



# Humane Society for Inland Mendocino County

## Shelter Operations Board Report

Meeting Date: December 18, 2024

Location: Redwood Valley Grange

### November 2024 Data

# HSIMC Shelter Operations

November 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 95.86%</p> <p>Our live release rate for November 2024 was 95.6% in comparison to 96.9% in November 2023.</p>
Total Intake: 46 (92)	Total Live Outcome: 43 (94)	Total Euth/Died/Lost: 2(3)	48 (82)	56 (89)	104 (136)	97 (124)	
Dogs: 27 (46) Cats: 19 (46)	Dogs: 18 (38) Cats: 25 (56)	Dogs: 1 (1) Cats: 1 (2)					
Length of Stay for November 2024 (previous year for comparison)							
LOS for animal outcomes	Average days in custody: Cat- 112 Dog- 176	Average days onsite: Cat- 59 Dog- 38	Average days available: Cat- 97 Dog- 173				
LOS for animals currently in care	Average days in custody: Cat- 101 Dog- 132	Average days onsite: Cat- 60 Dog- 50	Average days available: Cat- 94 Dog- 126				

# HSIMC Shelter Operations

## November 2024 Intakes Breakdown (Previous year for comparison)

<b><u>Total Intake:</u></b> Dogs: 27 (46) Cats: 19 (46)	<b><u>Owner Surrender:</u></b> Dogs: 7 (26) Cats: 15 (5)	<b><u>Rescue Transfer In:</u></b> Dogs:14 (7) Cats: 2 (0)
<b><u>Strays:</u></b> Dogs: 6 (13) Cats: 2 (37)	<b><u>Ferals:</u></b> 0 (4)	<b><u>Other Intakes: 0</u></b> Dogs: 0 (0) service in Cats: 0 (0)

## November 2024 Outcomes Breakdown (Previous year for comparison)

<b><u>Total Outcomes:</u></b> Dogs: 19 (39) Cats: 26 (58)	<b><u>Return to Owner:</u></b> Dogs: 1 (0) Cats: 0 (1)	<b><u>Rescue Transfer Out:</u></b> Dogs: 0 (0) Cats: 0 (0)
<b><u>Adoptions:</u></b> Dogs:17 (38) Cats: 25 (55)	<b><u>TNR:</u></b> *Currently not performing TNR  <b>RTF:</b> 0 (0)	<b><u>Deaths:</u></b> <b>Dogs:</b> Died in Care: 1(1) <b>Cats:</b> Died in care: 1 (0) Euthanized: 0 (1) Lost/Stolen: 0 (1)

## Long Term Resident Adoptions

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

Cats:  
Virginia (200 days)  
Padre (213 days)  
Percy (169 days)  
Pendragon (169 days)  
Mona (227 days)  
Sir Squinty (179 days)  
Dorian (94 days)  
Hope (125 days)  
Jay (91 days)  
Gaston (98 days)

Dogs:  
Dugan (1443 days)  
Bashful (108 days)  
Lucy Lou (203 days)  
Alonte (114 days)  
Shannon (186 days)  
Kinsey (186 days)

# Shelter Operations

## RESCUE PROGRAM

### Transfers In:

- ★ Bones Pet Rescue- 11 dogs
- ★ Clearlake Animal Association- 3 dogs and 1 cat

### Transfers Out:

No transfers out in November

## STAFFING

- ★ 10 Employees (7 FT, 3 PT)
- ★ Emily upsells calendars and wreaths during nail trims with clients
- ★ Hunter is our new student employee through Willits High School, she's been helping with cat enrichment, dog enrichment, and various other tasks at HSIMC
- ★ Suzanne completes Trish McMillan's Shelter Cat Behavior Mentorship Program. The lessons were based on feline behavior and enrichment. The course covered strategies to reduce the length of stay in shelters, focusing on clear protocols for staff, efficient adoption processes, enrichment, fostering techniques that help animals stay happy during their stay and find homes faster. Emphasizing how mental and physical stimulation is vital for an animal's well-being.

## MEDICAL

- ★ Bug gets full mouth extraction and is now living a pain free life with foster Joe Aplet, while waiting for his adoptive family to find him!
- ★ El Fonzo came to us from a homeless woman who had "rescued him from a bad situation". Within 24 hours he broke with parvo, he was provided with every medical intervention possible, and he had the support of so many people in our community. Sadly, no matter how hard we tried, he lost his fight to parvo and passed away after 5 days of hospitalization
- ★ Liberty completes Heartworm treatment #2 and #3 and is ready to move about like a normal healthy dog!
- ★ Wink's eye enucleation became infected - abscess drain needed but he is now adopted!

# Shelter Operations Wins/Challenges

## CHALLENGES

- ★ Losing El Fonzo to parvo was a tragic event for our staff and community after we all tried so hard to save him
- ★ No spay and neuter surgery availability for the month of November
- ★ Getting supplies out to the community where it's needed most
- ★ Weather!!! We experienced a week of heavy rains and cold temps which is a challenge for our dog team, once again fosters came to our rescue!
- ★ Day old puppies found in the bushes with their mom, Reba, freezing temps at night making this an emergency
- ★ Sharing shed space for winter fundraiser

## WINS

- ★ Longest resident, Dugan, finds his forever home!
- ★ HSIMC raised over \$1,800 and collects human food supplies for the UC Davis spay/neuter clinic in Covelo
- ★ Jessica Storm of SCPR 2nd Chance Cat Sanctuary is taking care of multiple stray cat colonies and has been able to utilize HSIMC's current overstock of beds, bedding, blankets, litter, and litter bags.
- ★ Home for the Holidays Adoption Special: 11 cats and 2 dogs eligible for the special during 11/13-11/24.
- ★ Dog team has managed to keep all dogs inside every night this winter, with access to heat
- ★ Nimble, a cat who escaped during surrender, was trapped in our culvert! She is now safe inside, fixed and on her pathway to adoption

## FUTURE

- ★ Christmas adoption special coming up next month!
- ★ Jenny, Becca, and Suzanne are considering joining the next UC Davis clinic in Covelo in Spring 2025
- ★ HSIMC's Leadership Team is working on additional ways to provide services to the community.
- ★ Q4 staff training will start in December and be focused on Compassion Fatigue and Burnout- "In it for the long haul" by Hilary Hager
- ★ Careavan will be onsite 12/20 fixing 30 of our animals. This is much needed due to no surgery dates in November.

# Shelter Operations

## ADMINISTRATION

### Online applications processed in November 2024

- ★ Dog Adoption Applications: 34
- ★ Cat Adoption Applications: 17
- ★ Dog Foster Applications: 9
- ★ Cat Foster Applications: 0
- ★ Dog Surrender Applications: 13
- ★ Cat Surrender Applications: 7
- ★ Adoptions by Pet Guardian: 5

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

## COMMUNITY PROGRAMS

*\*Items donated to the public\**

### Dogs:

- ★ Large bags of kibble- 4
- ★ Canned food flats- 3
- ★ Treats- 3
- ★ Crates- 1
- ★ Large outdoor kennel- 0
- ★ Blankets- 10 bags

### Cats:

- ★ Bags of kibble- 2
- ★ Canned food - 0
- ★ Carriers- 0
- ★ Litter box- 0

## TRAINING WINS

### Good Pup Partnership:

- ★ No adopters signed up for GoodPup training this month

### Onsite Volunteers:

- ★ Four new volunteers attended Volunteer Orientation
- ★ Six volunteers completed Dog Walking Training #1

### Skillz Sunday:

- ★ 11/3: What do our dogs find rewarding? Skillz all day, you find out and report back!
- ★ 11/10: Cancelled
- ★ 11/17: Nosework (w/Leanna)
- ★ 11/27: Cancelled

### Behavior Team:

- ★ Manina Harris, Certified Trainer and Behavior Consultant Volunteer, CPDT-KA provided surrender prevention and support to 14 dogs and a total of 24 hours

# Social Media/Website Stats

## GOOGLE TRAFFIC

- ★ Business Profile Views - 2,920
- ★ Business Profile Interactions - 1,374
- ★ Phone Calls via website - 242
- ★ People Asked for Directions - 73
- ★ Website Visits - 1,059
- ★ Searches - 1,081

### SEARCHES BREAKDOWN (top 5):

- ★ humane society - 257
- ★ mendocino humane society - 148
- ★ humane society ukiah - 139
- ★ ukiah humane society - 81
- ★ animal shelter - 73

## SOCIAL MEDIA TRAFFIC

### Facebook:

- ★ Current followers- 18,434
- ★ Views- 870.8K
- ★ Reach- 82K
- ★ Content Interactions- 24.1K
- ★ New likes and followers- 114

### Instagram:

- ★ Followers- 2,366
- ★ Content interactions- 7.8K
- ★ Views- 112.7K
- ★ Profile reach- 9.5K
- ★ New followers- 51

### Tik Tok:

- ★ Followers- 4,770
- ★ Likes- 78.6K
- ★ Post views 33K
- ★ Likes- 4,903

### HSIMC Groups:

- ★ Adopters: 1.5K members
- ★ Volunteers: 354 members
- ★ Foster Team: 877 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: 64%  
(25 of 39 adopters utilized ShelterPay)
- \*\*Note: only credit cards are processed through ShelterPay\*\**

- ★ Donations: \$285.49

## DONATIONS BREAKDOWN

- ★ Boost in Checkout: \$170
- ★ Processing Fees: \$105.49
- ★ Recurring Donations: \$10

## ADOPTER DONATION RATE

- ★ Boost in Checkout: 15%
- ★ Processing Fees: 70%

## DONATION TOTALS

- ★ YTD 2024: \$6,223.36
- ★ All-time: \$8201.80

## ADOPTER LUV

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

# Miscellaneous

## FUNDRAISING

★ Wreath Fundraiser  
Wreath Sales: \$630

★ Kuranda Bed Donations (In-Kind)  
4 - Large dog beds (\$426.96)  
1 - 9 Nest Tower for Cats (\$302.87)

***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

★ Gate parts have arrived and trenching for new lines has begun

★ New volunteer helping fix cattery condos, piece by piece

★ Removal of old heating units and old a/c units underway with wall repairs

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

★ 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, eating everything!

★ Rental house heater has failed, needs replacement, awaiting quote.

## 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: Check out the "Get Involved" for Youth Program updates!

★ Pet- Fix Lake County - HSMC's Leadership Team is providing support. Organizing time for staff to assist for at least one of the upcoming spay/neuter clinics and partnering with Clearlake Animal Association to provide a Pet Panty.