

♥ *Street Dogs Saving*  
*Mission Bacau* ♥

## **SHELTER PLAN**

**For more information contact  
Street Dogs Saving Mission Bacau at  
Email: [info@happystreetdogs.com](mailto:info@happystreetdogs.com)**

**[www.happystreetdogs.com](http://www.happystreetdogs.com)**

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\* Not included in the grand total

## 1. MISSION

- To build a sheltering facility in a location accessible to the people taking care of the animals, but far away from populated areas so that neighbors will not complain about dog barking. The new animal facility must be a place of security and comfort for the animals sheltered there and it should provide a safe and healthy environment for both animals and the people who care for them.
- To help animals by providing spay/neuter and other necessary veterinary assistance, emergency aid, and find permanent homes for as many as possible. The goal is to work towards a day when we no longer need to euthanize companion animals.

## 2. EXECUTIVE SUMMARY

Street Dogs Saving Mission Bacau is a registered non-profit corporation established in 2013 in Bacau, Romania. Our goal is to provide a refuge to abandoned, abused and homeless animals. The main focus is to bring in special needs animals from the local public shelter and from the streets and find new permanent homes for them. In the past three years we facilitated the veterinary care and found homes for more than 500 animals.

We will continue our current program of finding homes and caring for animals at the new shelter, but have made the decision to move from a rented land to a facility built on owned land to avoid the risk of eviction and neighbors' noise complains. Additionally having our own property will allow us to expand into more proactive spay and neuter programs. It has become very obvious over the past three years that we will never adopt our way out of the over population problem. What is needed is an aggressive sterilization approach to get ahead of the current problem.

## 3. ROMANIANS' MENTALITY AND ATTITUDES TOWARDS DOGS

Hope For Romanian Dogs association and Occupy For Animals movement published a study regarding the current situation in Romania regarding domestic animals. To read the entire study follow this link: <http://hopeforromaniandogs.weebly.com/the-current-situation.html>

The situation at national level is grim and Bacau makes no exception.

*Most dogs are yard dogs, not 'pets', they are never kept indoors; they are kept outside to protect property and reduce vermin. Dogs are often kept on chains, others are left to roam freely. The vast majority of these dogs are not neutered.*

*The concept of 'pet animals' in western cultures is very different from those in Eastern and indeed parts of Southern Europe. In Romania, where public abuse of animals is significant (86.3% identified having witnessed this), with millions of animals (with and without owner) living on the street, they are being regarded as verminous which seem to justify their abuse. Some are considered 'community dogs' and are fed and cared for by local residents who regard them as their own responsibility, although only to a certain point given that these dogs are rarely being vaccinated and most certainly not sterilized. Most people lack the money and education to care for dogs responsibly as it's normal in Western Europe. Domestically, animals are commonly kept on short chains or allowed to roam unrestricted.*

*There is general ignorance on the benefits of neutering; some vets still tell owners that it is healthy for their bitches to have at least one litter during her life time – puppies that most often end up on street.*

*The aversion for the dogs that a part of the population feels, has been generated by some regrettable incidents, and by a propagandist, sensational media.*

*The stray dogs have divided the Romanian society, igniting a real conflict between those who want a humane management of stray dogs, and those in support of the mass killing of dogs, without any distinction. This conflict has been exploited in the media, unscrupulously by all major TV stations, instead of being silenced, and only for ratings.*

#### 4. LOCAL SITUATION IN BACAU

Locally in Bacau, the majority of the population has an aversion toward dogs induced by propagandist media.

Authorities exploit the situation to maintain a public shelter where animals are kept in horrid conditions with virtually no veterinary care, food, nor have their social needs met. This public shelter is managed with money coming from city hall's budget and it is located on the outskirts of the city with only a dirt road leading to it. There is no transparency around how the public shelter budget is spent and there is no clear policy regarding the access of the people who want to volunteer. There is no known spay/neuter program run by the public shelter. This public shelter is organized in such a way that the regular citizen will not be enticed to go there and adopt a pet, therefore it defeats the purpose of animal welfare laws.

The good news is that there are local and foreign volunteers who pick up the slack of the paid employees and useless authorities. Unfortunately this is done at a very high psychological cost and cooperating/working with said authorities proved to be very difficult.

Having our own shelter that provides enough space will allow us to pull out as many dogs as possible from the public shelter or at the very least the dogs with precarious health who have the lowest survival chance in the conditions offered by the local authorities.

Given the stressful nature of rescue work in Romania, a shelter built on privately owned land will provide peace of mind and it opens the doors to the ability to run spay/neuter campaigns which will reduce the number of animals in the public shelter significantly.

#### 5. ESTIMATED NUMBER OF ANIMALS IN BACAU

**Public shelter:** approx 2500 in 2014 (Source: Vier Pforten study [https://www.animalcare-austria.at/uploads/pdf/profilderwoche/profilderwoche\\_VP\\_report\\_on\\_public\\_shelters\\_May\\_2014-2.pdf](https://www.animalcare-austria.at/uploads/pdf/profilderwoche/profilderwoche_VP_report_on_public_shelters_May_2014-2.pdf)) and no signs of decreasing the number of dogs to a manageable situation.

**Stray dogs living on the streets:** Bacau City Hall does not offer an exact number, but if you walk in Bacau, especially on the outskirts of the city, you will see a lot of stray dogs. One veterinary doctor (Gabriel Axinte) estimated that there were between 4000 and 5000 dogs on the streets of Bacau at a little over 144 thousand people at the last census in 2013. (Source: <http://www.bacau.net/autoritatile-nu-cunosc-numarul-maidanezilor-din-bacau-statistica-in-fiecare-zi-doi-bacauani-sunt-agresati-de-cainii-fara-stapan/>). Having no organized educational programs to entice people to sterilize their yard dogs and cats contributes to the amount of unspayed street dogs and cats.

**Yard dogs:** unknown

**Apartment dogs:** unknown

## 6. SHELTER PLAN

### 6.1. ESTIMATED SIZE AND COST OF THE SHELTER

#### 6.1.1. Land

##### Requirements:

- Access to water and electricity
- Easy access by car during summer as well as winter
- At least 1 kilometer away from the nearest house (to avoid neighbors complaints)
- At least 960.96 square meters area
- Located close to Letea Veche neighborhood where Alina lives (to minimize the commute time and the cost of gas and car maintenance)
- Square shape preferably 42.9 meters by 22.4 meters

##### Average cost:

€17/per square meter

€644 taxes, escrow and paperwork

**TOTAL** €16,980

#### 6.1.2. Fence

##### Requirements:

- Tall enough so that dogs cannot jump it (2 meters)
- Have a 0.5 meters wide foundation so that dogs cannot dig under the fence (concrete based)
- Gate wide enough for a car to pass through (4.5 meters opening)
- The fence should protect the dogs from escaping as well as from people with bad intentions

##### Cost:

€13.12/per meter of fence (130 linear meters of fence)

€4.27 per 10 kilogram bag of concrete (196 bags needed)

Labor €400

Authorization €520

Gate €650 (5 meters wide including the pillars on both side)

**Total** €4,115

#### 6.1.3 Kennels

##### Requirements:

- The kennels must respect the stipulations of [GEA 155/2001 as amended by Law 258/2013](#) for the welfare of animals
- There should be 3 meters between kennels and the fence
- 10 kennels 3.3 meters by 3.3 meters for rescued dogs, each providing space for up to 5 dogs
- 5 kennels 3.3 meters by 3.3 meters to rent out, each providing space for up to 5 dogs
- Kennels need a concrete floor to facilitate easier cleaning
- Each kennel needs dog house that is insulated from the cold, humidity and extreme heat
- The kennels need to provide shelter from the wind, rain and snow during cold season.
- The kennels need to provide adequate shadow during summer

##### Cost:

€11.98/per meter of kennel fence (includes metallic mesh and pillars)

€4.27 per kilogram of concrete for the base

€118.95 per dog house \* 15

€10.50 per kennel door (hinges, latch, frame) \* 15

€215.7 per roll of shade canopy \* 1 and 15 sets of clips

€xx winter covers/insulators (TBD)

Labor €500

**Total** €4,903

#### **6.1.4. Play area (phase 2, not included in the final figure)**

##### **Requirements**

- The kennels should be positioned in such a way that a square area will be in the middle where non-aggressive dogs can be socialized and given the freedom to walk around.
- The play should have a bench or two for visitors who are interested in adopting a dog
- The play area should provide adequate shadow from the summer heat

##### **Cost**

€xx 2 Benches

€xx 2 plastic water tubs

€xx 2 to 4 umbrellas

**Total** €xx

#### **6.1.5. Quarantine room (phase 2, not included in the final figure)**

##### **Requirements**

- This should be a room where (a) the new intakes (especially puppies) can stay until the vaccinations are in effect and (b) sick animals can be hosted until they recover
- This room should be warm enough during winter and cool enough during summer so that it is comfortable for its vulnerable guests
- The quarantine room is a more costly goal, so it will be part of phase two of our shelter plan

##### **Cost**

€xx Construction materials

€xx Architect

€xx Furnishings and equipment

€xx Labor

**Total** €xx

#### **6.1.6. Natality room (phase 2, not included in the final figure)**

##### **Requirements**

- This should be a room where dog mothers and newborn puppies can live comfortably until the puppies are weaned
- This room should be warm enough during winter and cool enough during summer so that it is comfortable for its vulnerable guests
- The natality room is a more costly goal, so it will be part of phase two of our shelter plan

##### **Cost**

€xx Construction materials

€xx Architect

€xx Furnishings and equipment

€xx Labor

**Total** €xx

#### **6.1.7. Cattery (phase 2, not included in the final figure)**

##### **Requirements**

- This should be a room where rescued cats can live and play until they are adopted
- This room should be warm enough during winter and cool enough during summer so that it is comfortable for its vulnerable guests
- The cattery room is a more costly goal, so it will be part of phase two of our shelter plan

##### **Cost**

€xx Construction materials

€xx Architect

€xx Furnishings and equipment

€xx Labor

**Total** €xx

## 6.1.8. Restroom

### Requirements

- The restroom should consist of a toilet and a sink for washing hands
- This room will be used by staff, visitors, and any vet that wants to provide services on site
- The restroom is a more costly goal, so it will be part of phase two of our shelter plan
- Until phase 2 of the plan is possible, we can use a portable restroom

### Permanent Restroom Cost (phase 2, not included in the final figure)

€xx Construction materials

€xx Architect

€xx Furnishings and equipemnt

€xx Labor

**Total** €xx

### Portable Restroom Cost

€689.3 Portable restroom

€25 Transportation

**Total** €714.3

**NOTE: The quarantine room, the natality room, the cattery, and the permanent restroom should be part of the same building and build at the same time.**

## 6.1.9. Food storage room

### Requirements

- The food storage room has to be secure enough to avoid tempting people to steal the food.
- The food storage room has to be able to store at least 500 kilograms of dry food and 100 kilograms of wet food
- Recommended size is 2.87 meters long, 2.29 meters wide, and 2.42 meters high
- It is recommended to buy a prefabricated shed instead of building one for scratch which will necessitate authorization and architectural plan. The best option is enforced plastic treated to withstand cold, humidity and extreme heat.

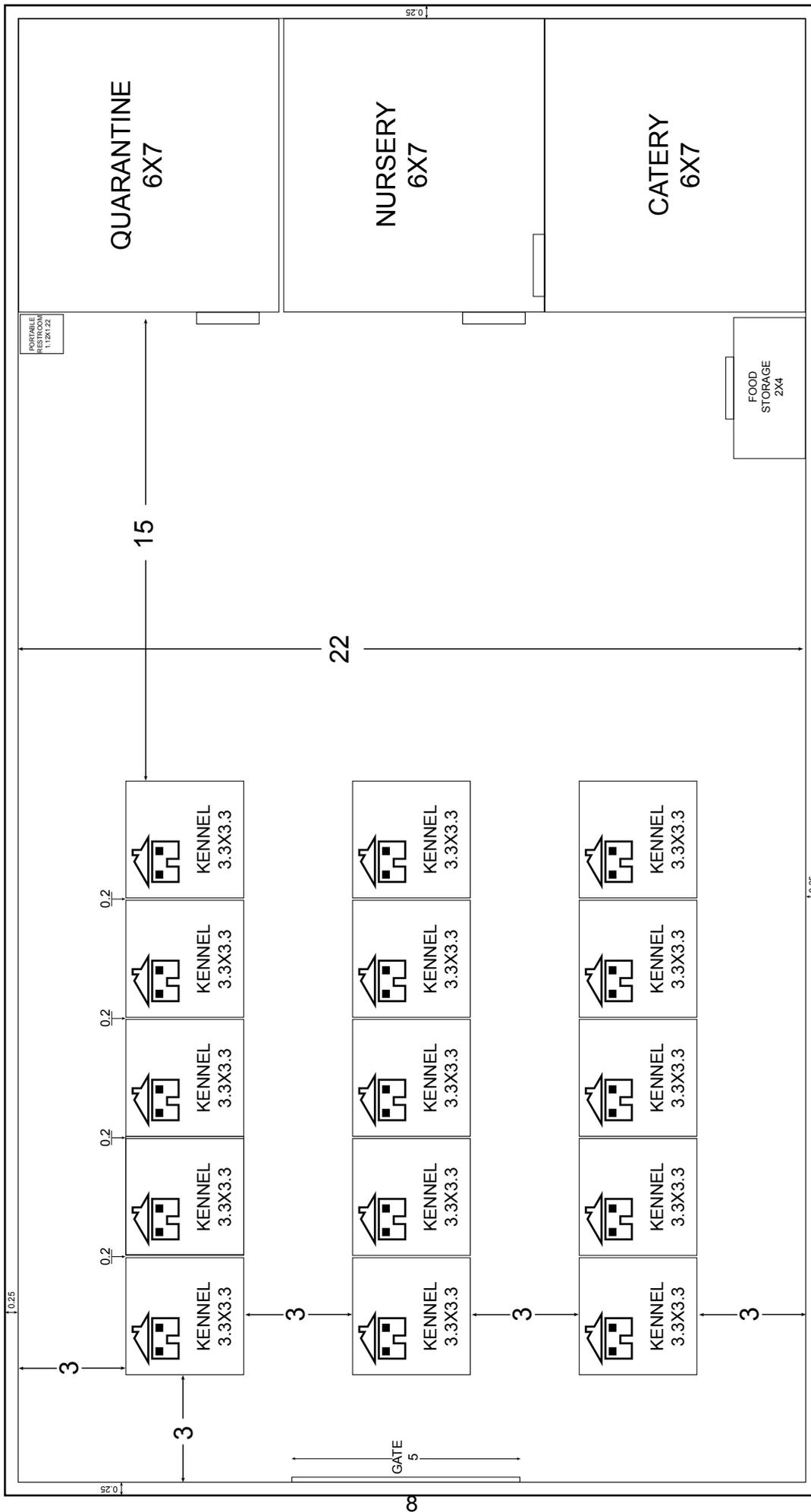
### Cost

€1,311.95 Prefabricated food shed

€25 Delivery and assembly

**Total** €1,336.95

6.1.10. Floor plan (quarantine, nursery, and cattery are part of phase 2)



## **6.2. Security**

### **Requirements:**

Given the current situation in Romania, the attitude and mentality toward stray animals, plus the lax attitude of police toward animal cruelty cases, it is important more than ever to ensure security for the shelter and adequate methods to uncover potential abuses against the dogs in our shelter. A working CCTV system, a sturdy fence, and a security guard during the nightwatch will provide enough security.

### **6.2.1. CCTV system**

#### **Requirements**

- The system needs to include a camera in the gate area oriented outside the shelter
- The system needs to include 4 cameras positioned in each corner of the shelter fence and oriented toward the kennels
- The system has to be connected to Alina's phone or laptop and provide video in real time
- The system has to store video for at least 48 hours, preferably one week

#### **Cost**

€161.7 Camera set of 4

€0 Software (included with the cameras)

**Total** €161.7

### **6.2.2. Sturdy fence**

Requirements and costs of the fence have been detailed in section 6.1.2

### **6.2.3. Security guard (optional and not included in grand total)**

#### **Requirements**

- A security guard during the dark hours would deter potential abusers even more
- Ideally one person would cover 4 nights out of the week and another person will cover 3 nights out of the week
- This implies that we have to cover monthly salaries and have a contingency plan for time off and sick days for the security guards so this is on the wish list

#### **Cost**

€xx salary per month \* 2

**Total** €xx

## **6.3. Staff**

### **6.3.1. Security guard**

Night shifts 7 nights a week, 8 hours a night during summer, 12 hours during winter

The requirements, concerns, and costs for security guard have been detailed in [section 6.2.3](#)

### **6.3.2. Cleaning person (optional)**

#### **Requirements**

- 1 Cleaning person 3 days a week, 4 hours a day; Considering that Alina will work as a volunteer and she has to support herself through a full time job outside of the shelter, it will be nice to have someone to help her with the cleaning.

#### **Cost**

€120 salary per month

**Total** €120

## 6.4. Volunteers

### 6.4.1. Shelter Manager

Alina Bulciu has been rescuing dogs for the past 5 years. Thanks to her over 500 dogs found permanent homes in UK, Germany, Netherlands, and other countries. She believes that the only humane solution to manage the population of stray dogs is spaying and neutering. Hence she is the best manager for the shelter presented in this plan.

### 6.4.2. Social media helpers

Rescuing dogs, taking them to the vet, feeding them is only half of the job. The other half consists of promoting the dogs heavily on social media to find homes for them, doing home checks pre and post adoption. We are hoping to make a network of volunteer social media helpers who are proficient in English writing (other languages are welcome too) and have the ability to present the dogs stories in a way that attracts responsible and loving adopters.

### 6.4.3. Website developer

Website work will be provided by Daniela Popescu on a volunteer basis.

## 6.5. Fundraising plan and budget

### 6.5.1. Kennel rent

Out of the 15 kennels, the shelter will rent out 5 kennels to other rescuers, people who need their pets hosted while they are on vacation, and people who are temporarily out of the country.

The rent will be based per month and it can be prorated per day. The rent per month is €50 per dog and it includes the food. If the owner provides the food, the rent per month is reduced to €25.

#### Revenue:

€50 per dog per month \* 25 dog (5 per kennel and assuming all the kennels will be rented out for the duration of the entire month at full capacity) resulting in a total of €1,250 potential revenue.

### 6.5.2. Fundraising campaigns

Our new website will include monthly campaigns to raise funds for food and veterinary costs for the following calendar month. We will rely heavily on social media and on our supporters to spread the word about our fundraisers. Target amount for monthly food is €850 and for vet is €950.



#### Monthly Vet Bill

All our dogs are spayed/neutered, vaccinated, and get a full vet checkup. There are also emergency vet costs for sick and abused dogs.

0%

RAISED  
€0

GOAL  
€800



#### Feed Hungry Dogs

With 12 euros you can secure the food for one day for the dogs in our care. That's all it takes to be a daily guardian angel. Thank you!

0%

RAISED  
€0

GOAL  
€392

### 6.5.3. Membership

For the supporters who want to make a small monthly contribution, we can provide means to become a member of our shelter supporter club. Each member will have a special certificate mailed to them which can be used to enter the shelter at any time. They will also receive a monthly newsletter which will outline the activity of the shelter and will include pictures of the rescued animals. If 50 people pledge to contribute €10 per month, we can cover €500 of the monthly budget required to keep the shelter functioning.

### 6.5.4. Distance adoption

We will run campaigns for dogs that have a low chance of adoption. The distance adopter will pay €25 for their chosen dog. The distance adopter can stop sponsoring the dog at any time. If 20 dogs will be adopted at long distance, we can cover €500 of the monthly budget required to keep the shelter functioning.

### 6.5.5. Adoption fees

When someone adopts a dog or a cat from us we kindly ask them to make an optional donation to cover the vaccination and registration costs incurred by the respective pet. We estimated these costs at €55 per pet. If 10 dogs will be adopted per month, we can cover \$550 of the monthly budget required to keep the shelter functioning.

### 6.5.6. Emergency fundraising campaign (occasional)

More often than not the dogs rescued from the public shelter have special veterinary problems that are more expensive to fix. For those dogs we will run special fundraising campaigns on our website and social media pages as needed. We will rely heavily on our supporters to share the case.



#### Beautiful Marta needs leg surgery

Beautiful Marta has a broken leg and needs emergency surgery. And please share her on Facebook.



## **6.6. Marketing plan**

### **6.6.1. Online**

Our marketing will be done exclusively online on our website and on social media.

## **6.7. Summary of startup costs**

All the donations will be donated via PayPal at [bacaustreetdogrescue@yahoo.com](mailto:bacaustreetdogrescue@yahoo.com)

**Total** €28,212

### **6.7.1. Total**

All the costs above + PayPal fees (2.9% + 30 cents per transaction)

**Grand Total** €29,031

## **6.8. Estimated monthly spending budget**

This is the maximum budget required for the shelter to function

**Total** €4,207

### **6.8.1. Budget breakdown**

Estimated maintenance costs

- utilities bills €17
- salaries €120
- food €2,250
- vaccines €765
- microchip and RECS registration €360
- spaying/neutering €495
- estimated unforeseen veterinary costs €200

## **6.9. Estimated monthly income**

A summary of minimum income expected to come from the fundraising plan and budget outlines in section 6.5.

## 7. Timeline

### 7.1. Phase 1

#### **Target Dates: March 31 - May 31, 2017**

1. Acquire the land
2. Acquire fence and storage materials and portable restroom
  - 2.1. Bring portable restroom
  - 2.2. Buy fence materials (fence, concrete, rent concrete churner) and store them safely

*Note: Ideally work should be started as soon as the materials are bought and completed as fast as possible to avoid the risk of having the materials stolen by trespassers).*
3. Build the fence with concrete base and install the gate. It is recommended to build a fence that slopes outward to deter potential trespassers from climbing the fence to enter the shelter and cause damage in any way.
4. Install storage shed

*Note: once the fence is built, the gate secured, and we have a storage shed, we can bring other assets and materials. Unfortunately theft is quite prevalent in Romania with certain social groups especially in unguarded and/or isolated areas.*
5. Set up CCTV cameras and connect them with Alina's phone and computer (if she has one)
6. Kennels construction
  - 6.1. Build concrete bases; the concrete has to be hardened and treated to be impervious if possible. The floors should slope towards a drain that is outside the animal living area.
  - 6.2. Build enclosure fence; the fence should slope inwards at the top to stop dogs from climbing; 6.1 and 6.2 are also recommended by [GEA 155/2001 as amended by Law 258/2013](#)
  - 6.3. Add one gate per kennel. The kennel gate should face the interior of the shelter
7. Build or buy dog houses and bring them into the enclosures. Make sure they fit the kennel door, otherwise the kennel fence has to be built around the dog house. *Note: buying or building custom made dog houses has to be discussed with Alina to establish the best course of action.*
8. Buy vermin-proof food containers, hoses for washing the kennels' floors, broom and dustpan, and place them in the storage shed
9. Acquire shade canopy roll and cut them into pieces that match the size of the kennels
10. Acquire detachable wind shields that match the kennels sides
11. Hire local help for cleaning 2-3 times a week (optional)
12. Bring the food and move the dogs from the rented space into the newly built kennels

### 7.2. Phase 2

#### **Target Date: To Be Determined**

1. Build concrete base for the play area
2. Bring plastic bath tubs
3. Bring benches and umbrellas
4. Plant trees for shade around the play area and between kennels and fence

**Costs:** €xx

**Total:** €xx

### 7.3. Phase 3

#### Target Date: To Be Determined

1. Optional: Hire security guard
2. Build quarantine room, natality room, cattery, and permanent restroom
  - 1.1. Create the building plan (hiring an architect is obligatory)
  - 1.2. Buy materials and store them safely so they don't get stolen overnight
  - 1.3. Hire team to complete the building
  - 1.4. Furnish the rooms

*This construction will take more than one day to complete, thus it is recommendable to hire a security guard for the duration of the construction to prevent trespassers and theft of the materials.*

### 8. Beneficiaries

There will be 10 kennels reserved for rescued dogs and 5 kennels we will rent out (See [Section 6.5.1](#)). Each kennel will have an area of 3.3 meters by 3.3 meters and will host up to 5 large dogs that are healthy and are not nursing female dogs. Care must be taken to match compatible animals by age, temperament, gender. We follow a policy of sterilisation and/or strict separation of the sexes.

The 10 kennels will have a **maximum occupancy of 50 dogs** and a minimum of 10 dogs and it will respect the stipulations of [GEA 155/2001 as amended by Law 258/2013](#) (1.92 square meters per large dog)

### 9. Goals for the future

#### Target Date: To Be Determined

1. Develop relationships with local vets
2. Organize spayations