



Humane Society for Inland Mendocino County

Shelter Operations Board Report

Meeting Date: February 26, 2025

Location: Redwood Valley Grange

January 2025 Data

HSIMC Shelter Operations

January 2025 Data (Previous year for comparison)			Population In Care			
			Dog Start	Dog End	Cat Start	Cat End
Total Intake: 63 (86) Dogs: 44 (49) Cats: 23 (37)	Total Live Outcome: 64 (75) Dogs: 29 (34) Cats: 36 (41)	Total Euth/Died/Lost: 1 (1) Dogs: 1 (0) Cats: 0 (1)	41 (55)	56 (70)	81 (83)	68 (79)

Length of Stay for January 2025 (previous year for comparison)			
LOS for animal outcomes	Average days in custody: Cat - 84 Dog - 74	Average days onsite: Cat - 52 Dog - 29	Average days available: Cat - 81 Dog - 66
LOS for animals currently in care	Average days in custody: Cat - 102 Dog - 85	Average days onsite: Cat - 68 Dog - 34	Average days available: Cat - 99 Dog - 68

YTD Live Release Rate

The YTD live release rate is 98.46%

Our live release rate for January 2025 was 98.46% in comparison to 98.6% in January 2025.

HSIMC Shelter Operations

January 2025 Intakes Breakdown (Previous year for comparison)

<u>Total Intake:</u> 67 (86) Dogs: 44 (49) Cats: 23 (37)	<u>Owner Surrender:</u> 33 (39) Dogs: 15 (19) Cats: 18 (20)	<u>Rescue Transfer In:</u> 0 (17) Dogs: 0 (17) Cats: 0 (0)
<u>Strays:</u> 17 (30) Dogs: 15 (13) Cats: 2 (17)	<u>Ferals:</u> 2 (0) Cats: 2 (0)	<u>Born in Care:</u> 0 (0) Dogs: 0 (0) Cats: 0 (0)

January 2025 Outcomes Breakdown (Previous year for comparison)

<u>Total Outcomes:</u> 65 (75) Dogs: 29 (34) Cats: 36 (41)	<u>Return to Owner:</u> 2 (0) Dogs: 2 (0) Cats: 0 (0)	<u>Rescue Transfer Out:</u> 0 (9) Dogs: 0 (9) Cats: 0 (0)
<u>Adoptions:</u> 62 (65) Dogs: 26 (25) Cats: 36 (40)	<u>TNR:</u> *Currently not performing TNR <u>RTF:</u> 0 (0)	<u>Deaths:</u> 1 (1) <u>Dogs:</u> Euthanasia: 1 (0) <u>Cats:</u> Died in care: 0 (1) Euthanized: 0 (0) Lost/Stolen: 0 (0)

Long Term Resident Adoptions

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

Cats:

- ★ Pearl (364 Days)
- ★ Felony (236 Days)
- ★ Sky (234 Days)
- ★ Porcelain (142 Days)
- ★ Tina (135 Days)
- ★ Xenon (113 Days)
- ★ Oliver (91 Days)
- ★ Mochi (91 Days)

Dogs:

- ★ Sokka (620 days)
- ★ Sasha (145 days)
- ★ Banjo (221 days)
- ★ Mingus (186 days)
- ★ Bug (143 days)
- ★ Pearl (143 days)

Shelter Operations

RESCUE PROGRAM

Transfers In:

- ★ MCACS- 4 dogs
- ★ Bones Pet Rescue- 5 dogs

Transfers Out:

- ★ No transfers out in January



STAFFING

- ★ 10 Employees (7 FT, 3 PT)
- ★ All staff is currently signed up and in the process of completing their Fear Free Shelter Certificate for Quarter 1 training
- ★ Vision Board event with Dr. Karin Hudson was a huge success and great team building.
- ★ Becca is a Fear Free Shelter Graduate
- ★ Waterproof working gloves purchased for dog care team to battle the rain and cold!
- ★ Cat care team gets new scrubbers for those hard to reach areas in the cattery

MEDICAL

- ★ Josie receives TPLO (Tibial Plateau Leveling Osteotomy) surgery at Wasson Memorial Veterinary Clinic and has a good prognosis for smooth recovery!
- ★ Holly breaks with parvovirus after spending a week onsite. Treated at Wasson Memorial Veterinary Clinic and made a full recovery after 1 week hospitalized. Funds to cover the care were raised in full.
- ★ Suzanne working at East Hill on HSMC surgery days has been a bonus for us! She is able to vaccinate cats that need boosters and save valuable staff time on surgery days
- ★ Pixar the three leg dog arrives at HSMC! He had to have his front left leg amputated due to a gunshot wound

Shelter Operations Wins/Challenges

CHALLENGES

- ★ New Years Eve bringings many calls and customers with lost or found dogs, HSMC team was very active in helping reunite people and their pets and intaking the ones we were able to help
- ★ Parvo shuts down our shelter for 3 days to allow for deep cleaning, sanitizing, risk prevention and monitoring of animals who may have been exposed
- ★ Behavioral euthanasia of dog Alice
- ★ Intake/outcome numbers for dogs and cats are off balance. Leadership working on ways to find balance despite our resource and outcome challenges
- ★ Community frustration is high when we cannot accommodate "found" animals

WINS

- ★ Jasper, a senior and very depressed cat, finds a foster home with Pien!
- ★ Fear Free Shelter! We have had a HUGE response since announcing this journey with 23 graduates and 32 volunteers currently signed up taking the course. Will you join us next??? Visit fearfreeshelters.com for more info!
- ★ New tracking of Community Pantry items to include reporting on total number of animals helped in addition to items given out
- ★ Clean house! Emily and Suzanne do it again! All FELV cats are adopted! Who will we save in the FELV cottage next?
- ★ Senior cats, Marlene and Arnold, find a foster home together for a much needed shelter life break

FUTURE

- ★ Fear Free Shelter 2025
- ★ Expo 2025 is coming soon!
- ★ Monthly All Staff Meeting Feb 28th
- ★ Manina begins her 3-6 month leave of absence in the end of February
- ★ Phone lines being fixed! Line 2 has been working intermittently, Line 1 has been dropping calls, and lots of static on the lines making phone calls a big challenge and frustrating for both staff and customers.

Shelter Operations

ADMINISTRATION

Online applications processed in January 2025

- ★ Dog Adoption Applications: 44
- ★ Cat Adoption Applications: 32
- ★ Dog Foster Applications: 12
- ★ Cat Foster Applications: 2
- ★ Dog Surrender Applications: 24
- ★ Cat Surrender Applications: 9
- ★ Adoptions by Pet Guardian: 17

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

COMMUNITY PROGRAMS

Animals supported through our Pet Pantry

- ★ Wellness/Preventative Care: 4 dogs
- ★ Pet Food: 23 dogs, 10 cats
- ★ Pet Supplies: 14 dogs, 7 cats

**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:

“What a great facility, they always do what they can to support our community.”

“This was much needed help for my dog and cat, thank you.”

“5 star review, they were so helpful right from the start!”

“Thank God that you help people and animals in need, thank you!”

TRAINING WINS

Good Pup Partnership:

- ★ Two adopters signed up for GoodPup in the month of January
- ★ One scholarship for GoodPup given to adoptee Sokka!

Onsite Volunteers:

- ★ 6 new volunteers attended Volunteer Orientation
- ★ 2 volunteers completed Dog Walking Training

Skillz Sunday:

- ★ 1/5: “Step Up” - Leanna Sweet
- ★ 1/12: Cancelled Weather
- ★ 1/19: “Considerate Approach” Fear Free
- ★ 1/26: Cancelled due to parvo exposure

Behavior Team:

- ★ Manina Harris, Certified Trainer and Behavior Consultant Volunteer, CPDT-KA provided surrender prevention and support to 7 dogs

Social Media/Website Stats

GOOGLE TRAFFIC

- ★ Business Profile Views - 4,464
- ★ Business Profile Interactions - 1,851
- ★ Phone Calls via website - 302
- ★ People Asked for Directions - 103
- ★ Website Visits - 1,446
- ★ Searches - 2,095

SEARCHES BREAKDOWN (top 5):

- ★ humane society - 267
- ★ humane society california - 266
- ★ california humane society - 258
- ★ mendocino humane society - 206
- ★ humane society ukiah - 151

SOCIAL MEDIA TRAFFIC

Facebook:

- ★ Current followers- 18,559
- ★ Reach- 72.4K
- ★ Views- 927.3K
- ★ Content Interactions- 23.4K
- ★ New likes and followers- 166

Instagram:

- ★ Followers- 2,429
- ★ Reach- 10.7K
- ★ Views- 111.1K
- ★ Content interactions- 7.7K
- ★ New followers- 59

Tik Tok:

- ★ Followers- 4,804
- ★ New Likes- 1,485
- ★ Post views- 10K
- ★ Total likes- 80.3K

HSIMC Groups:

- ★ Adopters: 1.5K members
- ★ Volunteers: 370 members
- ★ Foster Team: 925 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: 74%
(46 of 62 adopters utilized ShelterPay)
- **Note: only credit cards are processed through ShelterPay***

- ★ Donations: \$1,543.55

DONATIONS BREAKDOWN

- ★ Boost in Checkout: \$1,255
- ★ Processing Fees: \$278.55
- ★ Recurring Donations: \$10

ADOPTER DONATION RATE

- ★ Boost in Checkout: 37%
- ★ Processing Fees: 86%

DONATION TOTALS

- ★ YTD 2025: \$1,543.55
- ★ All-time: \$10,516.25

ADOPTER LUV

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

Miscellaneous

FUNDRAISING

★ Longtime supporter donates 20K!

★ Mendo Mill Adoption Event
Total collected: \$1,051

Donations: \$500
Dog Adoption Sponsor: \$100
Swag Sales: \$345
Calendar Sales: \$50
Raffle: \$56

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

★ Tenant fence

★ Green shed

★ New HSMC Sign is complete, installation soon

★ Measurements of Barn are underway for the interior rehab, goal is to provide appropriate animal housing

★ Plan in place for exterior barn kennel roof support

★ Back row kennel repair of dividers

★ Damaged tree near fundraising shed scheduled for removal

ONGOING LEADERSHIP PROJECTS

★ New Project Highlight: Restaurant Cards - Northspur Brewing joins the cause, thank you Tracey, Kelsey and Teresa

★ Scheduling time to assist PetFix Lake County at the next spay/neuter clinic

★ Continuing to create written staff policy and procedures for HSMC

★ Volunteer Program: Onboarding new volunteer database to promote volunteer participation and recruitment while reducing the amount of data entry by staff

★ Recruiting Volunteer Coordinator

★ Website: Court appointed & student community service information to be added soon