



Humane Society for Inland Mendocino County

Shelter Operations Board Report

Meeting Date: November 20, 2024

Location: Redwood Valley Grange

October 2024 Data

HSIMC Shelter Operations

October 2024 Data (Previous year for comparison)			Population In Care				YTD Live Release Rate
			Dog Start	Dog End	Cat Start	Cat End	<p>The YTD live release rate is 95.4%</p> <p>Our live release rate for October 2024 was 97.67% in comparison to 92.5% in October 2023.</p>
Total Intake: 44 (72)	Total Live Outcome: 42(74)	Total Euth/Died/Lost: 1 (6)	56 (75)	51 (83)	100 (155)	107 (139)	
Dogs: 17 (41) Cats: 27 (31)	Dogs: 23 (32) Cats: 19 (42)	Dogs: 0 (1) Cats: 1 (5)					
Length of Stay for October 2024 (previous year for comparison)							
LOS for animal outcomes	Average days in custody: Cat- 65 Dog- 55	Average days onsite: Cat- 31 Dog- 16	Average days available: Cat- 55 Dog- 55				
LOS for animals currently in care	Average days in custody: Cat- 87 Dog- 172	Average days onsite: Cat- 52 Dog- 69	Average days available: Cat- 80 Dog- 169				

HSIMC Shelter Operations

October 2024 Intakes Breakdown (Previous year for comparison)

<u>Total Intake:</u> 44 (72) Dogs: 17 (41) Cats: 27 (31)	<u>Owner Surrender:</u> 16 (28) Dogs: 8 (25) Cats: 8 (3)	<u>Rescue Transfer In:</u> 8 (10) Dogs: 8 (10) Cats: 0 (0)
<u>Strays:</u> 7 (23) Dogs: 1 (6) Cats: 8 (17)	<u>Ferals:</u> 11 (11)	<u>Other Intakes:</u> 0 (0) Dogs: 0 service in (0) Cats: 0 (0)

October 2024 Outcomes Breakdown (Previous year for comparison)

<u>Total Outcomes:</u> 43 (80) Dogs: 23 (33) Cats: 20 (47)	<u>Return to Owner:</u> 1 (0) Dogs: 1 (1) Cats: 0 (0)	<u>Rescue Transfer Out:</u> 0 (0) Dogs: 0 (0) Cats: 0 (0)
<u>Adoptions:</u> 40 (74) Dogs: 22 (32) Cats: 18 (42)	<u>TNR:</u> 0 (0) *Currently not performing TNR <u>RTF:</u> 1 (0)	<u>Deaths:</u> 1 (6) Dogs: Euthanized: 0 (1) Cats: Died in care: 0 (5) Euthanized: 1 (0)

Long Term Resident Adoptions

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

Cats:

- ★ Riviera (188 days)
- ★ Merle (128 days)
- ★ Colty (224 days)

Dogs:

- ★ Niko (177 days)
- ★ Artichoke (97 days)

Shelter Operations

RESCUE PROGRAM

Transfers In:

- ★ Bones Pet Rescue: 2 dogs
- ★ Clearlake Animal Association: 6 dogs

Transfers Out:

- ★ No transfers out in October

STAFFING

- ★ 10 Employees (7 FT, 3 PT)
- ★ Cross training of employees Emily and Raeann going well, they are both learning a lot by working our programs in new departments, with new species
- ★ Jenny and Becca lend their helping hands to the Jameson Humane free vaccine, microchip and wellness clinic in Clearlake. It was a long hard day but we learned a ton! *Discussion at board meeting*
- ★ Becca formally moves into her role as Lifesaving Programs Manager and provides oversight and support of both cat and dog teams
- ★ Medical animal care staff can now wear scrubs as part of their uniforms, name badges on order

MEDICAL

- ★ Panleuk cats intake on 10/4-10/18: all 5 cats survived, treatment successful with no spread, go team!
- ★ Spidey - idiopathic anterior uveitis, improving with treatment. No enucleation expected unless it regresses.
- ★ Wink (enucleation) - recovering in a foster home. Doing well.
- ★ Loon and the rest of his litter are showing signs of early dental disease that will likely result in full mouth extractions.
- ★ Bug needs emergency dental
- ★ Behavior medication program for dogs helping them with the longer length of stay and FAS (fear, anxiety, stress) or shelter environment

Shelter Operations Wins/Challenges

CHALLENGES

- ★ Intakes halted and full quarantine of cat intake room due to panleukopenia
- ★ Short staffed for a week and a half in October
- ★ Not enough volunteer support for the animals onsite, behavioral decline from lack of walks/attention
- ★ Duffy escapes his adoptive home and search party is immediately activated!
- ★ Feral cat, Chardonnay, gets caught in a large Live Oak Tree (native to California) over hanging dog kennel # 7 where Prince Stuart resides. Lucky for Chardonnay, Prince likes cats =]

WINS

- ★ Halloween was fun! Staff dressed up and Teresa joined us to pass our treats and accept donations from our community!
- ★ Duffy is found and reunited with his owners, he now wears a GPS tracker collar! Thanks to all the efforts of our volunteers, fosters and community who jumped into action as soon as we needed them
- ★ Dugan attends his first ever adoption event in four years at Joe's Pumpkin Patch! This was a great venue and turn out for our dogs and volunteers!
- ★ Chardonnay comes down safely from the tree!
- ★ Josie goes camping on the Oregon Coast with foster Tracy Daly

FUTURE

- ★ Thanksgiving and Christmas adoption specials! We hope to see many animals go home before the holidays
- ★ Quoted out custom housing for Cat Intake to meet VCA guidelines and basic animal needs - sourcing donor
- ★ In addition to our weekly dog and cat team meetings, weekly leadership meetings, and monthly staff meetings, regular "office team" meetings will be starting in November. Communication is key to a successful team!

Shelter Operations

ADMINISTRATION

Online applications processed in October 2024

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

- ★ Dog Foster Applications: 5
- ★ Cat Foster Applications: 2

- ★ Dog Surrender Applications: 13
- ★ Cat Surrender Applications: 18

- ★ Adoptions by Pet Guardian: 10

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

COMMUNITY PROGRAMS

Items donated to the public

Dogs:

- ★ Large bags of kibble- 5
- ★ Canned food flats- 4
- ★ Treats- 3
- ★ Crates- 6
- ★ Large outdoor kennel- 1

Cats:

- ★ Bags of kibble- 1
- ★ Canned food - 6
- ★ Carriers - 0
- ★ Litter box - 0

TRAINING WINS

Good Pup Partnership:

- ★ The adopters of Forrest and Bashful signed them up for Good Pup training!

Onsite Volunteers:

- ★ 8 new volunteers attended Volunteer Orientation
- ★ 4 volunteers completed Dog Walking Training

Skillz Sunday:

- ★ 10/6: Blue/Green Dog Info sheets review (Becca)
- ★ 10/13: Drop it & Leave It (Leanna)
- ★ 10/20: How to make our dogs happy (Becca)
- ★ 10/27: Rainy day activities (Leanna)

Behavior Team:

- ★ Manina Harris, Certified Trainer and Behavior Consultant Volunteer, CPDT-KA provided surrender prevention and support to 10 dogs

Social Media/Website Stats

GOOGLE TRAFFIC

- ★ Business Profile Views - 2,932
- ★ Business Profile Interactions - 1,310
- ★ Phone Calls via website - 256
- ★ People Asked for Directions - 81
- ★ Website Visits - 973
- ★ Searches - 1,114

SEARCHES BREAKDOWN (top 5):

- ★ humane society - 265
- ★ mendocino humane society - 158
- ★ humane society ukiah - 149
- ★ ukiah humane society - 92
- ★ animal shelter - 74

SOCIAL MEDIA TRAFFIC

Facebook:

- ★ Facebook reach- 83 K
- ★ Current followers- 18.3 K
- ★ Content Interactions- 17.2 K
- ★ New likes and followers- 98

Instagram:

- ★ Reach- 12.8 K
- ★ Followers- 2.35 K
- ★ Content interactions- 7.4 K
- ★ New followers- 29

HSIMC Groups:

- ★ Adopters: 1.5 K members
- ★ Volunteers: 353 members
- ★ Foster Team: 851 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: 66%
(25 of 38 adopters utilized ShelterPay)
- **Note: only credit cards are processed through ShelterPay***

- ★ Donations: \$712.54

DONATIONS BREAKDOWN

- ★ Boost in Checkout: \$530
- ★ Processing Fees: \$182.54
- ★ Recurring Donations: \$0

ADOPTER DONATION RATE

- ★ Boost in Checkout: 30%
- ★ Processing Fees: 91%

DONATION TOTALS

- ★ YTD 2024: \$5,937.87
- ★ All-time: \$7,916.31

ADOPTER LUV

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

Miscellaneous

FUNDRAISING

★ **Mia Bea Wags & Wine**

Revenue: \$1200

Expense: \$0

Swag Sales: \$150

★ **Rainbow Ag Kong Stuffing**

Revenue: \$100 Calendar Sales

Expenses: \$0

★ **Becca's Birthday Fundraiser**

Revenue: \$5,293+ raised for education fund!

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

★ Pumphouse leak has been resolved

★ Office electrical upgrade is complete

★ Gate parts are on the way - Thank you anonymous donor!

★ Rental house privacy fence layout/design and materials list is complete

★ Elia takes on project to plastic wrap the back of the barn kennels for additional warmth for the dogs living onsite during the winter months

★ Plan in place for green shed to be rehabbed before it crumbles

★ Vermin mitigation needed, mice have moved back into the metal shed and barn

ONGOING LEADERSHIP 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!

★ Further development of the website - ongoing to provide more resources for our community

★ Further development of youth programs underway - helping our youth support HSMC offsite

★ Meeting with Judy at Coast Humane is in the works