



Humane Society for Inland Mendocino County

Shelter Operations Board Report

Meeting Date: March 19, 2025

Location: Redwood Valley Grange

February 2025 Data

HSIMC Shelter Operations

February 2025 Data (Previous year for comparison)			Population In Care			
			Dog Start	Dog End	Cat Start	Cat End
Total Intake: 39 (51) Dogs: 12 (32) Cats: 27 (19)	Total Live Outcome: 63 (76) Dogs: 14 (32) Cats: 49 (44)	Total Euth/Died/Lost: 0 (2) Dogs: 0 (1) Cats: 0 (1)	56 (70)	54 (69)	68 (79)	45 (53)

Length of Stay for February 2025			
LOS for animal outcomes	Average days in custody: Cat - 93 Dog - 37	Average days onsite: Cat - 67 Dog - 2	Average days available: Cat - 92 Dog - 33
LOS for animals currently in care	Average days in custody: Cat - 93 Dog - 91	Average days onsite: Cat - 62 Dog - 35	Average days available: Cat - 91 Dog - 79

YTD Live Release Rate

The YTD live release rate is 99%

Our live release rate for February 2025 was 100% in comparison to 97.43% in February 2024.

HSIMC Shelter Operations

February 2025 Intakes Breakdown (Previous year for comparison)

Total Intake: 39 (51) Dogs: 12 (32) Cats: 27 (19)	Owner Surrender: 31 (29) Dogs: 8 (20) Cats: 23 (9)	Rescue Transfer In: 2 (2) Dogs: 2 (2) Cats: 0 (0)
Strays: 2 (14) Dogs: 0 (4) Cats: 2 (10)	Ferals: 2 (0) Cats: 2 (0)	Born in Care: 0 (0) Dogs: 0 (0) Cats: 0 (0)

February 2025 Outcomes Breakdown (Previous year for comparison)

Total Outcomes: 63 (78) Dogs: 14 (33) Cats: 49 (45)	Return to Owner: 0 (0) Dogs: 0 (0) Cats: 0 (0)	Rescue Transfer Out: 21 (18) Dogs: 0 (1) Cats: 21 (17)
Adoptions: 41 (58) Dogs: 14 (31) Cats: 27 (27)	TNR: *Currently not performing TNR RTF: 1 (0)	Deaths: 0 (2) Dogs: Died in Care: 0 (1) Cats: Died in care: 0 (0) Euthanized: 0 (1) Lost/Stolen: 0 (0)

Long Term Resident Adoptions

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

Cats:

- ★ Ruby (385 Days)
- ★ Patches (345 Days)
- ★ Blue Wing (205 Days)
- ★ Chickadee (129 Days)
- ★ Cuckoo (128 Days)
- ★ Finch (128 Days)
- ★ Kitsune (109 Days)

Dogs:

- ★ No long term dog residents adopted

Shelter Operations

RESCUE PROGRAM

Transfers In:

- ★ Clearlake Animal Association: 2 dogs

Transfers Out:

- ★ Marin Humane: 21 Cats!



STAFFING

- ★ 10 Employees (7 FT, 3 PT)
- ★ Fear Free Shelter- Lyra and Rae are Fear Free Certified! Who will be next?
- ★ Cat team moves to straw for onsite feral colony instead of blankets
- ★ February 20th! The day we had to close the shelter due to too many staff out. Jenny, Sara and Tommy held down the fort and made sure all animals had their needs met and handled all the emergencies that came our way!
- ★ We rearranged our cattery office, AGAIN! 3 out 3 cats say they are loving the new view!

MEDICAL

- ★ Nalah- Senior cat who struggled in the shelter environment with extreme FAS and vomiting resulting in emergency vet care. Turns out a foster home was the cure! Nalah is doing great now and is ready for adoption!
- ★ Asha - post spay infection requires a hospital visit
- ★ Senior dogs Tubby and Auggie are diagnosed with heartworm and anaplasma, their treatments begins at EVH soon

Shelter Operations Wins/Challenges

CHALLENGES

- ★ Manina begins her leave of absence, Becca will be taking over her behavior team email and working with Leanna to continue providing counseling and support to our fosters and adoptees.
- ★ Short staffed many days in Feb
- ★ Lorena escapes her dog kennel and takes a stroll on our kennel roofing!
- ★ Leadership is struggling to find balance and keep the team moving!

WINS

- ★ The A litter has their adoption debut
- ★ Jorge and Cel from Sonoma Humane Society bring a whole truck load of donations to be put into use for our shelter animals!
- ★ Pixar the tripod finds a home!
- ★ The first KITTEN of 2025 arrives! Tally breaks onto the HSIMC scene, reminding us it's time to get in gear as the kittens are HERE!

FUTURE

- ★ Fear Free Shelter 2025
- ★ Devan and Bergin students onsite beginning March 17th
- ★ Expo is right around the corner! We are excited for all the speakers and getting our schedules set ahead of time! What do you want to learn from Expo?

Shelter Operations

ADMINISTRATION

Online applications processed in February 2025

- ★ Dog Adoption Applications: 27
- ★ Cat Adoption Applications: 19
- ★ Dog Foster Applications: 5
- ★ Cat Foster Applications: 4
- ★ Dog Surrender Applications: 23
- ★ Cat Surrender Applications: 12
- ★ Adoptions by Pet Guardian: 9

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

COMMUNITY PROGRAMS

Animals supported through our Pet Pantry

- ★ Wellness/Preventative Care: 2 cats
- ★ Pet Food: 15 dogs, 22 cats
- ★ Pet Supplies: 10 dogs, 26 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:

Our community appreciates this service and are glad we can be there for them in their time of need!

TRAINING WINS

Good Pup Partnership:

- ★ One of our adopters signed up! And we got \$40 dollars to go towards another GoodPup scholarship

Onsite Volunteers:

- ★ Six new volunteers attended Volunteer Orientation
- ★ Three volunteers completed Dog Walking Training

Skillz Sunday:

- ★ 2/2: The four F's - Leanna
- ★ 2/9: Debunking Dominance- Leanna
- ★ 2/16: Power of Cookies- Leanna
- ★ 2/23: CANCELLED

Behavior Team:

- ★ Manina Harris, Certified Trainer and Behavior Consultant Volunteer, CPDT-KA provided surrender prevention and support to 9 dogs

Social Media/Website Stats

GOOGLE TRAFFIC

- ★ Business Profile Views - 2,762
- ★ Business Profile Interactions - 1,647
- ★ Phone Calls via website - 275
- ★ People Asked for Directions - 110
- ★ Website Visits - 1,262
- ★ Searches - 1,260

SEARCHES BREAKDOWN (top 5):

- ★ humane society - 219
- ★ mendocino humane society - 175
- ★ Humane society ukiah - 140
- ★ ukiah humane society - 93
- ★ animal shelter - 65

SOCIAL MEDIA TRAFFIC

Facebook:

- ★ Current followers- 18,590
- ★ Reach- 50.4K
- ★ Views- 603.2K
- ★ Content Interactions- 14.7K
- ★ New likes and followers- 88

Instagram:

- ★ Followers- 2,448
- ★ Reach- 5.1K
- ★ Views- 89.9K
- ★ Content interactions- 5.9K
- ★ New followers- 39

Tik Tok:

- ★ Followers- 4,831
- ★ New Likes- 69
- ★ Post views- 1,569
- ★ Profile views- 41

HSIMC Groups:

- ★ Adopters: 1.5K members
- ★ Volunteers: 375 members
- ★ Foster Team: 941 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: 63%
(24 of 38 adopters utilized ShelterPay)

Note: only credit cards are processed through ShelterPay

- ★ Donations: \$534.30

DONATIONS BREAKDOWN

- ★ Boost in Checkout: \$355
- ★ Processing Fees: \$169.30
- ★ Recurring Donations: \$10

ADOPTER DONATION RATE

- ★ Boost in Checkout: 24%
- ★ Processing Fees: 81%

DONATION TOTALS

- ★ YTD 2025: \$2,077.85
- ★ All-time: \$11,050.55

ADOPTER LUV

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

Miscellaneous

FUNDRAISING

- ★ FIRST ADOPTION EVENT OF THE YEAR: Mendo Mill Paws of Love

Total collected: \$1,051

- Donations: \$500
- Dog Adoption Sponsor: \$100
- Swag Sales: \$345
- Calendar Sales: \$50
- Raffle: \$56

- ★ New business partner!
The Poop Fairy Scooping Service!

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 is completed, minor adjustments may be needed.
- ★ New HSMC Sign going up soon, need 20' posts for install, currently have 16' posts - not tall enough
- ★ Measurements for the barn have been received
- ★ Barn extension discussion happening - as the weather improves this project will be possible

ONGOING LEADERSHIP PROJECTS

- ★ Preparing for Animal Expo 2025!
- ★ Ongoing written policies and procedures for daily operations continue to roll out
- ★ Created a Culture Club, staff participating and all have signed
- ★ Volunteer Program: Onboarding new volunteer database to promote volunteer participation and recruitment while reducing the amount of data entry by staff
- ★ Recruiting Volunteer Coordinator
- ★ Website: Court appointed & student community service information to be added soon