



Humane Society for Inland Mendocino County

Shelter Operations Board Report

Meeting Date: October 16, 2024

Location: Redwood Valley Grange

September 2024 Data

HSIMC Shelter Operations

September 2024 Data (Previous year for comparison)			Population In Care				YTD Live Release Rate
			Dog Start	Dog End	Cat Start	Cat End	The YTD live release rate is 95.2% Our live release rate for September 2024 was 96% in comparison to 88.5% in September 2023.
			59 (77)	56 (75)	102 (154)	100 (155)	
Total Intake: 51 (77) Dogs: 14 (29) Cats: 37 (48)	Total Live Outcome: 54 (70) Dogs: 17 (28) Cats: 37 (42)	Total Euth/Died/Lost: 2 (8) Dogs: 0 (3) Cats: 2 (5)					
Length of Stay for September 2024 (previous year for comparison)							
LOS for animal outcomes	Average days in custody: Cat- 113 Dog- 93	Average days onsite: Cat- 66 Dog- 33		Average days available: Cat- 97 Dog- 93			
LOS for animals currently in care	Average days in custody: Cat- 74 Dog- 147	Average days onsite: Cat- 43 Dog- 61		Average days available: Cat- 64 Dog- 145			

HSIMC Shelter Operations

September 2024 Intakes Breakdown (Previous year for comparison)

<u>Total Intake:</u> Dogs: 14 (29) Cats: 37 (48)	<u>Owner Surrender:</u> Dogs: 11 (5) Cats: 18 (8)	<u>Rescue Transfer In:</u> Dogs: 0 (2) Cats: 0 (0)
<u>Strays:</u> Dogs: 3 Cats: 2	<u>Ferals:</u> 17 (3)	<u>Other Intakes:</u> Dogs: 0 service in (0) Cats: 0 (0)

September 2024 Outcomes Breakdown (Previous year for comparison)

<u>Total Outcomes:</u> Dogs: 17 (31) Cats: 39 (47)	<u>Return to Owner:</u> Dogs: 1 (1) Cats: 0 (0)	<u>Rescue Transfer Out:</u> 0 (3) Dogs: 0 (0) Cats: 0 (3)
<u>Adoptions:</u> Dogs: 16 (27) Cats: 37 (39)	<u>TNR:</u> 0 (0) *Currently not performing TNR	<u>Deaths:</u> Dogs: 0 (3) Died in care: 0 (1) Euthanized: 0 (2) Cats: Died in care: 1 (5) Euthanized: 1 (0)

Long Term Resident Adoptions

(any animal available for adoption for 3+ months is considered long term)

Cats:

- ★ Angel (178 days)
- ★ Stella (178 days)
- ★ Marie (168 days)
- ★ Crayola (248 days)
- ★ Opal (165 days)
- ★ Gus (203 days)
- ★ Cry Baby (514 days)
- ★ ChocoLot (157 days)
- ★ Recycle (200 days)

Dogs:

- ★ Duffy (566 days)
- ★ Shai (105 days)
- ★ Mocha (150 days)
- ★ Flop (109 days)
- ★ Cheyenne (228 days)

Shelter Operations

RESCUE PROGRAM

Transfers In: 0

Transfers Out: 0

STAFFING

- ★ 10 Employees (7 FT, 3 PT)
- ★ Suzanne performs her first blood draw on a dog!
- ★ Emily brings skills to our team! She is currently doing blood draws on dogs and anal gland expression for small dogs.
- ★ Jenny attends “High-Impact Nonprofit Websites: Best Practices & Strategies” webinar.
- ★ Becca, Suzanne, Emily & Rae did a great job selling tickets at KK 2024!
- ★ Sara joins staff social media team and has been providing consistent weekly posting of our onsite resident dogs!

MEDICAL

- ★ Oliver Styx comes back from foster with labored breathing. After emergency care from Wasson and further diagnostics with East Hill Vet he was diagnosed with heart failure.
- ★ Bear was showing signs and symptoms of parvo, his owners surrendered so HSMC could provide emergency medical care and prevent other unvaccinated puppies in the home from being further exposed. Bear was vomiting, had bloody diarrhea, and was lethargic. Wasson provided emergency care and by the next morning Bear was showing improvement. He’s now hanging in a foster home and being a puppy!

Shelter Operations Wins/Challenges

CHALLENGES

- ★ Halted all non urgent intakes due to insufficient funds and capacity for care (spay/neuter surgeries booked)
- ★ High volume of community calls looking for assistance with pet food
- ★ Feral cat onsite found with two, 8 week old kittens

WINS

- ★ Board Member Tracey takes initiative to build our Membership program by distributing Newsletters with Membership Sign Up sheets at our local libraries.
- ★ Animals are now listed on Adopt-A-Pet - a platform similar to PetFinder, helping our animals be seen.
- ★ Kitten College was a success! We had 24 participants and this kudo from both representatives of Kitten College Maddie's Fund. "We are so impressed by what you're doing there and your dedication to process improvement. HSIMC is unlike any facility we have ever seen"
- ★ New! E-Cards added to website
- ★ End of Summer Adoption Event
Adoptions: 11 Dogs, 25 Cats

FUTURE

- ★ We are continuing to work with Marnie and her team to bring the Kitten College program to HSIMC!
- ★ Further development of the website to add more resources for our community
- ★ Community Service Handbook underway
- ★ Jenny & Becca will be representing HSIMC at Clearlake Animal Associations clinic in Lake County in October - gaining insight and knowledge into community clinics
- ★

Shelter Operations

ADMINISTRATION

Online applications processed in September 2024

- ★ Dog Adoption Applications: 34
- ★ Cat Adoption Applications: 34

- ★ Dog Foster Applications: 6
- ★ Cat Foster Applications: 0

- ★ Dog Surrender Applications: 9
- ★ Cat Surrender Applications: 13

- ★ Adoptions by Pet Guardian:

**This does not reflect any walk-ins who submit applications on paper.*

COMMUNITY PROGRAMS

Items donated to the public

Dogs:

- ★ Large bags of kibble- 12
- ★ Canned food flats- 5
- ★ Treats- 6
- ★ Crates- 2

Cats:

- ★ Bags of kibble- 2
- ★ Canned food - 0
- ★ Carriers- 0
- ★ Litter box- 0

TRAINING WINS

Good Pup Partnership:

- ★ Melissa Schat (Bo) and Haylee Gernet (Luna) signed up for Good Pup training

Onsite Volunteers:

- ★ 10 new volunteers attended Volunteer Orientation
- ★ 6 volunteers completed Dog Walking Training

Skillz Sunday:

- ★ 9/1 Mark and Reward
- ★ 9/8: Using & Fading Lures
- ★ 9/15: Cancelled (Kitten College)
- ★ 9/22: Cancelled (Kritter Karnival)
- ★ 9/29: Making Flirt Poles

Behavior Team:

- ★ Manina Harris, Certified Trainer and Behavior Consultant Volunteer, CPDT-KA provided surrender prevention and support to many dogs

Social Media/Website Stats

GOOGLE TRAFFIC

- ★ Business Profile Views - 3,186
- ★ Business Profile Interactions - 1,526
- ★ Phone Calls via website - 330
- ★ People Asked for Directions - 73
- ★ Website Visits - 1,123
- ★ Searches - 1,221

SEARCHES BREAKDOWN (top 5):

- ★ humane society - 279
- ★ mendocino humane society - 190
- ★ humane society ukiah - 168
- ★ ukiah humane society - 78
- ★ animal shelter - 72

SOCIAL MEDIA TRAFFIC

Facebook:

- ★ Facebook reach- 85K
- ★ Current followers- 18.2K
- ★ Content Interactions- 22.1K
- ★ New likes and followers- 132

Instagram:

- ★ Reach- 22.3K
- ★ Followers- 2.34K
- ★ Content Interactions- 12.4K
- ★ New followers- 93

HSIMC Groups:

- ★ Adopters: 1.5K members
- ★ Volunteers: 347 members
- ★ Foster Team: 824 members

SHELTERPAY DATA

(ShelterPay is a fully integrated credit card payment platform through ShelterLuv, developed to help offset costs associated with programming, development, and maintenance of the ShelterLuv program. FTA and Adopters have an opportunity to cover costs on behalf of HSIMC, as well as make additional donations to help our cause.)

- ★ ShelterPay Rate: 57%
(30 of 53 adopters utilized ShelterPay)
- **Note: only credit cards are processed through ShelterPay***

- ★ Donations: \$477.53

DONATIONS BREAKDOWN

- ★ Boost in Checkout: \$325
- ★ Processing Fees: \$152.53
- ★ Recurring Donations: \$0

ADOPTER DONATION RATE

- ★ Boost in Checkout: 20%
- ★ Processing Fees: 78%

DONATION TOTALS

- ★ YTD 2024: \$5,225.33
- ★ All-time: \$7,203.77

ADOPTER LUV

- ★ 33 Adopters activated their AdopterLuv account for easy access to important documents & medical records for their pets

Miscellaneous

FUNDRAISING

★ Kriter Karnival - 9/22/2024

Revenue: \$8,570

Expense: \$1,524.95

Cash Short: \$ - 25

Net Proceeds: \$7,020.05

Breakdown:

Sponsorships: \$2500+300+200

Auction: \$2,358

Ticket Sales: \$2,759

Donations: \$453

Swag Sales: \$740 (not coded to KK)

Calendar Sales: \$160 (not coded to KK)

Uncollected Auction Items: \$470

*Thank you all for all efforts in making these
events a success!*

*You are all heroes in our eyes, keep up the great
work!*

ONGOING CONSTRUCTION PROJECTS

★ Pumphouse leak has been resolved

★ Office electrical transition to be
completed on 10/20/2024

ONGOING OPERATIONS PROJECTS

★ Volunteer Program: Onboarding new
volunteer database to promote
volunteer participation and
recruitment while reducing the
amount of data entry by staff

★ Recruiting Volunteer Coordinator

★ C.A.R.T - awaiting next steps

★ Meeting with Faith Wright is in the
works!