



Humane Society for Inland Mendocino County

Shelter Operations Board Report

Meeting Date: April 16, 2025

Location: Redwood Valley Grange

March 2025 Data

HSIMC Shelter Operations

March 2025 Data (Previous year for comparison)			Population In Care			
			Dog Start	Dog End	Cat Start	Cat End
Total Intake: 82 (62) Dogs: 28 (28) Cats: 54 (34)	Total Live Outcome: 65 (56) Dogs: 28 (22) Cats: 37 (34)	Total Euth/Died/Lost: 2 (2) Dogs: 1 (2) Cats: 1 (2)	54 (69)	54 (74)	45 (53)	62 (52)

YTD Live Release Rate

The YTD live release rate is 98.4%

Our live release rate for March 2025 was 96.9% in comparison to 96.5% in March 2024.

Length of Stay for March 2025			
LOS for animal outcomes	Average days in custody: Cat - 64 Dog - 53	Average days onsite: Cat - 37 Dog - 4	Average days available: Cat - 62 Dog - 46
LOS for animals currently in care	Average days in custody: Cat - 63 Dog - 91	Average days onsite: Cat - 35 Dog - 33	Average days available: Cat - 59 Dog - 82

HSIMC Shelter Operations

March 2025 Intakes Breakdown (Previous year for comparison)

Total Intake: 82 (62) Dogs: 28 (28) Cats: 54 (34)	Owner Surrender: 45 (24) Dogs: 10 (7) Cats: 35 (17)	Rescue Transfer In: 18 (16) Dogs: 0 (16) Cats: 1 (0)
Strays: 14 (16) Dogs: 1 (4) Cats: 13 (12)	Ferals: 5 (0) Cats: 5 (0) Service In: 0 (1)	Born in Care: 0 (5) Dogs: 0 (0) Cats: 5 (0)

March 2025 Outcomes Breakdown (Previous year for comparison)

Total Outcomes: 65 (58) Dogs: 28 (23) Cats: 37 (35)	Return to Owner: 0 (0) Dogs: 0 (0) Cats: 1 (0)	Rescue Transfer Out: 0 (0) Dogs: 0 (0) Cats: 0 (0)
Adoptions: 62 (56) Dogs: 27 (22) Cats: 35 (34)	TNR: *Currently not performing TNR RTF: (0)	Deaths: 2 (2) Dogs: Euthanized: 1 (1) Cats: Died in care: 0 (0) Euthanized: 1 (1) Lost/Stolen: 0 (0)

Long Term Resident Adoptions

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

Cats:

- ★ Spidey (288 Days)
- ★ Firefly (237 Days)
- ★ Goose (176 Days)
- ★ Loon (165 Days)

Dogs:

No long stay dog residents adopted this month

Shelter Operations

RESCUE PROGRAM

Transfers In:

- ★ Napa County Animal Shelter - 1 FeLV Cat
- ★ Clearlake Animal Association- 7 dogs
- ★ MCACS- 2 dogs
- ★ Bones Pet Rescue- 3 dogs
- ★ Lake County AC - 4 dogs

Transfers Out:

- ★ No transfers out

STAFFING

- ★ 10 Employees (7 FT, 3 PT)
- ★ Fear Free Shelter - Thomas, Suzanne and Emily have completed their Fear Free Shelter certificates!
- ★ Raeann is having a baby! No not a puppy or kitten- a HUMAN baby!
- ★ Staff Meeting: We make them fun with snacks and dogs! Important updates with a focus on animal outcomes and reducing costs at the shelter by being efficient and aware
- ★ Thomas is awarded the first "Fear Free in Action" award. This award goes to staff members who are caught in the ACT! The act of helping our shelter animals navigate their shelter journey with the least fear, anxiety, stress or frustration as possible. Way to go Tommy!

MEDICAL

- ★ Ralph (dog) has an emergency dental on 3/26 and 22 teeth removed!
- ★ Careavan provides us an additional surgery day for 10-12 dogs!
- ★ Craig (cat)- Pectus Excavatum diagnosis leads to failure to thrive despite attempt to treat the condition.
- ★ Morty (cat)- unknown infection and GI inflam with ascites. Untreatable. Euthanasia 3/31.
- ★ Bailey (dog) cancer found at spay surgery, we made the decision with her FTA family to humanely euthanize
- ★ Bugaboo (dog) crashed on surgery table during spay but was able to be revived by Dr. Chana - phew!
- ★ Walter Jr. (dog) gets treatment and survives parvovirus

Shelter Operations Wins/Challenges

CHALLENGES

- ★ Plumbing issues and leak at our dog barn causes ongoing water challenges for our dog team, laundry and public restroom
- ★ Short staffing
- ★ Laundry overload!
- ★ Kitten season has officially begun!
- ★ Arnold (cat) goes missing on his way to his new home. Heartbreaking :(
- ★ Lake County shelter euthanizing for space, MCACS at capacity

WINS

- ★ Fear Free!! We have our first board member certified in Fear Free Shelters- Julie Dauer! Who will be next? Julie wants to encourage anyone thinking of joining us by saying: "The information solidifies that we've been going in the right direction and even ahead of the curve!"
- ★ Longterm dog resident Rip finds a foster home with Leanna!
- ★ Devan and the Bergin students were onsite on 3/17, 3/24 & 3/31 learning with our dogs, we are so lucky to have this partnership!
- ★ Our community rallies and helps us keep up with our laundry during water leak

FUTURE

- ★ Fear Free Shelter 2025
- ★ Devan and Bergin students final FINAL project- an onsite public learning event called SUPERSIZED Skillz Sunday on 4/6
- ★ Expo is just around the corner! Staff prepared to hold down the fort while Jenny and Becca are away
- ★ Jenny & Becca will prepare synopsis of Animal Welfare Conference for the Board for the next board meeting
- ★ Looking for additional support from local veterinary offices
- ★ Negotiation with San Diego Zoo to create a live exhibit of exotics amongst the wildflowers in our upper field. Negotiations to be finalized on April 1 - more info coming in the next board report

Shelter Operations

ADMINISTRATION

Online applications processed in March 2025

- ★ Dog Adoption Applications: 32
- ★ Cat Adoption Applications: 31

- ★ Dog Foster Applications: 8
- ★ Cat Foster Applications: 2

- ★ Dog Surrender Applications: 19
- ★ Cat Surrender Applications: 9

- ★ Adoptions by Pet Guardian: 11

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

COMMUNITY PROGRAMS

Animals supported through our Pet Pantry

- ★ Wellness/Preventative Care: 1 dogs
- ★ Pet Food: 22 dogs, 46 cats
- ★ Pet Supplies: 3 dogs, 4 cats

**New tracking of Community Pantry support. Explosion of support needed this month! Too many items to tally, we will focus on animals helped in this report. Questions?*

Community Pantry Feedback:

"I wouldn't be able to feed my feral colony without this support!"

"You guys rock!"

"As a staff member it's nice to know I have the same support that our community gets!"

"Amazing staff, very compassionate!"

TRAINING WINS

Good Pup Partnership:

- ★ No adopters signed up for GoodPup in the month of March
- ★ We currently have 2 GP scholarships to give out to anyone who needs additional support

Onsite Volunteers:

- ★ 20 new volunteers attended Volunteer Orientation this month!
- ★ 5 volunteers completed Dog Walking Training

Skillz Sunday:

- ★ 3/2: Intro to Enrichment- Leanna
- ★ 3/9: Fetch- Leanna
- ★ 3/16: Meet the Blue Dogs- Becca
- ★ 3/23: Flirt Pole- Leanna
- ★ 3/30: Puppy Socialization- Leanna

Behavior Team:

- ★ Leanna Sweet provided surrender prevention and behavior support to 7 dogs this month. Leanna has been a great help in Manina's absence. We are lucky to have her on our team!

Social Media/Website Stats

GOOGLE TRAFFIC

- ★ Business Profile Views - 3,339
- ★ Business Profile Interactions - 1,651
- ★ Phone Calls via website - 255
- ★ People Asked for Directions - 109
- ★ Website Visits - 1,287
- ★ Searches - 1,225

SEARCHES BREAKDOWN (top 5):

- ★ humane society - 254
- ★ mendocino humane society - 194
- ★ humane society ukiah - 160
- ★ animal shelter - 77
- ★ animal shelter near me - 70

SOCIAL MEDIA TRAFFIC

Facebook:

- ★ Current followers- 18,745
- ★ Facebook reach- 108.6K
- ★ Views- 1 MILLION!
- ★ Content Interactions- 25K
- ★ New likes and followers- 166

Instagram:

- ★ Followers- 2,463
- ★ Views- 97.9K
- ★ Reach- 6.3K
- ★ Content interactions- 6.8K
- ★ New followers- 46

Tik Tok:

- ★ Followers- 4,830
- ★ New Viewers- 487
- ★ Post views- 6,748
- ★ Total likes- 990

HSIMC Groups:

- ★ Adopters: 1.6K members
- ★ Volunteers: 374 members
- ★ Foster Team: 952 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: 80%
(49 of 61 adopters utilized ShelterPay)

Note: only credit cards are processed through ShelterPay

★ Donations: \$1,093.63

DONATIONS BREAKDOWN

- ★ Boost in Checkout: \$765
- ★ Processing Fees: \$318.63
- ★ Recurring Donations: \$10

ADOPTER DONATION RATE

- ★ Boost in Checkout: 30%
- ★ Processing Fees: 79%

DONATION TOTALS

- ★ YTD 2025: \$3,171.48
- ★ All-time: \$12,141.18

ADOPTER LUV

- ★ 17 Adopters activated their Adopter Luv account for easy access to important documents & medical records for their pets

Miscellaneous

FUNDRAISING

- ★ Basket Beaters Disc Golf Club

Revenue: \$4840

Expense: \$0

- ★ Pancake Breakfast

Revenue: \$3,769

- Ticket Sales: \$2,494

- Sponsors: \$1,275

Expense: 1,178.03

Per Agency: \$863.66

Thank you all for all the efforts that make these events a success! We get great exposure and opportunities for the animals to be seen at different venues across Mendocino County! You are all heroes in our eyes, keep up the great work!

ONGOING CONSTRUCTION PROJECTS

- ★ Tenant Fence Complete
- ★ Posts for new HSIMC sign to be installed after rains, sign completed
- ★ New shut off for Barn installed
- ★ Nick the plumber is going to help run new plumbing lines to the Barn after the rains
- ★ Cleanup of fallen trees almost complete, need firewood raffle soon
- ★ Weedeating and mowing underway - operation save the wildflowers in full effect

ONGOING LEADERSHIP PROJECTS

- ★ HSIMC's Candid Account, a nonprofit helping connect donors with other other nonprofits, has reached Platinum status!
- ★ Bissell Pet Foundation application accepted, partial reimbursements provided for each adoption during the event.
- ★ HSIMC participating in California Adopt-a-Pet day - adoption fees sponsored by SFSPCA
- ★ So many offsite events being requested by our supporters - we need solutions when we are short on people help