



# Humane Society for Inland Mendocino County

## Shelter Operations Board Report

Meeting Date: June 19, 2024 (Cancelled)

Location: Redwood Valley Grange

### May 2024 Data

# HSIMC Shelter Operations

May 2024 Data (Previous year for comparison)			Population In Care				Live Release Rates
Total Intake: 102 (110)	Total Live Outcome: 48 (82)	Total Euth/ Died/Lost: 7 (16)	Dog Start	Dog End	Cat Start	Cat End	<i>*Total live outcomes divided by total outcomes</i>
			50 (89)	45 (86)	96 (141)	148 (156)	
Dogs: 16 (32) Cats: 86 (78)	Dogs: 21 (32) Cats: 27 (50)	Dogs: 0 (3) Cats: 7 (13)					
Length of Stay for May 2024 (previous year for comparison)							The YTD (5/31/24) live release rate for HSIMC is 94.5%
LOS for animal outcomes in May	Average days in custody: Cat- 38 (50) Dog- 88 (69)	Average days onsite: Cat- 24 (37) Dog- 35 (6)	Average days available: Cat- 30 (42) Dog- 86 (46)				
LOS for animals currently in care on 5/31/24	Average days in custody: Cat- 48 Dog- 158	Average days onsite: Cat- 24 Dog- 74	Average days available: Cat- 30 Dog- 155				
							Our live release rate for May 2024 was 87.3% in comparison to 83.7% in May 2023.

# HSIMC Shelter Operations

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

<b><u>Total Intake:</u></b> 102 (110) Dogs: 16 (32) Cats: 86 (78)	<b><u>Owner Surrender:</u></b> 21 (30) Dogs: 8 (17) Cats: 13 (13)	<b><u>Rescue Transfer In:</u></b> 9 (12) Dogs: 6 (12) Cats: 3 (0)
<b><u>Strays:</u></b> 46 (66) Dogs: 2 (3) Cats: 44 (63)	<b><u>Feral Cats:</u></b> 20 (1)	<b><u>Other Intakes:</u></b> Dogs: 0 (0) Cats: 6 born in care (1 born in care)

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

<b><u>Total Outcomes:</u></b> 55 (98) Dogs: 34 (35) Cats: 21 (63)	<b><u>Return to Owner:</u></b> 0 (2) Dogs: 0 (0) Cats: 0 (2)	<b><u>Rescue Transfer Out:</u></b> (0) Dogs: 0 (0) Cats: 4 (0)
<b><u>Adoptions:</u></b> 44 (80) Dogs: 23 (32) Cats: 21 (48)	<b><u>TNR:</u></b> 0 (0) *Currently not performing TNR	<b><u>Deaths:</u></b> 7 (13) Dogs: 0 Cats: Died in care: 4 (11) Euthanized: 3 (1) Lost: 0 (1)

## Long Term Resident Adoptions

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

### Cats:

- ★ Kyra (220 days) - One eyed, many toed and she had asthma but that didn't stop her from being someone's best cat ever.
- ★ Tiny Tim (240 days) - Tiny Tim was our first cat to be treated for FIP!

### Dogs:

- ★ Chula (507 days) her story is extra special! Chula was adopted to a home who had recently adopted her kennel mate, Deuce. They are now reunited and so happy to be living together again!
- ★ Sheba (147 days)

# Shelter Operations

## RESCUE PROGRAM

### Transfers In:

- ★ Bones Pet Rescue: 3 dogs
- ★ Clearlake Animal Association: 2 dogs
- ★ Lake County Animal Control: 1 dog
- ★ Mendocino County Animal Care Services: 2 cats
- ★ Santa Cruz County Animal Services: 1 cat

### Transfers Out:

- ★ Redwood Coast Humane Society: 4 kittens

## STAFFING

- ★ 10 Employees (7 FT, 3 PT)
- ★ Suzanne is enrolled in Shelter Cat Behavior Mentorship through Shelter Behavior Hub with Trish McMillin
- ★ Raeann is enrolled in Shelter Dog Behavior Mentorship through Shelter Behavior Hub with Trish McMillin
- ★ Sara completed the Shelter Essentials Course through APA! And is now on track to continue learning more with our team
- ★ Foster pathway planning on the cat team is going very well, kittens are listed on the website at 6 weeks of age and available for adopters to meet at 8 weeks old
- ★ Successful May staff meeting leaves them wanting more info, more training, and more ice cream!

## MEDICAL

- ★ Lucy receives distal ulnar ostectomy at UC Davis further surgeries and diagnostics may be needed to resolve her elbow dysplasia, angular limb deformity and incontinence issues
- ★ Surgery date with MCACS on 5/19 cancelled
- ★ Two CH kittens (cerebellar hypoplasia) were saved from euthanasia at MCACS and transferred here for a chance at a live outcome! Like jello in an earthquake, our wobbly kittens named Doug Dimmodome and Tiberius Stormwind, have stolen the show and we hope to find them the special homes they need soon!
- ★ Dogs, Mocha and Aquaria, started on behavior modification medication for high levels of FAS (fear, anxiety, stress) We currently have 9 dogs on medication for FAS due to shelter environment and LOS

# Shelter Operations Wins/Challenges

## CHALLENGES

- ★ Down two staff members for one whole week during Expo
- ★ Intakes for dogs are very low due to lack of kennel space onsite
- ★ Kitten EXPLOSION! We had 47 kittens surrendered to us and 26 kittens born into our care!
- ★ Cancellation of Community Meeting hosted by MCACS
- ★ Summer heat has arrived, limited cool spaces available for both animals and humans
- ★ Not enough bottle baby fosters to provide this delicate lifesaving intervention to our neonates

## WINS

- ★ Jenny and Becca attend HSUS Animal Care Expo 2024, the world's largest Animal Welfare Conference!
- ★ Staff navigated running the shelter smoothly for one week while down two staff members, a sign of a well functioning team
- ★ Anonymous 5k donation for Lucy's surgery
- ★ Eddie Alexander donates 1k in food for the shelter!
- ★ Small white stray dog running loose for 3 weeks in RV is caught by a community member and is now safe with HSIMC
- ★ Photographers Rob Dolmage and Michael Surman provided us with outstanding photos of our dogs and cats!
- ★ Danielle Ault providing CONSISTENT adoption success stories to our social media pages

## FUTURE

- ★ Animal Care Expo connections! Marnie from Kitten College has been contacted for next steps in hosting an onsite visit/training
- ★ Continue defining and putting into writing all of protocols and standard operating procedures
- ★ HSIMC is participating in California Adopt-A-Pet day with FREE adoptions of all altered/ready to adopt dogs and cats!
- ★ Dog and cat teams working on posting all new animal arrivals within 24 hours to our website and social medias to help fast track them on their pathway to adoption
- ★ Looking forward to new date of Community Meeting with MCACS
- ★ Quarter two staff training on PPE starts in June

# Shelter Operations

## ADMINISTRATION

### Online applications processed in May 2024

- ★ Dog Adoption Applications: 14
- ★ Cat Adoption Applications: 42
- ★ Dog Foster Applications: 3
- ★ Cat Foster Applications: 5
- ★ Dog Surrender Applications: 15
- ★ Adoptions by Pet Guardian: 7

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

## COMMUNITY PROGRAMS

*\*Items donated to the public\**

### Dogs:

- ★ Large bags- 4
- ★ Canned food flats- 1
- ★ Treats- 6
- ★ Flea/Tick prevention- 6

### Cats:

- ★ Bags of kibble- 0
- ★ Canned food flats- 0
- ★ Carriers- 0

## TRAINING WINS

### Good Pup Partnership:

- ★ Peter Lushington and Thelma started GoodPup!
- ★ Mari Roden and Cozy started GoodPup!
- ★ Sadie and owner Melody Wiggins graduated from Advanced Manners!

### Onsite Volunteers:

- ★ 9 new volunteers attended Volunteer Orientation
- ★ 13 volunteers attended dog walking orientation #1

### Skillz Sunday:

- ★ 5/5: Recall
- ★ 5/12: Collar Grabs
- ★ 5/19: Hoops
- ★ 5/26: Skillz Sunday Review

### Behavior Team:

- ★ Manina Harris, Certified Trainer and Behavior Consultant Volunteer, CPDT-KA provided surrender prevention and support to 10 dogs

# Social Media/Website Stats

## GOOGLE TRAFFIC

- ★ Business Profile Views - 3,146
- ★ Business Profile Interactions - 1,421
- ★ Phone Calls via website - 289
- ★ People Asked for Directions - 91
- ★ Website Visits - 1,041
- ★ Searches - 1,304

### SEARCHES BREAKDOWN (top 5):

- ★ humane society - 280
- ★ mendocino humane society - 194
- ★ humane society ukiah - 147
- ★ ukiah humane society - 80
- ★ california humane society - 73

## SOCIAL MEDIA TRAFFIC

### Facebook:

- ★ Reach- 233.7 K
- ★ Current followers- 17.1K
- ★ Content Interactions- 28.6 K
- ★ New likes and followers- 190

### Instagram:

- ★ Reach- 3.3 K
- ★ Followers- 2.2 K
- ★ Content Interactions- 7.1 K
- ★ New followers- 35

### HSIMC Groups:

- ★ Adopters: 1.4 K members
- ★ Volunteers: 337 members
- ★ Foster Team: 784 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%  
(30 of 44 adopters utilized ShelterPay)

*\*\*Note: only credit cards are processed through ShelterPay\*\**

- ★ Donations: \$786.28

## DONATIONS BREAKDOWN

- ★ Boost in Checkout: \$530
- ★ Processing Fees: \$246.28
- ★ Recurring Donations: \$10

## ADOPTER DONATION RATE

- ★ Boost in Checkout: 30%
- ★ Processing Fees: 93%

## DONATION TOTALS

- ★ YTD 2024: \$2,199.43
- ★ All-time: \$4,177.87

## ADOPTER LUV

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

# Miscellaneous

## FUNDRAISING

★ May 4th: Spring Gala  
Sponsorships & Ticket Sales: \$21,225  
Live & Silent Auctions: \$15,612  
Fund the Need: \$33,020  
Donations/Bar: \$3,248

★ April 20th: Hopland Pride  
Donations: \$163  
Swag: \$95

★ April 20th: Go Topless Jeep Event  
Donations: \$2,629  
Swag: \$27

***Thank you ALL for your efforts in  
making 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

★ CIP Project Scheduling Underway  
with Tracey & Alex

- Cattery HVAC installation already  
underway!

Project Planning the Following:

- Barn kennel rehab
- Barn extension scheduling
- Green shed rehab
- Additional gates added to gauntlet
- Backrow kennel rehab
- Backrow yard additions
- Metal shed A/C: Sonoma Clean Power Grant?

## 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!

★ Shelter Board Reports are now on  
the website for viewing by the public



# Animal Care Expo 2024!



## Workshops

### **Barkitecture: Get ready to raise the ruff!**

Building a new shelter- or making major renovations to an existing one- can be a daunting undertaking or an exciting opportunity. In this daylong workshop, ur panel of experts will provide you with the guidance and tools necessary to make the most of this opportunity through the process of planning, designing, and building an new or new-and-improved shelter for your community and the animals in your care.

**Getting things done: Tools to better understand and influence.** Our work for animals is only as effective as our ability to rally people- staff, volunteers, and community members- to work together for the animals. This session offered both frameworks and practical tips on how to build trust-based relationships, use a variety of influencing tactics, and architect sustainable behavior changes.

## Round Table Discussions

### **Round Table #1:**

#### **Pet Resource Center: Maximizing Impact with Minimal Budget**

Small group discussions limited to 10 participants per table. A table facilitator with expertise on the table topic will be there to help kick off the discussion.

### **Round Table #2:**

#### **Building a thriving volunteer program on a shoestring budget**

Join this audience-led Q&A session to get all of your shelter operations questions answered by our panel of experts.

### **Round Table #3:**

#### **Positive reinforcement strategies to reduce barking in Brazilian animal shelters**

Small group discussions limited to 10 participants per table. A table facilitator with expertise on the table topic will be there to help kick off the discussion.

# Animal Care Expo 2024!

## Workshops

### **Humane discourse: A framework for compassionate communication.**

Community members and advocates are critical to our efforts to build more humane communities but our interactions with them may not always be productive or based on a deep understanding of the work of animal welfare. So, what happens when your organization experiences behaviors that are counterintuitive to the mission such as threats, harassment and bullying? In this session a panel of animal welfare professionals will join together and discuss the importance of respectful dialogue in the animal welfare and veterinary care spaces. You will hear first-hand experiences from a variety of backgrounds, examples of how storytelling transformed communities and leave with the understanding and tools to assess and address negative comments and turn them into catalysts for change. You will learn ways you and your organization can work with communities and others in animal welfare to build a compassionate framework for disagreement. You will leave feeling reinvigorated to engage with internal and external stakeholders in a respectful and effective exchange of ideas rooted in compassion.

**Leadership as a way of being.** Leadership is a posture, not a position in an organization. Using examples such as mentoring others, having difficult conversations, and modeling boundaries between our professional and personal lives, attendees will learn how to embody leadership regardless of their role in animal welfare. When everyone views leadership as a way of being, organizational culture thrives.

## Workshops

**Intake to placement strategies for big dogs.** As organizations across the country are struggling with capacity issues, especially with large dogs, it's easy to get to a point where some dogs can be overlooked, fall through the cracks, or, ultimately, be euthanized due to lack of space or time in a shelter. There are ways that you can build out systems to help monitor dogs from the time they enter the shelter to the time that they leave to make sure no dog goes unnoticed. In this workshop find out how to monitor your large dog population, analyze and track their intake-to-placement strategy, and market them to get them adopted, back home, or out of the shelter.

**Where have all the dog adopters gone?** Dog adoptions have flatlined since the pandemic and shelters continue to be inundated with dogs that are waiting longer than ever to find homes. Has dog adoption lost its appeal or is there something bigger at play? In this workshop we will take an in-depth look at dog supply/demand by examining how the popularity of dog acquisition has shifted over the past away from shelter/rescue adoptions and what we can do about it. We will also look at what is expected to happen through the end of 2024, and what lessons we can learn from the peer-to-peer rehoming boom that we can apply to increase the success of our adoption programs. Using NEW animal level data, we will also share insights about what types of dogs are having faster adoption outcomes (by age, breed, size, etc.) and what adopters are searching for (spoiler alert: it's not what you think!) Attendees will take away simple, actionable items that they can implement immediately in their organizations to increase dog adoptions TOMORROW!

# Animal Care Expo 2024!

## Workshops

**Transforming post-adoption behavioral support: Lowering barriers and increasing access.** In today's landscape of animal shelters and rescues it's no secret that slowing adoption rates and increased lengths of stay are leading to or exacerbating more behavioral challenges than we've ever seen. Learn how two very different organizations are utilizing virtual dog training and behavior support to revolutionize their foster and adoption programs. Rather than crossing their fingers and hoping for the best, learn how they're taking a proactive approach and setting up dogs for success from the minute they leave their doors.

**Navigating the complexities of invested volunteers.** Volunteers are the backbone of our organizations, whether you are a private shelter or a foster-based rescue, whether you have no staff or more than 100 staff, whether you are a government shelter or a nonprofit. While we may think that recruiting dedicated volunteers is our biggest challenge, sometimes we find it more challenging to, as staff, work well with dedicated volunteers. This session will bring together three organizations: Palm Valley Animal Society, Lucky Dog Animal Rescue, and Austin Pets Alive! To discuss how they manage the complexity that comes with welcoming volunteers as a critical part of the workforce. How do you keep order? How do you create an environment where everyone feels respected and impactful?

## Workshops

### **Rural Challenges & Solutions**

Rural areas can be described as lifesaving's longest mile. Massive resource deserts, lack of infrastructure, and lack of public funding can make an already daunting mission seem impossible. At this workshop, we will seek to define some of the greatest challenges facing rural areas and discuss potential solutions. We will feature the HSUS Mentorship between Good Shepherd Humane Society and Green Forest Arkansas Animal Control as a mentorship model.

### **Leading people by letting go: Building resilient teams in the face of constant change.**

This course focuses on leading people through constant crisis & change, including tools to reduce burnout, common missteps & why your team needs you to be planning for the future. Whether you're a CEO, a supervisor, as senior team member or a volunteer coordinator, this workshop is designed to offer a menu of leadership principles, practical applications and actionable steps you can take that will ground your approach & equip you to become a transformational leader, without running yourself into the ground.

### **Culture and value exchange: Improve your operations and workplace**

Strong organizational culture is the key to employee engagement and effective teams. In the ever-evolving and emotionally-charged world of animal welfare, a strong culture employs resilient and adaptable team members to save more lives! But how do you build it? You'll walk away from this workshop with tools to define and integrate an intentional culture that nurtures its team members and, ultimately, helps more animals!

# Animal Care Expo 2024!

## Workshops

### **Not your normal customer services class**

Customer Service training in Animal Welfare has often been an afterthought. Seldom do we see curriculum on this topic at most conferences and when we do, it's nothing new. We all assume everyone knows how to be nice, but it's not about being nice, it's about being effective in our communication with one another, volunteers, customers, and anyone else we come into contact with through the course of our work,. It's about legitimizing the feelings of others, finding words that impact the psyche and leave the other person feeling cared for, even when our answer might be no. This session will inspire attendees to really evaluate the training given to all staff/volunteers that interact with others. Often, we presume customer service is something our parents should have taught us, but that is not always the case. This session will be unique in that we will talk through conversations that we have routinely, but often fall short in doing so. This session is intended to provoke conversation, thoughts, and action.

**Happy, healthy shelter cats: Practical tools and best practices.** Housing cats in shelters for health and happiness- the whole kit and caboodle- focused on cats and those who care for them. We will cover foundational information- the basics of housing best practices and share our newest research on cat housing. This lays the groundwork for some of the more subtleties of housing set up, operational practices and infectious disease control. Throughout the presentation- practical tips and tricks for taking your cat housing from good to better to best will be shared. And if you have housing that you know is not working well for you or your cats- we have ways to improve it- even on a shoestring budget.

## Workshops

### **Brand Magic: Find your identity and employer your employees to be brand ambassadors**

Your brand is not just a logo; it's your story. Explore how you can define an appealing brand and then infuse it in everything you do - every interaction, event, or newsletter - to community who you are and why you're worth supporting. Two organizations draw from their experiences - Muttville Senior Dog Rescue in San Francisco and the American Society for the Prevention of Cruelty to Animals - to guide you in 1) refining your brand; 2) making sure it pops up everywhere; and 3) making everybody in your organization, staff and volunteers alike, not only your brand ambassadors but your designers and marketers! We'll show you the practical, budget-friendly (often free) tools you can use to bring your brand to life through visuals, and how to use everyone in the organization to make sure your logo and your message are seen and understood. Learn to craft impactful newsletters, persuasive fundraising messages, engaging social media posts, and memorable events, all reflecting the essence of who you are. Master creating eye-catching visuals without stretching your budget, using accessible tools like Canva, to set up a brand kit and brand templates that any employee at your organization can use. This workshop is your pathway to making every poster, website graphic, social post, or conversation a brand reinforcement. Let's turn your brand into your most powerful voice.