



Board Meeting

January 30, 2014



2013 - Year in Review

January – December 2013

- **Goals:**
 - Implementation of Local Law 59 requirements
 - Increase the live release rate
 - Improve conditions for animals to increase adoptions
 - Increase placements
 - Assess Medical Operations
 - Improve customer service





2013 - Year in Review

Increase in Services and Hours

GOAL: Implementation of Local Law 59 to reflect additional \$2.6 million in funding for FY 2014



AC&C is available to the public 7 days/week, 12 hours/day, and for emergencies:

- Queens & Bronx Receiving Center
- Call Center
- Field Services (plus on-call for emergencies)
- MACC; BACC; SIACC
 - Manhattan is open 24/7 for intakes from NYPD





2013 - Year in Review

Increase in Staff

GOAL: Implementation of Local Law 59



- **60 new hires in 2013**
- **New departments and positions created:**
 - Adoptions Department
 - Behavior Department
 - Medical
 - Operations
 - Placement/Medical (Placement Technician)



- **2014: Maintain Growth**
 - Development & Communications
 - Overnight Staff in MACC per Local Law 59





2013 - Year in Review

Staff Training

New Hire Orientations

- Three days at HQ learning about the organization, key policies, our database, policy and procedure
- New Hire Onboarding; extending the three day orientation into two weeks of intensive training including hands on skills (cleaning; low stress handling; safety) and interpersonal skills

On-Going

- All staff meetings focusing on new policy introduction, HR topics, and guest presenters
- Monthly trainings at HQ for all staff covering topics such as breed recognition and microchips
- Weekly "in house" customer service training in all locations
- Monthly manager and supervisor meetings



2013 - Year in Review

Staff Training (con't)



Resources

- ASPCAPro and PetSmart Charities webinars
- HSUS Animal Care Expo, AWFNJ Annual Conference, Behavior Conferences and Training
- Active in Animal Welfare Organizations
- Vendors, e.g., Merck – In house microchip training



In 2014:

- Bi-weekly “in-house” animal care training at all locations
- Weekly supervisor specific training to enhance supervisory skills and staff management
- Optional training for staff looking to enhance skills and knowledge base
- “City Hall” meetings for staff to discuss challenges, ideas, or opinions, and gain better understanding of the organization overall
- Focus Groups
- Companywide survey



2013 - Year in Review

Operations

- **Comprehensive Assessments of Improvement Opportunities**
 - Medical, Programs and Live Release Rate
- **Collaboration** among departments to improve infection control
- **Staten Island Groundbreaking**
- **Facility Upgrades**
 - New kennels and cat condos
- **New Signage**
- **Field Office trailer**



2013 - Year in Review

Call Center & Field Operations

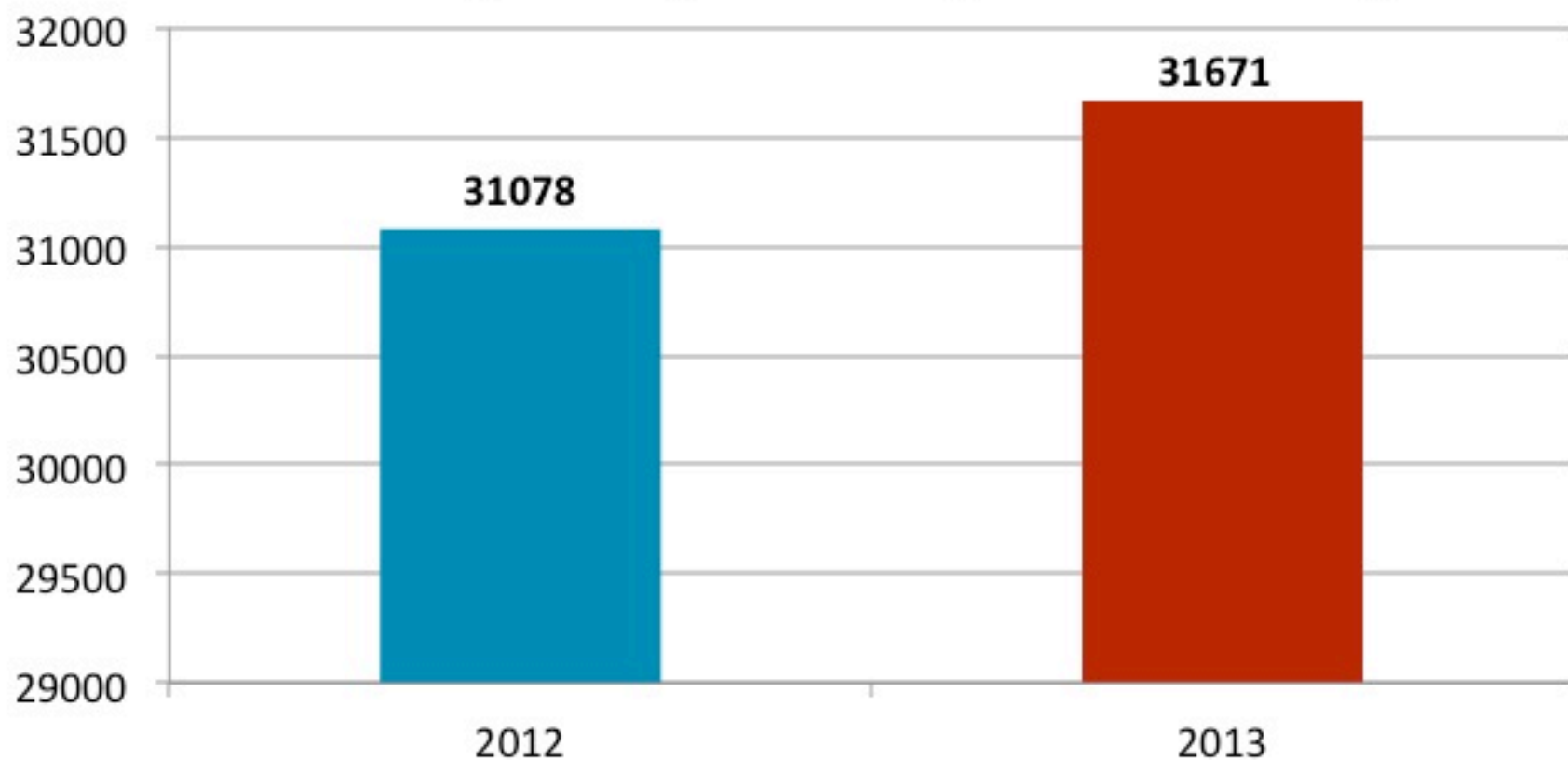
- Increase in calls received and dispatched
- Increase in transports for New Hope & Foster
- Dog Fighting Ring Rescue, May 2013
 - Treatment, hospitalization, foster care, placement of 23 dogs
- 68 small breed dogs rescued from Staten Island house fire
- Field rescue of "exotics" (snakes, lizards, goats, snowy owl)
- Field surveillance of cat colony possibly exposed to rabies in Staten Island
- Cruelty Impact of ASPCA/NYPD agreement
 - AC&C refers cruelty to NYPD via 311
 - NYPD redirected from AC&C to ASPCA



Intakes

2012 vs. 2013

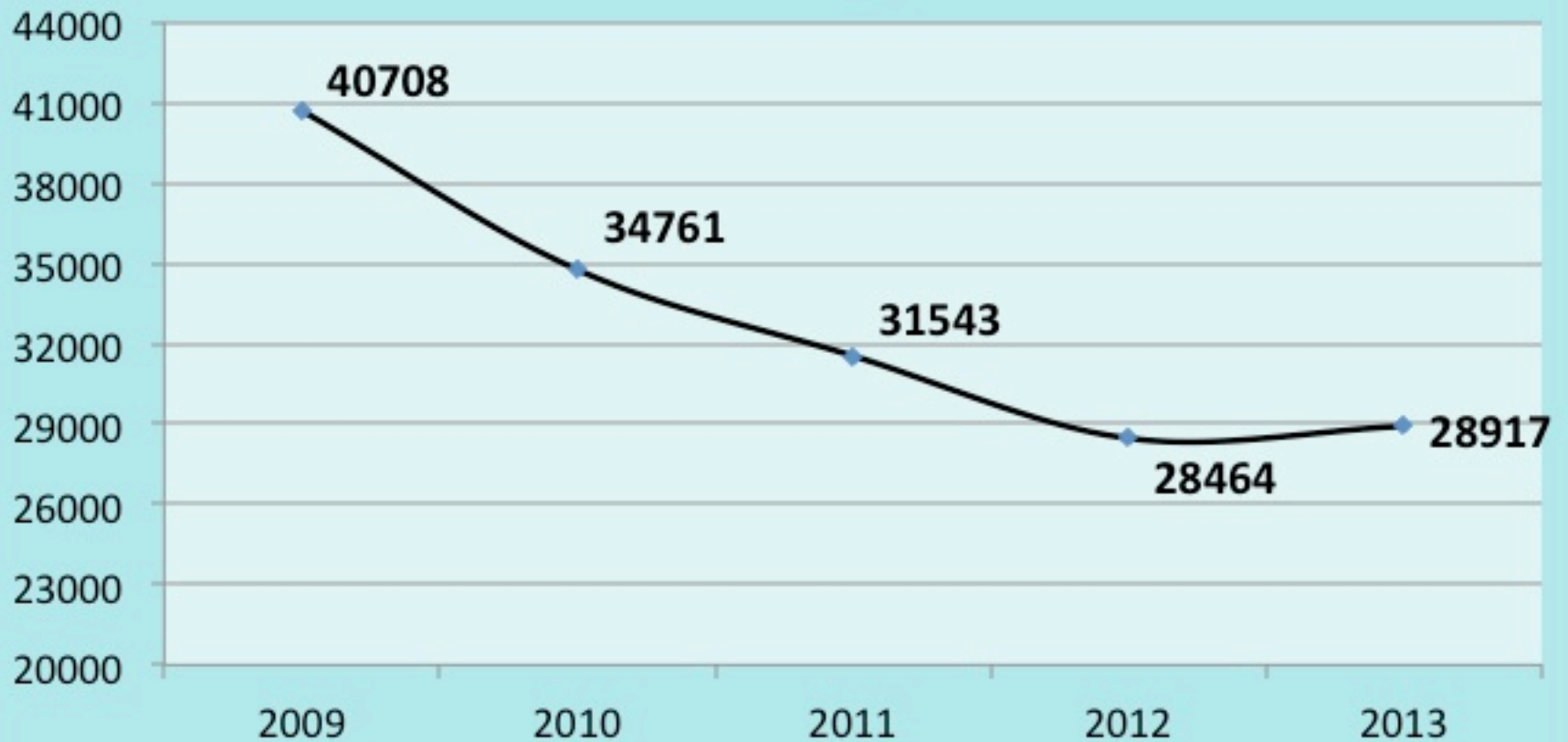
All Animals (Excluding Owner Requested Euthanasia)



Intakes

Calendar Year 2009 - 2013

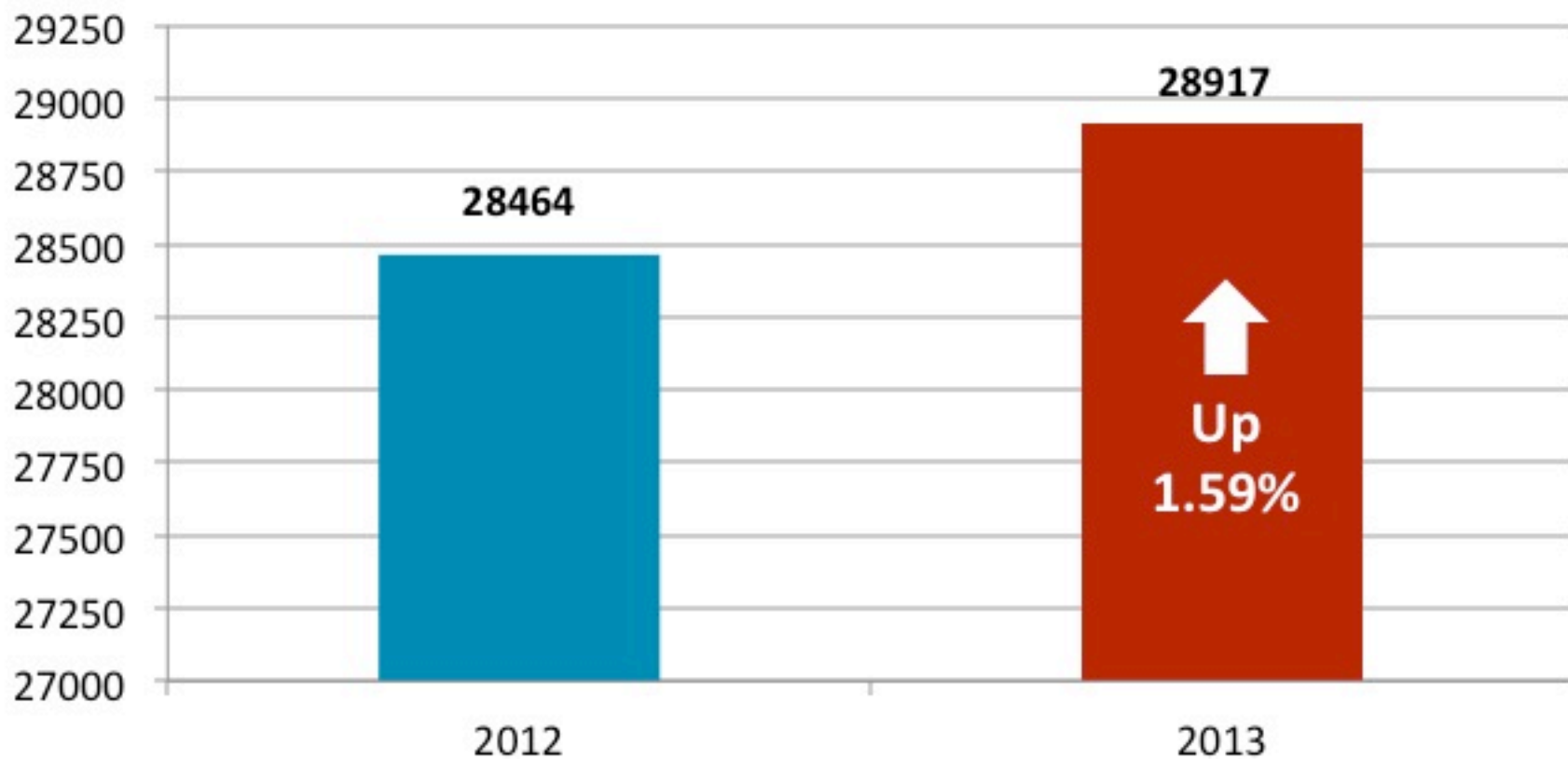
Cats & Dogs



Intakes

2012 vs. 2013

Cats & Dogs



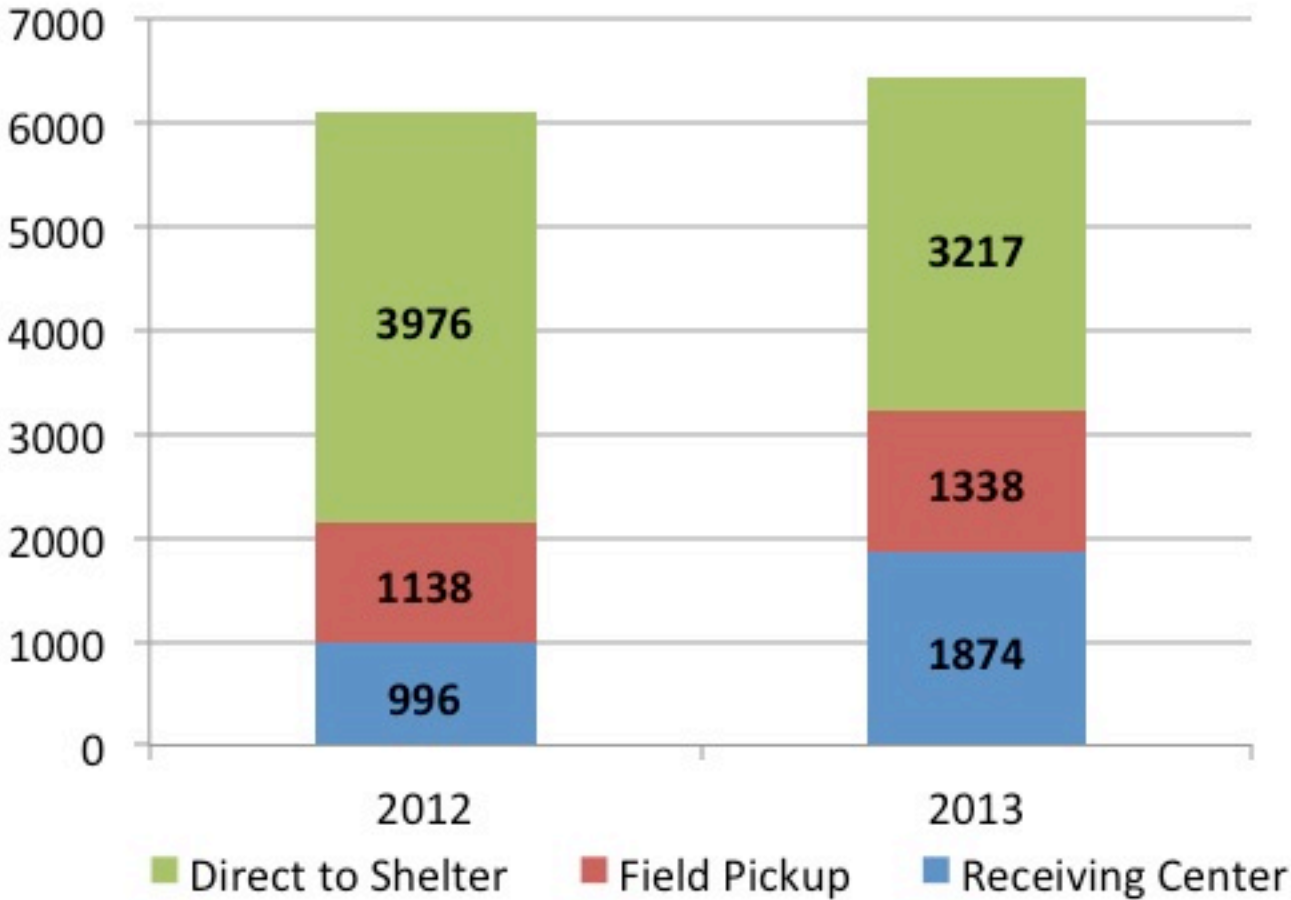
Bronx Borough Intake

Calendar year 2012 vs. 2013



Queens Borough Intake

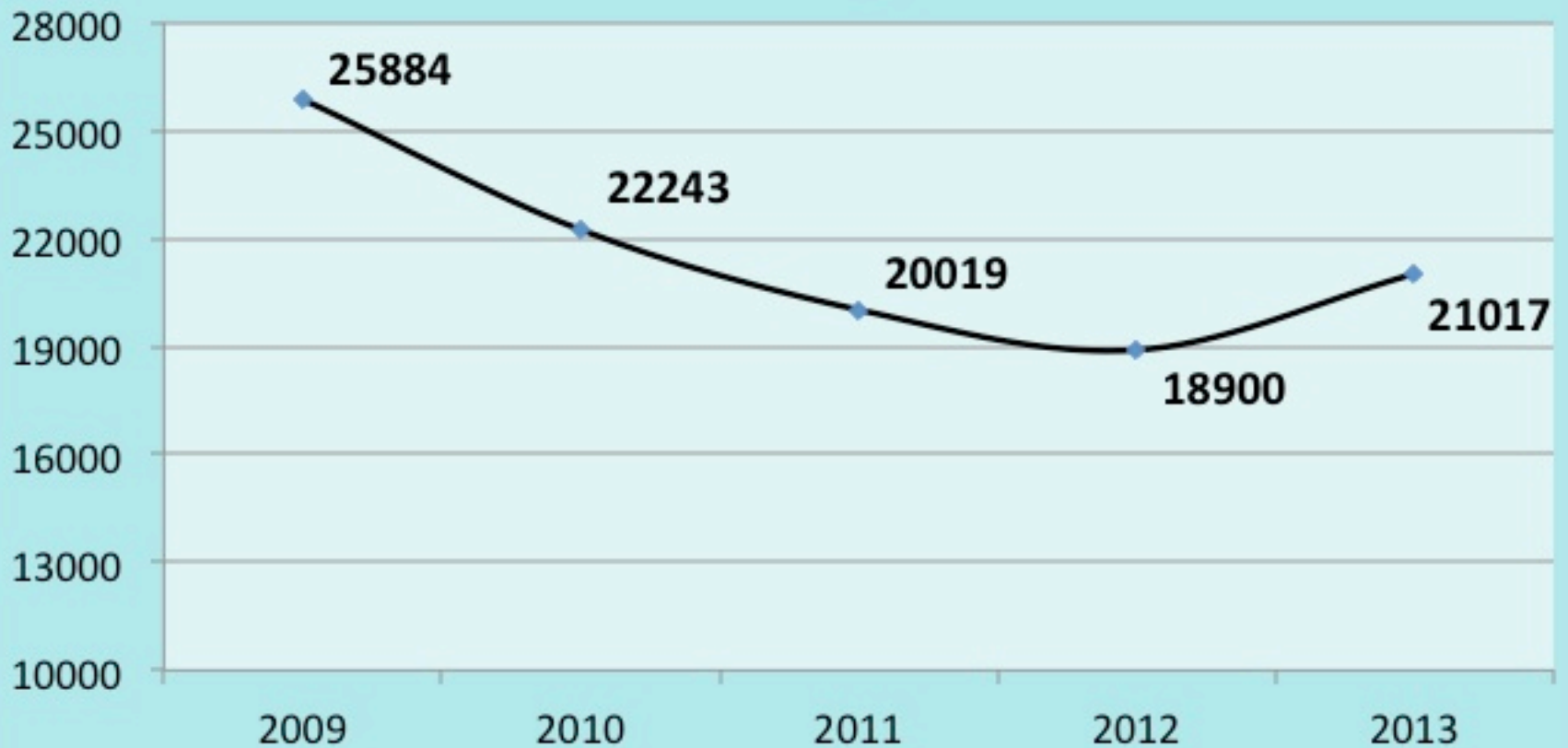
Calendar year 2012 vs. 2013



Placements

Calendar Year 2009 - 2013

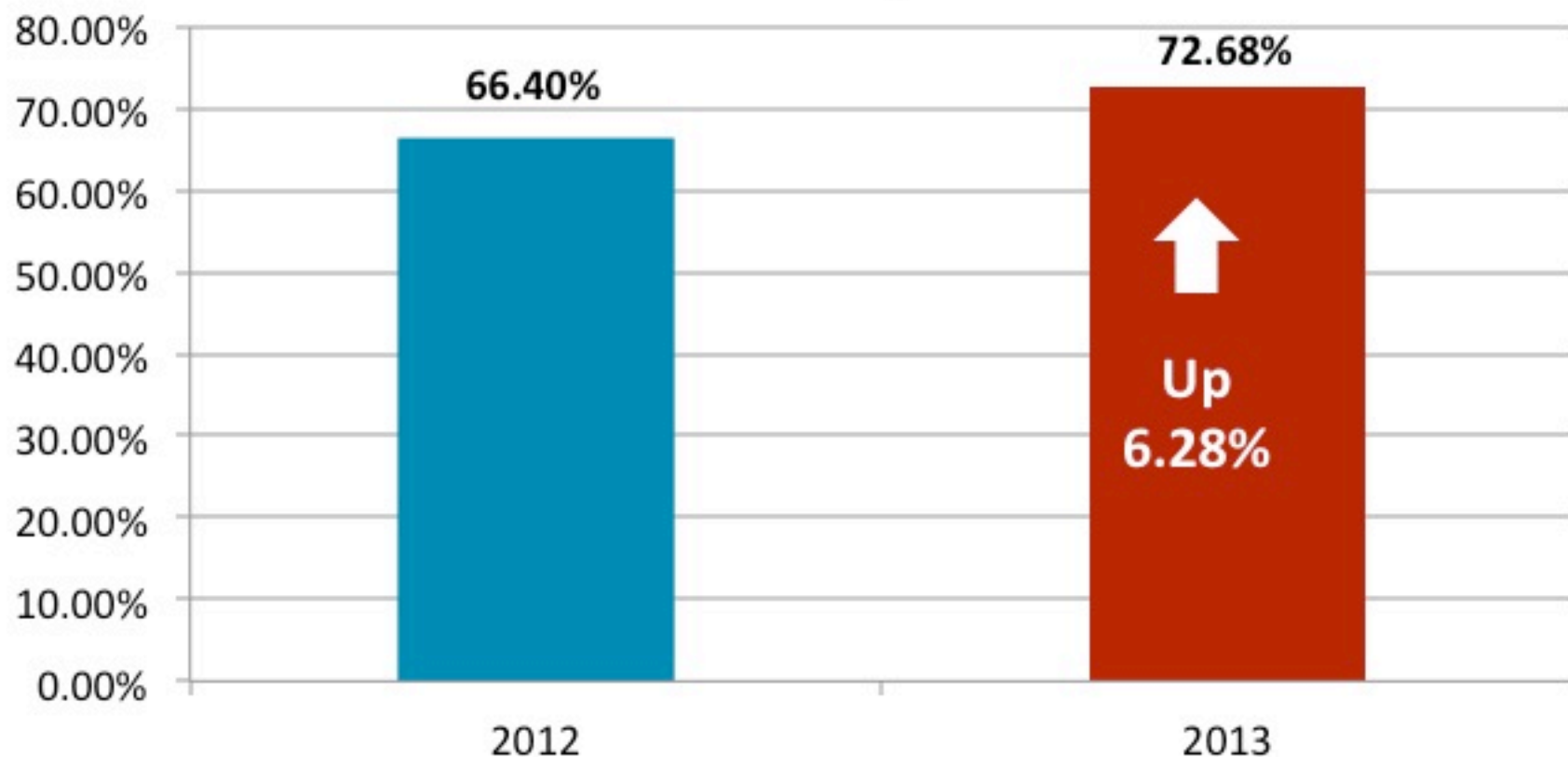
Cats & Dogs



Placements as a Percentage of Intake

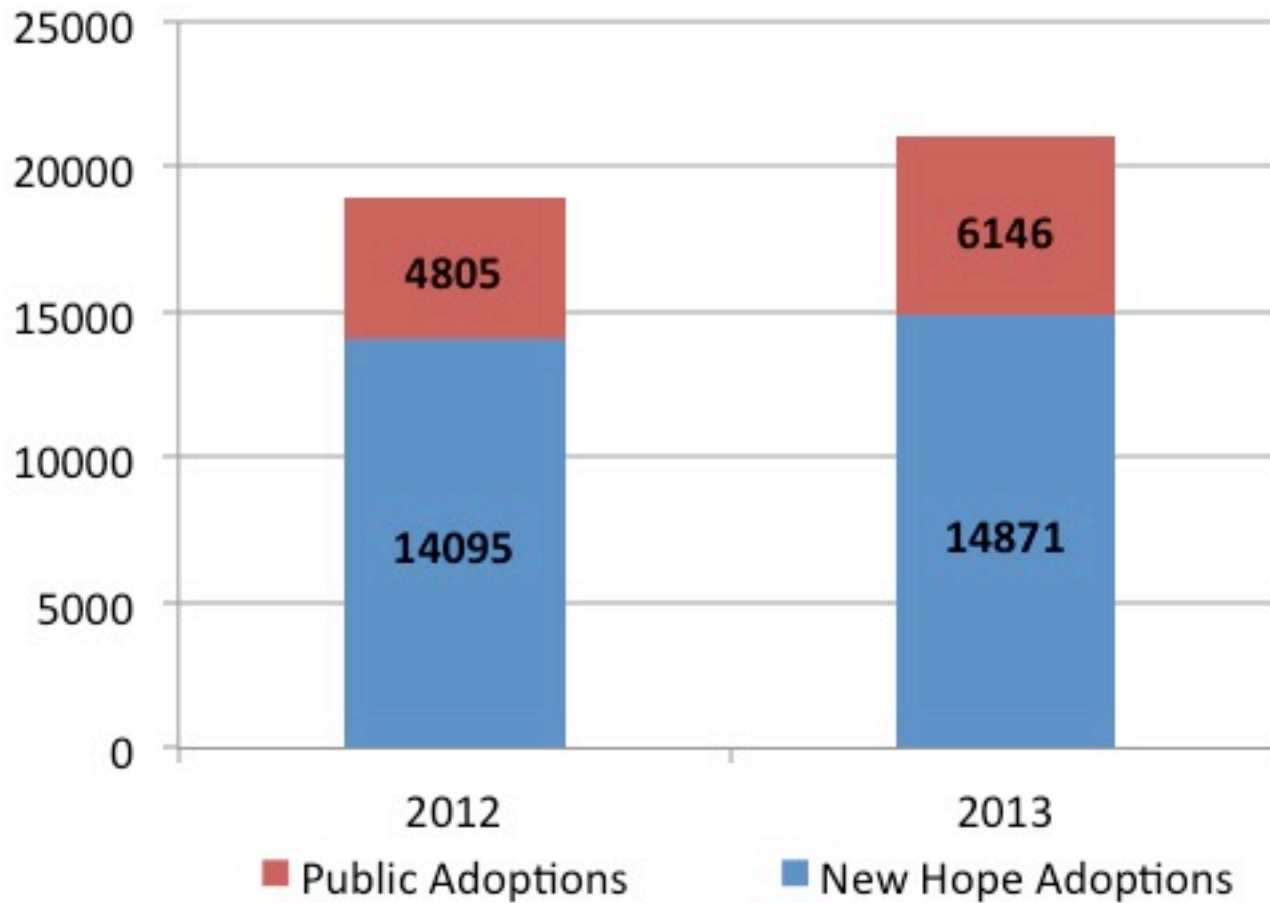
2012 vs. 2013

Cats & Dogs



New Hope vs. Public Adoptions

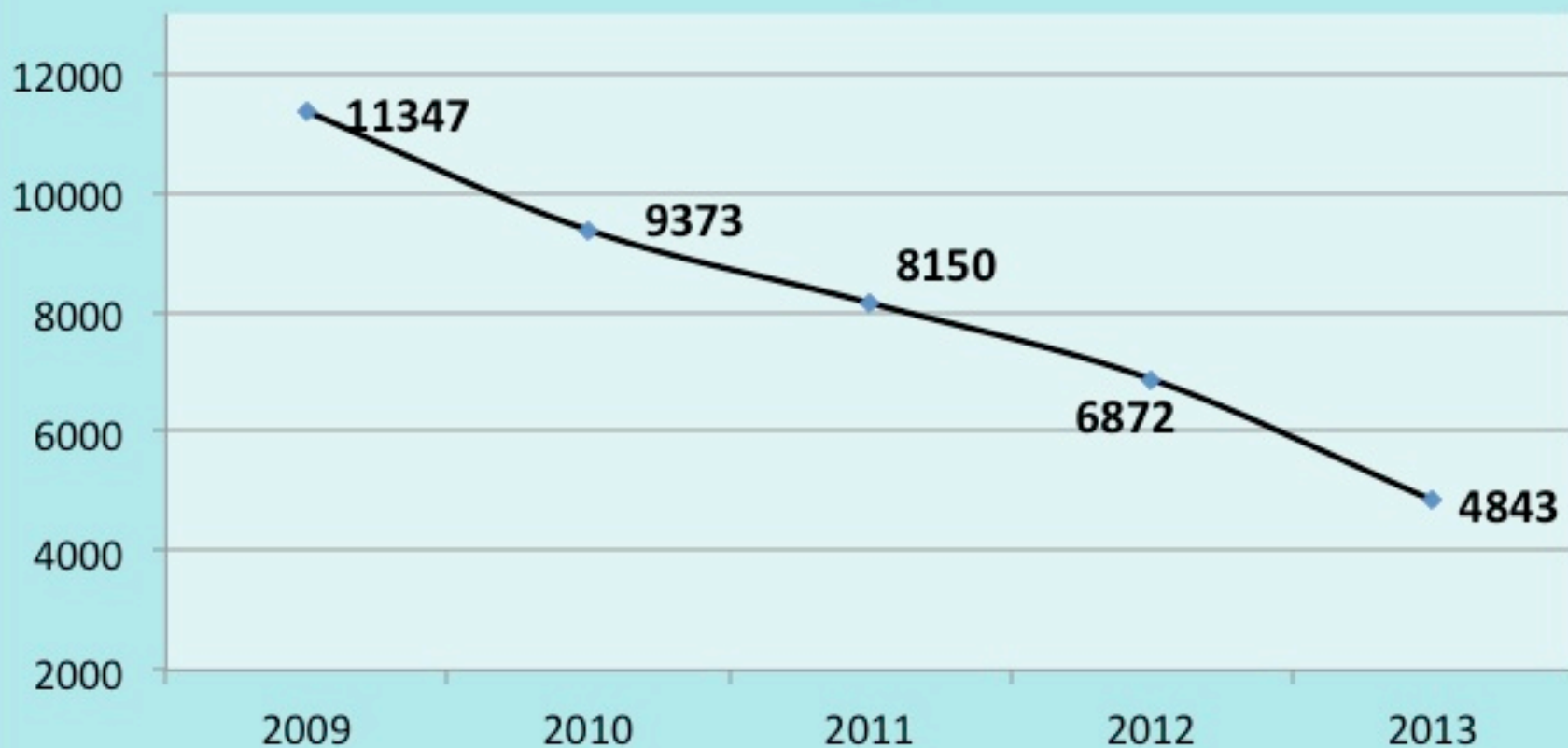
Calendar year 2012 vs. 2013



Euthanasia

Calendar Year 2009 - 2013

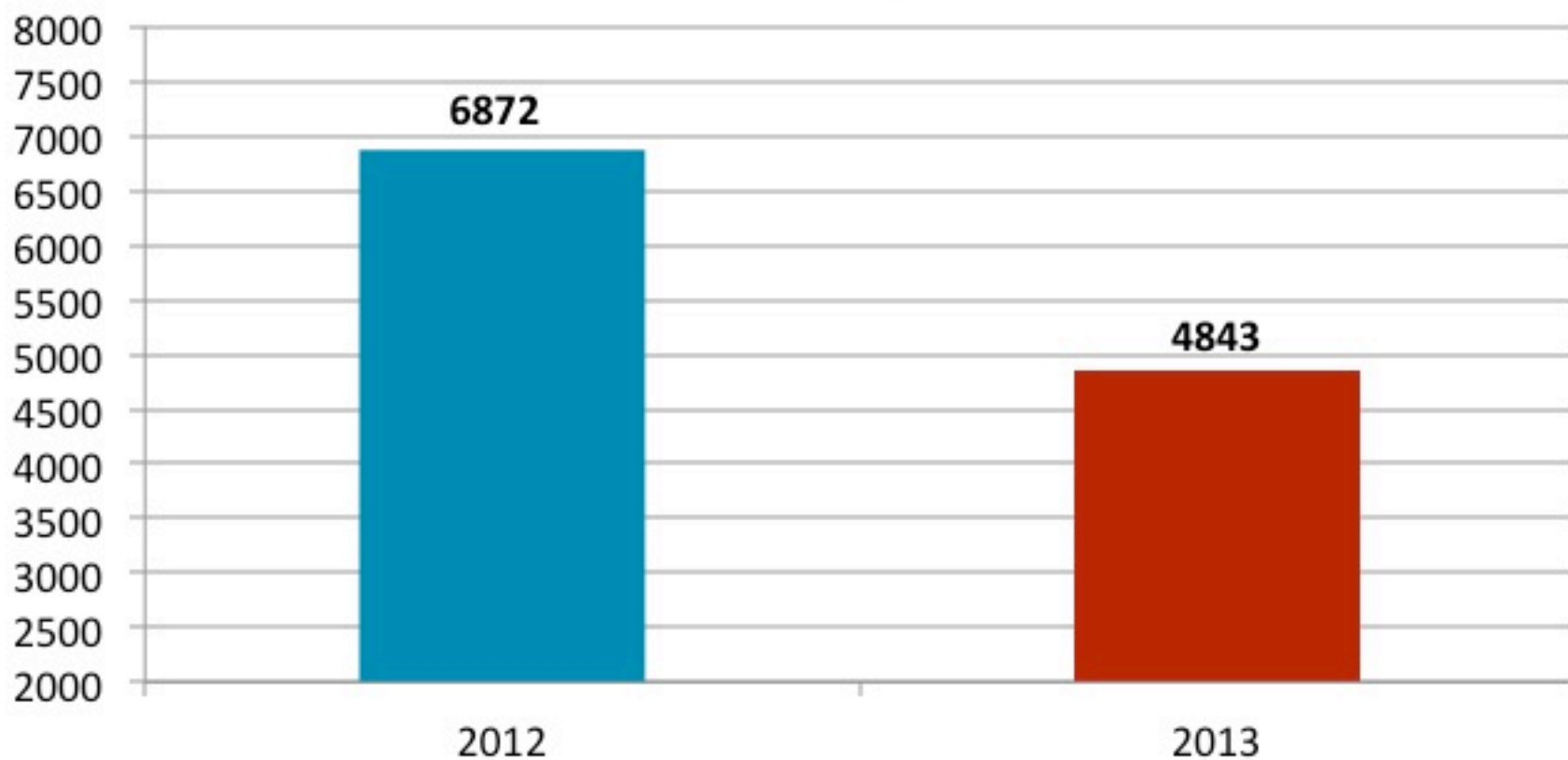
Cats & Dogs



Euthanasia

2012 vs. 2013

Cats & Dogs

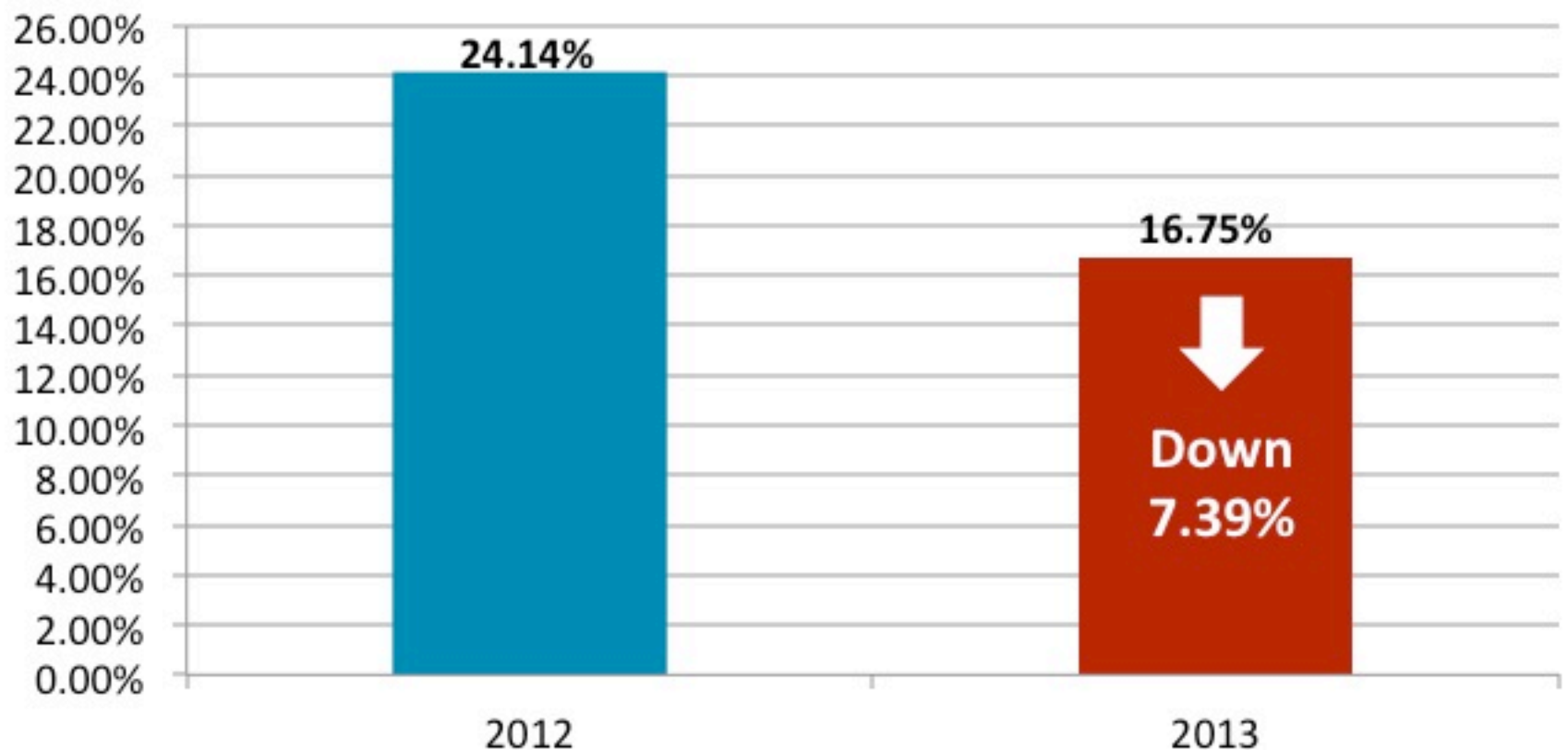


Euthanasia

2012 vs. 2013

as a Percentage of Intake

Euthanasia





2013 - Year in Review

Adoption Program



GOAL: To redesign the program and change public perception of AC&C from the place to bring animals to *the place to adopt an amazing new pet*

- Addition of Staff
- One-on-one Counseling
- Increase Adoption Promotions
- Increased participation at off-site events



RESULT:

- New program resulted in 1,341 more adoptions in 2013 for a total of **6,146**



2013 - Year in Review

15 Adoption Promotions since June 2013



Elect to Adopt!

VOTE for Coffee
40862002
Manhattan

VOTE for Dakota
40863302
Manhattan

VOTE for Dexter
40863323
Manhattan

This Election Day, make your voice heard. Our feline candidates aren't beholden to any special interests, and want only to make your home a better place to live. Whether you choose a Democrat or Republican, elect to adopt.*

Saturday, November 2nd through Tuesday, November 5th

7 months and over: \$20
6 months and under: \$50

Care Center Locations:
Manhattan - 130 East 170th St.

November is Adopt-a-Senior-Pet Month

Super 7 and up

We're celebrating **Adopt-a-Senior-Pet Month** with a special on our magnificent, mature dogs and cats! This **Friday, Saturday, and Sunday, November 15, 16 & 17**, open your heart and home to an older and wiser animal for a reduced adoption fee.

Dogs & cats 7 years and older: \$20

Care Center Locations:
Manhattan - 130 East 170th St.

Welcome 2014

Make Adoption Your New Year's Resolution

This year, become the Cat, Dog, or Rabbit Person you were meant to be. Start 2014 off right by adopting for a reduced fee!

Every Friday, Saturday & Sunday in January, 2014

Cats: \$20
Dogs: \$40
Rabbits: \$35

Care Center Locations:
Manhattan - 130 East 170th St.
Brooklyn - 2330 Linden Boulevard
Staten Island - 3130 Veterans Road West

Adoption Hours 12-7pm

Animal Care & Control NYC
ADOPT • VOLUNTEER • DONATE
www.nycacc.org

This Season To Adopt

Treat yourself to the gift of unconditional love and happiness this holiday season by adopting one of our wonderful dogs, cats, or rabbits for a reduced adoption fee.*

December 18th thru December 31st

Cats: \$20
Dogs: \$40
Puppies & kittens: \$75
Rabbits: \$35

Care Center Locations:
Manhattan - 130 East 170th St.
Brooklyn - 2330 Linden Boulevard
Staten Island - 3130 Veterans Road West

Adoption Hours 12-7pm

Adoption gift bags are being provided by **Pillows for Paws** (while supplies last)

Animal Care & Control NYC
ADOPT • VOLUNTEER • DONATE
www.nycacc.org

2013 - Year in Review

Adoption Promotions (con.'t)



IT'S TIME FOR
THE BIG GAME



Get ready to score a touchdown this Sunday by adopting one of our all-star cats, dogs or rabbits!

**SUNDAY
FEBRUARY 2, 2014**

Cats \$20 Dogs \$40 Rabbits \$35
Kittens 6 months & under: \$50
Puppies 6 months & under: \$75

Care Center Locations:
Manhattan - 326 East 110th St.
Brooklyn - 2336 Linden Boulevard
Staten Island - 3139 Veterans Road West

Adoption Hours 12-7pm

Animal Care & Control of NYC
ADOPT • VOLUNTEER • DONATE

www.nycacc.org

*All AC&C adoptions include spay/neuter, vaccinations, a pre-registered microchip, an identification tag, a collar, and a certificate for a free initial exam at a participating vet.

Watch AC&C Kittens battle it out on the **Kitty Half-Time Show** on **Animal Planet** during the **Puppy Bowl** starting at 3pm

12 Additional Adoption Promotions through Third Party Vendors:

- ECO Fest
- NY Veterinary Hospital
- Pet Adoptions at the Richmond Hill Block Association's 40th Annual Park Fair
- Canine Comedy Parade
- Adoptions at the Staten Island Animal Hospital
- Adoptapalooza
- Maddie's Pet Adoption Days
- Paws in the City
- Whiskers in Wonderland
- Broadway Barks
- Reformed Church of Huguenot Park Staten Island
- FIT Pet Fashion Show



2013 - Year in Review

Adoption through At Risk List

- Access to At Risk List available to public for 18 hours (6pm-noon)
- Public At Risk List Adoptions:
 - January– December 2013: **338**
 - Total adopted since June 2012: **426**
 - Transferred to STAR Fund: **\$14,600**
 - Forfeited Adoption Deposits: 2012: **\$12,550**
2013: **\$2,050**





2013 - Year in Review

Adoption Program

In 2014:

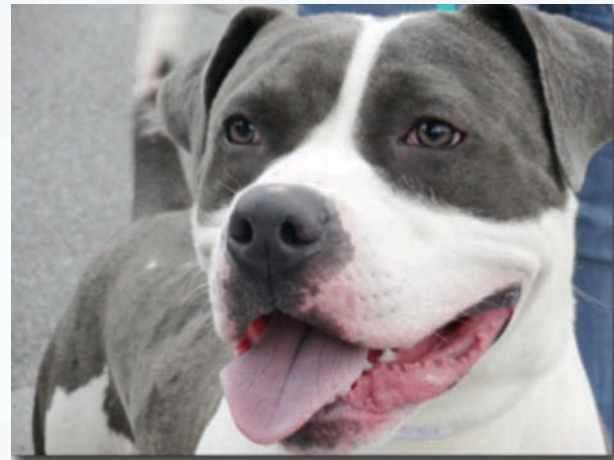
- Expand adoptions from 6,146 to **7,500!**
- Decrease adopter wait times
- Regularly schedule off-site events
- Increase community presence
- Increase visibility of public adoption through At Risk list
- Media blitz



2013 - Year in Review

New Hope Program

- New Partners in 2012: 17
- New Partners in 2013: 28
- Total Active Partners: 251
- New Hope Placements:
 - 2012 – 14,095 / Exotics* 1,477
 - 2013 – 14,871 / Exotics* 1,513
 - *Exotics includes: birds, turtles, snakes, goats, pigs, owls, hamsters
- New Hope Advisory Committee
- Additional First Alerts - added Day 2 and Day 3 for each alert to provide additional information to encourage earlier placement



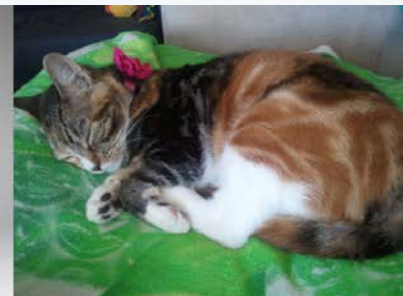


2013 - Year in Review

Foster

GOAL: Enhance Capability to Place Animals

- Active foster volunteers:
 - For cats - 90
 - For dogs - 120
- 562 animals have been in foster 2013
- 24 foster orientations held in 2013; 111 attendees





2013 - Year in Review

Foster (con't)

In 2014:

- Greatly expand Foster Network to place more animals
- Promote Foster Program at events, corporate settings, social clubs, civic groups
- Increase and customize orientations
- Improve and increase information for current and future fosters – including revising website, handbook, training and social media
- Foster survey results
- Orientation sessions February 4th and March 4th

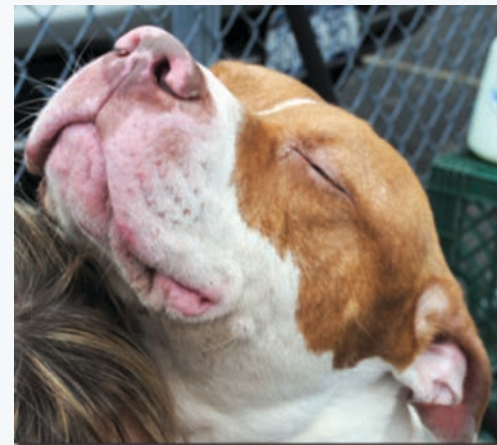


2013 - Year in Review

Behavior

GOAL: Establish regular Behavior Enrichment to help increase adoptions

- Interaction – walks, playtime, socialization
- Food – stuffed Kongs and plastic egg shells, frozen treats and ice blocks
- Scent – Feliway diffusers for cats, scent spray for dogs
- Music –written and recorded to induce calm
- Stretch & Scratch for cats and tough toys for hard chewing dogs



2013 - Year in Review

Behavior (con't)

In 2014: Increase Behavior Enrichment to improve adoptions

- Track and monitor all enrichment activities to ensure consistency
- Borrow Best Practices
 - Quiet kennels with treats and clickers
- Engage staff and volunteers to help improve adoption presence
- Optimize socialization of animals
- Identify resources for fearful or reactive dogs & cats



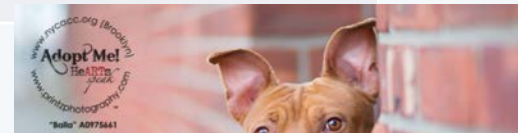


2013 - Year in Review

Volunteer Program Growth

	Jan – Dec 2012	Jan – Dec 2013
New Volunteers	989	981
Completed Training	606	679
Total Hours (ALL VOLS.)	27,702	29,552
Avg. Monthly Hours	2,309	2,463

- Dog & Cat Companions; Level 1 & 2
- HeARTs Speak Perfect Exposure Project
- Volunteer Survey Results
 - Focus on recognition & retention; increase communication; create committees; more hands-on training; revise orientation

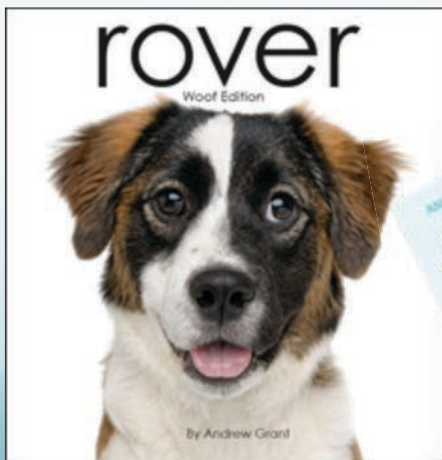




2013 - Year in Review

Development – Fundraisers

- 6th Annual Spring Fling, May 2013 - \$55,652
- New York's Kindest, Dinner & Awards - \$75,102.50
- Online Donations - \$99,369.98
- Direct Mail Appeals, 2013 - \$71,058
 - *Summer, NY's Kindest, Holiday, EOY*
- Giving Tuesday ~ \$4,000
- Third Party Events, 2013 ~ \$64,000





2013 - Year in Review

Development FY14 – 6 month plan

- Development Recruitment
- Direct Mail Appeal in March/Spring and May/Summer
- Website and Social Media appeals tied to mission & NY's Kindest
- Major gift development
- Corporation, Foundation and City Council Grants
- Events: February 7; March 4; May (third party); Spring Fling in May

Retail Sales

- **Zazzle.com**
 - 10% of proceeds from every sale
- **AmazonSmiles**
 - 0.5% of proceeds from every sale
- **PetFlow**
 - Receive purchases from Wish List

Shop at AmazonSmile
and Amazon will make
a donation to:

Animal Care & Control of NYC (AC&C)

Get started

amazonsmile





2013 - Year in Review AC&C is on the move!

2013



The NEW look for 2014



TRANSPORT



2013 - Year in Review Communications

New York's Kindest PSA Campaign

Goals

- Raise awareness
- Increase **adoptions, donations** and **volunteerism**

Strategy

- Position as premier place to adopt, volunteer, donate in New York City
- Create unifying concept
- Showcase success stories and community support
- Pro-bono and discounted services and media





2013 - Year in Review

Communications (con't)

Support for Year-End Giving

- **Facebook & Google ad campaigns**

- Won Google Awards Grant - \$10,000 in free ads monthly
- #GivingTuesday, December 3
 - ~ \$4,000 in online donations in a single day
- Generated 367,000 Facebook impressions during December.
 - @ 1,700 people visited our holiday donation page from Facebook.



Be One of NY's Kindest
nycacc.org



Donate today and help
AC&C of NYC
give shelter animals a new
leash on life!

\$20 Feeds a Hungry Cat
nycacc.org



Be one of NY's Kindest.
Show your love for
NY's fluffiest by donating to
AC&C of NYC today!

Adopt a Furry Friend
nycacc.org



Visit Animal Care &
Control of NYC today to
give a loving home to a
furry friend in need!





2013 - Year in Review

Communications (con't)

New York's Kindest 2014

Spring 2014/Aligned with peak season.
Showcase adopters, volunteers, donors.

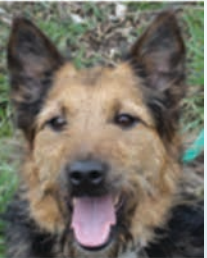
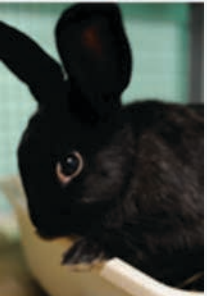


Facebook	<ul style="list-style-type: none">▪ Highly targetable platform where our target audience spends a significant amount of time. Engage New Yorkers for ongoing communication.
Retargeting Ads	<ul style="list-style-type: none">▪ Ads that reconnect prior visitors to our website to remind them to adopt, donate or volunteer.
Search	<ul style="list-style-type: none">▪ Google Grant free ads to target interested volunteers and donors.
Out of Home	<ul style="list-style-type: none">▪ Geo-targeted placements in subways, phone kiosks and cinemas to raise awareness with commuters and other New Yorkers.
Radio	<ul style="list-style-type: none">▪ :30 spots on local AM and FM stations.
Television	<ul style="list-style-type: none">▪ :30 spots on Time Warner Cable

2013 - Year in Review

Communications (con't)

New York's Kindest 2014





2013 - Year in Review

Media Coverage

Partnerships

- Huffington Post NY
- Staten Island Advance
- Canarsie Courier
- Queens Courier
- Fox 5's FB page
- NBC New York Saturday Morning Show
- News 12 "Furry Fridays"
- The Couch on CBS



2013 - Year in Review Media Coverage (con't)



DAILY NEWS SITE | BLOGS

AMERICA NEW YORK LOCAL news politics sports showbiz opinion living photos video autos

More of Local: EVENTS NYC CRIME BRONS BROOKLYN QUEENS UPTOWN EDUCATION WEATHER DEATH NOTICES KEYS YOUR PICK

LOCAL

Subway kittens Arthur and August ready to be adopted, animal care specialists say

The Animal Care & Control center in Manhattan has no intention of separating the pair — instead it is looking for one home for the two felines rescued from Brooklyn's subway tracks.

By CORBY SIEMASZKO / NEW YORK DAILY NEWS
FRIDAY, OCTOBER 18, 2013, 12:26 PM

142 44 8 1

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ONLINE PURCHASE ONLY. SOME RESTRICTIONS APPLY. OFFER ENDS 10/18/13.
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EDITOR'S PICKS



SOUNDCHECK

IN STUDIO WATCH READ ARCHIVE GIG ALERTS

Roll Over Beethoven: Music To Calm Your Dog

Tuesday, October 08, 2013

5 Shares 18 18 100

AUDIO 00:00 / 00:05

Like Add Download Embed Stream m3u

Tails
Pet Media Group, Inc.

Home Wellness Behavior Rescue Celebrations Lifestyle Pet Staff Magazines

Home / Featured / Our 15 Favorite Animal Stories of 2013

Our 15 Favorite Animal Stories of 2013

DECEMBER 20, 2013 BY TAILS MAGAZINE — FEATURES, LIFESTYLE, NEWSLETTER AND 5 COMMENTS

As the year comes to a close, we thought we'd take a look back at the stories that moved us, inspired us, warmed our hearts, and changed our worlds in 2013.

14. The New York City subway kittens

The two kittens shot down from the cover of NBC's *Chicago* magazine. *Transportation Authority*, New York

For a dozen weeks this past summer two tiny kittens were the talk of the nation after being up traffic and shuffling their way out of the NYC subway. After their rescue, they were taken to Animal Care & Control of NYC, where they were kept for a few months as they got healthier and better socialized. Tons of inquiries came in from animal lovers interested in adopting the pair, and today the two Brooklyn-born kitties comfortably with their new family in Brooklyn.

DNAinfo New York

IN YOUR NEIGHBORHOOD NEWS LOCAL LIFE

East New York & Brownsville Crime & Mayhem Urban Animals

4-Foot Lizard in Brownsville Tops Strange Animal Rescues of 2013

By James Fisher on December 17, 2013 6:54 AM

NEW YORK CITY — It wasn't the albino cobra found in a Brooklyn homeless shelter this past August that stands out as 2013's most memorable capture for Animal Care & Control of New York's Mike Pastore.

Nor did the scorpion and tarantula, confiscated as part of an eviction, raise eyebrows.

And though a Loggerhead turtle, two mini-pigs, a caiman, three alligators, 91 snakes, a flock of 21 peregrine falcons and 28 red tail hawks were also rescued by the field officers of ACCC over the past year, they only merited a passing notice.

The most exotic creature scooped up from the city's concrete jungle in 2013 was a 4-foot-long monitor lizard who survived the summer eating rats on Osborne Street in Brownsville, ACCC's assistant director of operations said.

A 4-foot monitor lizard was caught in the backyard of a Brownsville. — View Full Caption

silive.com Powered by **State of New York**
Staten Island

NEWS SHOWS SPORTS U.S. SPORTS ENTERTAINMENT CELEBRATIONS

Celebrations Family/Relationships Health/Fitness Home/Garden Pets Sports Special sections Worship More living

Staten Island Pet Calendar: 'Love-A-Pit-Bull' adoption event at AC&C (photos)

From Around the Web

- Doctors Reveal How Pill Causes Wreckless
- Do This Before Getting a Dog
- 1 Foods to Never Eat
- 12 Signs You're Not a Dog Person

More S.I. News

- Photos from the Staten Island Advance
- Must-see Staten Island videos
- Obituaries from the Staten Island Advance

GUEST of the GUEST

HOME GALLERIES FIND PARTIES FIND PEOPLE NEWSLETTER GET PHOTO ABOUT THE GUEST LIST

tumblr

Inside New York's Kindest Dinner Awards & Benefit For Animal Care & Control

By Stephanie Masia | Dec 13, 2013 12:15 PM | Events

Go HERE for more photos by Ken Arcara and tag yourself and your friends!

On Friday evening, December 6, New York's Kindest came out to celebrate for the first ever, New York's Kindest Dinner & Awards at the National Art Club. The evening was held to benefit Animal Care & Control, the NYC animal shelter that takes on over 30,000 homeless animals every year. New York's Kindest awards were presented to 5 individuals & groups, including New Leash Productions, Kevin de l'Aigle, and the ASPCA, who have gone above and beyond in helping the shelter fulfill its mission of rescuing, caring for, and finding loving homes for the homeless and abandoned animals of NYC.

Multi-platinum artist, Ann Hampton Callaway, entertained the VIP reception in song, followed by a dinner & awards ceremony.

WIRED GEAR SCIENCE ENTERTAINMENT BUSINESS SECURITY DESIGN OPINION VIDEO

TURN YOUR WINTER BLUES TURQUOISE.

DESIGN | Architecture

A Clever Animal Shelter Is Designed to Make You Say 'Aww!'

BY LIZ STINSON | 12:18:13 | 12:45 PM

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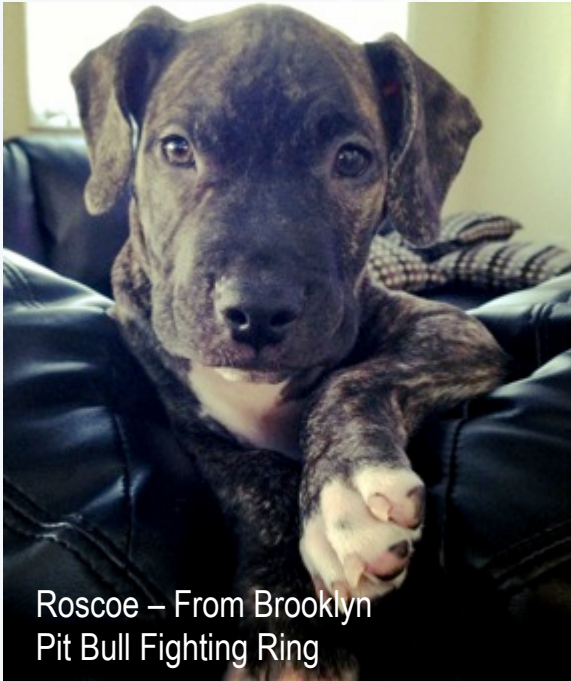
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News » View all

Garrison Architects are designing the new Staten Island Animal Care Center. The revamped animal shelter/tertiary clinic renews the typical animal shelter by positioning the animal holding rooms on the outside of the building. Image: Garrison Architects

Animals are a lot like humans—they like fresh air, sunlight and a peaceful, quiet place to call home. But if you've ever been to a crappy animal shelter, you know that the spaces can be the exact opposite of comfortable. Often times, animals are shoved into cramped, windowless rooms where the decibel level rivals that of a frat bar on Friday night.

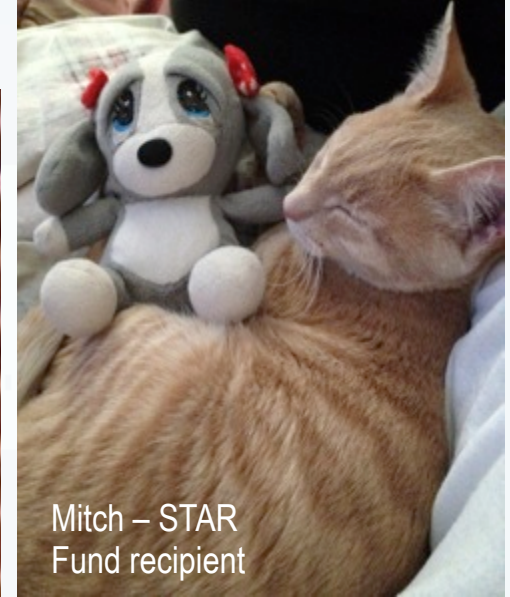
Happy Tails...



Roscoe – From Brooklyn Pit Bull Fighting Ring



Butter – first 2014 Rabbit Adoption



Mitch – STAR Fund recipient



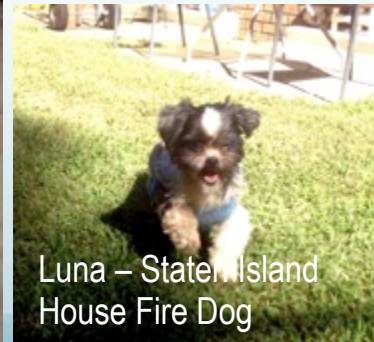
Winston



Chyna



Lucy and Ethel



Luna – Staten Island House Fire Dog



Zina – Staten Island House Fire Dog