



Humane Society for Inland Mendocino County

Shelter Operations Board Report

Meeting Date: July 16, 2025

Location: Redwood Valley Grange

June 2025 Data

HSIMC Shelter Operations

June 2025 Data (Previous year for comparison)			Population In Care			
Total Intake: 39 (70) Dogs: 13 (29) Cats: 26 (41)	Total Live Outcome: 83 (61) Dogs: 23 (26) Cats: 60 (35)	Total Euth/Died/Lost: 1 (3) Dogs: 0 (0) Cats: 1 (3)	Dog Start	Dog End	Cat Start	Cat End
			60 (44)	46 (47)	126 (145)	91 (148)

Length of Stay for June 2025			
LOS for animal outcomes	Average days in custody: Cat - 61 Dog - 63	Average days onsite: Cat - 17 Dog - 7	Average days available: Cat - 44 Dog - 60
LOS for animals currently in care	Average days in custody: Cat - 61 Dog - 85	Average days onsite: Cat - 18 Dog - 31	Average days available: Cat - 42 Dog - 83

YTD Live Release Rate

The YTD live release rate is 97%

Our live release rate for June 2025 was 98.8% in comparison to 95.3% in June 2024.

HSIMC Shelter Operations

June 2025 Intakes Breakdown (Previous year for comparison)

Total Intake: 39 (70) Dogs: 13 (29) Cats: 26 (41)	Owner Surrender: 27 (28) Dogs: 9 (13) Cats: 18 (15)	Rescue Transfer In: 9 (10) Dogs: 3 (10) Cats: 6 (0)
Strays: 2 (16) Dogs: 1 (5) Cats: 1 (11)	Feral Cats: 1 (13) Service In: 0 (1) Dog	Born in Care: 0 (0) Dogs: 0 (0) Cats: 0 (0)

June 2025 Outcomes Breakdown (Previous year for comparison)

Total Outcomes: 84 (64) Dogs: 23 (26) Cats: 61 (38)	Return to Owner: 0 (4) Dogs: 0 (3) Cats: 0 (1)	Rescue Transfer Out: 0 (0) Dogs: 0 (0) Cats: 0 (0)
Adoptions: 83 (57) Dogs: 23 (23) Cats: 60 (34)	TNR: *Currently not performing TNR RTF: 0 (0) Service Out: 0 (0)	Deaths: 1 (3) Dogs: Euthanized: 0 (0) Cats: Died in care: 1 (3) Euthanized: 0 (0) Lost/Stolen: 0 (0)

Long Term Resident Adoptions

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

Cats:

- ★ Nimble (225 days)
- ★ Benny (151 days)
- ★ Ricky (151 days)
- ★ Monument (110 days)
- ★ Cathedral (110 days)

Dogs:

- ★ No long term dogs adopted

Shelter Operations

RESCUE PROGRAM

Transfers In:

- ★ Santa Cruz County Animal Shelter -
1 FeLV Cat
- ★ 4 Kittens from Wasson
- ★ 3 dogs from MCACS

Transfers Out:

STAFFING

- ★ 10 Employees (7 FT, 3 PT)
- ★ Short Staffed
- ★ Onboarding temporary team member
- ★ Staff rallies through being short staffed! We can do this!
- ★ Slater running playgroups on Mon/Tue maximizing our dogs enrichment activities! Time spent with their species
- ★ Harassment and DEI training coming in July

MEDICAL

- ★ Mendocino Coast Humane Society, Forgotten Felines and Mendocino County Animal Care Services provide us with 9 additional surgery dates in June for a total of 33 cats and 8 dogs
- ★ Becca attends Pet Fix, June 14th-15th! It was a wonderful collaboration by Animal Balance hosted by SPCA of Lake County, Clearlake Animal Association and Dogwood. Seeing the need met for the community was a beautiful thing! Lets get Animal Balance to Mendocino County where the need is greater than ever!
- ★ Josie tears the cruciate ligament in her other leg and will need a second TPLO surgery

Shelter Operations Wins/Challenges

CHALLENGES

- ★ Short staffed due to employee on leave and multiple vacations in June
- ★ Unable to help as many animals with short staffing and limited spay and neuter, frustrations build in our community as the requests for help continue to grow
- ★ Foxtails!!!! Nuff said!
- ★ Emotions are contagious - navigating this work when tapped out, self care needed

WINS

- ★ CA Adopt-a-Pet Day! 4 cats and 1 dog were adopted!
- ★ Playgroup training with Devan and our core PG staff and volunteers happened on June 1st- more program development to come!
- ★ Volunteer social media team rallies to help Dog Team keep up with posting adoptable dogs- a HUGE help for our outcome focused operations!
- ★ Becca and Leanna take a journey to Oakland Animal Shelter to learn from the dog playgroup pros! When we visit other organizations we learn
- ★ Multiple crews help keep our playards free of foxtails. Thank you Alex, Cindy and Elia for leading your crews!

FUTURE

- ★ Girl Scout Troop helping make microchip scanning station for the public in Redwood Valley - ongoing project: more information to be provided as planning continues - GOAL: to have a scanning station in Willits, Redwood Valley, and Ukiah
- ★ Free Dog Trainers receives a grant from Maddie's Fund and is expanding into Mendocino County! They are excited to collaborate with HSIMC!
- ★ Meeting the need of our community through veterinary care- how can HSIMC play a bigger role?

Shelter Operations

ADMINISTRATION

Online applications processed in June 2025

- ★ Dog Adoption Applications: 30
- ★ Cat Adoption Applications: 29

- ★ Dog Foster Applications: 1
- ★ Cat Foster Applications: 5

- ★ Dog Surrender Applications: 18
- ★ Cat Surrender Applications: 12

- ★ Adoptions by Pet Guardian: 8

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

COMMUNITY PROGRAMS

Animals supported through our Pet Pantry

- ★ Wellness/Preventative Care: 11 dogs
- ★ Pet Food: 47 cats, 35 dogs
- ★ Pet Supplies: 20 cats, 3 dogs

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

Community Pantry Feedback:

"Thank you so much, I am on SSI and sometimes I struggle to feed my pets."

"Such a blessing, this is a wonderful program, keep up the good work!"

"You all are doing amazing work, when I called about a newborn kitten my call was returned promptly, and I was given the information and supplies needed to be successful!"

TRAINING WINS

Good Pup Partnership:

- Kaysha Samuels and Cancun take win a 4 week Good Pup scholarship through our HSMC raffle!
- Cooper and You Hoo sign up for Good Pup training

Onsite Volunteers:

- Nine new volunteers attended orientation this month
- Four volunteers completed dog walking orientation

Skillz Sunday:

- 6/1: Self Care Sunday w/Izzy
- 6/8: LAT training w/Leanna
- 6/22: Canine First Aid
- 6/29: Double Skillz!!:
 - Self Care Sunday w/Izzy Arkin
 - Defensive Handling w/Devon & Wade

Behavior Team:

- Leanna Sweet provided surrender prevention and behavior support to 5 dogs this month.

Social Media/Website Stats

GOOGLE TRAFFIC

- ★ Business Profile Views - 3,025
- ★ Business Profile Interactions - 1,533
- ★ Phone Calls via website - 278
- ★ People Asked for Directions - 96
- ★ Website Visits - 1,159
- ★ Searches - 1,026

SEARCHES BREAKDOWN (top 5):

- ★ humane society - 204
- ★ mendocino humane society - 176
- ★ humane society ukiah - 109
- ★ Ukiah humane society - 70
- ★ animal shelter - 55

SOCIAL MEDIA TRAFFIC

Facebook:

- ★ Current followers- 19,096
- ★ Facebook reach- 91.1K
- ★ Views- 846.3K
- ★ Content Interactions- 19.3K
- ★ New followers- 171

Instagram:

- ★ Followers- 2,547
- ★ Views- 104.1K
- ★ Reach- 7.7K
- ★ Content interactions- 5.4K
- ★ New followers- 47

Tik Tok:

- ★ Followers- 4,879
- ★ New Viewers- 262
- ★ Post views- 4,415
- ★ Total likes- 87.7K

HSIMC Groups:

- ★ Adopters: 1.6K members
- ★ Volunteers: 397 members
- ★ Foster Team: 978 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 HSMC, as well as make additional donations to help our cause.)

★ ShelterPay Rate: 77%
(63 of 82 adopters utilized ShelterPay)

Note: only credit cards are processed through ShelterPay

★ Donations: \$713.06

DONATIONS BREAKDOWN

- ★ Boost in Checkout: \$390
- ★ Processing Fees: \$313.06
- ★ Donation Boost Widget: \$0
- ★ Recurring: \$10

ADOPTER DONATION RATE

- ★ Boost in Checkout: 25%
- ★ Processing Fees: 83%

DONATION TOTALS

- ★ YTD 2025: \$5,178.99
- ★ All-time: \$14,151.69

ADOPTER LUV

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

Miscellaneous

FUNDRAISING

★ Family Fun Day

Bake Sale: \$176
Wristbands: \$176
Donations: \$190
Swag: \$70
Donation Box: \$59.59
Total = \$676.59

★ Mutt Strutt

Registration: \$80
Donations: \$225
Swag: \$185
Donation Box: \$80
Total = \$570

★ Friedman's Adoption Event

Donation Box: \$33
Swag Sales: \$20
Adoptions: \$195
Total = \$248

***Thank you all for all the efforts that
make these events a success! Keep up
the great work!***

ONGOING CONSTRUCTION PROJECTS

★ Leaks in kennel mister system, needs repair, PVC pipe working better to deter the creatures that eat the ½ inch black tubing

★ Major leak in feeder line between water tanks - needs repair - operating off one tank currently

★ Green Shed rehab underway

★ Tenant fence repairs completed

★ Cleanup of fallen trees almost complete, firewood raffle?

★ Tracey to coordinate with Alex for exterior barn kennel wall roof support

ONGOING LEADERSHIP PROJECTS

★ Bringing it home to our mission and remembering why we are here: to nurture, educate, and engage our community in the care of cats and dogs in need, giving as many animals as possible a chance to thrive in loving homes

★ Volunteer Program- building job descriptions - underway

★ SOP building continues for HSIMC

★ Building Pet Pantry in anticipation of our community having a greater need for resources - potential sponsor in the future

★ Defining who we are and dropping the "no kill" label