



# Humane Society for Inland Mendocino County

## Shelter Operations Board Report

Meeting Date: September 17, 2025

Location: Redwood Valley Grange

### August 2025 Data

# HSIMC Shelter Operations

August 2025 Data (Previous year for comparison)			Population In Care			
			Dog Start	Dog End	Cat Start	Cat End
Total Intake: 85	Total Live Outcome: 58	Total Euth/Died/Lost: 2	47	55	79	98
Dogs: 31 Cats: 54	Dogs: 23 Cats: 35	Dogs: 0 Cats: 2				

## YTD Live Release Rate

The YTD live release rate is 96.99%

Our live release rate for August 2025 was 96.5% in comparison to 96.4% in August 2024.

Length of Stay for August 2025			
<b>LOS for animal outcomes</b>	Average days in custody: Cat - 62 Dog - 48	Average days onsite: Cat - 30 Dog - 20	Average days available: Cat - 50 Dog - 47
<b>LOS for animals currently in care</b>	Average days in custody: Cat - 68 Dog - 84	Average days onsite: Cat - 26 Dog - 36	Average days available: Cat - 58 Dog - 82

# HSIMC Shelter Operations

## August 2025 Intakes Breakdown (Previous year for comparison)

<b><u>Total Intake:</u> 85</b> Dogs: 31 Cats: 54	<b><u>Owner Surrender:</u> 52</b> Dogs: 10 Cats: 42	<b><u>Rescue Transfer In:</u> 27</b> Dogs: 18 Cats: 9
<b><u>Strays:</u> 2</b> Dogs: 2 Cats: 0	<b><u>Feral Cats:</u> 3</b>  <b>Service In: 0</b>	<b><u>Born in Care:</u> 0</b> Dogs: 0 Cats: 0

## August 2025 Outcomes Breakdown (Previous year for comparison)

<b><u>Total Outcomes:</u> 58</b> Dogs: 23 Cats: 35	<b><u>Return to Owner:</u> 1</b> Dogs: 1 Cats: 0	<b><u>Rescue Transfer Out:</u> 0</b> Dogs: 0 Cats: 0
<b><u>Adoptions:</u> 55</b> Dogs: 22 Cats: 33	<b><u>TNR:</u> *Currently not performing TNR</b>  <b>RTF: 0</b>  <b>Service Out: 0</b>	<b><u>Deaths:</u> 2</b> <b>Dogs:</b> Euthanized: 0 <b>Cats: 2</b> Died in care: 1 Euthanized: 1 Lost/Stolen: 0

## Long Term Resident Adoptions

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

Cats:

★ Poppy (125 Days)

Dogs:

★ Cupid (235 Days)

★ Devan (90 Days)

★ Lydia (164 Days)

# Shelter Operations

## RESCUE PROGRAM

### Transfers In:

- ★ MCACS: 10 Dogs
- ★ AVAR: 6 Kittens
- ★ 2nd Chance: 3 Kittens
- ★ LCAC: 8 Dogs

### Transfers Out:

## STAFFING

- ★ 10 Employees (7 FT, 3 PT)
- ★ Emily returns to school to become ASL certified and work towards Biology for transfer - the ultimate goal is to end up in veterinary medicine.
- ★ Bruh (the dog) joins our staff meeting this month!

## MEDICAL

- ★ Patches has oral mass that needs to be removed
- ★ Bean Freak Junior comes in with a degloved tail. Amputation of remaining damaged tail scheduled
- ★ Spay aborts preformed on 2 very pregnant chihuahuas, Potato Bug and Vibes
- ★ Senior dog Molly needs emergency dental- fundraising begins now!
- ★ Creamer- on a weight loss plan and already dropping the lbs!

# Shelter Operations Wins/Challenges

## CHALLENGES

- ★ Two week notice given by Animal Care Technician, Emily, short staffing begins in September!
- ★ Cattery will be short staffed for an undetermined amount of time
- ★ Gingy's sister, Stella, enters the chat! Another spicy cat needs our expertise ;)
- ★ Dog found tied to our gate on a closed day where temperatures were in the 100's
- ★ Bobbi Kelly Ryan on a medical leave, her absence is felt on the dog team!
- ★ Phones- LINE ONE!!! The bane of our existence! Phone calls are challenging and customer service suffers as long as the line is crackling!

## WINS

- ★ Family Life Magazine does a courtesy post for Kritter Karnival 2025!
- ★ Name Your Price Adoption Event!
  - \*Three dogs and eight cats find homes!\*
- ★ Manina is back onsite and teaches her first Skillz Sunday lesson since starting her treatment
- ★ Owners found for dog tied to our fence!

## FUTURE

- ★ New hire process begins!
- ★ EH S/N days resume in September!
- ★ Survive!
- ★ Revisit a camera system that works for HSIMC!
- ★ Seeking shed organization to prepare for wreath season!
- ★

# Shelter Operations

## ADMINISTRATION

### Online applications processed in August 2025

- ★ Dog Adoption Applications: 30
- ★ Cat Adoption Applications: 18
  
- ★ Dog Foster Applications: 3
- ★ Cat Foster Applications: 1
  
- ★ Dog Surrender Applications: 24
- ★ Cat Surrender Applications: 18
  
- ★ Adoptions by Pet Guardian: 12

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

## COMMUNITY PROGRAMS

*\*Animals supported through our Pet Pantry\**

- ★ Wellness/Preventative Care:  
Dogs- 3
  
- ★ Pet Food:  
Dogs- 37 Cats- 92
  
- ★ Pet Supplies:  
Dogs- 10 Cats- 25

### Community Pantry Feedback:

Becca says: The community at large is very thankful for all of our Pet Pantry support-year to date we have supported over 600 animals with food and supplies!

## TRAINING WINS

### **Good Pup Partnership:**

- Good Pup has been bought out by Rover and will no longer provide a shelter program :(

### **Onsite Volunteers:**

- New volunteers! We had 16 attendees at volunteer orientation
- New dog walkers! We had 10 people complete their first dog walking orientation

### **Skillz Sunday:**

- 8/3: Grooming Basics Kyla Iversen
- 8/10: Grooming Part 2: Kyla Iversen
- 8/17: Scrub a Dub Sunday! Kyla I.
- 8/24: Debunking Dominance w/Leanna Sweet
- 8/31: Long Lines w/Manina Harris

### **Behavior Team:**

- Leanna Sweet provided surrender prevention and behavior support to 6 dogs this month.

# Social Media/Website Stats

## GOOGLE TRAFFIC

- ★ Business Profile Views - 4,284
- ★ Business Profile Interactions - 1,856
- ★ Phone Calls via website - 334
- ★ People Asked for Directions - 146
- ★ Website Visits - 1,376
- ★ Searches - 1,607

### SEARCHES BREAKDOWN (top 5):

- ★ mendocino humane society - 286
- ★ Humane society - 273
- ★ humane society ukiah - 148
- ★ mendocino county animal shelter - 114
- ★ ukiah humane society - 109

## SOCIAL MEDIA TRAFFIC

### Facebook:

- ★ Current followers- 19,374
- ★ Facebook reach- 80.1K
- ★ Views- 816.6K
- ★ Content Interactions- 20.9K
- ★ New followers- 150

### Instagram:

- ★ Followers- 2,634
- ★ Views- 169.9K
- ★ Reach- 5.8K
- ★ Content interactions- 6.1K
- ★ New followers- 53

### Tik Tok:

- ★ Followers- 4,910
- ★ New Viewers- 334
- ★ Post views- 5,779
- ★ Total likes- 85.9K

### HSIMC Groups:

- ★ Adopters: 1.7K members
- ★ Volunteers: 399 members
- ★ Foster Team: 994 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: 67%  
(37 of 55 adopters utilized ShelterPay)  
*\*\*Note: only credit cards are processed through ShelterPay\*\**

★ Donations: \$1,004.51

## DONATIONS BREAKDOWN

- ★ Boost in Checkout: \$740
- ★ Processing Fees: \$254.51
- ★ Donation Boost Widget: \$0
- ★ Recurring: \$10

## ADOPTER DONATION RATE

- ★ Boost in Checkout: 31%
- ★ Processing Fees: 85%

## DONATION TOTALS

- ★ YTD 2025: \$7,060.74
- ★ All-time: \$16,033.44

## ADOPTER LUV

- ★ 20 Adopters activated their Adopter Luv account for easy access to important documents & medical records for their pets

# Miscellaneous

## FUNDRAISING

*No August Fundraising to Report*

- Flourish & Flow Sunday's in the Park Yoga Fundraiser- TBD
- Calendar Contest Ongoing- Ending In September!

***Thank you all for all the efforts that make these events a success! Keep up the great work!***

## ONGOING CONSTRUCTION PROJECTS

- ★ Leaks in kennel mister system, needs repair, PVC pipe working better to deter the creatures that eat the ½ inch black tubing
- ★ Green Shed rehab ongoing
- ★ Tracey to coordinate with Alex for exterior barn kennel wall roof support
- ★ Dog washer and dryer repairs needed
- ★ Seeking construction person who can install fans for Pet Pantry
- ★ Outdoor kennels are needing more and more repairs - looking for solutions to build back better

## ONGOING LEADERSHIP PROJECTS

- ★ Bringing it home to our mission and remembering why we are here: to nurture, educate, and engage our community in the care of cats and dogs in need, giving as many animals as possible a chance to thrive in loving homes
- ★ Volunteer Program- building job descriptions - underway
- ★ Building Pet Pantry in anticipation of our community having a greater need for resources - potential sponsor in the future
- ★ Defining who we are and dropping the "no kill" label
- ★ Newsletter design comes back in house