



# Humane Society for Inland Mendocino County

## Shelter Operations Board Report

Meeting Date: April 17, 2024

Location: Redwood Valley Grange

### March 2024 Data

# HSIMC Shelter Operations

March 2024 Data (Previous year for comparison)			Population In Care				YTD Live Release Rate
Total Intake: 62 (98)	Total Live Outcome: 56 (65)	Total Euth/ Died/Lost: 2 (8)	Dog Start	Dog End	Cat Start	Cat End	The YTD live release rate for 2024 is 97.9% compared to 94.4% in 2023
Dogs: 28 (46) Cats: 34 (52)	Dogs: 22 (34) Cats: 34 (31)	Dogs: 1 (6) Cats: 1 (2)	70 (75)	75 (81)	56 (78)	55 (97)	
Length of Stay for March 2024 (previous year for comparison)							
LOS for animal outcomes in March	Average days in custody: Cat- 82 (63) Dog- 70 (50)	Average days onsite: Cat- 72 (50) Dog- 16 (8)	Average days available: Cat- 76 (62) Dog- 62 (39)		Our live release rate for February 2024 was 96.6% in comparison to 89% in 2023.		
LOS for animals currently in care	Average days in custody: Cat- 185 (4689) Dog- 118 (221)	Average days onsite: Cat- 177 (4689) Dog- 50 (54)	Average days available: Cat- 168 (4452) Dog- 114 (217)				

# HSIMC Shelter Operations

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

<b><u>Total Intake:</u></b> 62 (98) Dogs: 28 (46) Cats: 34 (52)	<b><u>Owner Surrender:</u></b> 24 (32) Dogs: 7 (24) Cats: 17 (8)	<b><u>Rescue Transfer In:</u></b> 16 (7) Dogs: 16 (6) Cats: 0 (1)
<b><u>Strays:</u></b> 16 (47) Dogs: 4 (10) Cats: 12 (37)	<b><u>Ferals:</u></b> 0	<b><u>Other Intakes:</u></b> 6 (12) Dogs: 1 service in (6) born in care Cats: 5 born in care (6) born in care

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

<b><u>Total Outcomes:</u></b> 58 (73) Dogs: 23 (40) Cats: 35 (33)	<b><u>Return to Owner:</u></b> 0 (0) Dogs: 0 (0) Cats: 0 (0)	<b><u>Rescue Transfer Out:</u></b> 0 (0) Dogs: 0 (0) Cats: 0 (0)
<b><u>Adoptions:</u></b> 56 (64) Dogs: 22 (33) Cats: 34 (31)	<b><u>Other:</u></b> 0 (1) Dogs: 0 (1) service out Cats: 0 (0)	<b><u>Deaths:</u></b> 2 (8) Dogs: Euthanized: 1 (0) Died in care: 0 (6) Cats: Euthanized: 1 (1) Died in care: 0 (1)

## Long Term Resident Adoptions

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

### Cats:

- Petunia (243 days)
- Nitro (165 days)
- Nifty (165 days)
- Maddie (880 days)
- Kerri (127 days)
- Scoob (184 days)
- Jonah (192 days)
- October Wind (120 days)

### Dogs:

- Hazel (210 days)

## Long Term Resident Finds Foster!

In other news! Long term resident Chia finds a foster home and leaves our facility for the first time in over 13 years!

# Shelter Operations

## RESCUE PROGRAM

### Transfers In:

- ★ Wasson Memorial Veterinary Clinic- 1 dog
- ★ Clearlake Animal Association - 2 dogs
- ★ MCACS- 13 dogs

### Transfers Out:

- ★ No transfers out in March

## STAFFING

- ★ 10 Employees (7 FT, 3 PT)
- ★ Rae receives training from Suzanne for staple removal on Liza after FHO surgery
- ★ Short Staffing throughout March, 14 total days
- ★ Emily coordinates assistance for a senior community member, living in Potter Valley, to receive assistance from CPR Second Chance Cat Sanctuary and Ukiah Animal Control to TNR the colony on her property, a total of 40-50 cats
- ★ New employee onboarding has gone well, Sara has been a great addition to our team
- ★ Becca attends Camp Maddie Virtual Conference Behavior Edition Part 1

## MEDICAL

- ★ Kettu has dental and 13 teeth extractions
- ★ Intake of PanLeuk kitten, stopped all cat intakes for 2 weeks
- ★ Curious, FeLV Cat, ADOPTED
- ★ Pregnant cat dumped onsite
- ★ Kyla Iverson provides free dog grooming services for Guy, Flopsy and Mopsy
- ★ Calicivirus cats, Monkey and Fliss, continue to show symptoms of URI despite standard medication protocols. Suzanne thinking outside the box to find alternate treatment plans
- ★ Making the best of a bad situation: Due to panleuk quarantine, only 1 cat available for spay. Coordinated with EHV to allow Julie K. to get spay/neuter for 10 cats from a colony she helps manage, the last of 45 cats rescued and altered from that colony

# Shelter Operations Wins/Challenges

## CHALLENGES

- ★ Behavioral Euthanasia- Freya
- ★ Not enough resources to support feral cat colonies for TNR.
- ★ Donation opportunity needs space for 30-40 pallets of items
- ★ Dumping of animals at HSIMC
- ★ PanLeuk is prevalent in our community, must be aware
- ★ Dog team booked out into July for spay/neuter with East Hill
- ★ Long term dog residents showing higher levels of FAS. Losing weight, eating rocks and reactivity
- ★ HUGE dog came on property after hours and got into scuffle with John Wayne
- ★ Saying "NO" to tamales
- ★ Main HSIMC phone line was down for a few days, repairs completed

## WINS

- ★ Sonoma Humane Society brings van full of supplies for our shelter and our community!
- ★ New process to notify volunteers/stakeholders when a behavioral euthanasia will be taking place
- ★ Volunteer Bobbi organizes collars/harness/leashes for easy access to our foster team
- ★ JD Redhouse hosts "Stuff a KONG for the pups at HSIMC" on 3/30
- ★ Six Kuranda beds purchased through shelter bed program
- ★ HSIMC hosts Devan Amundsen, CPDT-KA CBCC-KA, to provide first ever Dog Behavior Workshop onsite with over 60 participants joining us!
- ★ Google translate helping us break language barriers with our adopters and fosters. Maria, our tamale lady adopts a puppy!

## FUTURE

- ★ Continuing to build relationships with other rescue programs so we can better assist our community
- ★ Animal Shelter Expo in May
- ★ Locate warehouse or storage space that can assist in providing short term storage for 30-40 pallets
- ★ Building adaptability criteria for the animals that come into our care
- ★ Building more programs to assist our community so fewer animals are dumped
- ★ Continue to work towards inclusionary forms for our spanish speaking community
- ★ Acquiring a new van for animal transport
- ★ Pilot programs with Devan Amundsen to provide more training to our community

# Shelter Operations

## ADMINISTRATION

### Online applications processed in March 2024

- ★ Dog Adoption Applications: 31
- ★ Cat Adoption Applications: 21

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

- ★ Dog Surrender Applications: 17

- ★ Adoptions by Pet Guardian: 13

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

- ★ Emails received/sent: 1,875

- ★ Contact us requests: 11 (website messages)

### NEW PROGRAM: SHELTERPAY

- ★ New payment system for Credit Cards introduced by ShelterLuv, allows FTA and Adopters to cover ShelterLuv fees during checkout and submit additional donations

## COMMUNITY PROGRAMS

*\*Items donated to the public\**

### Dogs:

- ★ Large bags- 3
- ★ Canned food flats- 1
- ★ Treats- 2
- ★ Crates- 3
- ★ Blankets- 0
- ★ Dog jackets - 0
- ★ Bed- 0
- ★ HWP- 0
- ★ Dewormer- 0
- ★ DHPP vaccine- 0
- ★ DHLPP vaccine- 0
- ★ Bordatella vaccine- 0

### Cats:

- ★ Bags of kibble- 0
- ★ Canned food flats- 0
- ★ Carriers- 0
- ★ Spay/Neuter services- 2

## TRAINING WINS

### Good Pup Partnership:

- ★ Two GoodPup scholarships given out to adoptees Merlin (fka Hobo) and Peaches (fka Lola)
- ★ Eight active trainees enrolled
- ★ GoodPup partnership continues to be an excellent resource available to anyone affiliated with HSMC

### Onsite Volunteers:

- ★ 11 new volunteers orientated
- ★ 12 volunteers completed Dog Walking Orientation number one

### Behavior Team:

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

### Skillz Sunday:

- ★ **3/3:** Conditioning dogs to wear head halters
- ★ **3/10:** Load Up
- ★ **3/17:** Mark & Reward/Luring
- ★ **3/24:** Dog Behavior Workshop w/Devan Amundsen
- ★ **3/31:** Muzzle training

# Social Media/Website/Other Stats

## GOOGLE TRAFFIC

- ★ Business Profile Views - 3,487
- ★ Business Profile Interactions - 1,483
- ★ Phone Calls via website - 229
- ★ People Asked for Directions - 77
- ★ Website Visits - 1,177
- ★ Searches - 1,457

### SEARCHES BREAKDOWN (top 5):

- ★ humane society - 283
- ★ mendocino humane society - 280
- ★ humane society ukiah - 182
- ★ california humane society - 95
- ★ ukiah humane society - 90

## SOCIAL MEDIA TRAFFIC

### Facebook:

- ★ Facebook reach 63.7K
- ★ Current followers 16.9K
- ★ Page visits 22.1K
- ★ New likes 51
- ★ Posts 224
- ★ Stories 14

### Instagram:

- ★ Reach 2.7K
- ★ Followers 2.14K
- ★ Profile visits 1.5K
- ★ New followers 58
- ★ Posts 204
- ★ Stories 21

### HSIMC Groups:

- ★ Adopters: 1.4K members
- ★ Volunteers: 330 members
- ★ Foster Team: 783 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: 29%  
(18 of 63 adopters utilized ShelterPay)
- \*\*Note: only credit cards are processed through ShelterPay
- ★ Donations: \$77.31

### DONATIONS BREAKDOWN

- ★ Boost in Checkout: \$0
- ★ Processing Fees: \$77.31

### ADOPTER DONATION RATE

- ★ Boost in Checkout: \$0
- ★ Processing Fees: 63%

### DONATION TOTALS

- ★ YTD 2024: \$462.86
- ★ All-time: \$2,441.30

### ADOPTER LUV

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