

Animal Abuse Registry Project

Time, Cost & Labor Breakdown

Prepared by: Animal Victory Disaster & Abuse Fund 501©(3) Nonprofit | **EIN:** 88-3617975 **Date:** March 2026

About This Project

North Shore Animal League America created the **National Animal Abuse Registry**, a centralized, searchable database designed to track alleged, convicted, and suspected animal abusers. The purpose of the registry is to provide shelters and rescue organizations with the information they need to make informed decisions before placing animals in new homes.

Animal Victory Disaster & Abuse Fund has partnered with North Shore Animal League to populate the registry with abuser data collected through our network of advocacy platforms and to promote the registry to shelters and rescue organizations nationwide.

Animal Victory is uniquely positioned for this work. Through years of petition campaigns, investigative journalism, and direct relationships with shelters across the country, we have built a trusted network unmatched by any other organization. Shelters know us, they trust us, and they respond to our outreach. This makes us the ideal partner to both supply abuser data and drive adoption of the registry among the organizations that need it most.

What Animal Victory Brings to the Table

Animal Victory operates two platforms that continuously identify and document alleged, convicted, and suspected animal abusers. Together, these sources represent a

significant pipeline of abuser data feeding into the registry.

Source	Description	Existing Names	New Additions
Animal Victory (animalvictory.org)	Petition based advocacy platform averaging 18,000 to 20,000 signatures per petition	400	1 per week
National Animal News (nationalanimalnews.com)	Mission driven digital media platform covering abuse cases nationwide	2,000+	2 per day
Total		2,400+	15 per week

These are not names pulled from a public list. Each entry requires reviewing the case, verifying the identity of the alleged, convicted, or suspected abuser, confirming the charges or reason for suspicion, and entering the data into the registry in the correct format. This is careful, detail oriented work that ensures shelters can make informed decisions about who should and should not be trusted with animals.

Cost of Data Entry

A trained volunteer enters each abuser into the registry at a rate of **\$15 per hour**. Each entry takes approximately **15 minutes** to complete, including case review, verification, and data input.

Phase 1: Entering the Existing Backlog

The 2,400+ names already identified across Animal Victory and National Animal News must be entered into the registry before ongoing additions can begin.

Metric	Value
Names to enter	2,400
Time per entry	15 minutes
Total hours required	600 hours
Volunteer rate	\$15/hour
Total cost	\$9,000

Phase 2: Ongoing Entries

New abuse cases are identified every day. At the current rate of 15 new cases per week from Animal Victory’s platforms (1 petition per week and 2 National Animal News stories per day), the ongoing cost of keeping the registry current is as follows.

Timeframe	New Entries	Hours Required	Cost
Per month	65	16.2 hours	\$244
Per quarter	195	48.8 hours	\$731
Per year	782	195.5 hours	\$2,932

This is not a one time project. As long as animals are being abused, new names must be added. The registry only works if it stays current.

Shelter Outreach Campaign

Entering names is only half the job. The registry is useless if shelters and rescues do not use it.

This outreach will only begin after our backlogged abuser names have been fully entered into the registry, and only as long as funding continues to support the effort.

With enough funding, Animal Victory plans to find and message as many of the estimated **20,000 to 30,000 shelters and rescue organizations** across the United

States as possible, state by state, to explain the registry and encourage them to check it before approving adoptions.

The outreach will involve contacting each shelter individually to explain what the registry is, how it works, and why it matters. Many shelters are small, volunteer run operations that may not be aware the registry exists. Our goal is to make sure every shelter in America knows about this tool and understands how to use it to protect the animals in their care.

This is where our reputation matters. Animal Victory has spent years building relationships with shelters through our petition campaigns and crisis response work. When we reach out, shelters listen. No other organization has this level of trust and reach in the animal welfare community.

Metric	Value
Shelters to contact	20,000 to 30,000
Estimated time per shelter	10 minutes
Total hours (at 25,000 shelters)	~4,167 hours
Volunteer rate	\$15/hour
Estimated cost	\$62,500

This outreach will be conducted in phases, prioritizing states with the highest rates of animal abuse and the largest shelter populations. With sufficient and continued funding, we will expand outreach until every shelter in the country has been contacted.

Newsletter Promotion

Animal Victory sends email newsletters to **250,000 subscribers, four times per week**. The cost of maintaining this email operation is **\$3,000 per month** (\$36,000 per year). As part of our partnership, we will promote the Animal Abuse Registry to our entire subscriber base at no additional charge to North Shore Animal League.

This represents significant value. Comparable email advertising to a list of 250,000 engaged animal welfare supporters would cost tens of thousands of dollars per campaign through commercial channels. We are providing this promotion as part of our commitment to the registry’s success.

Newsletter Detail	Value
Subscriber base	250,000
Send frequency	4x per week
Monthly operating cost	\$3,000
Annual operating cost	\$36,000
Cost to North Shore for promotion	\$0 (donated)

Total Project Cost Summary

The following table summarizes the full cost of Animal Victory’s contribution to the Animal Abuse Registry project in Year 1 and on an ongoing annual basis.

Year 1 Investment

Category	Cost
Animal Victory backlog data entry (2,400 names)	\$9,000
Animal Victory ongoing data entry (782 new names)	\$2,932
Shelter outreach campaign (25,000 shelters)	\$62,500
Newsletter operations (promotion included)	\$36,000
Year 1 Total	\$110,432

Ongoing Annual Cost (Year 2+)

Category	Cost
Animal Victory ongoing data entry (~782 new names/year)	\$2,932
Newsletter operations	\$36,000
Annual Total	\$38,932

Why Donations Are Needed

Animal Victory Disaster & Abuse Fund is a 501©(3) nonprofit organization. We do not charge fees, sell products, or receive government funding. Every dollar we spend on this project comes from the generosity of our donors.

The Animal Abuse Registry will not populate itself. Someone has to do the painstaking work of entering thousands of names, verifying each case, and reaching out to tens of thousands of shelters one by one. That work takes time, and time costs money, even at the modest rate of fifteen dollars per hour.

Your donation directly funds the labor that makes this registry real. Fifteen dollars puts one more name into the system. Just over sixty dollars means one more shelter knows the registry exists and can use it to protect animals. This is not overhead. This is the work itself.

The goal of the registry is simple: give every shelter in America the tools to make informed decisions and keep animals safe. Your support makes that possible.

All donations are tax deductible. Animal Victory Disaster & Abuse Fund is a registered 501©(3) nonprofit organization (EIN: 88-3617975).

How to Donate

Visit animalvictoryfund.org to make a secure, tax deductible donation.

Donation Amount	What It Funds
\$15	Enters 1 name into the registry
\$60	Enters 4 names (one full hour of work)
\$150	Enters 10 names into the registry
\$625	Contacts 100 shelters about the registry
\$3,000	One month of newsletter operations reaching 250K supporters

Every dollar counts. Every name matters. Together, we can help build the most comprehensive animal abuse registry in the country and make sure every shelter in America uses it.

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