



Humane Society for Inland Mendocino County

Shelter Operations Board Report

Meeting Date: August 21, 2024

Location: Redwood Valley Grange

July 2024 Data

HSIMC Shelter Operations

July 2024 Data (Previous year for comparison)			Population In Care				YTD Live Release Rate
			Dog Start	Dog End	Cat Start	Cat End	The 2024 YTD live release rate is 94.85%
Total Intake: 45 (77)	Total Live Outcome: 38 (71)	Total Euth/ Died/Lost: 1 (5)	48(75)	60 (80)	152 (153)	146 (149)	
Dogs: 27 (39) Cats: 18 (38)	Dogs: 16 (34) Cats: 22 (38)	Dogs: 0 (0) Cats: 1 (5)					
Length of Stay for July 2024 (previous year for comparison)							
LOS for animal outcomes	Average days in custody: Cat- 87 (98) Dog- 38 (90)	Average days onsite: Cat- 53 (56) Dog- 16 (32)	Average days available: Cat- 77 (85) Dog- 38 (78)				
LOS for animals currently in care	Average days in custody: Cat- 84 Dog- 140	Average days onsite: Cat- 38 Dog- 59	Average days available: Cat- 66 Dog- 138				

HSIMC Shelter Operations

July 2024 Intakes Breakdown (Previous year for comparison)

<u>Total Intake:</u> 45 (77) Dogs: 27 (39) Cats: 18 (38)	<u>Owner Surrender:</u> 15 (22) Dogs: 10 (20) Cats: 5 (2)	<u>Rescue Transfer In:</u> 9 (4) Dogs: 9 (4) Cats: 0 (0)
<u>Strays:</u> 18 (27) Dogs: 8 (5) Cats: 10 (22)	<u>Ferals:</u> 3 (8)	<u>Born in Care:</u> 0 (16) Dogs: 0 (10) Cats: 0 (6)

July 2024 Outcomes Breakdown (Previous year for comparison)

<u>Total Outcomes:</u> 39 (76) Dogs: 16 (34) Cats: 23 (42)	<u>Return to Owner:</u> 1 (1) Dogs: 0 (1) Cats: 1 (0)	<u>Rescue Transfer Out:</u> 2 (0) Dogs: 2 (0) Cats: 0 (0)
<u>Adoptions:</u> 35 (70) Dogs: 14 (33) Cats: 21 (37)	<u>TNR:</u> 0 (0) *Currently not performing TNR	<u>Deaths:</u> 1 (5) Dogs: 0 Cats: Died in care: 1 (5)

Long Term Resident Adoptions

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

Cats:

- ★ Rain (231 days)
- ★ Sugar Bunny (127 days)
- ★ Peeps (110 days)
- ★ Tornado Trudy (379 days)

Dogs:

- ★ Salem (205 days)
- ★ Asher (110 days)

Shelter Operations

RESCUE PROGRAM

Transfers In:

- ★ Mendocino County Animal Care Services: 5 dogs
- ★ Lake County Animal Control: 3 dogs
- ★ Oakland Animal Services: 1 dog

Transfers Out:

- ★ Boston Buddies, Southern California Boston Terrier Rescue: 2 dogs saved from euthanasia at MCACS

STAFFING

- ★ 10 Employees (7 FT, 3 PT)
- ★ Emily and Rae receive training and are now equipped to administer, record and schedule all core vaccines and standard intake treatments
- ★ Rae and Becca complete "Adoption Counseling" course thanks to Maddies University
- ★ All animal care staff complete PPE training through Austin Pets Alive Shelter Essentials
- ★ Becca completed Essentials of Working with People through Austin Pets Alive Shelter Essentials Course
- ★ Rae currently enrolled in Trish McMillion Shelter Behavior course. We asked her how things are going, "I have many new ideas to bring on board and this course is solidifying the methods on behavior I have learned here at HSMC."

MEDICAL

- ★ Firefly receives emergency c-section and hernia repairs after being found in critical condition with multiple dead kittens stuck inside of her. She is not out of the woods yet, currently in care of a medical foster, Erin Maverick
- ★ Awnie- named by Dr. Chana after "grass awn" due to the hundreds of foxtails that were removed from this 7 pound little dog, this was one of the worst foxtail cases our vet has ever seen
- ★ Febris, kitten who came to us with calicivirus, was unable to recover from her eye ulcers, received right eye enucleation on 7/2
- ★ On 7/28 a 4 week old kitten died in our care, this kitten was surrendered showing severe signs of Calicivirus. His brother, Umber, survived and is doing well in his foster home

Shelter Operations Wins/Challenges

CHALLENGES

- ★ Cat abandoned at our facility on 7/17
- ★ Power outage on 7/18 and 7/23 puts staff in the dark for a few hours!
- ★ Clarifying our return and owner surrender policy to the public and stakeholders. **Group discussion at board meeting with Becca**
- ★ Very low cash flow, making payroll and AP very challenging and tapping the reserve account has become necessary.
- ★ Four puppies abandoned in a tub at Grace Hudson School, finder was told to leave the where they found them by other organization, luckily an HSIMC foster home opened up so we could save them!

WINS

- ★ Expo in action! We utilized our first Community Service worker, Brenda, for dog walking!
- ★ Long term resident dog, Duffy, finds a foster to adopt home after 500 days at our shelter! We all have our paws crossed that it will work out!
- ★ Volunteers Danielle Ault (adoption updates) and Myriah Surman (volunteer orientation reminders) have provided consistent social media support in their focus areas which has been a huge help this year!
- ★ Jenny saves the shelter approx. \$4,000 per year on newsletter printing!
- ★ Cat living in our shed for the last 4 weeks is finally trapped!

FUTURE

- ★ Kitten College is coming to HSIMC on September 15th! All are welcome to attend the community portion!
- ★ New Shelter Luv coming soon! Shelter Luv, our shelter software is rolling out new updates- we are excited!
- ★ Three upcoming MCACS surgery days scheduled in August! Total of 79 spay/neuters will be completed
- ★ End of Summer Adoption Event coming in August 28th -September 21st! All spayed/neutered dogs \$50 and cats \$25. Seniors and long term residents (3+ months) FREE!!
- ★ Preparing for the changing season, colder weather is coming

Shelter Operations

ADMINISTRATION

Online applications processed in July 2024

- ★ Dog Adoption Applications: 28
- ★ Cat Adoption Applications: 15

- ★ Dog Foster Applications: 3
- ★ Cat Foster Applications: 0

- ★ Dog Surrender Applications: 16
- ★ NEW! Cat Surrender Applications: 4

- ★ Adoptions by Pet Guardian: 9

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

COMMUNITY PROGRAMS

Items donated to the public

Dogs:

- ★ Large bags- 5
- ★ Canned food flats- 1
- ★ Treats- 6
- ★ Crates- 1
- ★ HWP- 1
- ★ Dewormer- 2
- ★ Flea/Tick prevention- 2
- ★ DHPP vaccine- 2
- ★ DHLPP vaccine- 2
- ★ Bordatella vaccine- 0
- ★ Life jackets- 6

Cats:

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

TRAINING WINS

Good Pup Partnership:

- ★ No new enrollments in July

Onsite Volunteers:

- ★ 7 new volunteers attended Volunteer Orientation
- ★ 5 new volunteers completed dog walking training number one

Skillz Sunday:

- ★ 7/7: Dog Body Language
- ★ 7/14: Onsite Dog Information Sheets
- ★ 7/28: Onsite Dog Evals

Behavior Team:

- ★ Manina Harris, CPDT-KA, provided surrender prevention and behavioral consulting to 4 dogs

Social Media/Website Stats

GOOGLE TRAFFIC

- ★ Business Profile Views - 3,222
- ★ Business Profile Interactions - 1,146
- ★ Phone Calls via website - 270
- ★ People Asked for Directions - 69
- ★ Website Visits - 1,077
- ★ Searches - 1,313

SEARCHES BREAKDOWN (top 5):

- ★ humane society - 288
- ★ mendocino humane society - 200
- ★ humane society ukiah - 152
- ★ animal shelter - 95
- ★ ukiah humane society - 84

SOCIAL MEDIA TRAFFIC

Facebook:

- ★ Facebook reach- 210.2 K
- ★ Current followers- 17,752
- ★ Content Interactions- 26K
- ★ New likes and followers 229

Instagram:

- ★ Reach- 3.9K
- ★ Followers- 2,194
- ★ Content Interactions- 5.8K
- ★ New followers- 35

HSIMC Groups:

- ★ Adopters: 1.5K members
- ★ Volunteers: 342 members
- ★ Foster Team: 808 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 HSIMC, as well as make additional donations to help our cause.)

★ ShelterPay Rate: 66%
(23 of 35 adopters utilized ShelterPay)

Note: only credit cards are processed through ShelterPay

★ Donations: \$753.65

DONATIONS BREAKDOWN

- ★ Boost in Checkout: \$550
- ★ Processing Fees: \$193.65
- ★ Recurring Donations: \$10

ADOPTER DONATION RATE

- ★ Boost in Checkout: 30%
- ★ Processing Fees: 91%

DONATION TOTALS

- ★ YTD 2024: \$3,826.01
- ★ All-time: \$5,804.45

ADOPTER LUV

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

Miscellaneous

FUNDRAISING

- ★ Calendar Contest
Sponsorships: \$200
Contest: \$7,949
- ★ Plan for possible Oak Firewood Raffle once oak rounds are split?

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

- ★ Cattery HVAC has been completed!
- ★ Barn and Backrow Kennel Rehab designs are in process
- ★ Plans for Front Gate in process
- ★ Several areas of fencing needing repairs
- ★ Clean up of the east field and back 9 underway, in preparation for KK parking
- ★ Cattery quarantine design under construction
- ★ ALL lights onsite have been confirmed to be LED lights
- ★ Volunteer has offered to split oak wood pile

ONGOING OPERATIONS 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
- ★ Petszel comes to HSMC, providing post adoption survey and support
- ★ Meeting with Faith Wright is in the works for ShelterLuv process clarification
- ★ Meeting with Mendocino County CEO Antle to discuss the current animal care services provided in collaboration with the county and to explore opportunities for enhancing our partnership. A meeting was set for August 21st.