





## Experience report

### Doggy project: experience report about social action aimed at animals under situation of rejection


### Projeto cãorinho: relato de experiência sobre ação social voltada para animais em situação de abandono


#### Abstract


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**Objective:** presenting actions developed by academics of an undergraduate course who, sensitized with the situation of animal rejection, implemented a project entitled “Doggy”. **Methods:** this is a study of the type of case studies that presents the results of a social project carried out for animals in a situation of rejection in a city in the North of Minas Gerais. To publicize the project, a logo was created, as well as banners, folders, flyers and daily materials, using Instagram and WhatsApp for dissemination. A partnership was established with the NGO “Dinda’s House”, with the intention of encouraging the adoption of animals rescued by the home and motivating the donation of rations. **Results:** the means of advertising were crucial to achieving goals and the dissemination by physical and face-to-face contact brought more space in the search for the amount necessary to meet the goal established for donation of feed. A total of 210 kg of feed was delivered, a quantity higher than the initial target. **Conclusion:** the action carried out through the project caused a social impact, raising awareness among the population about the rejection and adoption of animals. With the disclosure, it was possible to demonstrate that, if it is not possible to adopt an animal, there are other ways to contribute.

**Keywords:** Social project, Rejection of animals, Partnerships, Pandemic.

#### Resumo

**Objetivo:** apresentar ações desenvolvidas por acadêmicos de um curso de graduação que, sensibilizados com situação de abandono de animais, implementaram um projeto intitulado “Cãorinho”. **Métodos:** trata-se de estudo do tipo relato de experiência que apresenta os resultados de um projeto social realizado em prol de animais em situação de abandono numa cidade do Norte de Minas. Para a divulgação do projeto, foi criada uma logomarca, bem como banners, folders, flyers e materiais diários, utilizando o *Instagram* e o *WhatsApp*. Estabeleceu-se parceria com a *Ong* “Casa da Dinda”, com a intenção de incentivar a adoção dos animais resgatados pelo lar e motivar as doações de rações. **Resultados:** os meios de publicidade foram cruciais para o alcance de metas e a divulgação presencial trouxe maior espaço na busca pela quantia necessária ao cumprimento da meta estabelecida para a doação da ração. Foi realizada a entrega de um total de 210 kg de ração, quantidade superior à meta inicialmente estabelecida. **Conclusão:** a ação realizada através do projeto provocou impacto social, levando conscientização à população sobre o abandono e adoção de animais. Com a divulgação realizada, foi possível demonstrar que, não sendo possível adotar um animal, existem outras formas de contribuir.

**Palavras-chave:** Projeto social. Abandono de animais. Parcerias. Pandemia.

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## INTRODUCTION

In big cities, for every 5 inhabitants there is a dog, of which 10% are rejected. This number increased after the start of the COVID-19 pandemic in 2020, with an estimated growth of 70%. Currently, in Brazil, it is estimated that there are more than 30 million rejected animals, including cats and dogs (MAIA; BUENO, 2020).

In this context, there are Non-Governmental Organizations (NGOs) that develop important work to help rejected animals on the streets. However, most of them already face problems such as overcrowding, as they receive many calls per day, and it is not possible to attend to them in their entirety, as it is not possible to house and treat all the animals due to the high cost and limited space available.

The situation is worrying, considering that these animals are adopted for domestic care, they become “man's best friend” and, even so, are rejected.

In this sense, the “Doggy Project” was developed with the objective of raising donations for the “Dinda's House” shelter, an organization founded in 2019 by three independent protectors Cláudia Bacchi, Valéria Magna and Marília de Niz. The home rescues the animals, provides all the necessary treatment, such as vaccination, castration and makes them ready and available for responsible adoption.

Thus, a partnership was established with “Dinda's House” with the intention of encouraging the adoption of animals rescued by the home and motivating people to make donations of rations, values, blankets, toys, hygiene and construction materials and the like. All donations would be transferred to the home, contributing to its maintenance, since the welcoming home is a non-profit institution, surviving all these years without government help, only with donations from those willing to help.

## METHODS

This is a case studies, with a quantitative and qualitative research approach. The team members, sensitized by the situation of the animals, found that people were largely unaware of this situation. There was also a certain lack of zeal in the care and protection of animals.

The arrival of the COVID-19 pandemic significantly interfered in this reality, in which the percentage of adoption dropped drastically, increasing data about rejection to the streets. This was even one of the greatest goals of the project, aiming to reduce these percentages that grew due to the pandemic.

For the planning and execution of the project, meetings were held for research and delivery purposes, with a total of 5 meetings being held, three of which were in person and two through the Google Meet platform.

To publicize the project, a logo was created, as well as banners, folders, flyers and daily materials authored by the academics themselves, using two tools for dissemination, Instagram and WhatsApp. The team also made use of personal contacts for the presentation of the Doggy Project, for the dissemination of visibility and awareness of what was on the way.

The disclosure was made almost daily through the posting of information about the Dinda's House Institution, such as animals for responsible adoption, amount of food stock encouraging the donation of feed, blankets, plastic containers, various construction materials, pet sponsorship and other forms of help. In partnership with Doggy Project, Dr. Amanda Rodrigues Pereira volunteered to provide all necessary support, at no cost, for any precise procedure.

## EXPERIENCE REPORT

At first there was a first contact through a visit to Dinda's House, to expose the project and close a possible partnership with one of the founders. The proposal for the Multidisciplinary Integrator Project was presented and all the steps included in it. There was great interest in the project and a strong link was established.

Once the action plan was started, the students went in search of donations and the like. Initially, there was some difficulty in reaching the donations, which generated the need to change the delivery schedule, as not enough donations were collected.

In this sense, strategic methods were sought with perspectives to promote greater impact of the project, to facilitate communication. We used the creation of an Instagram account, a very common tool in the technological world. With the help of posts made frequently, some of them produced by the team itself, the desired impact was obtained through the banners and professional brochures.

An official video of the project was also organized aiming at greater coverage, this video being more explicit in relation to the project's objectives. The persistence in disclosures through the digital world and the network of personal contacts of the team members were of great value for the acquisition of the desired data.

During the execution of the project, difficulties were observed, as people had little knowledge about the impacts of the pandemic in the place of adopting animals and keeping support houses. Before Covid-19, stray animals could still feed on leftover food from bars, restaurants, social places. The isolation and closure of these establishments also influenced the increase in deaths from hunger and rejection.

Advertising media were crucial in achieving goals and dissemination through face-to-face contact gained greater space in the search for the exact amount. Through Instagram, many followers supported by reporting on official posters of Doggy Project and with this the action became well known and many people got in touch to publicize the animals that were in critical situations for possible adoptions and temporary homes.

Through the search on Instagram, there was an adoption by one of the academics. A puppy was adopted that needed a lot of care, proper treatment and attention.

A first early delivery was made, as the institution's stock was at zero. In all, 45 kg of feed were delivered to keep the puppies healthy and supplied. In the second concession, another 135 kg were delivered, totaling 180 kg. Afterwards, donations of over 30 kg were received that would be destined to Dinda's House, more than for greater reasons, they were offered to the Paw Friends shelter, which faced a huge problem, as they added up to 18 animals that were unable to be kept in the shelter due to lack of necessary supplements, i.e., the feed.

The feed collection goal was not only achieved but exceeded what was initially defined. Other items of extreme value such as materials that are used for supply, hydration, comfort and convenience were also collected. In addition to maintaining Dinda's House, another institution that needed great help from society, it ended up being benefited.

## FINAL CONSIDERATIONS

The action carried out through the proposed project generated a great social impact, raising awareness among the population about rejection, adoption and contribution to animals. With all the disclosure made, it was possible to demonstrate that it is

not possible to adopt an animal, there are other forms of contribution.

All possible means were adopted by the team to collaborate, and prejudice against homeless animals was also broken, as after being rescued and vaccinated, they are ready to find a home without any risk to human health.

Such an initiative can also bring savings to those willing to adopt, as many people buy purebred dogs for exorbitant values, and the love received will be the same as that of an adopted animal. In view of the proposed action, several people got in touch to seek information and even rescue animals on their own, which makes sure that it made sense to encourage and publicize the project.

During the period the project was being carried out, Dinda's House was in a critical situation in relation to the stock of feed, which led the team to bring forward the expected date for delivery of the collections. Helping the institution brought an enormous gratification in the hearts of everyone who volunteered to help. In short, rations, blankets, containers, and pallets were delivered, and new godparents were able to be directed to the House, who will contribute monthly amounts, giving hope to these animals.

The Doggy Project resulted in an elevation of spirit and a feeling of gratitude, reaching the expected goal and sensitized the hearts of other people to remain with the collaboration, even after the end of the action.

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**Figure 1** – Logo of the project. 2021.

