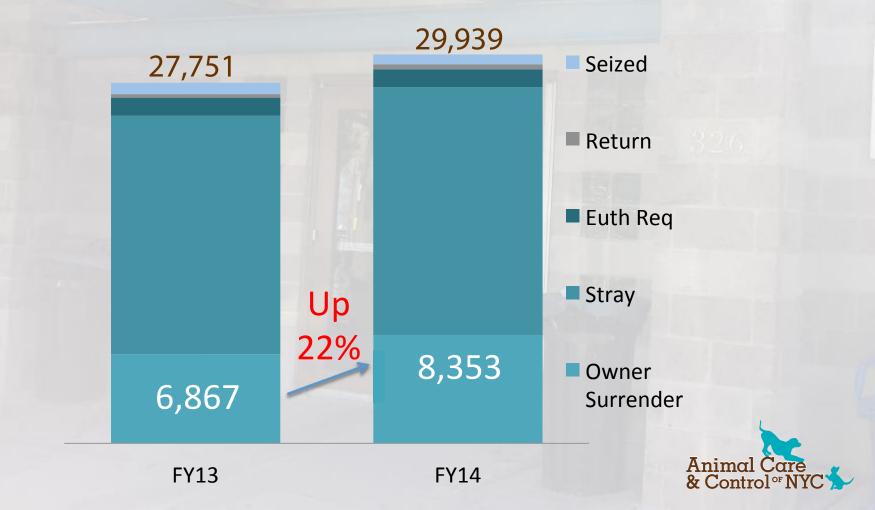
Board Meeting September 4, 2014



ADOPT 📽 VOLUNTEER 📽 DONATE

FY2014 Review Live Intake Cats & Dogs FY13 vs. FY14 (up 8%)

Also took in 2,852 'others'



Outcomes – FY14

Cats & Dogs

Outcomes: 31,221

FY2014 Review

(includes owner requested euthanasia)

New Hope 9 AC&C Staff 250 New Hope Partners 32 New Hope Partners added in FY14

New Hope 15,419 Public Adoption 6,161

> _Return to Owner/ Colony 1,755

_Owner Requested Euthanasia 1,327

_DOA 1,198

_In Shelter Death

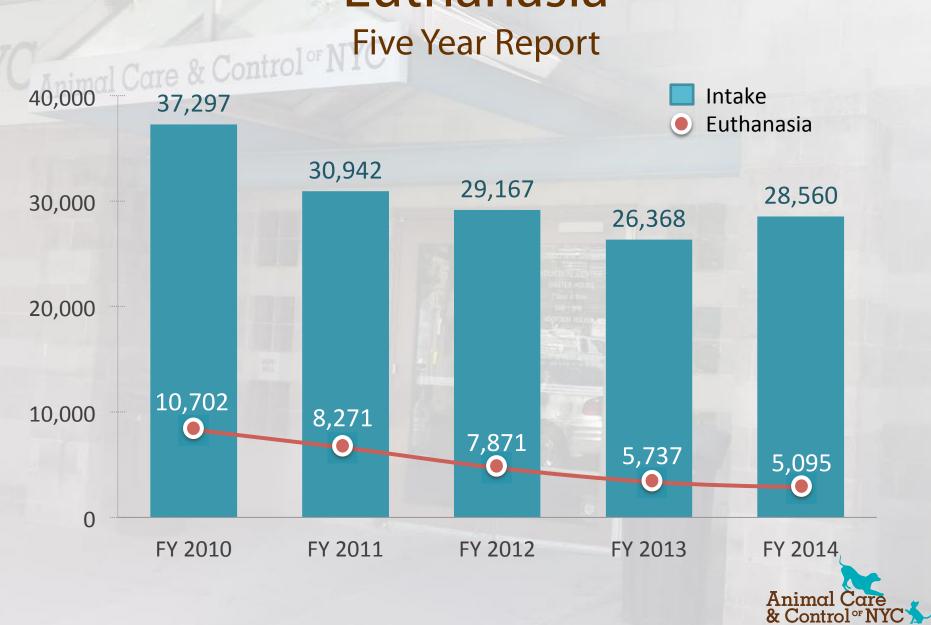
266

Euthanasia 5,095



Euthanasia

FY2014 Review



FY2015 Beyond the status quo... Overcoming challenges

- To accept every NYC animal that is abandoned, homeless or surrendered
- To provide compassion & respect to animals and people in need
- To do what is right for these animals and the NYC community
- To optimize placement opportunities
- To build community involvement & support to help animals get adopted
 - #BeTheLink, #AdoptDon'tShop



Fiscal Year 2015 CHALLENGE: Kitten Season

STRATEGY: Targeted Inflow Awareness Campaign

- NY Daily News, Gothamist, 1010Wins, WABC highlighted challenges of intake v. outcome
- ASPCA Kitten Nurery

Challenge Remains: Continual Inflow of Animals

- 95 cats arrive at AC&C almost daily
- Educating community about surrender
- "Milk Crate" Cats



DO YOU HAVE AN EXTRA SEAT IN YOUR HOME?

Please adopt or foster today.



Adult Cats...\$5 Kittens...\$20 6 months & under

Care Center Locations

Manhattan 326 East 110th St. Brooklyn 2336 Linden Boulevard Staten Island 3139 Veterans Road West

Adoption Hours 12-7pm



CHALLENGE: Pit Bulls

- Most surrendered
- Hardest to place
- NYCHA ban
- Weight restrictions/renters
- Reputation

STRATEGY:

Education & Awareness

- "Jackie Robinson"
- Huffington Post Pit Bull Week
- "Pit Bowl" Fundraiser
- Pit Bull Prom promotion
- BarkBox Pit Bull Appreciation Society



Pit bull found wandering Jackie Robinson Parkway looking for a new home

POSTED 6.46 PM, JULY 28, 2014, BY ANDREW RAMOS, UPDATED AT 06.45PM, JULY 28, 2014

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Operations/Admissions Initiative Launch: July 1, 2014

Customer Care Department continues to work with customers as they visit AC&C

- Greeting and directing customers
- Helping customers navigate AC&C services
- Lost and Found walk-through
- Return to owner
- Animal holding follow up

Program Details

Admissions Procedures

• More personalized, private interactions aimed at gaining as much information from the customer as possible

Admissions Initiative Continued

Customer Interviews

Maria Malakia da sa	
Where did this dog come from? My Home Stray - My Building Stray - Outside Family Member / Neighbor Pet ORIGINAL SOURCE Family / Friend Bred At Home Found as a Stray From a Colony Gift Adopted / Rescue Name: Adopted / Shelter Name: Pet Store - Name: Does this dog have a microchip? Yes No Who will it trace to? Animal's Name:	DOG INFORMATION SHEET Where did this dog come from? My Home ORIGINAL SOURCE Found as a Stray Animal's Name: Max WHY ARE YOU BRINGING THIS DOG IN? Is a Stray - Was Wandering Loose RELATIONSHIP I've owned him less than 6 months PEOPLE Lives with 2 adults and children Does he get along with children? Yes; is very active and playful Has he bitten anyone in the last 10 days? No



Admissions Initiative Continued

Customer Interviews

08/26/14 13:17

Martin is a 10 year oldneutered cat that is not declawed and was owned for the past 8 years by the owner. She found him originally as a stray when she was living in Brazil and he has only lived with her since. Owner did state that Martin did not have nay kind of previous injuries but has had a history with medical issues. He has been prone to urinary infections but not for a few years now but does get constipated and needs to be monitored.

Martin has never been around children, othe roats, or dogs so his behavior with them is unknown. He is liter box trained and has been kept only indoors ever since she got him. Owner stated that he has a medium elvel of energy where he would lay around most of the time but get spurts of energy where he wants to play and run around. She described him as confident, friendly, talkative, and affectionate.

Behavior:

New Family Info:

Martin has never bitten or scratched anyone or any other animal before.

Owner has never given the cat a bath or clipped his nails personally but has taken to a groomer. He will cry loudly when given a bath

but will (with minimum struggle) allow them to bath him and clip his nails. He can	
cry loudly. He is not bothered and enjoys being picked up and held, s afraid of bei	
one who does it and is not bothered when woken up from sleep.	01 - C.

Martin is used to clumping litter in an uncovered litter box. He does not really pla

caps or paper balls. Owner stated he does not scratch on anything or use a scrat

every now and then jump up into your lap. When he plays with the owner it is gentl

He is used to dry food but owner stated he is not particular to any one brand and

More info about Max

Max is a super sweet, smart, handsome young dog with a lot of energy. He loves to spend time with his people, play, exercise, and learn new tricks. He is very intelligent and a quick learner. He enjoys training classes and playing with other puppies. He loves learning and performing tricks. His favorites are give paw and give kisses.

Max is used to going on slow walks on the leash with an elderly man and was too difficult for him to control. He is also used to going running/jogging with his owner, which he loves.

Max loves to play including playing fetch, tag, and tug, and wrestling. His favorite toys are balls, stuffed animals, and squeaky toys.

Maximus loves to be with his people and followed his owner around the house constantly, always wanting to be in the same room as them. When he is alone he misses his family and barks/whines, and destroys furniture (walls, bed, etc.). He was crate trained when he was younger and this could probably be used to modify his behavior while he was home alone, along with regular mental and physical stimulation.

Max enjoys being brushed and is unbothered by having his food touched while eating, taking bones/rawhides/treats/toys away, pushing off of the furniture, holding or restraining, and disturbing while sleeping/resting. He barks at strangers approaching the house but doesn't growl, snap or bite.

Admissions Initiative Continued Program Details

Surrender Prevention

- Pet Help Partners
 - NYCHA dog bans
 - Tenant/Landlord disputes
 - Division of Homeless Services
 - Cat behavior intervention
- ASPCA
 - Free s/n appointments
 - Partners in Caring grants
 - "Street teams" working in high risk areas including East Harlem & East NY
- Partnership to provide low cost vet care
- Partnership with FCI to counsel community cat issues
- List of available dog trainers
- Ability to provide or loan animal equipment (crates, carriers, etc.)



Admissions Initiative Continued Program Details Surrender Prevention

07/05/14 15:11

Client came in saying that she had no choice but to give up her pomeranian because her lanlord said it's in violation of her lease. I asked her for how long she had the dog. She stated she had the dog in the apartment for a whole year before the lanlord said anything about this. She also stated that she would be allowed to keep the dog if she took on a rent raise. I then proceeded to speak to Matt from Pet Help Partners. Matt said although this isn't housing, this case could be fought and won in court. He said as long as she hasn't been hiding the dog everything will be ok. She said the building has cameras everywhere and she's been walking him outside the entire year before anything was said. Matt was given her information as well as reversed. Both of them will be in contact over the course of this court case.

07/15/14 11:22AM

Client came in to drop off a stray kitten. She came in with her 2 small children who was begging her to let them keep it. She said once we give the cats the shots, exam, and alter the kitten she'll take it home for the kids. I gave her information on the low cost vet mobile clinic and the ASPCA S/N van and told her she could get that done all by herself and that it's not 100% guaranteed that she'll get the kitten back. She said she will go get the kitten spayed on Thursday at the ASPCA Mobile clinic and keep the kitten for her children. We exchanged contact information so follow up could be possible.

> Animal Care & Control^{or} NY

7/10/14 at 6:35pm

Customer came in wanting to surrender her 3 yr old cat name Jackie because she doesn't know what's wrong with her. Jackie stopped eating for a week and is shedding everywhere. Customer said she called everywhere for vets and everyone was so expensive and she on a fix income and can't afford the fees. I counseled her about ASPCA PIC and she was interested in calling them. She called and ASPCA was willing to give her a grant to a close by vet.

Admissions Initiative Continued Program Details Deferred Intakes

- Scheduling intakes for later dates in time when more resources are available or to allow for placement efforts to be made without needing the animal to be in our care
 - Animals are vaccinated, microchipped and processed before going back home for a period of time
 - Allows vaccines to take effect outside the shelter, thereby increase resistance to disease
 - Microchips may reduce animal abandonments and increase reunifications
 - Seeking placement while the animals are not at AC&C helps keep population density down, maximizing staff and resources ability to care for the animals that do come in
 - Partners and adopters receive animals that have spent minimal time in the shelters



Admissions Initiative Continued Program Details Diverted Intakes

Matching animals and partners who seek out those animals so they never enter AC&C at all

- Saves AC&C resources
- Keeps population density down
- Reduces over all intake





Admissions Initiative Continued Measurables

2014 Goals (calendar year)

- 150 animals prevented from entering AC&C through surrender prevention programming
- 150 animals prevented from entering AC&C through diverted intakes

2015 Goals (calendar year)

- 200 animals prevented from entering AC&C through surrender prevention programming
- 300 animals prevented from entering AC&C through diverted intakes



Admissions Initiative Continued Progress so far...

 190 animals have been kept in their home through surrender prevention since July 2014



 Revised 2014 goal to 350 animals prevented from coming in via this program



Admissions Initiative Continued Looking ahead...

- Admissions to assume taking intake photos (previously medical)
 - Training in HeARTs Speak techniques
 - Training in "One Picture Saves a Life" techniques





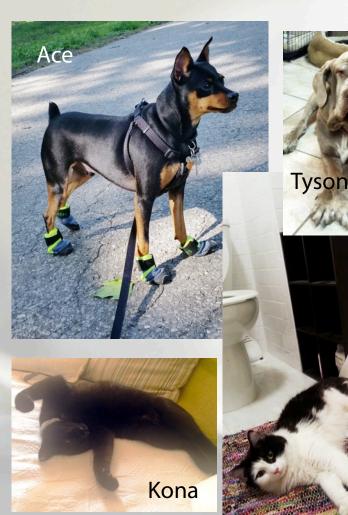


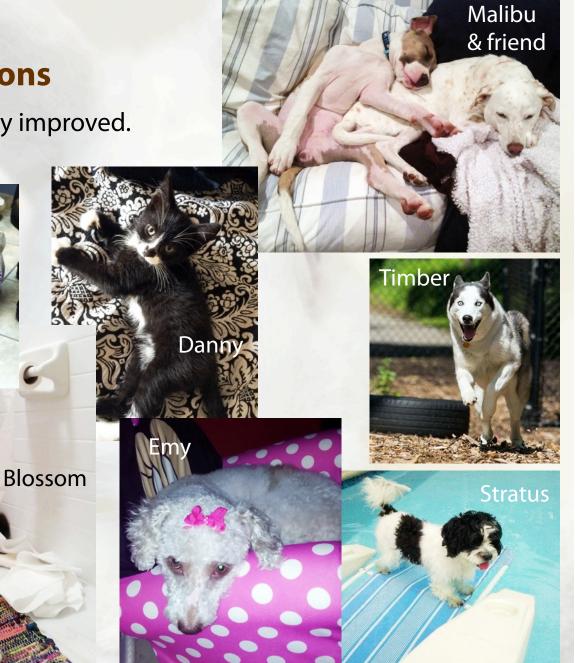




Placement- Adoptions

• Adoption process has vastly improved.





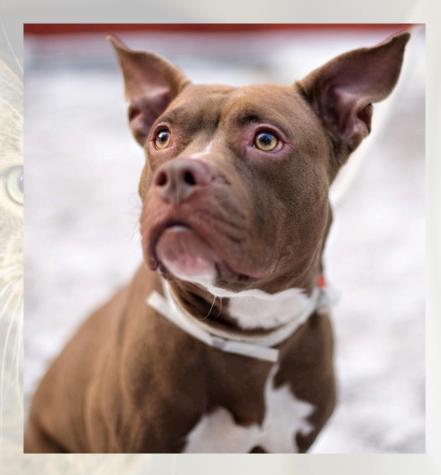
Placement- Adoptions

Continued

• Focus on *Quantity in FY2015*

- Goal to increase adoptions by at least 1,000
- NYC Survey large scale, comprehensive review to identify consumer preference; AC&C to craft adoption strategy; branding and marketing strategy to increase awareness, foot traffic to AC&C locations, and

ultimately adoptions





Fiscal Year 2015 Adoption Promotions –July thru September



Celebrate Independence Day weekend with a patriotic pittiel We're reducing adoption fees July 5-6 for all pits/pit bull mixes seven months and over1





Care Carrier Locations Mandature 100 for 100 % Anadige 200 costs holico are blow 10 for costs holico

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Pet Adoption Event Saturday, September 6th Pocket Rer 453 Meet Roh Storet New York City 1-3pm



Can the perfect accessory also be a best friend? Celebrate AC&C animals in style

at a very special adoption event!

On September bils, raise a glass of Pocket Bar's on sigmodet to coldenter your new best friend adopted from Animal Care & Control of NVCs (ACBC) on-site Molide Adoption Control.

While there, get your very own signed copy of I am Danky: The *Benero* of the *Hagant* Gentleman⁴ and most the power holding Gentlesis of the danky lifestyle, photographer Rose Callahan and writer Sathaniel Adams.

then openeor up your own fail style with the dapper consortion and fashion advice of bian line and Enrique Dama III of Now York/ Fine and Daudy Shop, and heck out the debut of their new line of accessories for layer daps.

Dandy duds on your pet and yourself?



Styles Styles Letter whet that did you do this summer?

Best Vacation EVER!

Ski the Alps? Visit the Louvre in Paris? How about a trip to Minnie Mouse's house?

Our jet-setting animals" have had the best time ever this summer and now they can't wait to share their next adventure with you!

August 29th thru 31st

Adult Cats: 55 Adult Dogs: 540 Rittens: 520 Pappies: 575 Rabbits: 535

and the second second

Animal Care & Control^{or}NYC



Ongoing special pricing promotion to assist with cat overpopulation in Care Centers

Placement- Adoptions Continued Mobile Adoption Center (MAC)



RESULTS since inception (February 2014)

- Adoptions -- 192 total/123 cats; 69 dogs
- 32 adoption events

Strategy to Improve Adoptions:

- Maximize MAC locations to drive adoptions and awareness/ branding
- State Senator Klein funding for purchase of MAC #2 dedicated to Bronx
- Maximize foster volunteers for MAC events



Placement/Foster

Growth

- Total active fosters: 291
- # of animals in foster throughout June 163
- # of animals in foster in throughout July 151
- # of animals in foster in August 100 as of 8/19

Strategy for continued growth

- 2 New Positions: Foster /Off Site Adoption Liaison (focus on MAC events); and Foster Assistant
- Expand Foster program coverage to seven days per week
- Expand orientations to all boroughs (beyond AC&C HQ)
- Customized on-site orientation at companies, community groups, etc.

Goal

 Increase animals available for adoption on mobile adoption centers; population management; increase in adoptions





Services to the Community Call Center & Field Operations

FY2014 Review

- 135,605 calls (371 calls/day)
- IVR plus 10 Call Center Staff
- Field Ops dispatched & responded to 16,110 calls
 - 5,987 Transports (to New Hope Partners; fosters; medical to/from AC&C)

FY2015

- 12,612 total calls in July
- 974 calls dispatched to Field in July
- 524 transports (to New Hope Partners; fosters)
- 4 cat hoarding cases involving 49 cats





Field Operations Continued

- AC&C's role is expanding
- Responding to third-party complaints an opportunity for AC&C to educate public, connect with the owner and offer assistance or referrals
- At least 15 new cases since June 90% dogs
- AC&C providing housing and care
- ASPCA takes custody of animals with severe injury or illness



Field Operations Continued AC&C to the Rescue!

Two fawns are corralled in a pen by concerned residents on Clove Road in Staten Island. AC&C transported to a safer area.





Bearded Dragon found in a homeowner's backyard in Little Neck, Queens, cold, hungry and lost.



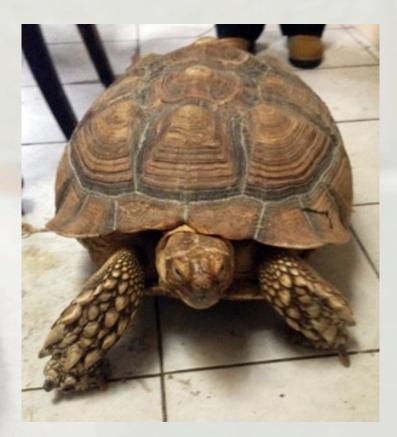
Field Operations Continued AC&C to the Rescue!

Abandoned 60 pound giant tortoise rescued from an apartment in Co-op City, Bronx.



Trapped kitten rescued from the bottom of a 5 foot pipe







Communications- Expanding Community of Supporters SOCIAL MEDIA



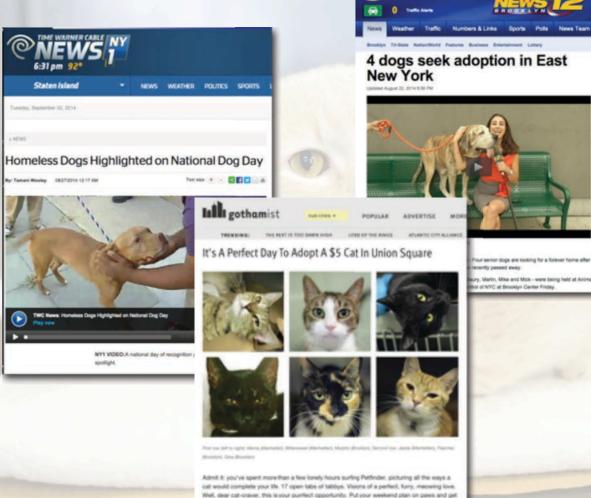
Join our Community

@NYCACC followers up 44% to 2,283

Bigger Community = More Shares = More Adoptions



Communications-Expanding Community of Supporters MEDIA OUTREACH



over to Union Square.



Fiscal Year 2015 Development – Building a Community of Givers







- August 13th Varsity Balls for dogs
- August 20th Cat toys
- August 27th Sleeper Crate Pads for cats and dogs
- September 3rd Kuranda beds for dogs





Development – Building a Community of Givers

- Dandies to the Rescue, September 6th
- Adoptapalooza, September 7th
- Strut Your Mutt, September 27th





Fiscal Year 2015 Development – Off to a Great Start!



- Lucky Strike Bowling Lanes, August 5th 2014
- Grossed \$8,643
- Purchased awning in Brooklyn providing extra shade for dogs during enrichment















Fiscal Year 2015 Development...Partnering with the City

Grants

 \$85,000: Manhattan Borough President's Office, Gale Brewer, for Manhattan Care Center X-Ray machine

& Control^{or}NYC

• \$250,000: Senator Jeffrey Klein for Bronx Mobile Adoption Center

City Council Discretionary Funding Grants

- Paul Vallone (Queens) \$5,000
- Elizabeth Crowley (Queens) \$3,500
- Steven Matteo (Staten Island) \$1,000
- Helen Rosenthal (Manhattan) \$3,500









Development...Partnering with New York's Kindest

Giving Campaigns

- New York's Kindest –July: \$11,899.30 Net
- July & August Summer: \$10,907.00 Net
- Upcoming: 6 new direct mail campaigns including Halloween, Holiday, End of Year, Happy New Year, Spring Appeal, Summer Appeal
- New York's Kindest Monthly Giving: 147 new monthly donors
- \$68,786 received since July 1 from:
 - Online donations
 - Monthly Giving program revenue
 - Unsolicited Donations in the mail



Volunteers...We can't succeed without YOU

- Total Volunteer Hours in 2014 = 26,163
- 75 Volunteers with 250+ hours served (long term commitment)

niaars

- Manhattan ~ 16,000 hours
- Brooklyn ~ 6,000 hours
- Staten Island ~ 2,000 hours





MEDICAL PROGRAM EVALUATION AND DEVELOPMENT



Identifying Disease Prevalence and Trends at AC&C



Identifying Disease Prevalence and Trends at AC&C

- Selected Diseases: Parvovirus, Panleukopenia, Kennel Cough, Ringworm
- Answers generated by using Care Center Data and Medical Data





Identifying Disease Prevalence and Trends at AC&C continued

- URI and KC decrease with improved cleaning protocols and timely vaccinations
- However, KC clinical presentation has oftentimes increased in severity:
 - a) Nature of in-shelter disease pathogens
 - b) Influenza, *Mycoplasma*, Respiratory Coronavirus, Respiratory Pneumovirus
 - *c) Bordetella*, Adenovirus-2, Parainfluenza, Distemper)
 - d) KC in private sector (one pathogen) vs. KC in public shelter (multiple pathogens)
- Portraits of Canine Infectious Respiratory Disease (CIRD)
 - a) CIRD=> treatable
 - b) CIRD=> treatable=>unresponsive, switch antibiotic=>treatable
 - c) CIRD=>unresponsive to treatment attempts=>pneumonia (+/- hemorrhagic)



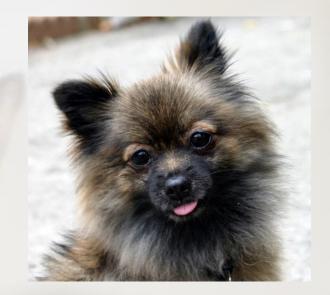
Canine Influenza Vaccine (CIV): significant addition to existing dog vaccination protocol

- DA2PP
- Rabies
- Bordetella
- CIV:
- a) Initial vaccination at intake
- b) Booster in 2 weeks
- c) Killed vaccine: 6 months- 2 years estimated time to shelter-wide effectiveness
- d) Natural history of CIV: 1965 to present (chimeric)



To Be Continued: *The Big Picture*

 Continued relationship with Operations to optimize animal health and comfort while in the shelter



- Continued emphasis on prompt initial evaluation, vaccines, and any necessary treatment
- Continuing to raise the bar for cleanliness standards and identification of contagion
- Combination of these efforts to reduce euthanasia



To Be Continued: *The Medical Director 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.
 - b) Review new protocols and share new knowledge acquisition (from CE)
- Weekly meeting with Medical Supervisors (MACC and BACC) and Quality Assurance/Quality Control LVT (SIACC) to share in the discussion about forward progress.
- LVT QA/QC- new position with multiple functions to strengthen the LVT corps
- Walkthrough to identify any obvious medically-relevant issues



To Be Continued: *The Medical Director at Headquarters*

- Primary site for brainstorming with Senior Management
- Conducting monthly Morbidity & Mortality Conference
 - a) Advises Operations and Medical supervisory staff of key medical issues in the shelters
 - b) Reminds Operations of its important role in disease prevention and reinforces the mutually necessary overlap it shares with Medical
- Evaluate purchasing options to reduce the cost of necessary Medical inventory to maintain optimal levels of animal health and welfare in the shelters
- Thinking about program development



What's New?

- DOH-sponsored Rabies and Distemper vaccination clinics for each borough
- Recent meeting with New Hope Partners:
- Where we meet and how we can better work together on Medical Issues
- Negotiations in process for Digital X-Ray Equipment at BACC, MACC, and SIACC
- ASPCA Kitten Nursery: "bottle babies"





ADOPT & VOLUNTEER & DONATE

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