Outcomes – Jan-May, 2014

Cats & Dogs

Intakes including Euth Req: 11,284

Outcomes including Euth Req: 11,077

New Hope 5,693

Public Adoption 2,343

Euthanasia 1,243

Euthanasia Req: 536

DOA: 481

Died in Shelter: 56

RTO/RTC: 723
Live Intake

January – May
Cats & Dogs

10,647  11,284

Up 6%

- Seized
- Return
- Euth Req
- Stray
- Owner Surrender

2013  2014
Euthanasia

January - May
Cats & Dogs

2013

Live Intake 10,647
Euthanasia Req 522
Euthanasia 1,190

2014

Live Intake 11,284
Euthanasia Req 536
Euthanasia 1,243
Placements
January - May
Cats & Dogs

New Hope
2013
5,519
Public Adoption
2,295

New Hope
2014
5,693
Public Adoption
2,343

Total
2013
5,519
2014
5,693
New Total
11,212
Communicating AC&C’s Message

Focus groups and individual interviews regarding adoptions have revealed some of AC&C’s biggest challenges – **brand recognition and building awareness.**

- Building better awareness of AC&C and our unique role in the NYC animal welfare community is a priority.
- Proactive engagement with public and private resources

Building relationships

- Getty Images
- Modos Furniture
- ASPCA kitten nursery
- Best Friends
- Gilt Magazine
- NBC TODAY Show

- National Geographic
- OUT Magazine
- Animal Planet
- Jackson Galaxy
- Arise TV
- Cosmo Magazine
Social Media

Goal is to build an active community among Facebook users:
- Page likes close to 10,000 (up 79% for year)
- Engagement up (Just one day 57k reach)
- Better showcase animals available for adoption
- Share happy tails
Fiscal Year 2014 Review

Fundraising

Major Sources of Giving
- Direct Mail
- Online Donations
- Unsolicited Gifts
- Event Revenue
- Corporations
- Foundations
- Matching Gifts
Positive Results:

- **29 animals adopted June 11**
- 133% increase over a typical Wednesday
- Community Outreach

**CHALLENGE REMAINS:**

**INFLOW OF ANIMALS**

- **95 animals arrive June 11:** 78 cats/17 dogs
- How do we stay ahead of the intakes?
- How to balance between animals leaving and animals entering the shelters
Fiscal Year 2014 Review

INFLOW

Any given day at AC&C looks like this:
Population on a Monday in June 2014:
561 animals
  363 cats, 164 of which are kittens.
  198 dogs

Compared to population on a Monday in March 2014:
418 animals
  251 cats (112 less than day in mid-June)
  167 dogs (31 less than day in mid-June)
Operations: Disease Reduction to Improve Health and Outcomes

- Reduce transmission of disease
  - Installation of multiple PPE stations
  - Multiple stations in Isolation areas
  - Limit access to isolation areas by public/staff
- Training and Staffing
  - Training from medical and behavior departments for better, more complete care of animals across departments
- MEASUREMENTS:
  - # cats diagnosed with URI
  - # dogs diagnosed with KC
- Results March – mid June 2014 v. 2013:
  - Brooklyn: KC down by ~1/3; URI no change
  - Manhattan: KC up; URI up
Fiscal Year 2014 Review

OUTCOMES

Adoptions to the Public

• 26 Adoption Promotions since program redesign
• Mobile Adoption Center—122 adoptions since February 9 Kick Off
  • Other benefits: Good PR and outreach throughout NYC; opportunity to promote AC&C to passersby and adopters; additions to our mailing list; volunteer opportunities.
  • Recent venues: Union Square; Richmond Hills Queens; SI
  • Saturday 6/21 Garber Hardware, Greenwich Street
  • Friday 6/27 Petco Union Square
  • July: Bronx, Brooklyn, Theater District

Results:

• January – May, 2013: 2,295
• January – May, 2013: 2,343
• Increase of 48 YTD; increase from July 1 – May 31 of 863
Fiscal Year 2014 Review
Adoption Promotions – May and June
OUTCOMES

Behavior Enrichment to Improve Adoptions

- Enrichment Facilitators to provide additional mental and physical stimulation and keep dogs, cats engaged with their environment, reduce stress, maintain and improve behavior, decrease illness, increase adoptions, and reduce length-of-stay.
  - Reconfiguration of Manhattan backyard to complement emphasis on isolation protocol
  - **Measurements:**
    - More animals are receiving enrichment
    - More animals are maintaining their adoptions-appropriate behavior for longer periods through early intervention when distress and/or problem behaviors first appear
    - Positive feedback regarding the more thorough behavior summaries and the additional observations that the team is able to provide, rather than supplying just the SAFER behavior snap shot
Fiscal Year 2014 Review

OUTCOMES

Placing More Animals because of Foster Care
Fosters are needed to provide animals with the opportunity to heal from illness, injury or surgery, or to grow to weight for adoption (kittens)
- January –May 2014: 10 foster orientations held, 110 attended
  - Orientations where qualified new fosters will go home with foster kittens
  - Two weeknight and one weekend set aside for fosters to schedule necessary medical follow up appointments

Measurement:
- 52 new active fosters, 14 fosters adopted their first foster animal
- Over 300 total active fosters
- May - 160 animals were in foster
- June - 96 placed in foster to date
- Majority of animals in foster were adopted directly to permanent homes.
  A small number that have shown behavior concerns have been placed with New Hope
Community Outreach and Education

Field Services Are a Symbol of AC&C’s Unique Role

• **Wildlife Rescue**
  - Daily rescue of diverse species of wildlife in need
  - Injured, sick and orphaned animals:
    - Deer and seals on Staten Island
    - Injured migratory birds in midtown
    - Ill opossums, skunks and bats
  - First responders who stay until DEC, NYPD, etc. arrive

• **Proactive Community Outreach**
  - Regularly respond to calls from within the community to investigate animal cruelty and neglect with NYPD and ASPCA in all boroughs
  - Educating the public and connecting them to resources
Fiscal Year 2014 Review


Resources
- DOHMH contract amount: $12,786,650 (additional $552,000 from FY14)
- Substantial growth in development revenue

Operations
- Intakes in MACC 24/7
- Admissions Department
- Kitten Nursery partnership with ASPCA
- Other animal welfare partnerships

Communications & Development
- Build the Brand!
- Public awareness and community support

Headcount: 239 (22 tbh)
- New positions and filling vacancies
Fiscal Year 2014 Review

Happy Tails

Chupi

Fettu

Jazzy

Sampson

Otto

Rika

Sarge

Whitney

Theodore & Tilli
Fiscal Year 2014 Review

STATUS OF
AC&C MEDICAL DEPARTMENT
Fiscal Year 2014 Review

Status & Direction of AC&C Medical Department

- Hiring of New Medical Director, with rapid introduction into existing system.
- Continued problem solving and some good solutions have occurred due to weekly visits to each shelter.
Operations and Medical Departments coordinate to optimize animal health and comfort while in the shelter.

- Emphasis on prompt initial evaluation, vaccines, and any necessary treatment
- Raising the bar for cleanliness standards and identification of contagion
- Combination of these efforts to reduce euthanasia
Fiscal Year 2014 Review

Status & Direction of AC&C Medical Department (continued)

• Delivery of lecture series to non-Medical staff to ensure their understanding of shelter animal health challenges:
  • “Recognizing Illness, Injury, Pain and Suffering in Companion Animals”
  • “Common Shelter Infectious Diseases and How Vaccines Work”
  • “The Fix: The Anatomy of Spay & Neuter Surgeries in Dogs & Cats”

• Additional training modules sponsored/presented by Merck (gratis) and others conducted by Operations round out a format developed to create outstanding care at all levels.

• For LVT’s and Certified Euthanasia Technicians:
  • “Humane and Scientific Concepts in Animal Euthanasia”
Fiscal Year 2014 Review

Status & Direction of AC&C Medical Department

*What’s she doing in the shelter?*

- Fact finding for the best approach to best serve our animals
- Strategizing for success:
  - Weekly meeting with AC&C Veterinarians: what we did right, what we could have done better, and what we did wrong.
  - Review new protocols and share new knowledge acquisition (from CE)
  - Weekly meeting with Medical Supervisors and Quality Assurance/Quality Control LVT to share in the discussion about forward progress.
  - LVT QA/QC- new position with multiple functions to strengthen the Medical Department and LVT corps
  - Walkthrough to identify any obvious medically-relevant issues
What’s she doing at Headquarters?

• Regular interaction with senior management across all departments including IT and Finance.
• Conducting monthly Morbidity & Mortality Conference
• Advises Operations and Medical supervisory staff of key medical issues in the shelters
• Reminds Operations of its important role in disease prevention and reinforces the mutually necessary overlap it shares with Medical
• Delivering non-Medical staff and Medical staff lectures
• Thinking about program development
Where will AC&C Medical go?

- Addition of more Full Time veterinarians and LVT’s: impact on animal health
- Public support in addition to DOH funding
- Wish List
- Kitten season
- Adopt, Foster, Volunteer, Donate
- Communication between Medical and the public