



Humane Society for Inland Mendocino County

Shelter Operations Board Report

Meeting Date: August 20, 2025

Location: Redwood Valley Grange

July 2025 Data

HSIMC Shelter Operations

July 2025 Data (Previous year for comparison)			Population In Care			
Total Intake: 52 (45) Dogs: 23 (27) Cats: 29 (18)	Total Live Outcome: 67 (39) Dogs: 26 (16) Cats: 41 (23)	Total Euth/Died/Lost: 2 (1) Dogs: 1 (0) Cats: 1 (1)	Dog Start	Dog End	Cat Start	Cat End
			50 (47)	47 (58)	91 (148)	79 (143)

Length of Stay for July 2025			
LOS for animal outcomes	Average days in custody: Cat - 61 Dog - 58	Average days onsite: Cat - 17 Dog - 11	Average days available: Cat - 41 Dog - 56
LOS for animals currently in care	Average days in custody: Cat - 70 Dog - 85	Average days onsite: Cat - 24 Dog - 34	Average days available: Cat - 54 Dog - 83

YTD Live Release Rate

The YTD live release rate is 97%

Our live release rate for July 2025 was 97% in comparison to 97.4% in July 2024.

HSIMC Shelter Operations

July 2025 Intakes Breakdown (Previous year for comparison)

<u>Total Intake:</u> 52 (45) Dogs: 23 (27) Cats: 29 (18)	<u>Owner Surrender:</u> 27 (10) Dogs: 8 (8) Cats: 19 (2)	<u>Rescue Transfer In:</u> 13 (9) Dogs: 10 (9) Cats: 3 (0)
<u>Strays:</u> 5 (18) Dogs: 5 (8) Cats: 0 (10)	<u>Feral Cats:</u> 7 (3) Service In: 0 (0)	<u>Born in Care:</u> 0 (0) Dogs: 0 (0) Cats: 0 (0)

July 2025 Outcomes Breakdown (Previous year for comparison)

<u>Total Outcomes:</u> 67 (39) Dogs: 26 (19) Cats: 41 (23)	<u>Return to Owner:</u> 1 (1) Dogs: 1 (0) Cats: 0 (1)	<u>Rescue Transfer Out:</u> 0 (2) Dogs: 0 (2) Cats: 0 (0)
<u>Adoptions:</u> 64 (35) Dogs: 24 (14) Cats: 40 (21)	<u>TNR:</u> *Currently not performing TNR RTF: 0 (0) Service Out: 0 (0)	<u>Deaths:</u> 2 (1) Dogs: Euthanized: 1 (0) Cats: Died in care: 1 (1) Euthanized: 0 (0) Lost/Stolen: 0 (0)

Long Term Resident Adoptions

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

Cats:

★ Trisha (126 Days)

Dogs:

★ Ted E. Bear (373 days)

Shelter Operations

RESCUE PROGRAM

Transfers In:

- ★ 4 Puppies from Redwood Coast Humane
- ★ 3 Kittens from Wasson Memorial Veterinary Clinic
- ★ 4 Dogs from Lake County Animal Control
- ★ 2 Dogs from Mendocino County Animal Care Services

Transfers Out:

No transfers out in July

STAFFING

- ★ 10 Employees (7 FT, 3 PT)
- ★ Short Staffed
- ★ Onboarding temporary team member
- ★ Harassment & DEI Training scheduled for all staff
- ★ Slater is gifted a rock from the Crow friends he's made onsite
- ★ Rosa is now Free Free Certified!

MEDICAL

- ★ Jessie came to us from Clear Lake Animal Association with only one intact eye and a severe upper respiratory infection. Once his URI was clear he had his missing eye socket cleaned up and closed. He is now adopted!
- ★ Abby came in a group of 9 kittens. She was the smallest weighing in at only 0.5lbs. One of her feet had a large burst abscess. She visited EHVC the next day. The abscess is now completely healed and Abby is ready to meet adopters.
- ★ Aphid came in with a severe corneal ulcer. We initially raised funds for the enucleation but miraculously the eye healed on it's own! He is now adopted!
- ★ El Hefe comes to us injured from unknown cause, Dr. Cannon said the damage to his leg was extensive and amputation was his best option. There have been a few complications since his amputation but he is now on the right path for healing in a foster home with Kelsey
- ★ Josie receives second TPLO surgery, this time on her rear left leg, she is recovering well at Manina's house

Shelter Operations Wins/Challenges

CHALLENGES

- ★ Core dog volunteer Bobbi is out on a medical leave of absence
- ★ Leanna goes on vacation to New York! HSIMC Behavior Team eagerly awaits her return ;)
- ★ Rodents attempt to ruin our misters in the dogs kennels! Nice try- no problems, only solutions!
- ★ Behavior Euthanasia Notice- opt in for details by emailing becca@hsmc.org
- ★ Less outcome opportunities onsite- slower adoptions and fostering
- ★ Washing machine woes! Cattery and Dog washing machines need repairs
- ★ HEAT WAVE! We had our first triple digit temps in July, caring for our animals who are living outside and our staff who care for them is a challenge we want to solve! Plug- AC unit in shed- go ahead ask questions! ;)

WINS

- ★ Scheduled 30 cat neuters with Forgotten Felines
- ★ Volunteers Janine Johnson and Danielle Ault spear head the adoptable pet social media posts! Getting our pets seen is so important and social media can be very time consuming for staff to keep up with. We appreciate this extra support immensely!
- ★ Christine Cliburn purchases two rubbermaid tubs to use as pools for our dogs who are heavy chewers!
- ★ Pablo finds his family after healing from his surgeries!
- ★ Jenny kills multiple yellow jacket nests with her bare hands! And screams a warrior cry - "No more free dog food for you or your offspring!"

FUTURE

- ★ "Free Dog Trainers" coming to HSIMC & Mendocino County
- ★ Playgroup Course Roll out with Devan Amundsen and more onsite training opportunities
- ★ Steve from Oakland Animal Services is planning to spend a day onsite evaluating our dogs & playgroup program
- ★ SOP building continues for HSIMC - Dr. Chana to review medical protocols
- ★ Incoming! New FeLV kitty from Mendocino Coast Humane

Shelter Operations

ADMINISTRATION

Online applications processed in July 2025

- ★ Dog Adoption Applications: 32
- ★ Cat Adoption Applications: 15

- ★ Dog Foster Applications: 2
- ★ Cat Foster Applications: 1

- ★ Dog Surrender Applications: 17
- ★ Cat Surrender Applications: 12

- ★ 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: 2 dogs

- ★ Pet Food: 69 cats, 37 dogs

- ★ Pet Supplies: 23 cats, 6 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:

"We are so appreciative of all the help, times are hard and we can't afford all the needs for our furry family."

"This community resource is incredibly helpful to those trying to help homeless animals in our community!"

"Your program helped me save 3 abandoned kittens!"

"Your staff is great! In addition to supplies they gave me guidance on how to help a homeless cat in my neighborhood!"

TRAINING WINS

Good Pup Partnership:

- No new trainees

Onsite Volunteers:

- New volunteers! We had 8 attendees at volunteer orientation
- New dog walkers! We had 5 people sign up for dog walking, two no shows.

Skillz Sunday:

- 7/6: Kong stuffing- Bobbi Kelly Ryan
- 7/13: The four play group roles- Becca Edwards
- 7/20: No Skillz
- 7/27: No Skillz

Behavior Team:

- Leanna Sweet provided surrender prevention and behavior support to 6 dogs this month.
- Manina is back onsite! Focusing on onsite dog support
- Playgroup program roll out still in process!

Social Media/Website Stats

GOOGLE TRAFFIC

- ★ Business Profile Views - 2,382
- ★ Business Profile Interactions - 1,717
- ★ Phone Calls via website - 309
- ★ People Asked for Directions - 92
- ★ Website Visits - 1,316
- ★ Searches - 808

SEARCHES BREAKDOWN (top 5):

- ★ humane society - 144
- ★ mendocino humane society - 128
- ★ humane society ukiah - 78
- ★ animal shelter - 57
- ★ ukiah humane society - 53

SOCIAL MEDIA TRAFFIC

Facebook:

- ★ Current followers- 19,221
- ★ Facebook reach- 58.2K
- ★ Views- 773.8K
- ★ Content Interactions- 20K
- ★ New followers- 121

Instagram:

- ★ Followers- 2,594
- ★ Views- 169.7K
- ★ Reach- 6.2K
- ★ Content interactions- 6.9K
- ★ New followers- 46

Tik Tok:

- ★ Followers- 4,888
- ★ Profile Views- 74
- ★ Post views- 2,488
- ★ New likes- 174
- ★ Total likes- 85.1K

HSIMC Groups:

- ★ Adopters: 1.6K members
- ★ Volunteers: 399 members
- ★ Foster Team: 985 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: 69%
(42 of 62 adopters utilized ShelterPay)

Note: only credit cards are processed through ShelterPay

★ Donations: \$877.24

DONATIONS BREAKDOWN

- ★ Boost in Checkout: \$400
- ★ Processing Fees: \$267.24
- ★ Donation Boost Widget: \$200
- ★ Recurring: \$10

ADOPTER DONATION RATE

- ★ Boost in Checkout: 19%
- ★ Processing Fees: 83%

DONATION TOTALS

- ★ YTD 2025: \$6,056.23
- ★ All-time: \$15,028.93

ADOPTER LUV

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

Miscellaneous

FUNDRAISING

No July Fundraising to Report

Upcoming August Events:

- Tractor Supply Adoption Event
- Doggonit Event
- Flourish & Flow Sunday's in the Park Yoga Fundraiser

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

****Fun Fact:** Local mechanic gives our HSIMC truck an overhaul and fixes the van's leaking transmission, tire rotation, and replaces headlight. Total donated cost = \$4,378.92!

ONGOING CONSTRUCTION PROJECTS

- ★ New PVC kennel misters problematic - repairs continue
- ★ Major leak in feeder line between water tanks - needs repair - operating off one tank currently - Repaired!
- ★ Green Shed rehab almost complete
- ★ Cleanup of fallen trees almost complete - Teresa reached out to Michael to finish cutting and splitting the remaining wood - he comes back in Oct.
- ★ Barn kennel wall roof support - starting soon?
- ★ Cattery washing machine repaired - failed pump.

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
- ★ Becca & Jenny attend Community Foundation's Animal Welfare Retreat in Anderson Valley - looking to build coalition meetings
- ★ 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