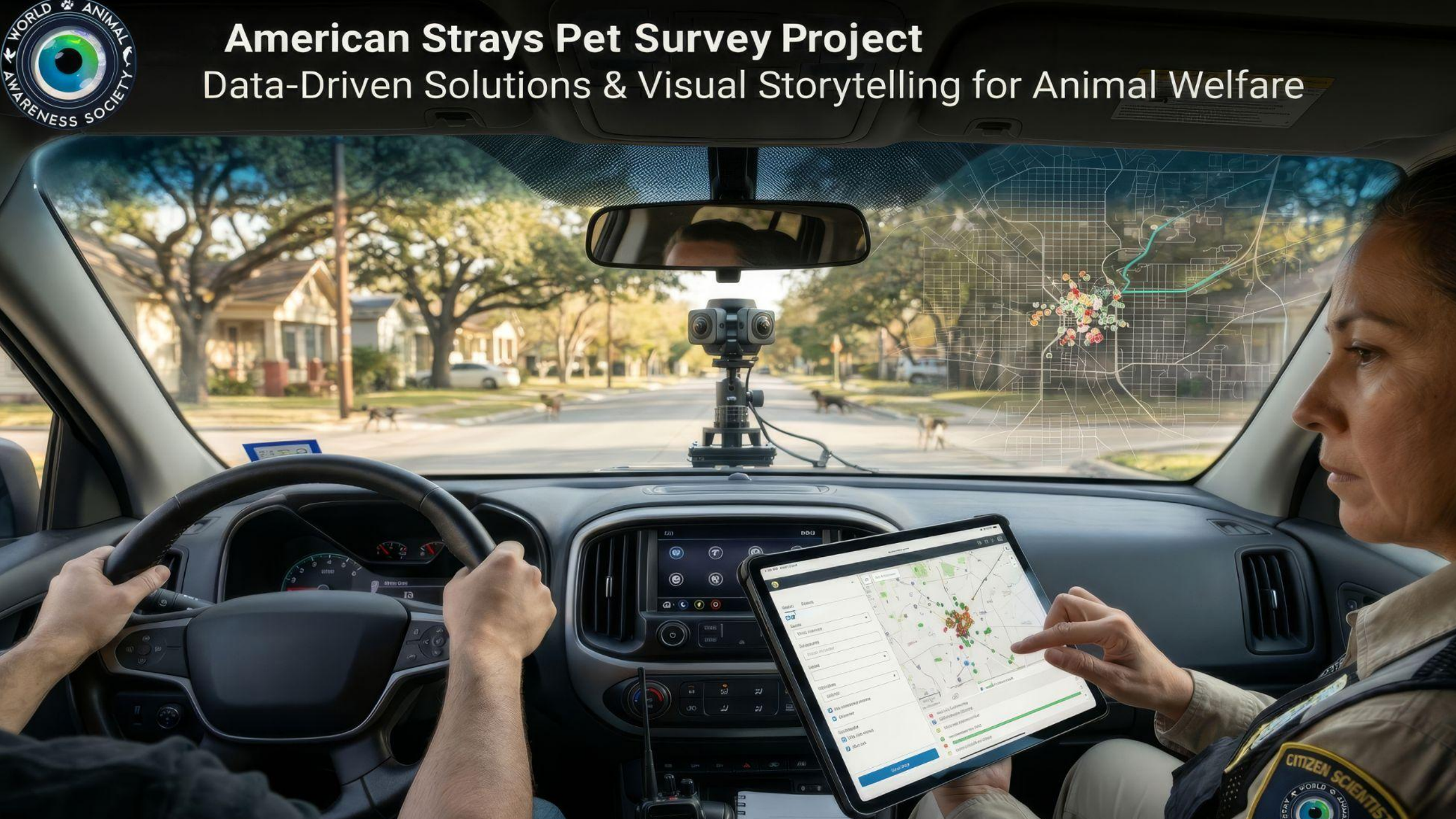
American Strays Pet Survey Project

Data-Driven Solutions & Visual Storytelling for Animal Welfare



The Core Challenge

- Municipalities and NGOs are forced to deploy scarce resources based on estimates and perception, not data.
- Until the American Strays Project, no organization had conducted a scientific baseline survey of free-roaming dogs in major US cities.
- This critical lack of standardized methodology prevents an accurate understanding of population dynamics.
- Without facts, finding efficient funding and resolving community animal crises is nearly impossible.

Science Meets Cinema

Quantitative Data

We systematically document the "free-roaming" population, permanently removing opinion from the equation and replacing it with undeniable fact. Our methodology ensures data is standardized, transparent, and fully auditable.

Visual Storytelling

We combine rigorous metrics with top-tier investigative documentary storytelling. Our partner the University of Alabama at Birmingham is translating the data into compelling story maps that drive global awareness and legislative action.

Next-Gen Survey Ecosystem

Spatial Tracking

Utilizing open-source mapping data via OSMTracker and the Google Earth OpenStreetMap App to pinpoint exact locations with visual support.

Absolute Audit

Deploying advanced hardware including GPS, drones, and 360-degree 5K video serving as an undeniable and published visual audit.

Targeted Accuracy

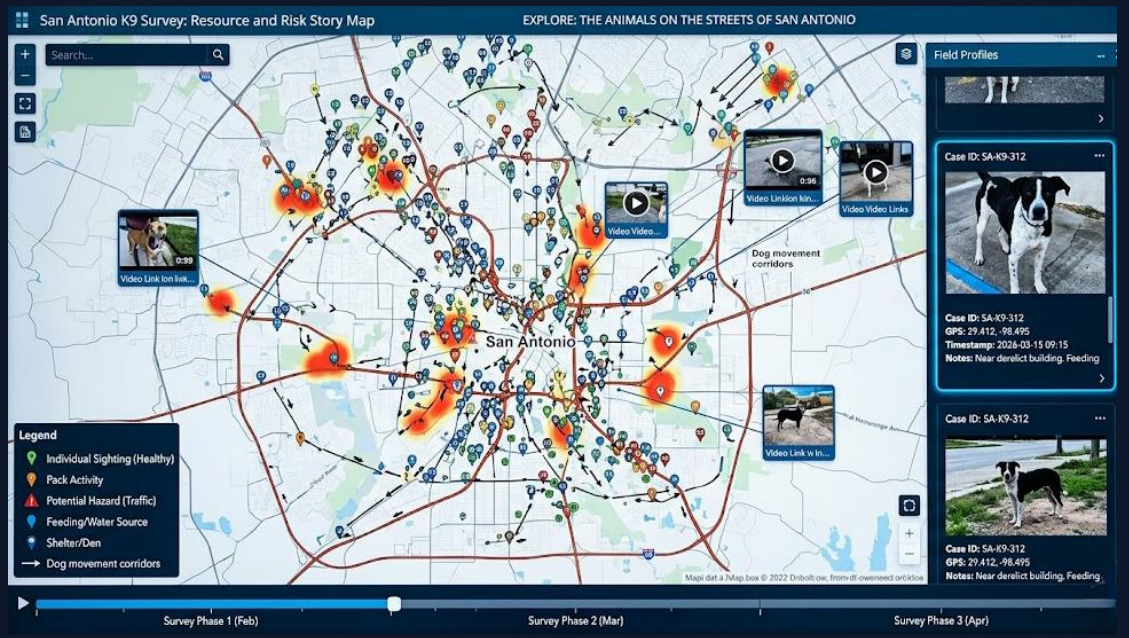
Training specialized volunteer field teams to acquire highly accurate, customized municipal data safely, efficiently, and objectively.

Transforming San Antonio

San Antonio presents a stubbornly difficult landscape where top-down animal welfare enforcement often fails.

WA2S utilizes the **Asset-Based Community Development (ABCD)** method to flip the script. Instead of focusing on deficits, we mobilize existing community strengths.

By empowering residents as citizen scientists, we build trust and foster sustainable, hyper-localized solutions that truly work.



Comprehensive Ecosystem Impact

Canine Survey

Conducting quarterly street-by-street headcounts to establish crucial 3 year and 13 year longitudinal baseline counts .

Knowledge

Empowering the public with peer-reviewed data and feature documentaries, like Unleashed: Dogs of San Antonio.

Outreach

Amplifying raw data into accessible story maps, television programs, and the Pet Promise 26 episode by 60 second educational PSA series.

Proven Impact & Partnerships

"The reality-based information provided by the WA2S survey allows us to precisely direct finite resources, ultimately saving money and lives."

— David Williams, Interim President & CEO, Michigan Humane Society

Fund the Future

- We seek strategic grant partners to expand the American Strays Pet Survey for San Antonio, Texas & add to the existing 10 years of data from 2015 - 2025
- The $100k of funding directly supports technology deployment, citizen-scientist mobilization, and a NEW 3-year baseline dataset to impact planning which includes immediate mitigation strategies.
- Join us in funding animal welfare solutions that are measurable, fully transparent, and built to scale.

World Animal Awareness Society

History and Background of WA2S

The Intersection of Science and Storytelling

The World Animal Awareness Society (WA2S.org) is an award-winning 501(c)(3) nonprofit organization dedicated to illuminating the complex relationships between humans and animals. At its core, WA2S operates on a unique methodology that bridges empirical science with high-level cinematic storytelling. Rather than simply telling audiences about animal welfare issues, WA2S places them directly on the front lines, utilizing a documentary approach to capture authentic, unfiltered narratives that drive actionable change.

Leadership and Vision

Under the direction of Executive Director and professional cinematographer Tom McPhee, WA2S has redefined what nonprofit advocacy looks like in the digital age. By applying premium filmmaking standards to philanthropic missions, the organization ensures that its campaigns are not only factually grounded but visually compelling. This commitment to top-tier content creation has propelled the organization's digital presence into the top 1% of YouTube creators globally, proving that high-quality, authentic storytelling can mobilize massive audiences for the greater good.

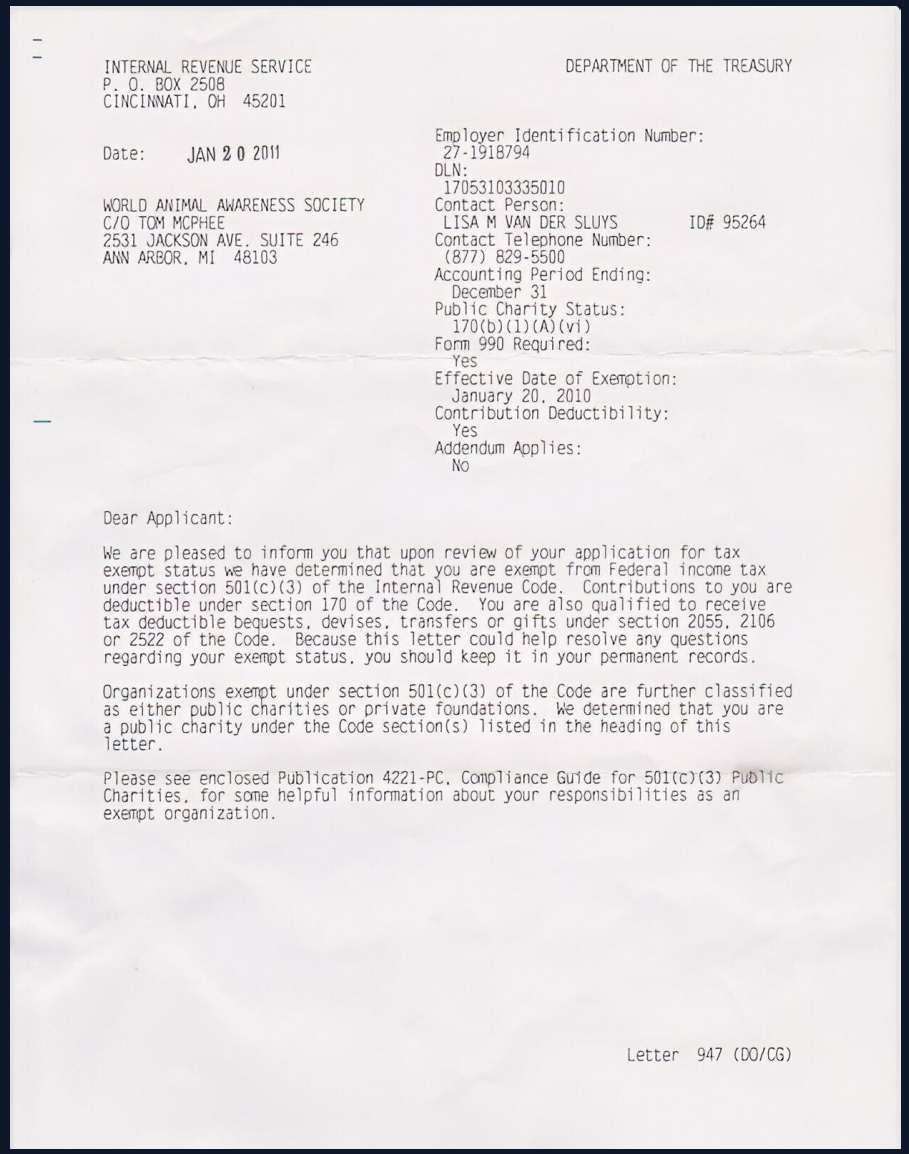
#WA2SFilms and Global Collaboration

The driving engine behind the organization's reach is its dedicated media wing, #WA2SFilms. Recognizing that no single entity can solve systemic animal welfare crises alone, #WA2SFilms has functioned as a massive collaborative hub. To date, the media wing has partnered with over 2,200 distinct organizations around the world. These collaborations empower local rescues, advocates, and scientists by providing them with the high-impact advocacy content necessary to elevate their localized efforts onto a global stage.

Landmark Projects and Ongoing Impact

WA2S does not shy away from the most challenging realities of animal welfare. Through exhaustive, boots-on-the-ground documentary work, the organization tackles vast, systemic issues. Projects like ***Unleashed: Dogs of San Antonio*** and the ongoing development of hit properties like the animated series ***PotenDogs*** showcase the organization's commitment to sustained, long-term support mechanisms. These films and series serve as historical records, educational tools, and catalysts for policy reform and community action.

Looking forward, the World Animal Awareness Society continues to pioneer new ways to leverage emerging media, extensive global networks, and unyielding dedication to ensure that the stories of animals—and the humans who work alongside them—are heard, seen, and acted upon.



INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: JAN 20 2011

WORLD ANIMAL AWARENESS SOCIETY
C/O TOM MCPHEE
2531 JACKSON AVE. SUITE 246
ANN ARBOR, MI 48103

Employer Identification Number:
27-1918794
DLN:
17053103335010
Contact Person:
LISA M VAN DER SLUYS ID# 95264
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990 Required:
Yes
Effective Date of Exemption:
January 20, 2010
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Letter 947 (DO/CG)