

Reach Kids with Humane Lessons and Earn Extra Funds

A little education can bring in a little spare change

BY JANICE A. KRISH

Humane education often takes a back seat to more pressing shelter priorities, but the *KIND News* Adopt-a-Classroom program from Humane Society Youth offers an effective way to start a communitywide youth education initiative—and raise some cash to help with those other shelter needs.

While a humane educator can't be in all the classrooms all year, *KIND News* can. A ready-made humane education program, the newspaper reaches elementary students with lessons of compassion.

Many shelter directors are already fans. "Humane education is an important step toward making life better for animals. ... To my thinking, kids have to be taught to be kind, and *KIND News* helps them learn kindness to animals and to people," says Kappy Munzer, executive director of Citizens for Animal Protection in Houston, Texas.

Here's how the program works: The regular price of providing one *KIND News* subscription (consisting of 28 copies per issue) to a classroom is \$30 for the school

observe the issues firsthand.

With the Module, a consultant—either an HSUS staff member or paid consultant—arranges a site visit with the shelter and conducts any necessary in-person meetings. The consultant provides guidance on challenges the shelter faces, reviews policies and other written materials, and provides the shelter with advice.

This new, "a la carte" option is a highly focused, cost-effective service that should enable the program to help more shelters than ever before. To learn more about Shelter Services and how it can assist you, go to animalsheltering.org/programs_and_services. AS



year. But shelters participating in the Adopt-a-Classroom program get discounts: If a shelter adopts one to 25 classrooms, the price of each subscription is \$25.

For example, if a shelter promotes *KIND News* to its community, it can ask businesses and individuals to "adopt a classroom" to benefit both kids and animals. If a business or individual adopts a classroom, they write a check to the shelter for \$30. Humane Society Youth bills the shelter \$25, so the shelter automatically earns \$5 on the sponsorship, and *KIND News* is sent to any classroom that the shelter chooses. The discount is even greater when more classrooms are adopted, leaving extra funds for food, building maintenance, or to purchase those Kuranda dog beds.

To learn more, visit humanesociety.org/youth, click on "Boost Your Humane Education Program" and download a copy of *A Step-by-Step Guide to Raising Funds for Your Adopt-a-Classroom Program*, or call 860-434-8666. AS

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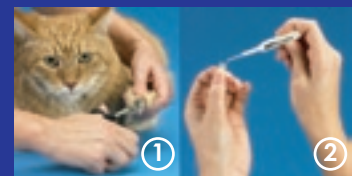
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—reported by HSUS of Vero Beach, Florida, *Sheltering Magazine* July 2007



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4. Observe for 5 minutes

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