



## Butte Humane Society Mobile Adoption Cost Benefit Analysis

Butte Humane Society believes that their presence is not only enjoyed by the public, but they can be extremely beneficial to the business(s) that houses them.



### Benefits to your business, school or program:

- Expanded visibility to the public
- Marketing through the Butte Humane Society website, which receives an average of 10 thousand hits per month
- Exposure within TV, radio, and newspaper as well as all social media networks
- Advertisement within the Butte Humane Society newsletter and E-Newsletter
- Large crowd attraction through adorable puppies and kittens
- The ability to tap into the animal enthusiasts market in order to cross market



### Mobile Adoption Cost Breakdown:

- Staff: 5 hours set-up and event management - \$50
- Gas: a full tank - \$48.
- Vehicle: An average tune-up cost - \$200-\$275.
- Printing: brochures, posters and fliers - \$50-200.
- Volunteers: Each mobile event can requires up to 8 volunteers.

While there is not a dollar amount for their time, there is a cost. The hours that are spent away from the shelter take away from individual animal enrichment and much needed help at the shelter.

### BHS Cost Breakdown (yearly):

- Transport van gas and maintenance - \$5,000
- Pet food - \$10,000
- Microchips and medical supplies - \$15,000-\$20,00
- Shelter utility costs - \$25,000
- Animal care and cleaning supplies - \$30,000
- Vaccinations and preventative medication - \$35,000
- Spay/Neuter surgeries (6mo) - \$40,000



With all of the costs mentioned in addition to the everyday needs of the shelter, "purchasing" a mobile adoption unit will go a long way in creating a better stay for our community's homeless animals.