FY‘14

June – September 2013

• FY2014 Budget = $14.2 million
  Increase of $1.9 million from DOHMH/NYC

Staffing

• Current Headcount = 240
• Recent Hires
  • Medical – Animal Care Technician, Chief Vet, Veterinary Services Supervisor
  • Operations – Floating Supervisor, Quality Assurance Assistant, Population Coordinator
  • Behavior – Enrichment Coordinator
• Hiring Goals
  • Continued focus on Medical Department
FY’14

Increase in Services and Hours

Queens & Bronx Receiving Centers
- 7 days/week, 8 hours/day
- Services extended to 7 days as of July 1, 2013
- Services to be extended to 12 hours/day as of October 1, 2013

Call Center
- 7 days/week, 12 hours/day
- Services extended to 12 hours/day as of July 1, 2013
- Number of calls received increased by 8% from June-Aug, 2013 compared to the same time frame in 2012
Field Services hours of operation

- 7 days/week, 12 hours/day
- Services extended to 12 hours per day as of July 1, 2013
- Field Emergency response available 24/7
- 12 New Field Operations Vans to be added to fleet
FY‘14

Increase in Services and Hours (con’t)
FY‘14

Placement of Animals/Adoption Program

- Official Launch – June 27, 2013
- Adoption promotions every other weekend; weekdays to be added next month
- Nine full-time adoption counselors plus five CUNY students starting at MACC
- Volunteer adoption counseling trainings – pairing volunteers with staff
- Adoption stories and photos featured on Social Media weekly
- Simplified adoption fees based on animals’ ages
Adoption Promotions

It's a Feline Frenzy! We got 'em all!

All Cats and Kittens for a $10 adoption fee

Come meet your purr-fect pet this Friday, Saturday or Sunday, August 9th, 10th or 11th at our 3 Care Centers:

Manhattan - 326 East 110th Street (between 1st & 2nd Aves.)
Brooklyn - 2336 Linden Boulevard
Staten Island - 3139 Veterans Road West

Adoption Hours are from 12-7pm

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

Animal Care & Control of NYC
www.nycacc.org

be cool adopt

Animal Care & Control of NYC
A DOG & VOLUNTEER DONATE

Manhattan Animal Care Center
326 East 110th Street
(between 1st and 2nd Aves.)
New York, NY

Brooklyn Animal Care Center
2336 Linden Boulevard
Brooklyn, NY

Staten Island Animal Care Center
3139 Veterans Road West
Staten Island, NY

ADOPTION SPECIAL:
All Cats - $25.00 each
All Dogs - $50.00 each

Come to our Care Centers Saturday and Sunday, July 20th and 21st, to adopt your new family member for a reduced fee!

www.nycacc.org
FY’14 Adoption Promotions (con’t)

Teacher's PET

Find your favorite during our back-to-school adoption special! This Friday & Saturday, Sept. 6 & 7, learn about the many amazing animals available at AC&C, and adopt a dog or cat for a reduced fee.

Dogs and Puppies:
Up to 6 months $150
7 months to 6 years $50
7 years and over $25

Cats and Kittens:
Up to 6 months $40
7 months to 6 years $20
7 years and over $20

Animal Care & Control of NYC
www.nycacc.org

Real Housecats
OF NEW YORK CITY

Adopt your purr-fect Real Housecat this Friday, Saturday or Sunday, August 23rd-25th. All cats over 7 months are $10, Kittens 6 months and under are $40.

Animal Care & Control of NYC
www.nycacc.org

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

**Thanks to the Humane Society of Missouri for the catfish.

*Adopt a Volunteer & Donate
FY‘14

Adoption Promotions (con’t)

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
• Adoptions at the Staten Island Animal Hospital
• Adoptapalooza
• Maddie’s Pet Adoption Days
FY‘14
Adoption Program (con’t)

RESULTS

• Increase in adoptions
  • January – August 2013: 3,955
  • January – August 2012: 3,165
  • Increase of 24.9%

• Comparison since June 27, 2013 launch:
  • June 27 – September 22, 2013: 1087
  • June 28 – September 23, 2012: 806
  • Increase of 35%
FY ‘14

Adoption Program (con’t)

June 29, 2013:
Petacular: 52 total adoptions; percent increase over last year 112%

July 20-21, 2013:
Be Cool Adoption: 54 total adoptions; increase over last year 46%

August 9-11, 2013:
Feline Frenzy: 111 total adoptions; increase over last year 113%

August 23-25:
Real HouseCats of NYC: 87 total adoptions; increase over last year 117%

Sept 6-7, 2013:
Teacher’s Pet: 52 total adoptions: increase over last year 44.4%

September 21-22, 2013:
Fall in Love: 57 total adoptions; increase over last year: 39%
FY‘14

Placement of Animals/
New Hope Program

• Active New Hope Partners: 242
• New Partners in 2012: 17
• New Partners in 2013: 19 (through September)
• New Hope Placements:
  • 2012 - 15,554
  • January – August – 11,057
• New Hope Advisory Committee Created – 12 partners invited; first meeting October 2
FY‘14
Placement of Animals/Foster

• Active foster volunteers:
  • For cats - 65
  • For dogs - 93
• Approximately 384 animals have been in foster January-August 2013
• 16 foster orientations held in 2013
• New York Civic Corp member working with foster coordinator to increase recruitment and training
• 26 kittens in foster to star in Animal Planet’s Kitten Half Time Show – tune in February 2, 2014!
• 90 animals currently in foster homes
FY‘14

Placement of Animals/Behavior

• Behavior staff is providing mental and physical enrichment each day
• Calming scents
• Soothing music playing in the three Care Centers
• Increased variety of toys and treats for more positive experiences and to better address individual needs
Placement of Animals/At Risk List

- At Risk List available to public from 6:00 pm to 12:00 noon the following day (previously 5:00 pm to 6:00 am)
- Adoption Counselors contact each member of the public who reserves an animal through an online request
- Adoption Counselors schedule time to continue adoption process at Care Center
- Animals adopted from Public At Risk List:
  - January–August 2013: 186
    - Number reserved: 345
    - 54% follow through with adoption
    - Deposits transferred to STAR Fund
    - Total adopted since June 2012: 276
FY‘14

Volunteer Program

• Two NY Civic Corp Members (2013-2014) one volunteer program; one foster program
• New partnership with CUNY: 10 CUNY Service Corp Members beginning Sept. 30th for school year
• Volunteer Program Assessment
• HeARTs Speak “Perfect Exposure Project” Studio Photography Program
HeARTs Speak
FY‘14

Volunteer Program Growth

<table>
<thead>
<tr>
<th></th>
<th>Jan - Aug 2012</th>
<th>Jan – Aug 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Volunteers</td>
<td>696</td>
<td>661</td>
</tr>
<tr>
<td>Completed Training</td>
<td>453</td>
<td>474</td>
</tr>
<tr>
<td>Total Hours (ALL VOLS.)</td>
<td>19,780.76</td>
<td>21,070.55</td>
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<tr>
<td>Avg. Monthly Hours</td>
<td>2,472.60</td>
<td>2,633.82</td>
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FY‘14

Placements: FY’09 – FY ‘13
FY’14

Euthanasia: FY’09 – FY ‘13

Cats/Dogs

<table>
<thead>
<tr>
<th>Year</th>
<th>Cats/Dogs</th>
</tr>
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<tbody>
<tr>
<td>FY09</td>
<td>13,016</td>
</tr>
<tr>
<td>FY10</td>
<td>10,702</td>
</tr>
<tr>
<td>FY11</td>
<td>8,271</td>
</tr>
<tr>
<td>FY12</td>
<td>7,871</td>
</tr>
<tr>
<td>FY13</td>
<td>5,737</td>
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</table>
FY’14

Intakes –

May 2012 - August 2012
May 2013 - August 2013

Cats and Dogs

11681
11436

Down 2.10%
FY‘14
Placements as a Percentage of Intakes –
May 2012 - August 2012
May 2013 - August 2013

Cats and Dogs

2012: 60.53%
2013: 70.58%
Up 10.05%
FY‘14

Placements – New Hope vs. Public Adoption

May 2012 - August 2012
May 2013 - August 2013

Cats and Dogs

<table>
<thead>
<tr>
<th>Year</th>
<th>Adoption, 1581</th>
<th>New Hope, 5490</th>
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<tbody>
<tr>
<td>2012</td>
<td></td>
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</tr>
<tr>
<td>2013</td>
<td>Adoption, 2065</td>
<td>New Hope, 6008</td>
</tr>
</tbody>
</table>

FY'14

Euthanasia – May 2012 - August 2012
May 2013 - August 2013

Cats and Dogs

- 2012: 3364
- 2013: 2106

Chart shows the number of cats and dogs euthanized in FY'14.
FY'14

Euthanasia as a Percentage of Intake -
May 2012 - August 2012
May 2013 - August 2013

Cats and Dogs

2012: 28.80%
2013: 18.42%
FY‘14
Total Intakes -

September 1, 2011 – August 31, 2012
September 1, 2012 – August 31, 2013

All Animals

<table>
<thead>
<tr>
<th>Year</th>
<th>Intakes</th>
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<tbody>
<tr>
<td>2012</td>
<td>32682</td>
</tr>
<tr>
<td>2013</td>
<td>30320</td>
</tr>
</tbody>
</table>
FY'14

Bronx Borough Intake -

September 1, 2011 - August 31, 2012
September 1, 2012 - August 31, 2013

- 2012:
  - Receiving Center: 4020
  - Field Pickup: 1260
  - Direct to Shelters: 933

- 2013:
  - Receiving Center: 3169
  - Field Pickup: 1124
  - Direct to Shelters: 1432
FY‘14
Queens Borough Intake -
September 1, 2011 - August 31, 2012
September 1, 2012 - August 31, 2013

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2013</th>
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</thead>
<tbody>
<tr>
<td>Receiving Center</td>
<td>4420</td>
<td>3447</td>
</tr>
<tr>
<td>Field Pickup</td>
<td>1493</td>
<td>1395</td>
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<tr>
<td>Direct to Shelters</td>
<td>2150</td>
<td>2915</td>
</tr>
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</table>
FY’14

Operations

New Kennels and Cat Condos

• Upgrades completed in all three care centers including adoption areas, small dog holding, and isolation

• Benefits include:
  • stress reduction from quieter, warmer materials  
  • visually appealing  
  • introduction of small dog specific housing  
  • increased individual living space for cats in adoption  
  • upgraded plumbing throughout the renovated dog areas  

• Continually looking at other animal areas that would benefit from upgraded fixtures and housing
FY’14

Operations (con’t)

• Facility Upgrades: Bathrooms and Locker Rooms
• New Paint – Bronx; Manhattan
FY‘14

Operations (con’t)

Safety Loss Prevention Program
- Formalized Safety Program
- Local Safety Committee Team at each location
- Safety Incentive Program – promotes health and safety awareness
- First Aid/CPR Training
- First Responders Team
FY’14

Operations (con’t)

• May 2013, AC&C assisted NYPD in Brooklyn, with the rescue of 7 pit bulls
• Several had scarring consistent with dogfighting, and a few with recent wounds that hadn’t yet healed; the location also contained dogfighting paraphernalia.

Treadmill found at the location; commonly used to condition dogs before a fight.
2 of the dogs were pregnant and gave birth shortly after arriving – totaling 23 dogs.

The dogs were also found positive for Babesia, a blood parasite similar to malaria.

AC&C treatment, emergency hospitalization, and foster care, and placed 21 dogs with partners and adopters.

Two are still at the Care Center waiting for forever homes.
FY’14
Response to House Fire on Staten Island

• In August, AC&C, at the request of OEM, responded to a house fire on Staten Island
• Field officers rescued a total of 68 small breed dogs from the location
• After medical and behavior assessments, all dogs were placed with partners or adopters – except for five who were altered and reunited with their owner
FY'14 Media Coverage
FY’14 Development

- New Kennel Fundraiser, June
- Summer Direct Mail Appeal, June
- Rover – Book Event, July
- New York’s Kindest Direct Mail Appeal, August
- Uno Chicago Grill, Dough Raiser September 27th & 28th
- New York’s Kindest, Dinner & Awards Friday, December 6, 2013 National Arts Club
- The Petco Foundation grant of $50,000.00 for new Transport Vehicle
FY’14 Communications

• Manhattan & Brooklyn Outdoor Signage
• AC&C Commercial on local TV stations and movie theaters
• Fox 5 Facebook Page, Featured Pet for Adoption and Promotions
• AC&C Facebook and Twitter
Communications (con’t)

Adoption Success Stories...

Oliver and Otis are best friends. They are a wonderful pair making me smile and laugh everyday!

Domino, just out of foster, found his forever home at Ecofest in Times Square! He posed with his foster mom and adopter before heading to his new place upstate.

Cat Bowie’s adopter says. “I have added cat shelving all around the apartment to help keep him entertained.”

“I love senior dogs and am so happy that she came to live with me. Thank you for all that you do and for all the wonderful animals that you help.”

“Oliver and Otis are best friends. They are a wonderful pair making me smile and laugh everyday!”