

## **Abstract**

This Diploma Thesis focuses on the issue of reproduction of animals and the non-profit organisations and subjects working in this field. The cat and dog reproduction is a primary cause of their overpopulation in the Czech Republic which becomes an ever-increasing issue as the abandoned animal shelter network fails to provide enough capacity for local demand. The thesis is focused on the activities of such organisations and tools they use for mobilising the necessary resources as well as the issue of animal reproduction itself. The theory basis is in the general theory of resource mobilisation supported with the explanation of the civil initiatives dedicated to this phenomenon as well as the overview of the phenomenon of the animal reproduction as well. The thesis is composed of five qualitative interviews with organisations or movements that are dedicated to effective reduction of animal reproduction. The empiric part of the thesis presents selected organisations and then analyses the collected data. The financial and human resources are mostly utilised by organisations which physically treat animals and the majority of the funds is consumed by providing care for them. On the other hand, organisations dedicated to enlightenment and education are able to function as self-funded and self-organised ventures. The major source of financial support for such organisations is their own production or individual benefactors. The common tool for mobilising all types of resources in all these organisations is internet, specifically social networks with the strong dominance of Facebook. Facebook presents not only an independent platform for communication, but also a way of sharing cultural resources and as an effective tool for obtaining new resources. Another common feature of all organisations seems to be the attention to enlightenment, though they very much vary in the degree of it. This is connected to the fact that the primary cause of animal reproduction is inappropriate legislation that would control it or the issue of insufficient knowledge and lack of interest between general population. The organisations consider these strategies to mobilise resources as sufficient. The not so great success of these movements can be accounted to the insufficient demand for changes and goals of such movements which originates in the insufficient knowledge and self reflection of the population. Public attention and a moral commitment to follow the principles of the movements as well as to their spreading should be the main resource and main goal for all these organisations to pursue.