

One Picture Saves A Life

OBJECTIVE

To improve the overall image of rescue and adoption through grooming and positive photography. Our mission is to provide shelter staff and volunteers with the resources to successfully groom and photograph shelter pets, helping give them the second chance they deserve.

PARTNERS

Seth Casteel, Jorge Bendersky, The Animal Rescue Site, GreaterGood.org, Wahl Home Products

DONATE NOW & INCREASE ADOPTIONS! ([HTTP://BIT.LY/1FPUGUZ](http://bit.ly/1FPUGUZ))

(<http://www.onepicturesaves.com>)



With so many adoptions starting online, it has become increasingly important for shelters to take and post high quality adoption photos. A negative picture showing an adoptable pet behind bars that is out of focus, dark, or blurry, can scare off potential adopters by communicating that adoption is a sad experience. A positive and hopeful portrait of a well-groomed pet conveys a different message and can be the motivation adopters need to come visit in person. Compare these before and after photos:



Bully breeds can look tough, but they're really not. This smiling picture of Kado shows his true personality, while the "before" picture is incredibly negative. Kado was adopted when his new picture was posted online!



Black cats have a hard time getting adopted. With this “before” picture, Lava had virtually no chance at an adopter coming in. You can’t even tell it is a picture of a cat! Lava found her forever home with her new picture.

For this reason, Seth Casteel of *Underwater Dogs* fame has teamed up with Jorge Bendersky from Animal Planet’s *Groomer Has It*, The Animal Rescue Site, GreaterGood.org, and Wahl Home Products to form One Picture Saves a Life. We’ve teamed up to accomplish the program’s mission by:

- Providing training for shelters and volunteers via **online videos** (<http://www.onepicturesaves.com/learning-videos>), blogs, and webinars with Seth Casteel and Jorge Bendersky
- **Pairing photography and grooming volunteers with shelters in need** (<http://www.onepicturesaves.com/register/#volunteer>) and giving an outlet for those who want to help to get involved
- Providing shelters with the tools they need to take more positive pictures, including technology grants of DSLR Cameras, Photoshop, and more, and grooming product grants from Wahl Home Products
- Utilizing social media and the reach of The Animal Rescue Site to raise money and awareness for the program and the issue at large
- Touring the country with Seth Casteel and a Jorge Bendersky and teaching hands on training workshops to regional shelters and the public. In 2013 we have 6 tour stops, with more planned for 2014.

IMPACT

We are tracking adoption rates and other metrics of all shelters participating in the workshops and who are receiving technology and product grants. We believe that by implementing the best practices taught by Seth Casteel and Jorge Bendersky, we will not only receive strong anecdotal support for our claims but see a noticeable positive trend in adoption rates overall. **Learn more.**

(<http://www.onepicturesaves.com>)

Grant Reporting

Email us and let us know how your grant was used, so we can publicize your organization and the good work you do!

TELL US ABOUT YOU

- Organization Name
- Organization EIN or Federal Tax ID Number
- Contact Name, First and Last
- Contact Job Title
- Contact Email
- Contact Phone

TELL US YOUR STORY

- What GreaterGood.org grant did you receive?
- What was the money or product used for?
- Please quantify how this grant helped your organization. (How many people, how many pets, the amount of land, etc)
- Please provide one or more specific stories related to how this grant helped. (Did one student succeed because of the grant, did a certain pet get adopted, was an endangered species protected?)
- Please attach at least 2 photos related to this report.

EMAIL YOUR GRANT REPORT (MAILTO:STAFF@GREATERGOOD.ORG?SUBJECT=

DONATE TO GGO

\$ 25