



# Humane Society for Inland Mendocino County

## Shelter Operations Board Report

Meeting Date: July 17, 2024

Location: Redwood Valley Grange

### June 2024 Data

# HSIMC Shelter Operations

June 2024 Data (Previous year for comparison)			Population In Care				YTD Live Release Rate
Total Intake: 70 (87)  Dogs: 29 (25) Cats: 41 (62)	Total Live Outcome: 61 (95)  Dogs: 26 (36) Cats: 35 (59)	Total Euth/ Died/Lost: 3 (5)  Dogs: 0 (0) Cats: 3 (5)	Dog Start	Dog End	Cat Start	Cat End	The YTD live release rate is 94.7%  Our live release rate for June 2024 was 95.3% in comparison to 95% in June 2023.
			45 (86)	48 (75)	148 (156)	152 (153)	
Length of Stay for June 2024 (previous year for comparison)							
LOS for animal outcomes	Average days in custody: Cat- 53 (68) Dog- 46 (58)	Average days onsite: Cat- 23 (37) Dog- 20 (15)	Average days available: Cat- 35 (51) Dog- 44 (50)				
LOS for animals currently in care	Average days in custody: Cat- 61 Dog- 150	Average days onsite: Cat- 29 Dog- 71	Average days available: Cat- 44 Dog- 147				

# HSIMC Shelter Operations

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

<b>Total Intake:</b> 70 (87) Dogs: 29 (25) Cats: 41 (62)	<b>Owner Surrender:</b> 30 (9) Dogs: 13 (3) Cats: 17 (6)	<b>Rescue Transfer In:</b> (0) Dogs: 10 (9) Cats: 0 (0)
<b>Strays:</b> 17 (57) Dogs: 6 (13) Cats: 11 (44)	<b>Ferals:</b> Cats: 13 (12)	<b>Other Intakes:</b> 0 (0) Dogs: 0 (0) Cats: 0 (0)

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

<b>Total Outcomes:</b> 64 (100) Dogs: 26 (36) Cats: 38 (64)	<b>Return to Owner:</b> 3 (0) Dogs: 3 (0) Cats: 1 (0)	<b>Rescue Transfer Out:</b> 0 (0) Dogs: 0 (0) Cats: 0 (0)
<b>Adoptions:</b> 57 (93) Dogs: 23 (35) Cats: 34 (58)	<b>TNR:</b> 0 (0) *Currently not performing TNR	<b>Deaths:</b> 3 (5) Dogs: Died in care: 0 (0) Cats: Died in care: 3 (5) Euthanized: 0 (0)

## Long Term Resident Adoptions

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

Cats:

★ KeeKee (114 days)

Dogs:

★ Daisy (128 days)

★ La Moo (215 days)

# Shelter Operations

## RESCUE PROGRAM

### Transfers In:

- ★ Bones Pet Rescue: 7 dogs
- ★ Clearlake Animal Association- 2 dogs
- ★ MCACS- 1 dog

Transfers Out: No transfers out in June

## STAFFING

- ★ 10 Employees (7 FT, 3 PT)
- ★ Rae trained on giving SQ fluids and successfully supported her foster kitten, Maggie, through her medical needs
- ★ Successful June Staff meeting to touch base on trainings, protocols, procedures, and upcoming items.
- ★ Five employees used vacation time in the month of June, HSIMC supports planned time off and we are glad staff is using their available time to take time away for themselves!

## MEDICAL

- ★ Litter of kittens came in early in June and failed to thrive, luckily we were able to save two of them
- ★ Puppy with parvo like symptoms provided with life saving intervention
- ★ The need in our community for access to medical care for their pets continues to rise

# Shelter Operations Wins/Challenges

## CHALLENGES

- ★ LOS continues to rise for all dogs over 40 pounds
- ★ Dog kennels at capacity with only 50 dogs in care
- ★ Two rattlesnakes found on property!
- ★ Cat spay/neuter surgeries for cats currently in our care, are scheduled out into December, putting a halt on cat intakes until we can get caught up.

## WINS

- ★ Adopt-A-Pet Day on June 1st was a success! We started our month with 3 dogs and 6 cats getting adopted but 6 dogs and 14 cats went home that day!
- ★ Cat surrender applications added to our website for easy access to our community
- ★ Devan Amundsen onsite 6/8 & 6/30 to provide outside education opportunities to our team and community
- ★ Feedback from our community: they are so thankful that we are here to provide counseling and support them even when we can't always take an animal. The empathy and compassion from our team is appreciated!

## FUTURE

- ★ Kitten College onsite workshop coming in August, will need to raise \$1,500 for travel costs.
- ★ Survive!
- ★ Care A Van day in the works with Dr. Burns, date is TBA
- ★ Work on and complete existing projects before brining on new ones.

# Shelter Operations

## ADMINISTRATION

### Online applications processed in June 2024

- ★ Dog Adoption Applications: 39
- ★ Cat Adoption Applications: 26
  
- ★ Dog Foster Applications: 6
- ★ Cat Foster Applications:
  
- ★ Dog Surrender Applications: 14
- ★ NEW! Cat Surrender Applications: 1
  
- ★ Adoptions by Pet Guardian: 4

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

## COMMUNITY PROGRAMS

*\*Items donated to the public\**

### Dogs:

- ★ Large bags- 1
- ★ Treats- 3
- ★ Crates- 1
- ★ HWP- 2
- ★ Dewormer- 2
- ★ Flea/Tick prevention- 2
- ★ DHPP vaccine- 0
- ★ DHLPP vaccine- 1
- ★ Bordatella vaccine- 0

### Cats:

- ★ Bags of kibble- 1
- ★ Canned food - 5
- ★ Carriers- 0
- ★ Litter box- 2
- ★ FVRCP vaccine- 3
- ★ Dewormer- 4
- ★ Flea/tick prevention- 4

## TRAINING WINS

### Good Pup Partnership:

- ★ Bunny enrolled in training
- ★ 5 active trainees

### Onsite Volunteers:

- ★ 16 new volunteers attended Volunteer Orientation

### Skillz Sunday:

- ★ 6/2: "Lets go!"
- ★ 6/9: Greeting routine
- ★ 6/16: Structured walks
- ★ 6/23: "Out"
- ★ 6/30: "Meet your Match!" with Devan Amundsen

### Behavior Team:

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

# Social Media/Website Stats

## GOOGLE TRAFFIC

- ★ Business Profile Views - 3,224
- ★ Business Profile Interactions - 1,498
- ★ Phone Calls via website - 251
- ★ People Asked for Directions - 114
- ★ Website Visits - 1,133
- ★ Searches - 1,384

### SEARCHES BREAKDOWN (top 5):

- ★ humane society - 262
- ★ mendocino humane society - 233
- ★ humane society ukiah - 163
- ★ ukiah humane society - 112
- ★ animal shelter - 80

## SOCIAL MEDIA TRAFFIC

### Facebook:

- ★ Facebook reach - 619.2K
- ★ Current followers - 17,562
- ★ Content interactions - 48 K
- ★ New likes and followers - 497

### Instagram:

- ★ Reach - 10.3 K
- ★ Followers - 2,191
- ★ Content interactions - 7.4 K
- ★ New followers - 33

### HSIMC Groups:

- ★ Adopters: 1.4K members
- ★ Volunteers: 342 members
- ★ Foster Team: 798 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: 60%  
(34 of 57 adopters utilized ShelterPay)  
*\*\*Note: only credit cards are processed through ShelterPay\*\**

★ Donations: \$872.93

## DONATIONS BREAKDOWN

- ★ Boost in Checkout: \$645
- ★ Processing Fees: \$217.93
- ★ Recurring Donations: \$10

## ADOPTER DONATION RATE

- ★ Boost in Checkout: 30%
- ★ Processing Fees: 80%

## DONATION TOTALS

- ★ YTD 2024: \$3,072.36
- ★ All-time: \$5,050.80

## ADOPTER LUV

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

# Miscellaneous

## FUNDRAISING

★ June 29th: Disc Golf Tournament  
Ticket Sales: \$3,435.52  
Raffle: \$372  
Donations: \$25  
Expenses: \$91.09 (program fees)

★ June 29th: Black Bart Parade  
Donations: \$15

★ Calendar Contest  
Sponsorships: \$200  
Contest: \$1,753

***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

- ★ Cattery HVAC is underway!
- ★ Misters up in dog kennels - ALL outdoor kennels now have misters, including the back row!
- ★ New gate quote is in, BOD to discuss process forward.
- ★ Working on design and costs for Barn Kennel Rehab and Backrow Kennel Rehab

## ONGOING OPERATIONS PROJECTS

- ★ Volunteer Program: Onboarding new volunteer database to promote volunteer participation and recruitment while reducing the amount of data entry by staff
- ★ C.A.R.T is getting closer to moving onsite
- ★ Meeting with Faith Wright is in the works!