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

Animal Care & Control of NYC
ADOPT • VOLUNTEER • DONATE
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

Animal Care & Control of NYC
ADOPT • VOLUNTEER • DONATE
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)

2012: 31078
2013: 31671
Intakes
Calendar Year 2009 - 2013

Cats & Dogs

2009: 40708
2010: 34761
2011: 31543
2012: 28464
2013: 28917
Intakes
2012 vs. 2013

Cats & Dogs

2012: 28464
2013: 28917

Up 1.59%
Bronx Borough Intake
Calendar year 2012 vs. 2013

2012
- Direct to Shelter: 4184
- Field Pickup: 1499
- Receiving Center: 2364

2013
- Direct to Shelter: 3604
- Field Pickup: 1547
- Receiving Center: 3601
Queens Borough Intake

Calendar year 2012 vs. 2013

- Direct to Shelter
  - 2012: 3976
  - 2013: 3217
- Field Pickup
  - 2012: 1138
  - 2013: 1338
- Receiving Center
  - 2012: 996
  - 2013: 1874
Placements as a Percentage of Intake
2012 vs. 2013

Cats & Dogs

66.40%  
72.68%  
Up 6.28%
New Hope vs. Public Adoptions
Calendar year 2012 vs. 2013

2012
- Public Adoptions: 4805
- New Hope Adoptions: 14095

2013
- Public Adoptions: 6146
- New Hope Adoptions: 14871
Euthanasia
2012 vs. 2013

Cats & Dogs

2012: 6872
2013: 4843
Euthanasia
2012 vs. 2013
as a Percentage of Intake

Euthanasia

2012: 24.14%
2013: 16.75%
Down 7.39%
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
Adoption Promotions (con.'t)

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
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
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
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
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
## Volunteer Program Growth

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>New Volunteers</td>
<td>989</td>
<td>981</td>
</tr>
<tr>
<td>Completed Training</td>
<td>606</td>
<td>679</td>
</tr>
<tr>
<td>Total Hours (ALL VOLS.)</td>
<td>27,702</td>
<td>29,552</td>
</tr>
<tr>
<td>Avg. Monthly Hours</td>
<td>2,309</td>
<td>2,463</td>
</tr>
</tbody>
</table>

- 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!

The NEW look for 2014
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.

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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.

<table>
<thead>
<tr>
<th>Medium</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Facebook</strong></td>
<td>Highly targetable platform where our target audience spends a significant amount of time. Engage New Yorkers for ongoing communication.</td>
</tr>
<tr>
<td><strong>Retargeting Ads</strong></td>
<td>Ads that reconnect prior visitors to our website to remind them to adopt, donate or volunteer.</td>
</tr>
<tr>
<td><strong>Search</strong></td>
<td>Google Grant free ads to target interested volunteers and donors.</td>
</tr>
<tr>
<td><strong>Out of Home</strong></td>
<td>Geo-targeted placements in <strong>subways</strong>, <strong>phone kiosks</strong> and <strong>cinemas</strong> to raise awareness with commuters and other New Yorkers.</td>
</tr>
<tr>
<td><strong>Radio</strong></td>
<td>:30 spots on local AM and FM stations.</td>
</tr>
<tr>
<td><strong>Television</strong></td>
<td>:30 spots on Time Warner Cable</td>
</tr>
</tbody>
</table>
2013 - Year in Review
Communications (con’t)
New York’s Kindest 2014
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)

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

New York City subway kittens

DNAinfo New York

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

Staten Island Pet Calendar: ‘Love–A–Pit–Bull’ adoption event at AC&C (photos)
Happy Tails...

Roscoe – From Brooklyn
Pit Bull Fighting Ring

Butter – first 2014
Rabbit Adoption

Mitch – STAR
Fund recipient

Winston

Luna – Staten Island
House Fire Dog

Chyna

Lucy and Ethel

Zina – Staten Island
House Fire Dog