



# Humane Society for Inland Mendocino County

## Shelter Operations Board Report

Meeting Date: June 18, 2025

Location: Redwood Valley Grange

### May 2025 Data

# HSIMC Shelter Operations

May 2025 Data (Previous year for comparison)			Population In Care			
Total Intake: 95 (102)  Dogs: 28 (16) Cats: 67 (86)	Total Live Outcome: 64 (48)  Dogs: 25 (21) Cats: 39 (27)	Total Euth/Died/Lost: 5 (7)  Dogs: 1 (0) Cats: 4 (7)	Dog Start	Dog End	Cat Start	Cat End
			58 (49)	60 (44)	102 (93)	126 (145)

Length of Stay for May 2025			
LOS for animal outcomes	Average days in custody: Cat - 37 Dog - 97	Average days onsite: Cat - 14 Dog - 27	Average days available: Cat - 28 Dog - 88
LOS for animals currently in care	Average days in custody: Cat - 46 Dog - 82	Average days onsite: Cat - 14 Dog - 30	Average days available: Cat - 29 Dog - 78

## YTD Live Release Rate

The YTD live release rate is 96.6%

Our live release rate for May 2025 was 92.75% in comparison to 87.2% in May 2024.

# HSIMC Shelter Operations

## May 2025 Intakes Breakdown (Previous year for comparison)

<b>Total Intake:</b> 95 (102) Dogs: 28 (16) Cats: 67 (86)	<b>Owner Surrender:</b> 33 (19) Dogs: 4 (8) Cats: 29 (11)	<b>Rescue Transfer In:</b> 23 (9) Dogs: 23 (6) Cats: 0 (3)
<b>Strays:</b> 22 (46) Dogs: 1 (2) Cats: 21 (44)	<b>Feral Cats:</b> 17 (20)  <b>Service In:</b> 0 (0)	<b>Born in Care:</b> 0 (6) Dogs: 0 (0) Cats: 0 (6)

## May 2025 Outcomes Breakdown (Previous year for comparison)

<b>Total Outcomes:</b> 69 (55) Dogs: 26 (21) Cats: 43 (34)	<b>Return to Owner:</b> 1 (0) Dogs: 0 (0) Cats: 1(0)	<b>Rescue Transfer Out:</b> 2 (4) Dogs: 0 (0) Cats: 2 (4)
<b>Adoptions:</b> 61 (44) Dogs: 25 (21) Cats: 36 (23)	<b>TNR:</b> *Currently not performing TNR  <b>RTF:</b> 0 (0)  <b>Service Out:</b> 0 (0)	<b>Deaths:</b> 5 (7) <b>Dogs:</b> Euthanized: 1 (0) <b>Cats:</b> Died in care: 4 (4) Euthanized: 0 (3) Lost/Stolen: 0 (0)

## Long Term Resident Adoptions

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

Cats:

- ★ Mamacita (100 days)
- ★ Sassy (107 days)

Dogs:

- ★ John Wayne (937 days)
- ★ Lorena (135 days)

# Shelter Operations

## RESCUE PROGRAM

### Transfers In:

- ★ Mendocino County Animal Care Services- 13 dogs
- ★ Clearlake Animal Association- 8 dogs
- ★ Lake County Animal Control- 2 dogs

### Transfers Out:

- ★ Mendocino Coast Humane Society- 2 crunchy orange kittens

## STAFFING

- ★ 10 Employees (7 FT, 3 PT)
- ★ Short Staffed
- ★ Collaboration across teams as kitten season carries the heaviest weight this time of year
- ★ Hiring temporary employee - received 50 applications for the position!
- ★ Team support across both departments while dog team is short. Tommy and Emily pick up additional cleaning tasks in the front office and Suzanne has been a big help in the medical department
- ★ End of week wrap up provided by staff has been a big hit with our fosters, volunteers and community. It's also a great way for staff to look back on what went well each week!

## MEDICAL

- ★ Oopsie switcharoo! Puppy mix up on surgery day. Athena's mom took home Amelia, realized her mistake and brought her right back.
- ★ Autumn - multiple tooth extractions due to Feline Odontoclastic Resorptive Lesions (FORL)
- ★ Swiffer was found with matted fur and embedded foxtails, the foxtail removal required 3 rounds of searching!
- ★ Pablo receives pins and plates surgery for his broken elbow with Wasson Memorial
- ★ Milo tests positive for panluk - recovered quickly with quick intervention in foster
- ★ Birch is euthanized after suffering a spontaneous pneumothorax. Best efforts to save her at VCA Petcare were unsuccessful and the vets believe she may have had a congenital condition.

# Shelter Operations Wins/Challenges

## CHALLENGES

- ★ Short staffed every week this month
- ★ Customer becomes upset with our adoption process and reaches out to multiple people associated with HSIMC to express their frustrations
- ★ What to do when multiple adopters all want the same pet? Only one can adopt, what to do for the others who leave disappointed?
- ★ Assisting Clearlake Animal Association with a hoarding case where animals came to us in poor condition
- ★ Power outage and vaccine loss due to a non working generator

## WINS

- ★ Chipotle finds her home after Eye.See.Optical Company adoption event!
- ★ Bissell Pet Foundation for the WIN  
# of dogs: 3 # of cats: 8
- ★ Helping 7 dogs from hoarding home in Lake County
- ★ John Wayne finds a home after 937 days! With the ongoing support of HSIMC, Carol his foster has decided he is home to stay
- ★ Kitten collaboration with Coast Humane when injured kittens arrive with no room at the inn!
- ★ Cece, rescued with an embedded collar around her neck finally comes to HSIMC- we WUV hers!

## FUTURE

- ★ Playgroup training with Devan Amundsen starting on June 1st
- ★ Looking for solutions when multiple people are interested in the same animal - BioVenic offers pet cloning, further research needed on viability of this venture
- ★ Forgotten Felines for 12 cats
- ★ Careavan day for 16 cats at MCACS on 6/27
- ★ Mendo Coast Humane multiple s/n days
- ★ Becca attending Pet Fix in Lake County to help with spay/neuter clinic
- ★ Girl Scout Troop helping make microchip scanning station for the public in Redwood Valley - ongoing project: more information to be provided as planning continues - GOAL: to have a scanning station in Willits, Redwood Valley, and Ukiah

# Shelter Operations

## ADMINISTRATION

### Online applications processed in May 2025

- ★ Dog Adoption Applications: 42
- ★ Cat Adoption Applications: 39
- ★ Dog Foster Applications: 7
- ★ Cat Foster Applications: 3
- ★ Dog Surrender Applications: 13
- ★ Cat Surrender Applications: 10
- ★ Adoptions by Pet Guardian: 20

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

## COMMUNITY PROGRAMS

### *\*Animals supported through our Pet Pantry\**

- ★ Wellness/Preventative Care: 4 dogs
- ★ Pet Food: 58 dogs & 34 cats
- ★ Pet Supplies: 14 dogs & 14 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:

- ★ *"Thank you so much, this support is heaven sent!"*
- ★ *"10/10 I am grateful for the help and excellent service by HSIMC staff"*
- ★ *"This program is a blessing!"*
- ★ *"I don't know what I would do without your support!"*

## TRAINING WINS

### **Good Pup Partnership:**

- ★ Good Pup scholarship raffle was a success! Kashya Samuels and her new pup Ruby were the winners!

### **Onsite Volunteers:**

- ★ 7 new volunteers attended orientation this month
- ★ 5 new volunteers completed Dog Walking Training

### **Skillz Sunday:**

- ★ 5/4: Playgroups w/John Wanger
- ★ 5/18: 1,2,3 Cookie w/Leanna
- ★ 5/25: Skillz Review w/Leanna

### **Behavior Team:**

- ★ Leanna Sweet provided surrender prevention and behavior support to 5 dogs this month.

# Social Media/Website Stats

## GOOGLE TRAFFIC

- ★ Business Profile Views - 3,526
- ★ Business Profile Interactions - 1,633
- ★ Phone Calls via website - 279
- ★ People Asked for Directions - 146
- ★ Website Visits - 1,208
- ★ Searches - 1,307

### SEARCHES BREAKDOWN (top 5):

- ★ humane society - 260
- ★ mendocino humane society - 256
- ★ humane society ukiah - 159
- ★ animal shelters near me - 79
- ★ mendocino county animal shelter - 70

## SOCIAL MEDIA TRAFFIC

### Facebook:

- ★ Current followers- 19,056
- ★ Facebook reach- 77K
- ★ Views- 789.5K
- ★ Content Interactions- 21.5K
- ★ New likes and followers- 222

### Instagram:

- ★ Followers- 2,529
- ★ Views- 99.9K
- ★ Reach- 8.7K
- ★ Content interactions- 6.9K
- ★ New followers- 62

### Tik Tok:

- ★ Followers- 4,879
- ★ New Viewers- 182
- ★ Post views- 27K
- ★ New likes- 2,606
- ★ Total likes- 84.4K

### HSIMC Groups:

- ★ Adopters: 1.6K members
- ★ Volunteers: 393 members
- ★ Foster Team: 980 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: 70%  
(43 of 61 adopters utilized ShelterPay)
- \*\*Note: only credit cards are processed through ShelterPay\*\**

- ★ Donations: \$617.05

## DONATIONS BREAKDOWN

- ★ Boost in Checkout: \$340
- ★ Processing Fees: \$267.05
- ★ Donation Boost Widget: \$0
- ★ Recurring: \$10

## ADOPTER DONATION RATE

- ★ Boost in Checkout: 24%
- ★ Processing Fees: 86%

## DONATION TOTALS

- ★ YTD 2025: \$4,465.23
- ★ All-time: \$13,438.63

## ADOPTER LUV

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

# Miscellaneous

## FUNDRAISING

### ★ Spring Gala "A Night in Venice"

Ticket Sales: \$11,550  
Sponsorships: \$5,500  
Auction: \$18,665  
FTN: \$32,750  
Bar: \$1,786  
Donations: \$980  
Donation Box: \$615  
Expense: \$10,874.34

### ★ Barkery Adoption Event

Donations: \$20  
Swag Sales: \$145  
Expenses: \$0

### ★ Dogs for Dogs

Donations/Food Sales: \$755  
Swag Sales: \$480  
Donation Box: \$355  
Expenses: \$0

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

## ONGOING CONSTRUCTION PROJECTS

★ Play-yard #1 has new water line installed and operational

★ Green Shed rehab underway

★ New water line for the Barn has been completed - more projects to come!

★ Cleanup of fallen trees almost complete, firewood raffle?

★ Tenant fence repairs needed, gate fell off hinges, 4x4 post for gate is very warped, the whole fence is bending with it - replacement with a straight 4x4 is needed - Repairs complete!

## 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

★ SOP building continues for HSIMC

★ Building Pet Pantry in anticipation of our community having a greater need for resources

★ Defining who we are and dropping the "no kill" label