



# Humane Society for Inland Mendocino County

## Shelter Operations Board Report

Meeting Date: January 15, 2025

Location: Redwood Valley Grange

### December 2024 Data

# HSIMC Shelter Operations

December 2024 Data (Previous year for comparison)			Population In Care				YTD Live Release Rate
			Dog Start	Dog End	Cat Start	Cat End	<p>The YTD live release rate is 95.67%</p> <p>Our live release rate for December 2024 was 98.76% in comparison to 97.63% in December 2023.</p>
Total Intake: 50 (51)	Total Live Outcome: 80 (124)	Total Euth/Died/Lost: 1 (3)	56 (89)	41 (55)	97 (124)	81 (83)	
Dogs: 20 (20) Cats: 30 (31)	Dogs: 35 (53) Cats: 45 (71)	Dogs: 0 (1) Cats: 1 (2)					
Length of Stay for December 2024 (previous year for comparison)							
LOS for animal outcomes	Average days in custody: Cat- 89 Dog- 83	Average days onsite: Cat- 41 Dog- 19	Average days available: Cat- 83 Dog- 81				
LOS for animals currently in care	Average days in custody: Cat- 97 Dog- 106	Average days onsite: Cat- 58 Dog- 44	Average days available: Cat- 93 Dog- 97				

# HSIMC Shelter Operations

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

<b><u>Total Intake:</u></b> 50 (51) Dogs: 20(20) Cats: 30(31)	<b><u>Owner Surrender:</u></b> 34 (18) Dogs: 14 (11) Cats: 20 (7)	<b><u>Rescue Transfer In:</u></b> 3 (8) Dogs: 0(6) Cats: 3 (2)
<b><u>Strays:</u></b> 13 (18) Dogs: 6 (3) Cats: 7 (15)	<b><u>Ferals:</u></b> 0 (7)  Cats: 0 (7)	<b><u>Born in Care: 0 (0)</u></b> Dogs: 0 (0) Cats: 0 (0)

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

<b><u>Total Outcomes:</u></b> 81 (127) Dogs: 35 (54) Cats: 46 (73)	<b><u>Return to Owner:</u></b> 0 (1) Dogs: 0 (0) Cats: 0 (1)	<b><u>Rescue Transfer Out:</u></b> 0 (0) Dogs: 0 (0) Cats: 0 (0)
<b><u>Adoptions:</u></b> 80 (121) Dogs: 35 (53) Cats: 45 (68)	<b><u>TNR:</u></b> *Currently not performing TNR  <b>RTF:</b> 0 (2)	<b><u>Deaths:</u></b> <b>Dogs:</b> Euthanasia: 0 (1) <b>Cats:</b> Died in care: 0 (0) Euthanized: 1 (2) Lost/Stolen: 0 (0)

## Long Term Resident Adoptions

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

Cats:  
Twinkle (233 days)  
Sheila (199 days)  
Milo (194 days)  
Lopez (166 days)  
Sally (160 days)  
Peanut (156 days)  
Cream Puff (140 days)  
Brownie Bits (112 days)

Dogs:  
Aurora (951 days)  
Rusty (212 days)  
Flossy (126 days)  
Prince Stuart (92 days)

# Shelter Operations

## RESCUE PROGRAM

### Transfers In:

- ★ Santa Cruz Animal Shelter- 3 FeLV Cats

### Transfers Out:

- ★ No transfers out

## STAFFING

- ★ 10 Employees (7 FT, 3 PT)
- ★ Becca, Jenny & Suzanne participate in discussion with SPCA Lake County about upcoming spay/neuter clinics happening in 2025. The goal is to service 1,000 animals (say this better)
- ★ Suzanne begins employment with East Hill Veterinary Clinic in Willits to fulfill clinic hours needed for her Veterinary Technician License
- ★ Becca's promotion to Lifesaving Programs Manager at HSIMC has been announced to the public
- ★ Name tags have been provided to our medical/office team for customer clarity

## MEDICAL

- ★ Tama - was older than previously estimated and was in late stage renal failure. Treatment would have prolonged her suffering.
- ★ Care a Van Day 12/20- 23 Cats and 11 Dogs were fixed resulting in finalized adoptions for our foster to adopt pets and a much needed adoption push. What a way to end the year!
- ★ Hubble, the cat, survives dog attack and leg amputation. Staff member Rae provided a medical foster home for recovery. Once medically cleared, Hubble found a loving home
- ★ Rip, Sokka, Banjo and Brother continue to decline, despite medication support and enrichment, LOS is hard on our animals, behavioral fosters needed!

# Shelter Operations Wins/Challenges

## CHALLENGES

- ★ Big storm, our weather app showed 10.25" of rain in 24 hours, water rose high enough to begin flooding barn kennels and dog intake
- ★ Gate malfunctioning due to inclement weather, Volunteer adjusted solar panel to face South to optimize energy collection
- ★ Big dogs continue to struggle in our kennel environment due to length of stay
- ★ Winter is always a challenge, not enough warm spots for dogs onsite. Additional emergency spots can be created in metal shed but it's very difficult to clean and sanitize
- ★ Multiple staff working on board report, overlapping cursors leads to giggles and light hearted banter, turning board report nights into team building

## WINS

- ★ Home for the Holidays Adoption Special 12/11-12/22: Dogs-16 / Cats-14
- ★ Sunny finds a home! Sunny is a dog who struggled greatly in our kennel environment with high levels of FAS
- ★ Volunteer Chuck Dillard builds platform for Play-yard #4
- ★ Elaine brings items for our support basket and cleans our break room!
- ★ Gate being fixed allows staff to be more productive during open hours, boosting overall moral!
- ★ Table top restaurant idea is born! Copy, borrow, steal, don't reinvent the wheel! Samantha Goodacre brings us this idea from Hawaii and our leadership team puts it together lickity split! You can see our HSIMC animals and find out more about our work at multiple local businesses in town

## FUTURE

- ★ Finding solutions for animal housing so HSIMC can meet the ASV guidelines.
- ★ Finding long term solution to having indoor, temperature controlled dog housing
- ★ Vision Board activity with Dr. Karin Hudson, HSIMC will be closed on 1/12/25 to allow all staff to attend and enjoy!
- ★ Devan Amundsen and Bergin College of Canine Studies have plans to work with us and hold an event at HSIMC in 2025, more information to come!
- ★ Finding more table top locations for our animal cards!
- ★ FEAR FREE SHELTER coming in 2025! Please ask about it!!!

# Shelter Operations

## ADMINISTRATION

### Online applications processed in December 2024

- ★ Dog Adoption Applications: 56
- ★ Cat Adoption Applications: 24
  
- ★ Dog Foster Applications: 15
- ★ Cat Foster Applications: 0
  
- ★ Dog Surrender Applications: 17
- ★ Cat Surrender Applications: 11
  
- ★ 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 of kibble- 7
- ★ Canned food flats- 2
- ★ Treats- 6
- ★ Crates- 2

### Cats:

- ★ Bags of kibble- 3
- ★ Canned food - 0
- ★ Carriers - 0
- ★ Litter box - 0

## TRAINING WINS

### Good Pup Partnership:

- ★ No adopters signed up for GoodPup in the month of December
- ★ Looking for new ways to promote GoodPup!

### Onsite Volunteers:

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

### Skillz Sunday:

- ★ 12/8: Review of emotional report cards for onsite dogs- Becca
- ★ 12/15: "Step Up" Leanna
- ★ 12/22: Holiday
- ★ 12/29: Holiday

### Behavior Team:

- ★ Manina Harris, Certified Trainer and Behavior Consultant Volunteer, CPDT-KA provided surrender prevention and support to 12 dogs

# Social Media/Website Stats

## GOOGLE TRAFFIC

- ★ Business Profile Views - 3,596
- ★ Business Profile Interactions - 1,783
- ★ Phone Calls via website - 245
- ★ People Asked for Directions - 87
- ★ Website Visits - 1,451
- ★ Searches - 1,424

### SEARCHES BREAKDOWN (top 5):

- ★ humane society - 295
- ★ mendocino humane society - 217
- ★ humane society ukiah - 158
- ★ animal shelter - 101
- ★ ukiah humane society- 97

## SOCIAL MEDIA TRAFFIC

### Facebook:

- ★ Current followers- 18,512
- ★ Facebook reach- 132.4K
- ★ Views- 955.3K
- ★ Content Interactions- 27.4K
- ★ New likes and followers- 203

### Instagram:

- ★ Followers- 2,392
- ★ Views- 110.1K
- ★ Content interactions- 8.1K
- ★ New followers- 55

### Tik Tok:

- ★ Followers- 4,787
- ★ New Likes- 469
- ★ Post views- 4,590
- ★ Total likes- 79.6K

### HSIMC Groups:

- ★ Adopters: 1.5K members
- ★ Volunteers: 359 members
- ★ Foster Team: 896 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: 71%  
(76 of 106 adopters utilized ShelterPay)

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

★ Donations: \$770.90

## DONATIONS BREAKDOWN

- ★ Boost in Checkout: \$440
- ★ Processing Fees: \$320.90
- ★ Recurring Donations: \$10

## ADOPTER DONATION RATE

- ★ Boost in Checkout: 20%
- ★ Processing Fees: 94%

## DONATION TOTALS

- ★ YTD 2024: \$6,994.26
- ★ All-time: \$8,972.70

## ADOPTER LUV

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

# Miscellaneous

## FUNDRAISING

### ★ Wreath Fundraiser

Wreath/Swag Sales: \$8,620

Wrath/Swag Expenses: \$507.84

Total Wreath/Swag Sales: \$8112.16

*\*does not include calendar sales that occurred during wreath season*

### ★ Storm Donations

Facebook: \$1,021

NFG: \$100

*Total Cost: \$719.99*

*\*Rock donated by Northern Aggregates!*

*\*Discount from Aaction Rents for trencher!*

*\*Hard work by Nicholas L.!*

***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

★ Gate installation is complete!

★ New volunteer helping fix cattery condos, piece by piece

★ Removal of old heating units and old a/c units underway - exterior wall repairs needed for cattery stucco

★ Rental heater has failed, awaiting quote from All In Heating & Cooling

★ Drainage project complete, thanks to a volunteer & our community, this project cost HSMC less than 1k

★ All weather stripping across buildings will be checked for repair - dog intake flooded during last storm due to missing weather stripping on door

## ONGOING LEADERSHIP PROJECTS

★ New Project Highlight: Several local establishments have opted in for restaurant cards - our information will be available to many new faces throughout our community!

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

★ Recruiting Volunteer Coordinator

★ C.A.R.T - awaiting next steps

★ Meeting with Faith Wright is in the works!

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