



# Humane Society for Inland Mendocino County

## Shelter Operations Board Report

Meeting Date: April 15, 2026

Location: Redwood Valley Grange

---

### March 2026 Data

Created by HSIMC's Leadership Team: Jenny, Becca & Suzanne

# HSIMC Shelter Operations

March 2026 Data (Previous year for comparison)			Population In Care				YTD Live Release Rate
Total Intake: 40 (82)	Total Live Outcome: 47 (63)	Total Euth/Died/Lost: 3 (2)	Dog Start	Dog End	Cat Start	Cat End	<p>The YTD live release rate is 95.3%</p> <p>Our live release rate for March 2026 was 94% in comparison to 96.9% in March 2025.</p>
Dogs: 15 (28) Cats: 25 (54)	Dogs: 29 (27) Cats: 18 (36)	Dogs: 1 (1) Cats: 2 (1)	54 (54)	39 (54)	63 (45)	68 (62)	
Length of Stay for March 2026							
<b>LOS for animal outcomes</b>	Average days in custody: Cat - 46 Dog - 78	Average days onsite: Cat - 38 Dog - 9	Average days available: Cat - 42 Dog - 64				
<b>LOS for animals currently in care</b>	Average days in custody: Cat - 64 Dog - 110	Average days onsite: Cat - 41 Dog - 39	Average days available: Cat - 55 Dog - 95				

# Shelter Operations

## March 2026 Intakes Breakdown (Previous year for comparison)

<b><u>Total Intake:</u></b> 40 (82) Dogs: 15 (28) Cats: 25 (54)	<b><u>Owner Surrender:</u></b> 6 (45) Dogs: 4 (10) Cats: 2 (35)  <b><u>Return:</u></b> Dogs: 2 Cats: 0	<b><u>Rescue Transfer In:</u></b> 4 (18) Dogs: 4 (17) Cats: 0 (1)
<b><u>Strays:</u></b> 18 (14) Dogs: 4 (1) Cats: 14 (13)	<b><u>Feral Cats:</u></b> 8 (5)  <b><u>Service In:</u></b> 2 (0)	<b><u>Born in Care:</u></b> 0 (0) Dogs: 0 (0) Cats: 0 (0)

## March 2026 Outcomes Breakdown (Previous year for comparison)

<b><u>Total Outcomes:</u></b> 50 (65) Dogs: 30 (28) Cats: 20 (37)	<b><u>Return to Owner:</u></b> 0 (1) Dogs: 0 (0) Cats: 0 (1)	<b><u>Rescue Transfer Out:</u></b> 0 (0) Dogs: 0 (0) Cats: 0 (0)
<b><u>Adoptions:</u></b> 45 (62) Dogs: 28 (27) Cats: 17 (35)	<b><u>Service Out:</u></b> Cats- 1 (0) Dogs- 1 (0)  *spay and neuter	<b><u>Deaths:</u></b> 3 (2) <b><u>Dogs:</u></b> 1 (1) Euthanized: 1 (1) Died in Care: 0 (0) <b><u>Cats:</u></b> 2 (1) Died in care: 0 (0) Euthanized: 2 (1)

## Long Term Resident Adoptions

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

Cats:

★ Gibbons (116 days)

Dogs:

★ Eli (123 days)

★ Mavis from Davis (103 days)

# Shelter Operations

## RESCUE PROGRAM

### Transfers In:

Bones Rescue- 2 dogs

Clearlake Animal Association- 1 dog

Mendocino County ACS- 1 dog

### Transfers Out:

## STAFFING

- ★ 8 Employees (5 FT, 3 PT)
- ★ Heather joins ShelterLuv as a user to upload photos and info about our dogs into our software for our team to access
- ★ Hiring process begins for new role at HSIMC- "Outcomes Coordinator" this versatile role combines strong customer service skills with animal care knowledge to help us facilitate moving our animals on to their next destination and keeping lengths of stay short! We received over 40 applicants!
- ★ Heather takes on her first behavior foster- Pooh Bear! Pooh has been returned multiple times for nipping and stranger danger, a fair in home evaluation will be preformed by our skilled staff!
- ★ Have we told anyone recently how AMAZING our staff is!

## MEDICAL

- ★ Princess Dragon gets a limb amputation to aid her mobility, healing well in her foster home. Spotted doing zoomies!
- ★ Spay abort and cancerous mass removal for Misty the lab
- ★ Misty the lab eats her FTA's Lidocaine patch
- ★ Misty the lab is given human grade gabapentin by her FTA
- ★ Misty the lab is a lot of work
- ★ Gretchen, previously feral kitten, discovered to have teen pregnancy and symblepharon. Spay abort done and plan to find a loving, indoor only home.

# Shelter Operations Wins/Challenges

## CHALLENGES

- ★ 6 young adult cats abandoned at the gate, pushes planned intakes back 1 week.
- ★ Play yards and dog kennels not secure, safe or escape proof for our dogs
- ★ Piper euthanasia- BE dog
- ★ Samba euthanasia- BE/medical cat
- ★ Precious packages! Four underage puppies abandoned at East Hill Vet, we were able to find a foster home and get them into loving hands quickly!
- ★ Laundry machine woes! Cattery laundry machine goes out causing an overload of dirty laundry. Volunteers to the rescue! Mary and her mom Nieth take many loads to the laundromat to help us keep the flow moving and animals cared for.

## WINS

- ★ Joe Aplet fixes the Tie Rod on our mower and finds a lot of gas in the oil - new parts coming and Joe will fix for us.
- ★ Suzanne finds homes for our renal food prescription cat food so it can be used by animals who need it before it expires!
- ★ Mas Compassion Workshop brings us together for a one of a kind compassion building experience
- ★ New vet run transporter, Kathy, finds love at pick up. While loading her car with cats she stumbles upon adoptable puppy Boomer who was headed for his neuter, she was smitten and Boomer was picked up from surgery by his new family- what a lucky boy!
- ★ Patricia Estep joins our social media team and is providing fun engaging adoptable pet content!

## FUTURE

- ★ Easter Egg Hunt!
- ★ New fencing and design for Play-yards #2, #3, & #4
- ★ Rehabbing agility equipment in Play-yard #1
- ★ Our new volunteer orientation date officially starts in April, first Friday of the month at 1 pm! We hope to see more volunteers and take some pressure off our staff who are already busy on surgery Thursdays!
- ★ Slow start.. But kitten season is coming...
- ★ Meeting with Dr. Sheila Segurson, Veterinary Behaviorist and Director of Shelter Solutions for Maddies Fund is set for April 18th to help us further develop our canine behavior medication protocols

# Shelter Operations

## ADMINISTRATION

### Online applications processed in March 2026

- ★ Dog Adoption Applications: 17
- ★ Cat Adoption Applications: 10
  
- ★ Dog Foster Applications: 1
- ★ Cat Foster Applications: 1
  
- ★ Dog Surrender Applications: 18
- ★ Cat Surrender Applications: 14
  
- ★ 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:  
Dogs- 0 Cats- 0
  
- ★ Pet Food:  
Dogs- 64 Cats- 136
  
- ★ Pet Supplies:  
Dogs- 10 Cats- 18

### Community Pantry Feedback:

*"My first time here, I absolutely LOVE what you do for these animals, LOVELY PLACE. GOD BLESS YOU ALL. Thank you sooooo much!"*

*"HSIMC is really the best. When I'm in a pinch they're always there to help with our food needs! Thank you HSIMC!"*

## VOLUNTEER, TRAINING & BEHAVIOR

### Onsite Volunteers:

- New Volunteers: 16
- New Dog Walkers: 8
- Fear Free Sign Ups: 6

### Skillz Sunday:

- 3/8: Animal Balance- No Skillz
- 3/15: Cancelled
- 3/22: Devan onsite Workshop
- 3/29: Scrub a Dub Sunday w/Kyla

### Behavior Team:

- Free Dog Trainers provided behavior support to 4 dogs
- Free Dog Trainers - Drop in Behavior Clinic was a success! With 15 consultations provided for our community!
- Behavior support provided to 4 dogs by Manina, CPDT-KA

# Social Media/Website Stats

## GOOGLE TRAFFIC

- ★ Business Profile Views - 3,510 (+1%)
- ★ Bus. Profile Interactions - 1,532 (-7.2%)
- ★ Phone Calls via website - 246 (+2%)
- ★ People Asked for Directions - 124 (+0%)
- ★ Website Visits - 1,162 (-2%)
- ★ Searches - 1,174 (+10%)

## SEARCHES BREAKDOWN (top 5):

- ★ mendocino humane society - 182
- ★ humane society - 154
- ★ mendocino animal shelter - 148
- ★ humane society ukiah - 109
- ★ mendocino county animal shelter - 79

## SOCIAL MEDIA TRAFFIC

### Facebook:

- ★ Current followers- 22,860
- ★ Views- 737.3K
- ★ Content Interactions- 14.2K
- ★ New followers- 173

### Instagram:

- ★ Followers- 3,074
- ★ Views- 256K
- ★ Reach- 136.7K
- ★ Content interactions- 12.9K
- ★ New followers- 350

### Tik Tok:

- ★ Followers- 5,057
- ★ New Viewers- 177
- ★ Post views- 2,593
- ★ Total likes- 87.2K

### HSIMC Groups:

- ★ Adopters: 1.8K
- ★ Volunteers: 427
- ★ Foster Team: 1K

## 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: 89%  
(41 of 46 adopters utilized ShelterPay)

*\*\*Note: only credit cards are processed through ShelterPay\*\**

- ★ Donations: \$805.19

## DONATIONS BREAKDOWN

- ★ Boost in Checkout: \$480
- ★ Processing Fees: \$315.19
- ★ Donation Boost Widget: \$0
- ★ Recurring: \$10

## ADOPTER DONATION RATE

- ★ Boost in Checkout: 33%
- ★ Processing Fees: 88%

## DONATION TOTALS

- ★ YTD 2025: \$2,858.33
- ★ All-time: \$22,001.51

## ADOPTER LUV

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

# Leadership

## **Strategic Planning:**

Get off the hamper wheel.

## **Website & Community Education Expansion**

We are actively working to expand and update our website with a focus on post-adoption support and community education. This includes building out resources for our Foster to Adopt (FTA) program, behavior support, neonate kitten care, and general post-adoption guidance.

**Strategic Goal:** Evolve our website into a centralized education hub that empowers adopters and community members, reduces returns, and supports animals staying in their homes.

## **Free Dog Trainers Partnership**

Our partnership with Free Dog Trainers continues to strengthen. We now have access to priority booking with no referral limitations, allowing us to connect adopters and community members with behavior support more efficiently.

**Strategic Focus:** Fully utilize this unlimited model in Q2 to reduce behavior-related returns, support fosters, support community pets, and shift staff time away from crisis management toward proactive support.

## **Partnership with MCACS – Animal Balance Project**

Ongoing discussion for HSIMC to fund a clinic and get us to 800 animals served in Mendocino County! Cost is \$43,000, will need co-pay or no pay.

## **Pet Pantry Program Expansion**

We are beginning to move items into the shipping container but it is already HOT in there - deciding if it will be appropriate to store food, for now non-perishables will be stored there. Food storage remains in metal shed for now. Seeking a volunteer to take the lead on this project and run it week to week!

## **Facility and Infrastructure Needs**

Outdoor dog kennels are requiring more frequent repairs due to wear and weather exposure. Evaluating long-term solutions focusing on durable, animal-safe, and efficient designs that meet ASV Guidelines for animals housing. Finance committee and Tracey and Cora are spearheading project plans to get these projects rolling!

## **Legal & Compliance**

We are currently managing a noncompliant Foster to Adopt (FTA) case in which contact has not been successfully established. The animal's microchip has been flagged as stolen, and the next step will be to proceed with legal action.