project objective

The main objective of the project is to increase the NGO's online visibility by creating a portal that connects people with the project and encourages them to donate. There is also the opportunity to volunteer or contribute.

One of the current problems is the lack of foster homes, believed to be due to a lack of awareness or understanding of the issue. People who provide foster care don't necessarily have to invest money; they could simply offer care and love. It's also important to share success stories; this aspect should be the most sensitive, as it needs to touch people's hearts and avoid simply "begging for help."

The story of Huellas en el Corazón should showcase its journey and highlight the people who join forces to organize the important mission of caring for dogs and cats. It should tell how the NGO began, how it has grown, and where it wants to go next. The website should be a direct link to social media, especially Instagram, which is its primary platform.

From time to time, a kind of infographic timeline could be designed (perhaps) that summarizes the quarter's activities based on input from participants, or perhaps a kind of Doodle.

Message to convey

"Unity is strength, and strength can safeguard lives that, for different reasons, need to be rescued."

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Context

The first technical bulletin estimating the animal population in Chile, produced by the Pontifical Catholic University of Chile School of Medicine and the Protected Pet program of the Undersecretariat of Regional and Administrative Development (SUBDERE), estimates that there are at least 4,049,277 stray animals—dogs and cats—in the 35 surveyed municipalities.

12 million pets registered in survey, only 3 million are in the pet registry.

According to the Affinity Foundation, these are the main reasons for dropping out:

- Unwanted litters (21%)
- Behavioral problems (13.2%)
- End of the hunting season (11.6%)
- Loss of interest in the animal (10.8%)

Puppies generally stay in shelters for a short time (around 3 months). In contrast, the average stay for adult animals is about 10 months. Some of them, usually the larger dogs, may spend the rest of their lives in the shelter or moving from foster home to foster home until they die.

Environment and Economy:

They are primarily supported by donations from individuals. Open Plaza La Calera helps them by providing a space to solicit donations and adopt dogs

“Competition” (Comparable Foundations):

<https://www.onghuellitasdeboco.cl/> Dog
Rescue and Shelter in Quillota

<https://empatianimal.cl/>
Dog Rescue and Shelter in Quilpué

<https://www.garrasypatas.cl/>
Dog Rescue

<https://fundacionhuellaanimal.cl/>
Physical and behavioral rehabilitation of puppies and kittens

<https://fundacionarca.cl/> Animal
Protection and Care

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Consequences:

Hunting of native wildlife

- Spread of diseases
- Average of 60 cases of abandoned dogs per month (rescue brigade greyhounds coordinator)
- 70 to 90 abandoned dogs per month (Help strays)
- Insufficient monetary support

Notes on the information:

- Consider ways to raise awareness among the population, through social media or by adding relevant information within a frequently asked questions section on the website.
- Consider giving older dogs greater visibility on the page; this would give more visibility to these cases, which are commonly adopted last

Links of interest

<https://laderasur.com/articulo/cuatro-millones-de-animales-sin-supervision-la-alarmante-crisisdelabandono-de-perros-y-gatos-en-chile/>

<https://www.expertoanimal.com/causas-del-abandono-animal-y-como-evitarlo-25555.html>

<https://www.latercera.com/paula/la-causa-animalista/#:~:text=In%20Chile%20there%20are%20places%20to%20save%20abusive%20pets>

