



# Humane Society for Inland Mendocino County

## Shelter Operations Board Report

Meeting Date: May 28, 2025

Location: Redwood Valley Grange

### April 2025 Data

# HSIMC Shelter Operations

April 2025 Data (Previous year for comparison)			Population In Care			
			Dog Start	Dog End	Cat Start	Cat End
Total Intake: 106 (90) Dogs: 26 (20) Cats: 80 (70)	Total Live Outcome: 59 (78) Dogs: 21(45) Cats: 38 (33)	Total Euth/Died/Lost: 3 (7) Dogs: 1 (0) Cats: 2 (7)	54 (74)	58 (49)	62 (52)	102 (93)

## YTD Live Release Rate

The YTD live release rate is 97.64%

Our live release rate for April 2025 was 95.1% in comparison to 91% in April 2024.

Length of Stay for April 2025			
<b>LOS for animal outcomes</b>	Average days in custody: Cat - 64 Dog - 108	Average days onsite: Cat - 33 Dog - 31	Average days available: Cat - 62 Dog - 94
<b>LOS for animals currently in care</b>	Average days in custody: Cat - 47 Dog - 96	Average days onsite: Cat - 20 Dog - 36	Average days available: Cat - 37 Dog - 87

# HSIMC Shelter Operations

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

<b>Total Intake:</b> 106 (90) Dogs: 26 (20) Cats: 80 (70)	<b>Owner Surrender:</b> 51 (22) Dogs: 11 (7) Cats: 40 (15)	<b>Rescue Transfer In:</b> 14 (7) Dogs: 14 (7) Cats: 0 (0)
<b>Strays:</b> 23 (38) Dogs: 1 (4) Cats: 22 (34)	<b>Feral Cats:</b> 7 (10)  <b>Service In:</b> 0 (2 Dogs)	<b>Born in Care:</b> 11 (9) Dogs: 0 (0) Cats: 11 (9)

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

<b>Total Outcomes:</b> 62 (78) Dogs: 22 (45) Cats: 40 (33)	<b>Return to Owner:</b> 0 (0) Dogs: 0 (0) Cats: (0)	<b>Rescue Transfer Out:</b> 0 (0) Dogs: 0 (0) Cats: 0 (0)
<b>Adoptions:</b> 59 (66) Dogs: 21 (45) Cats: 38 (21)	<b>TNR:</b> *Currently not performing TNR  <b>RTF:</b> 0 (1)  <b>Service Out:</b> 0 (4 Cats)	<b>Deaths:</b> 3 (7) <b>Dogs:</b> Euthanized: 1 (0) <b>Cats:</b> Died in care: 2 (7) Euthanized: 0 (0) Lost/Stolen: 0 (0)

## Long Term Resident Adoptions

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

### Cats:

- ★ Marlene (512 Days)
- ★ Doug Dimmadome (343 Days)
- ★ Tiberius Stormwind (343 Days)
- ★ Bagheera (205 Days)

### Dogs:

- ★ Aquaria (780 days)
- ★ Rip (465 days)

# Shelter Operations

## RESCUE PROGRAM

### Transfers In:

- ★ Clearlake Animal Association: 10 dogs
- ★ Mendocino County Animal Control: 2 dogs
- ★ Lake County Animal Control: 2 dogs

### Transfers Out:

- ★ No transfers out

## STAFFING

- ★ 10 Employees (7 FT, 3 PT)
- ★ Fear Free! All Animal Care Staff are officially Fear Free Shelter Graduates!
- ★ Capacity for Care resulting in less illness and loss of life, we hope to see this trend continue by paying close attention to our ability to provide proper care to the animals that come to us and knowing when to say no
- ★ Triageing intakes and scheduling them when possible helps provide higher quality of care



## MEDICAL

- ★ Taquito - newborn kitten brought in. Had severe cleft palate and pneumonia, did not survive.
- ★ Pablo comes to us with a open laceration around his anus, East Hill was able to fix him up but x-rays reveal he will need additional surgery for a broken elbow
- ★ Bunkers diagnostic tests for underlying health conditions, leading to suspected IBD and ongoing treatment.

# Shelter Operations Wins/Challenges

## CHALLENGES

- ★ Short staffing
- ★ No surgery with East Hill for the months of July and August
- ★ Helping our community understand Capacity for Care

## WINS

- ★ EXPO! 2025
- ★ Broder has a consult with Dr. Sheila Segurson, DVM, DACVB, from Maddies University
- ★ Foster team rallies to make sure all kittens in our care live in cozy homes!
- ★ Rip finds his home with Leanna! A huge win for a dog who was in danger of euthanasia due to kennel stress
- ★ Senior Dog Lola finds a home!
- ★ Our team has been rocking kitten season by keeping them in foster homes or quickly finding adoptive homes for them!

## FUTURE

- ★ Reaching out to other vet offices to fill the surgery void in July and August
- ★ Dr. Sheila Segurson from Maddies University to visit our shelter in May! Very exciting opportunity for HSMC!

# Shelter Operations

## ADMINISTRATION

### Online applications processed in April 2025

- ★ Dog Adoption Applications: 36
- ★ Cat Adoption Applications: 25
  
- ★ Dog Foster Applications: 3
- ★ Cat Foster Applications: 5
  
- ★ Dog Surrender Applications: 17
- ★ Cat Surrender Applications: 16
  
- ★ Adoptions by Pet Guardian: 10

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

## COMMUNITY PROGRAMS

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

- ★ Wellness/Preventative Care: 1
  
- ★ Pet Food: 52
  
- ★ Pet Supplies: 17

*\*New tracking of Community Pantry support. Explosion of support needed this month! Too many items to tally, we will focus on animals helped in this report. Questions?*

### Community Pantry Feedback:

**“I am a full time student, kinda struggling to feed myself and this support is amazing”**

**“I wouldn’t know what to do without your help”**

**“I had no food for my dogs & they helped me right away, these people are so pleasant”**

## TRAINING WINS

### **Good Pup Partnership:**

- ★ Marina and Scooter signed up for GoodPup in the month of April earning us \$40 towards GP scholarships!
  
- ★ We currently have 2 GP scholarships to give out to anyone who needs additional support

### **Onsite Volunteers:**

- ★ 17 new volunteers attended Volunteer Orientation this month!
  
- ★ 11 volunteers completed Dog Walking Training

### **Skillz Sunday:**

- ★ 4/6: SUPERSIZED Skillz Sunday with Devan
  
- ★ 4/13: Preparing for new situations w/Leanna Sweet
  
- ★ 4/27: Self Care Skillz Sunday-w/Izzy Arkin

### **Behavior Team:**

- ★ Leanna Sweet provided surrender prevention and behavior support to 7 dogs this month.

# Social Media/Website Stats

## GOOGLE TRAFFIC

- ★ Business Profile Views - 3,337
- ★ Business Profile Interactions - 1,564
- ★ Phone Calls via website - 252
- ★ People Asked for Directions - 113
- ★ Website Visits - 1,200
- ★ Searches - 1,137

### SEARCHES BREAKDOWN (top 5):

- ★ humane society - 251
- ★ mendocino humane society - 196
- ★ humane society ukiah - 122
- ★ animal shelter - 72
- ★ mendocino animal shelter adoptable dogs - 69

## SOCIAL MEDIA TRAFFIC

### Facebook:

- ★ Current followers- 18,926
- ★ Facebook reach- 95.7K
- ★ Views- 846.7K
- ★ Content Interactions- 18.1K
- ★ New followers- 195

### Instagram:

- ★ Followers- 2,507
- ★ Views- 82.5K
- ★ Reach- 5.4
- ★ Content interactions- 5.5K
- ★ New followers- 33

### Tik Tok:

- ★ Followers- 4,868
- ★ New Viewers- 725
- ★ Post views- 2,862
- ★ Total likes- 83.8K

### HSIMC Groups:

- ★ Adopters: 1.6K members
- ★ Volunteers: 374 members
- ★ Foster Team: 968 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: 76%  
*(45 of 59 adopters utilized ShelterPay)*  
*\*\*Note: only credit cards are processed through ShelterPay\*\**

★ Donations: \$677.40

## DONATIONS BREAKDOWN

- ★ Boost in Checkout: \$220
- ★ Processing Fees: \$262.40
- ★ Donation Boost Widget: \$195

## ADOPTER DONATION RATE

- ★ Boost in Checkout: 14%
- ★ Processing Fees: 82%

## DONATION TOTALS

- ★ YTD 2025: \$3,848.88
- ★ All-time: \$12,821.58

## ADOPTER LUV

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

# Miscellaneous

## FUNDRAISING

★ Nelson Family Vineyards 5k Run  
Registration Donations: \$500  
Individual Donation: \$50  
Swag Sales: \$315  
Donation Box: \$65  
Expense: \$0

★ BARRA Adoption Event  
Donations: \$31  
Swag Sales: \$70  
Expenses: \$0

★ I.SEE Adoption Event  
Donations: \$224  
Swag Sales: \$45  
Membership: \$50  
Raffle: \$300 (½ proceeds came to HSIMC)  
Expenses: \$0

***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

- ★ New HSIMC sign is installed!
- ★ New water line for the Barn has been completed
- ★ Cleanup of fallen trees almost complete, firewood raffle?
- ★ Tenant fence repairs needed, gate fell off hinges.
- ★ Fence around cattery wash station needs repair
- ★ Play-yard #1 has no water due to abandonment of old barn water line - new water line to be installed, in the meantime a hose is being run from the pumphouse to play-yard #1.
- ★ New community service with construction skills - possibly rehabbing green shed

## 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
- ★ SOP building continues
- ★ Building Pet Pantry in anticipation of our community having a greater need for resources
- ★ Defining who we are and dropping the “no kill” label