



Humane Society for Inland Mendocino County

Shelter Operations Board Report

Meeting Date: May 17, 2024

Location: Redwood Valley Grange

April 2024 Data

HSIMC Shelter Operations

April 2024 Data (Previous year for comparison)			Population In Care				YTD Live Release Rate
Total Intake: 90 (127)	Total Live Outcome: 71 (69)	Total Euth/ Died/Lost: 7 (6)	Dog Start	Dog End	Cat Start	Cat End	The YTD live release rate is 94.6% in comparison to 91.2% YTD in 2023
Dogs: 20 (48) Cats: 70 (79)	Dogs: 45 (40) Cats: 26 (29)	Dogs: 0 (0) Cats: 7 (6)	75 (81)	50 (89)	55 (97)	96 (141)	
Length of Stay for April 2024 (previous year for comparison)							Our live release rate for April 2024 was 91% in comparison to 92% in April 2023.
LOS for animal outcomes	Average days in custody: Cat- 205 (64) Dog- 57 (52)	Average days onsite: Cat- 199 (56) Dog- 10 (8)	Average days available: Cat- 188 (52) Dog- 54 (45)				
LOS for animals currently in care *no prior year info available	Average days in custody: Cat- 45 Dog- 166	Average days onsite: Cat- 30 Dog- 79	Average days available: Cat- 32 Dog- 162				

HSIMC Shelter Operations

April 2024 Intakes Breakdown (Previous year for comparison)

<u>Total Intake:</u> 90 (127) Dogs: 20 (48) Cats: 70 (79)	<u>Owner Surrender:</u> 24 (70) Dogs: 7 (42) Cats: 17 (28)	<u>Rescue Transfer In:</u> 7 (0) Dogs: 7 (0) Cats: 0 (0)
<u>Strays:</u> 38 (29) Dogs: 4 (2) Cats: 34 (27)	<u>Ferals:</u> 0	<u>Other Intakes:</u> 21 (28) Dogs: 2 service in (4 BIC) Cats: 19 Born In Care (24 BIC)

April 2024 Outcomes Breakdown (Previous year for comparison)

<u>Total Outcomes:</u> 78 (75) Dogs: 45 (40) Cats: 33 (35)	<u>Return to Owner:</u> 0 (0) Dogs: 0 (0) Cats: 0 (0)	<u>Rescue Transfer Out:</u> (0) Dogs: 0 (0) Cats: 0 (0)
<u>Adoptions:</u> 66 (69) Dogs: 45 (40) Cats: 21 (29)	<u>Return to field:</u> 1 (0) Cats: 1 (0) <u>Other Outcomes:</u> 4 (0) Cats: 4 (0) Dogs: 0 (0)	<u>Deaths:</u> 7 (6) Dogs: 0 (0) Cats: Died in care: 7 (4) Euthanized: 0 (2)

Long Term Resident Adoptions

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

Cats:

- ★ Chia (5,081 days)
- ★ Midge (336 days)
- ★ Katie (403 days)
- ★ Bright (192 days)
- ★ Oliver Twist (161 days)
- ★ Smeagol (271 days)

Dogs:

- ★ Cozy (93 days)
- ★ Olive (96 days)
- ★ Lola (92 days)
- ★ Lucia (107 days)
- ★ Deuce (250 days)

Shelter Operations

RESCUE PROGRAM

Transfers In:

- ★ Mendocino County Animal Care Services- 1 dog
- ★ Bones Pet Rescue- 2 dogs
- ★ Wasson Memorial- 1 dog
- ★ Clearlake Animal Association- 3 dogs

Transfers Out:

- ★ No animals transferred out in April

STAFFING

- ★ 10 Employees (7 FT, 3 PT)
- ★ Rae has been trained and is now successfully microchipping our dogs and puppies
- ★ Staff finding success in morning walkthroughs and good collaboration with dog and cat departments
- ★ Suzanne does demonstration for Sara & Rae on how to tube feed kittens
- ★ Emily trained and successfully tube feeds her first neonate kittens

MEDICAL

- ★ Ectopic Ureter - UC Davis unable to find evidence of ectopic ureter
- ★ Dr. Burns offers us a day of surgeries on the Careavan! 19 dogs and 5 cats were fixed at MCACS on April 21st
- ★ Mimi passes away after going to a foster home to deliver her kittens, one kitten born alive, attempts were made to save him but sadly he passed
- ★ Swimmer Syndrome kitten, Toad, is learning to walk after Dr. Chana tapped his legs and his foster made him a custom exercise run out of pool noodles
- ★ Fliss & Monkey, Calici Cats, have been placed in a foster home

Shelter Operations Wins/Challenges

CHALLENGES

- ★ Fewer adoption applications being received
- ★ Large dogs are staying longer reducing our ability to continue intaking large dogs into our program to meet the need of our community
- ★ Return rates increasing for adult dogs
- ★ More services are needed
- ★ More volunteer structure is needed
- ★ Dogs are only being walked 1-2 times a week
- ★ 100s of calls for underage kittens, taking our cat numbers back up to over 140 in care

WINS

- ★ SFSPCA ShelterPALS program: Jenny & Becca consulted with our Attorney and we have received a bevy of information to help us continue to build our community programs and more efficiently navigate hold periods for stray dogs
- ★ New fosters joining the ranks!
- ★ Laundry conquered! Volunteers doing an EXCELLENT job keeping laundry on both dog and cat teams at a manageable level
- ★ John Wayne is enjoying weekly foster adventures with Carol Sand, he spends 3-4 days a week in a foster home versus onsite!
- ★ 3 dogs found homes at the Barra Winery adoption event

FUTURE

- ★ Animal Shelter Expo in May!
- ★ Local business has offered printing services for our Newsletter - est. cost savings of \$2,800 per year - working on finalizing this generous offer
- ★ Volunteer Program Adjustments
- ★ Adding FeLV Cats and information about our FeLV Cottage to our website
- ★ New Brochures for HSMC are being developed, will be shared and distributed when ready
- ★ C.A.R.T is moving closer to being ready to bring their Conex container onsite

Shelter Operations

ADMINISTRATION

Online applications processed in March 2024

- ★ Dog Adoption Applications: 23
- ★ Cat Adoption Applications: 11

- ★ Dog Foster Applications: 5
- ★ Cat Foster Applications: 1

- ★ Dog Surrender Applications: 20

- ★ Adoptions by Pet Guardian: 17

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

COMMUNITY PROGRAMS

Items/services donated to the public

Dogs:

- ★ Neuter- 1
- ★ Spay- 1
- ★ Large bags- 9
- ★ Canned food flats-
- ★ Treats- 4
- ★ Crates- 1
- ★ Bed- 2
- ★ HWP- 2
- ★ Flea/Tick prevention- 3
- ★ DHLPP vaccine- 2
- ★ Bordatella vaccine- 2
- ★ Microchips- 2

Cats:

- ★ Neuter- 2
- ★ Spay- 2
- ★ Bags of kibble- 1
- ★ Canned food flats- 1
- ★ Carriers- 0
- ★ Litter boxes- 3

TRAINING WINS

Good Pup Partnership:

- ★ Adopted dogs Deuce and Muffin take advantage of 4 week training scholarship!

Onsite Volunteers:

- ★ 19 new volunteers came to orientations
- ★ 3 new volunteers attended Dog Walking Orientation #1

Skillz Sunday:

- ★ **4/7:** Defensive Handling
- ★ **4/14:** Protocol to help dogs take a deep breath
- ★ **4/21:** LAT "Look at That!"
- ★ **4/28:** Dog playgroup Demo

Behavior Team:

- ★ Manina Harris, Certified Trainer and Behavior Consultant Volunteer, CPDT-KA provided surrender prevention and support to 18 dogs

Social Media/Website Stats

GOOGLE TRAFFIC

- ★ Business Profile Views - 3,365
- ★ Business Profile Interactions - 1,439
- ★ Phone Calls via website - 274
- ★ People Asked for Directions - 95
- ★ Website Visits - 1,070
- ★ Searches - 1,372

SEARCHES BREAKDOWN (top 5):

- ★ humane society - 254
- ★ mendocino humane society - 226
- ★ humane society ukiah - 165
- ★ ukiah humane society - 121
- ★ california humane society - 82

SOCIAL MEDIA TRAFFIC

Facebook:

- ★ Facebook reach- 112.5K
- ★ Current followers- 17K
- ★ New followers- 103

Instagram:

- ★ Reach- 3.8K
- ★ Followers- 2,161
- ★ New followers- 43
- ★ Posts- 206
- ★ Stories- 16
- ★ Reels- 8

HSIMC Groups:

- ★ Adopters: 1.4K members
- ★ Volunteers: 336 members
- ★ Foster Team: 785 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: 77%
(51 of 66 adopters utilized ShelterPay)

Note: only credit cards are processed through ShelterPay

- ★ Donations: \$950.29

DONATIONS BREAKDOWN

- ★ Boost in Checkout: \$610
- ★ Processing Fees: \$340.29

ADOPTER DONATION RATE

- ★ Boost in Checkout: 38%
- ★ Processing Fees: 93%

DONATION TOTALS

- ★ YTD 2024: \$1,413.15
- ★ All-time: \$3,391.59

ADOPTER LUV

- ★ 26 Adopters activated their AdopterLuv account for easy access to important documents & medical records for their pets

Miscellaneous

FUNDRAISING

★ April 13th: Barkery Adoption Event

Raffle: \$15

Swag: \$45

★ April 20th: W&W @ BARRA

Raffle: \$130

Swag: \$90

Donations: \$410

★ Spring Gala (as of 4/30/24)

Sponsorships: \$10,000

Ticket Sales: \$10,775

Donations: \$1,025

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!

CONSTRUCTION

★ Aging facility requires larger projects as well as basic and standard upkeep

★ New Process for Maintenance Requests for onsite repairs

★ Lots of mowing and weed wacking this time of year

★ Preparing for FTN Projects

★ Quote is in for Cattery HVAC

★ Lots of projects to accomplish this year!

OPERATIONS PROJECTS

★ Manual of SOP's

*keep in mind, SOP's currently exist but we are working to bring everything together into one cohesive document, additional items are being generated/created and will also be added, more information will be provided as this project progresses)

★ Animal Care Expo Information: digesting and organizing the mass amount of information we received during the Expo. Working to integrate new and updated policies and processes at our shelter along with new program opportunities!

★ ASV Guidelines has been updated for the first time in 10 years - Becca/Jenny are reviewing to keep our shelter in compliance with best practices! It is recommended that the BoD familiarize themselves with the guidelines for best understanding of shelter practices. Attached is the quick view checklist of key statements:
<https://higherlogicdownload.s3.amazonaws.com/ASV/fa11b6a5-ea22-45cc-9b33-416a24d44499/UploadedImages/2022-ASV-GL-Checklist.pdf>