



Humane Society for Inland Mendocino County

Shelter Operations Board Report

Meeting Date: September 18, 2024

Location: Redwood Valley Grange

August 2024 Data

HSIMC Shelter Operations

August 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 95.17%</p> <p>Our live release rate for August 2024 was 96.3% in comparison to 96.4% in August 2023.</p>
Total Intake: 68 (87)	Total Live Outcome: 109 (82)	Total Euth/Died/Lost: 4 (3)	60(80)	59 (77)	146 (149)	102 (154)	
Dogs: 32 (33) Cats: 36 (54)	Dogs: 32 (36) Cats: 77 (46)	Dogs: 1 (0) Cats: 3 (3)					
Length of Stay for August 2024 (previous year for comparison)							
LOS for animal outcomes	Average days in custody: Cat- 94 (87) Dog- 59 (63)	Average days onsite: Cat- 26 (65) Dog- 22 (17)	Average days available: Cat- 74 (67) Dog- 59 (51)				
LOS for animals currently in care	Average days in custody: Cat- 85 Dog- 141	Average days onsite: Cat- 51 Dog- 62	Average days available: Cat- 72 Dog- 139				

HSIMC Shelter Operations

August 2024 Intakes Breakdown (Previous year for comparison)

<u>Total Intake:</u> 68 (87) Dogs: 32 (33) Cats: 36 (54)	<u>Owner Surrender:</u> 26 (16) Dogs: 23 (14) Cats: 3 (2)	<u>Rescue Transfer In:</u> 9 (13) Dogs: 9 (10) Cats: 0 (3)
<u>Strays:</u> 16 (56) Dogs: 0 (9) Cats: 16 (47)	<u>Ferals:</u> 17 (2)	<u>Other Intakes:</u> Dogs: 0 service in (0) Cats: 0 (0)

August 2024 Outcomes Breakdown (Previous year for comparison)

<u>Total Outcomes:</u> 113 (85) Dogs: 33 (36) Cats: 80 (49)	<u>Return to Owner:</u> 1 (0) Dogs: 1 (0) Cats: 0 (0)	<u>Rescue Transfer Out:</u> 0 (0) Dogs: 0 (0) Cats: 0 (0)
<u>Adoptions:</u> 108 (82) Dogs: 31 (36) Cats: 77 (46)	<u>TNR:</u> 0 (0) *Currently not performing TNR	<u>Deaths:</u> Dogs: Euthanized: 1 (0) Cats: Died in care: 3 (3) Euthanized: 0 (0)

Long Term Resident Adoptions

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

Cats:

- ★ Shiloh (336 days)
- ★ Hutch (111 days)
- ★ Rose (114 days)
- ★ Alice (121 days)

Dogs:

- ★ Muffin (266 days)
- ★ Baby Chuckie (99 days)
- ★ Remy (115 days)

Shelter Operations

RESCUE PROGRAM

Transfers In:

- ★ Clearlake Animal Association- 7 dogs
- ★ Mendo Shelter Pets Rescue- 2 dogs

Transfers Out:

- ★ No transfers out in August

STAFFING

- ★ 10 Employees (7 FT, 3 PT)
- ★ New schedule rollout at the end of August was successful - better staffing on the weekends provides support for highest traffic days.
- ★ Rae performs her first blood draw on a dog! Being able to do our 4dx (heartworm and tick borne illness) testing in house is a big money saver for our dog team!
- ★ Suzanne is currently enrolled in Trish McMillans Shelter Behavior for Felines and looks forward bringing a behavior program to HSIMC for our feline friends.

MEDICAL

- ★ Large breed puppy Sneezy has hematomas in both ears, recovering well from treatment and ADOPTED!
- ★ MCACS provided HSIMC with 3 surgery days in August, resulting in 74 cats and 4 dogs getting spayed/neutered!
- ★ Firefly has needed additional surgeries since her initial emergency C-section and no longer has a body wall, Suzanne describes it as a plastic wrap skin bag of organs, we hope this will be her last surgery and that she can continue to maintain a good quality of life
- ★ Miss Ma'am starts treatment for FIP. We now have GS-441524 available in oral medication vs injectibel, making it easier for treatment to be completed in home for our foster team. Both Mr. Man and Miss Ma'am are doing well and on their way to a full recovery!

Shelter Operations Wins/Challenges

CHALLENGES

- ★ Manina Harris undergoing treatment for cancer and will be offsite for the next 6-8 months, this will have a great impact on our onsite dog program
- ★ Unplanned power outages - upgrades needed for Safety!
- ★ Shed becoming very cluttered with items
- ★ Surgery dates booked out into January for HSIMC dogs and cats, unable to intake unaltered animals until we have alternate surgery options available to us.

WINS

- ★ New volunteer Payton was added to our Tik Tok account and is creating popular content for our shelter animals and social media pages!
- ★ Volunteer Leanne does her first "Skillz Sunday" to help cover Manina's weekly class and is willing to help us continue to cover a few times a month!
- ★ Community Service worker Kevin accepted the challenge of organizing the shed and has over 100 hours to complete!

FUTURE

- ★ Kitten College coming September 15th!
- ★ Animals soon to be listed on Adopt-A-Pet - a platform similar to PetFinder, helping our animals be seen and reach a bigger audience!
- ★ Suzanne developing HSIMC protocol for lifesaving treatment of FIP cats with Dr. Chana

Shelter Operations

ADMINISTRATION

Online applications processed in August 2024

- ★ Dog Adoption Applications: 33
- ★ Cat Adoption Applications: 18

- ★ Dog Foster Applications: 4
- ★ Cat Foster Applications: 4

- ★ Dog Surrender Applications: 11
- ★ Cat Surrender Applications: 19

- ★ Adoptions by Pet Guardian: 9

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

COMMUNITY PROGRAMS

Items donated to the public

Dogs:

- ★ Large bags- 5
- ★ Canned food flats- 0
- ★ Treats- 5
- ★ Crates- 2

Cats:

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

TRAINING WINS

Good Pup Partnership:

- ★ Dorothy and Buddy (fka Jax) starts training

Onsite Volunteers:

- ★ 7 new volunteers attended Volunteer Orientation
- ★ 5 volunteers completed Dog Walking Training

Skillz Sunday:

- ★ 8/4: Pat-Pet-Pause, Children and dogs!
- ★ 8/11: Behavioral Euthanasia
- ★ 8/18: Find-It
- ★ 8/25: Review of onsite dog information sheets!

Behavior Team:

- ★ Manina Harris, Certified Trainer and Behavior Consultant Volunteer, CPDT-KA provided surrender prevention and support to 6 dogs

Social Media/Website Stats

GOOGLE TRAFFIC

- ★ Business Profile Views - 3,216
- ★ Business Profile Interactions - 1,511
- ★ Phone Calls via website - 280
- ★ People Asked for Directions - 92
- ★ Website Visits - 1,139
- ★ Searches - 1,270

SEARCHES BREAKDOWN (top 5):

- ★ humane society - 291
- ★ mendocino humane society - 180
- ★ humane society ukiah - 169
- ★ animal shelter - 93
- ★ ukiah humane society - 91

SOCIAL MEDIA TRAFFIC

Facebook:

- ★ Facebook reach- 218.9 K
- ★ Current followers- 18,148K
- ★ Content Interactions- 35.8K
- ★ New likes and followers- 493

Instagram:

- ★ Reach- 33.7K
- ★ Current Followers- 2,295K
- ★ Content Interactions- 9.7K
- ★ New Followers- 94

HSIMC Groups:

- ★ Adopters: 1.5K members
- ★ Volunteers: 345 members
- ★ Foster Team: 817 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: 69%
(75 of 108 adopters utilized ShelterPay)
- **Note: only credit cards are processed through ShelterPay***

- ★ Donations: \$921.79

DONATIONS BREAKDOWN

- ★ Boost in Checkout: \$530
- ★ Processing Fees: \$381.79
- ★ Recurring Donations: \$10

ADOPTER DONATION RATE

- ★ Boost in Checkout: 21%
- ★ Processing Fees: 88%

DONATION TOTALS

- ★ YTD 2024: \$4,747.80
- ★ All-time: \$6,726.24

ADOPTER LUV

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

Miscellaneous

FUNDRAISING

★ Tractor Supply Adoption Event - 8/24
Donations: \$105
Swag: \$25

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

- ★ Rental House: AC & Heater need repairs. AC repairs complete, Heater repairs awaiting parts. Recommend planning for replacement as units are reaching 20 years of age. Heater installed in 2005 and AC installed in 2006.
- ★ Design underway for Barn Kennel Rehab and Backrow Kennel Rehab: Goal to utilize animal friendly materials for ease of cleaning, higher level of sanitation, and best practices for animals.
- ★ Several areas of fencing needing repairs
- ★ Clean up of the east field and back 9 to prepare for KK parking
- ★ Cattery quarantine design underway
- ★ Pumphouse leak, repairs needed.

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!