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## **Board Meeting**

September 26, 2013

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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



FY'14

## Increase in Services and Hours (con't)

### 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





FY'14

# Adoption Promotions



**ADULTS!** **SENIORS!** **KITTENS!**

# It's a Feline Frenzy

We got 'em all!

**CHURIOUS CATS!** **LAP CATS!** **PLAYFUL CUTIE!**

## 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 St (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**  
ADOPT • VOLUNTEER • DONATE  
[www.nycacc.org](http://www.nycacc.org)



MEOW!

MEOW!

MEOW!

MEOW!

# be cool

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

# ADOPT

**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

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

**ADOPTION SPECIAL:**

All Cats - \$25.00 each

All Dogs - \$50.00 each



[www.nycacc.org](http://www.nycacc.org)



FY'14

# Adoption Promotions (con.'t)

## Teacher's PET

Manhattan - 326 East 110th St  
Brooklyn - 2336 Linden Boulevard  
Staten Island - 3139 Veterans Road West  
Adoption Hours 12-7pm

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  
ADOPT • VOLUNTEER • DONATE

[www.nycacc.org](http://www.nycacc.org)



\*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.

## the Real Housecats OF NEW YORK CITY

Manhattan - 326 East 110th St  
Brooklyn - 2336 Linden Boulevard  
Staten Island - 3139 Veterans Road West  
Adoption Hours 12-7pm

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.

All of the entertainment.  
None of the catfights!

  
Animal Care & Control of NYC  
ADOPT • VOLUNTEER • DONATE

[www.nycacc.org](http://www.nycacc.org)



\*\* Thanks to the Humane Society of Woodstock for the catly line.

\*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.



FY'14

# Adoption Promotions (con.'t)



Manhattan - 326 East 110th St  
Brooklyn - 2336 Linden Boulevard  
Staten Island - 3139 Veterans Road West  
Adoption Hours 12-7pm

## Fall in Love at AC&C

Autumn begins this weekend, and what better way to welcome the season than with a new companion? This Saturday and Sunday, Sept. 21 & 22, adopt\* a cat or dog for a reduced fee!

Dogs and Puppies:	Cats and Kittens:
Up to 6 months.....\$150	Up to 6 months.....\$40
7 months to 6 years....\$50	7 months to 6 years....\$20
7 years and over.....\$25	7 years and over.....\$20

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

[www.nycacc.org](http://www.nycacc.org)

\*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.

## 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

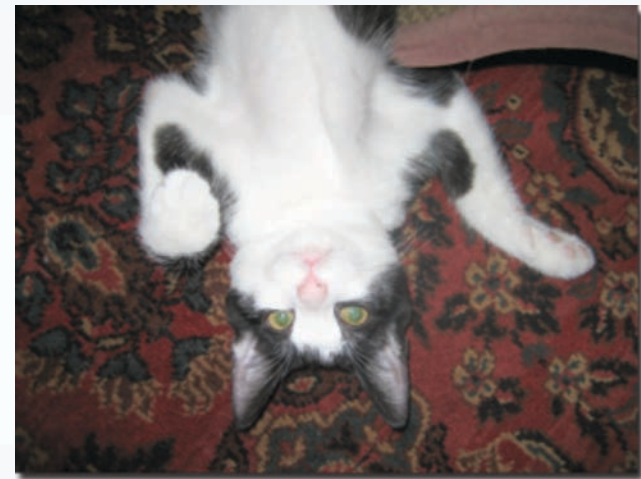




FY'14

## 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

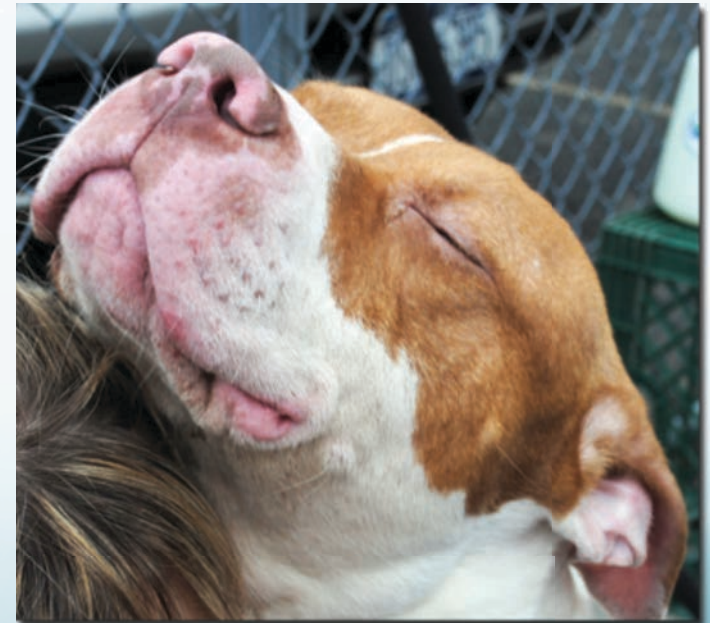




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## Placement of Animals/Behavior

- 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







FY'14

## 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



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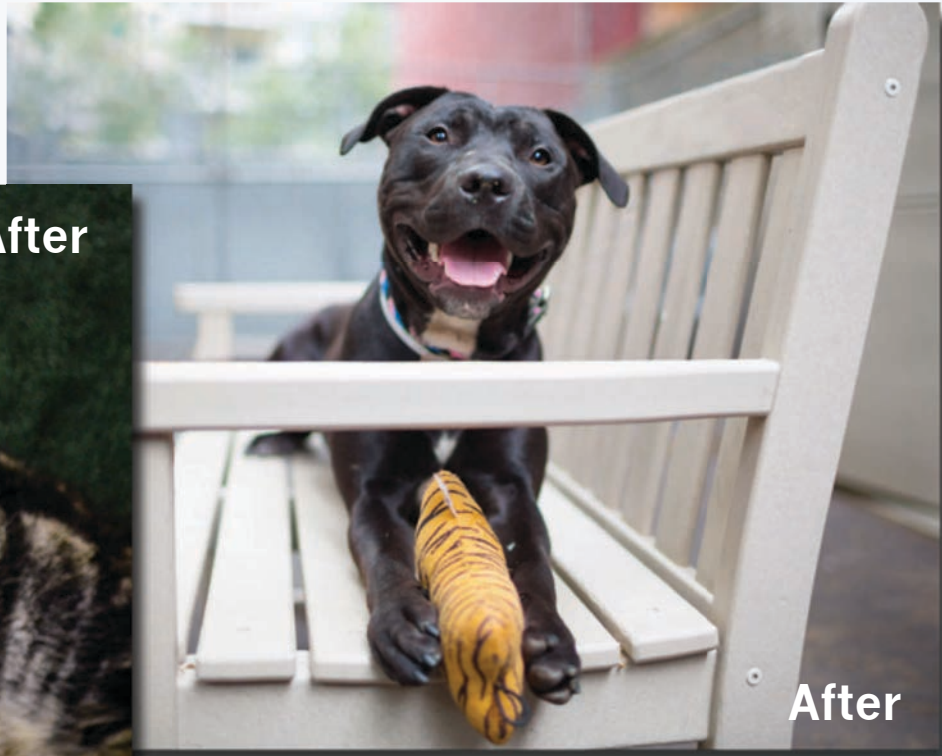
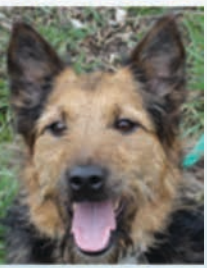
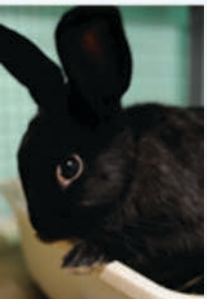
## Volunteer Program

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





# HeARTs Speak







FY'14

# Volunteer Program Growth

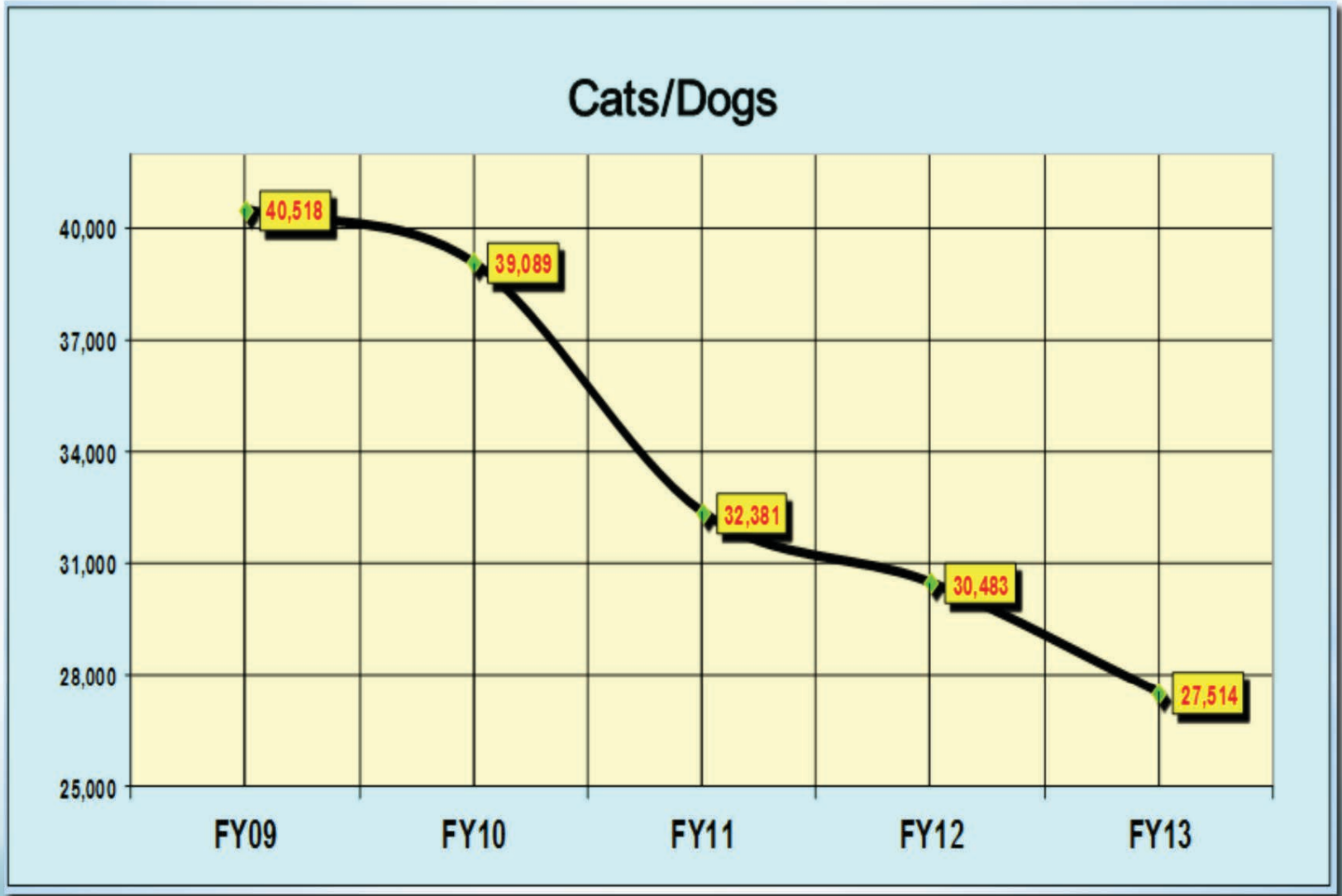
	Jan - Aug 2012	Jan - Aug 2013
New Volunteers	696	661
Completed Training	453	474
Total Hours (ALL VOLLS.)	19,780.76	21,070.55
Avg. Monthly Hours	2,472.60	2,633.82

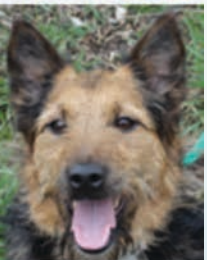
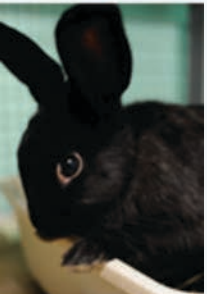




FY '14

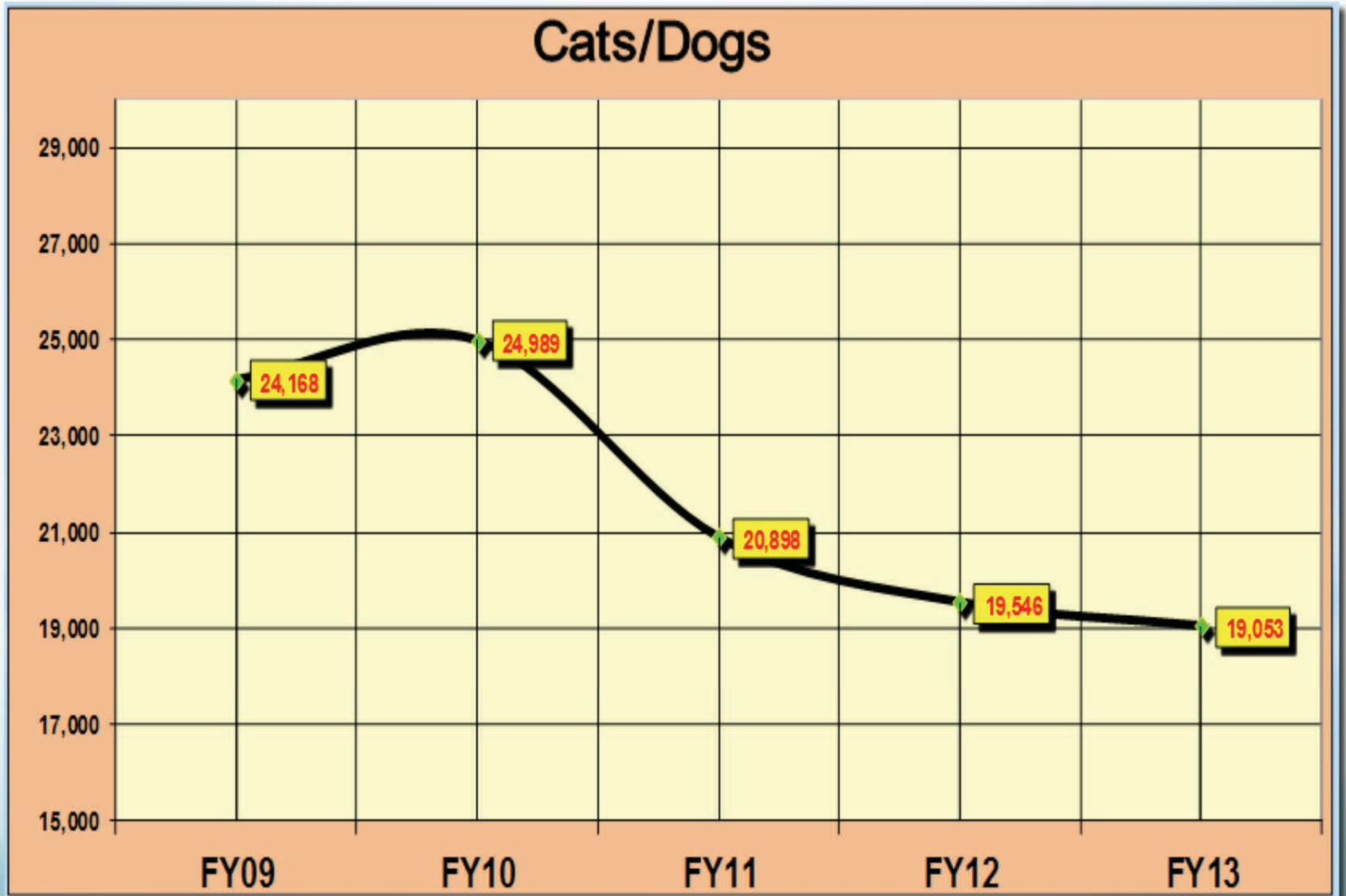
# Intakes: FY'09 – FY '13





FY'14

# Placements: FY'09 – FY '13

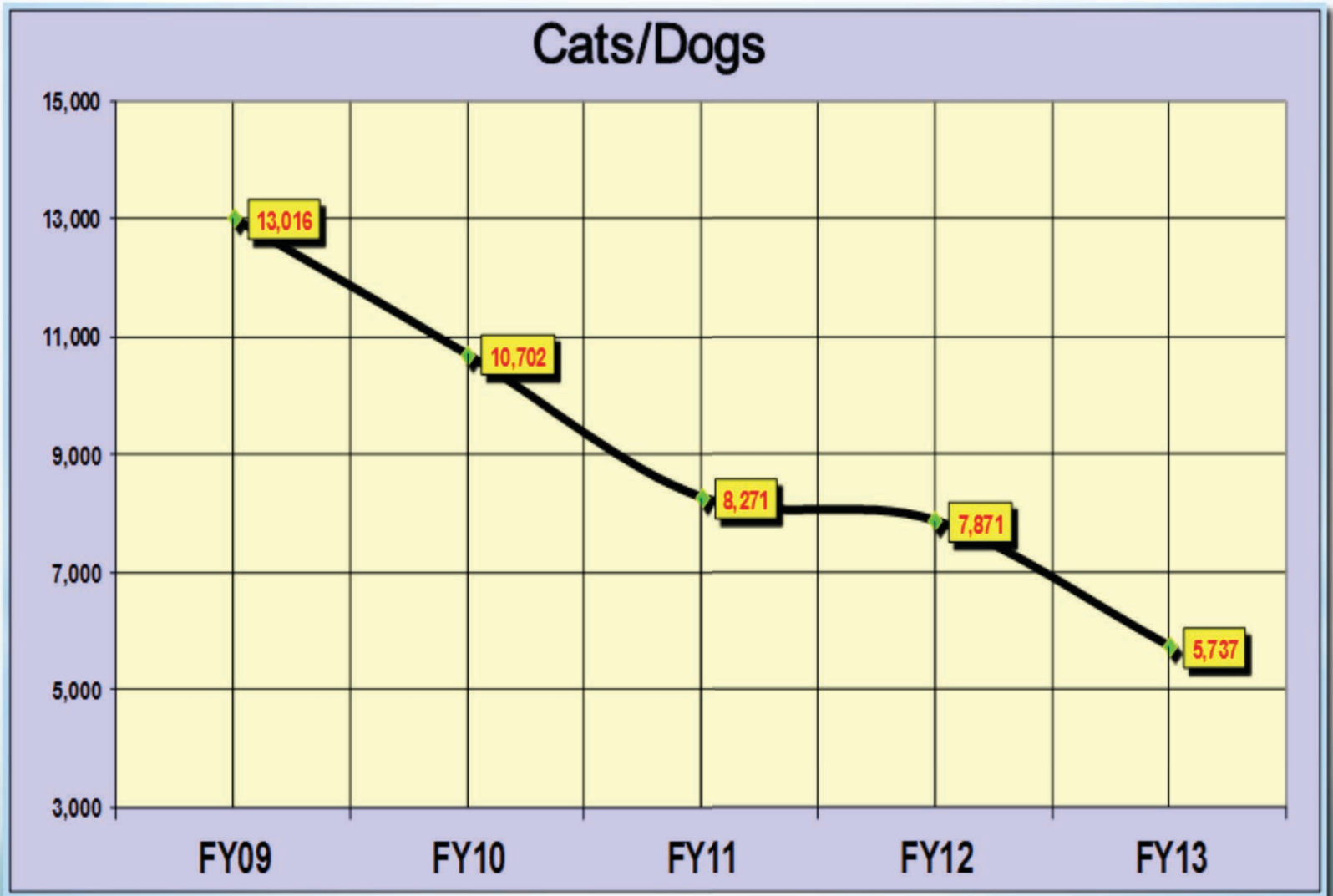






FY'14

# Euthanasia: FY'09 – FY '13



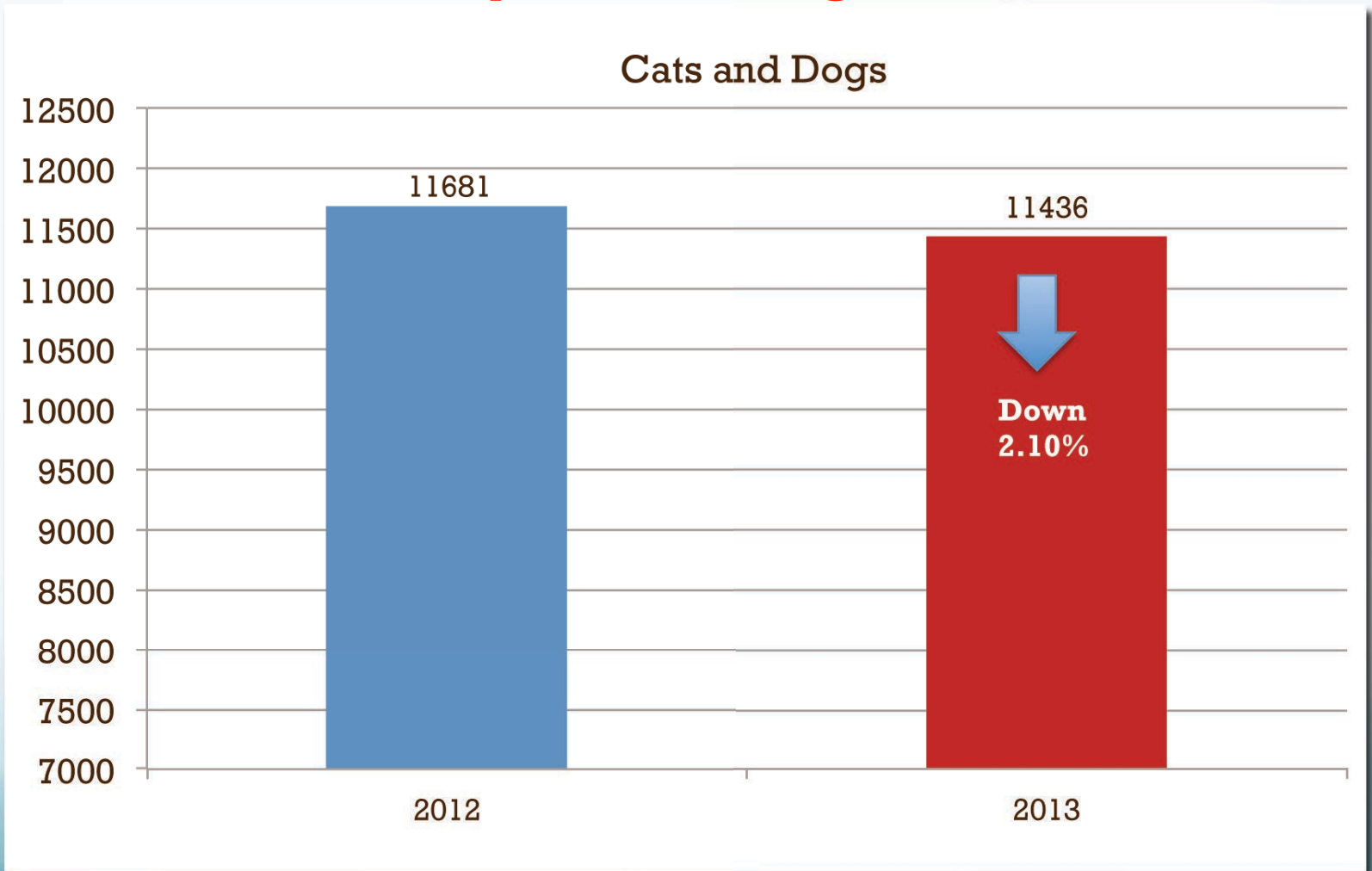
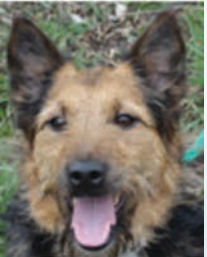
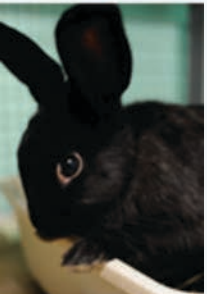


FY'14

# Intakes –

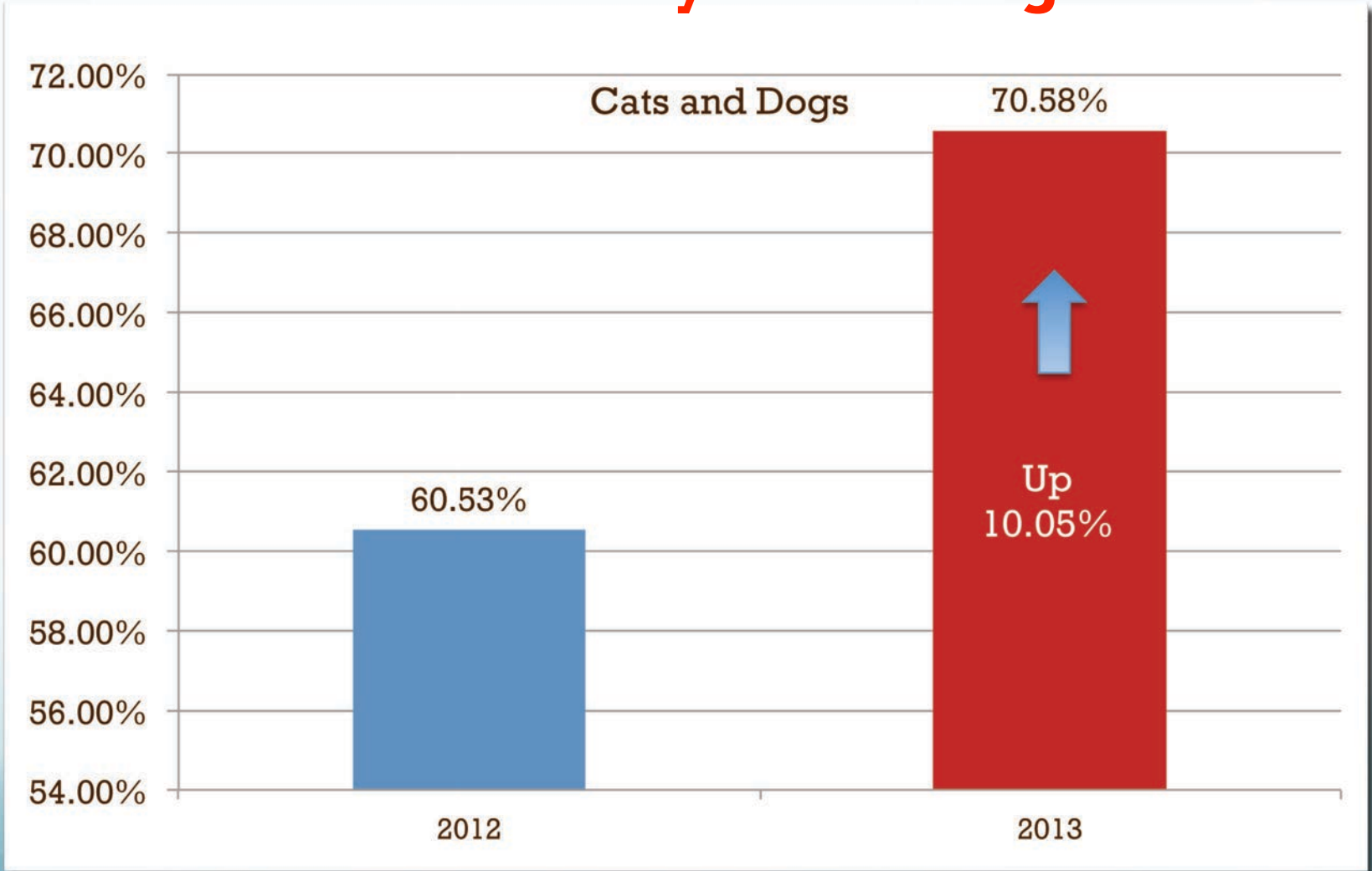
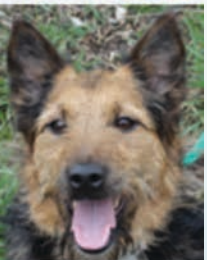
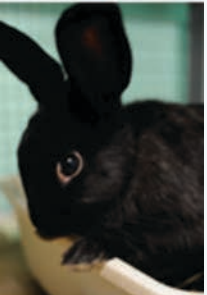
**May 2012 - August 2012**

**May 2013 - August 2013**



FY'14

# Placements as a Percentage of Intakes – May 2012 - August 2012 May 2013 - August 2013



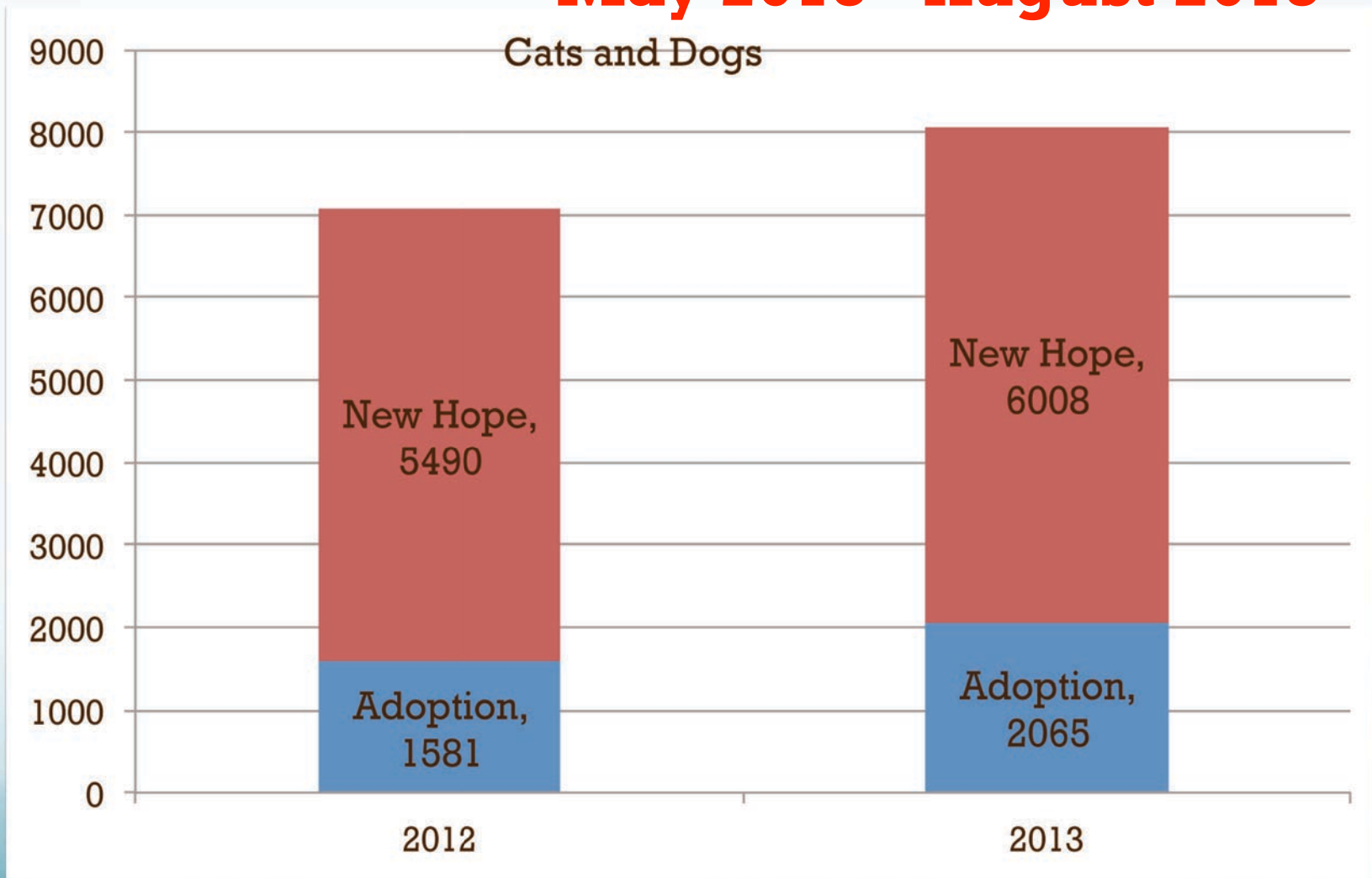
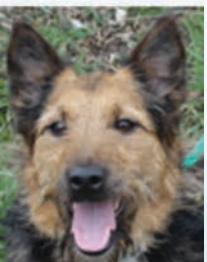
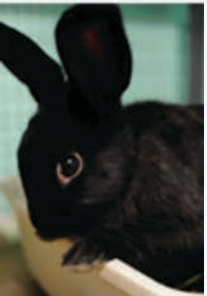


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# Placements – New Hope vs. Public Adoption

May 2012 - August 2012

May 2013 - August 2013

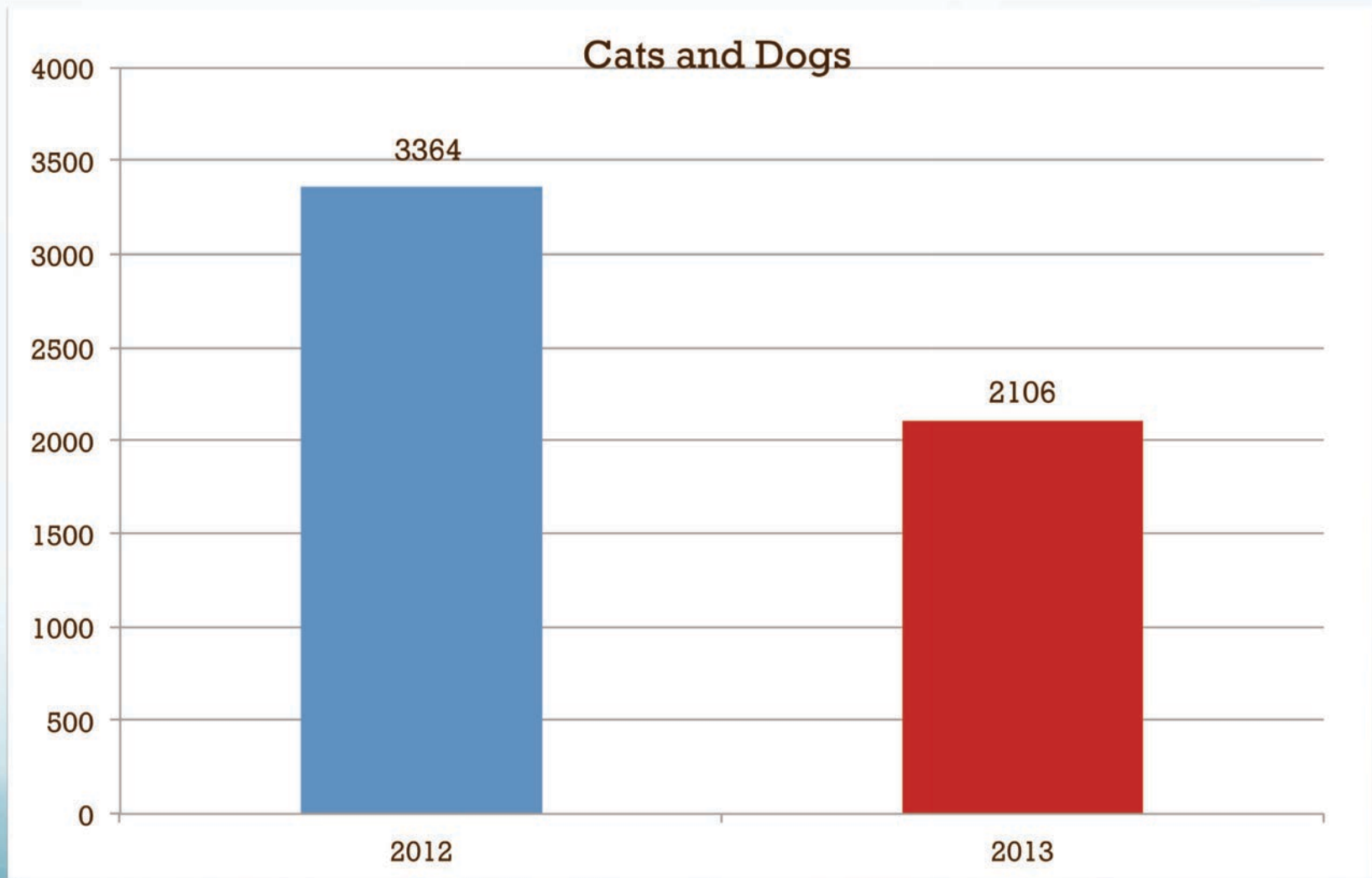




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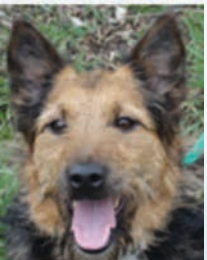
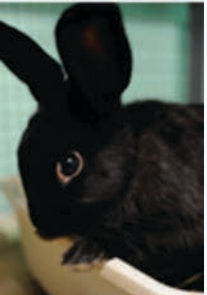
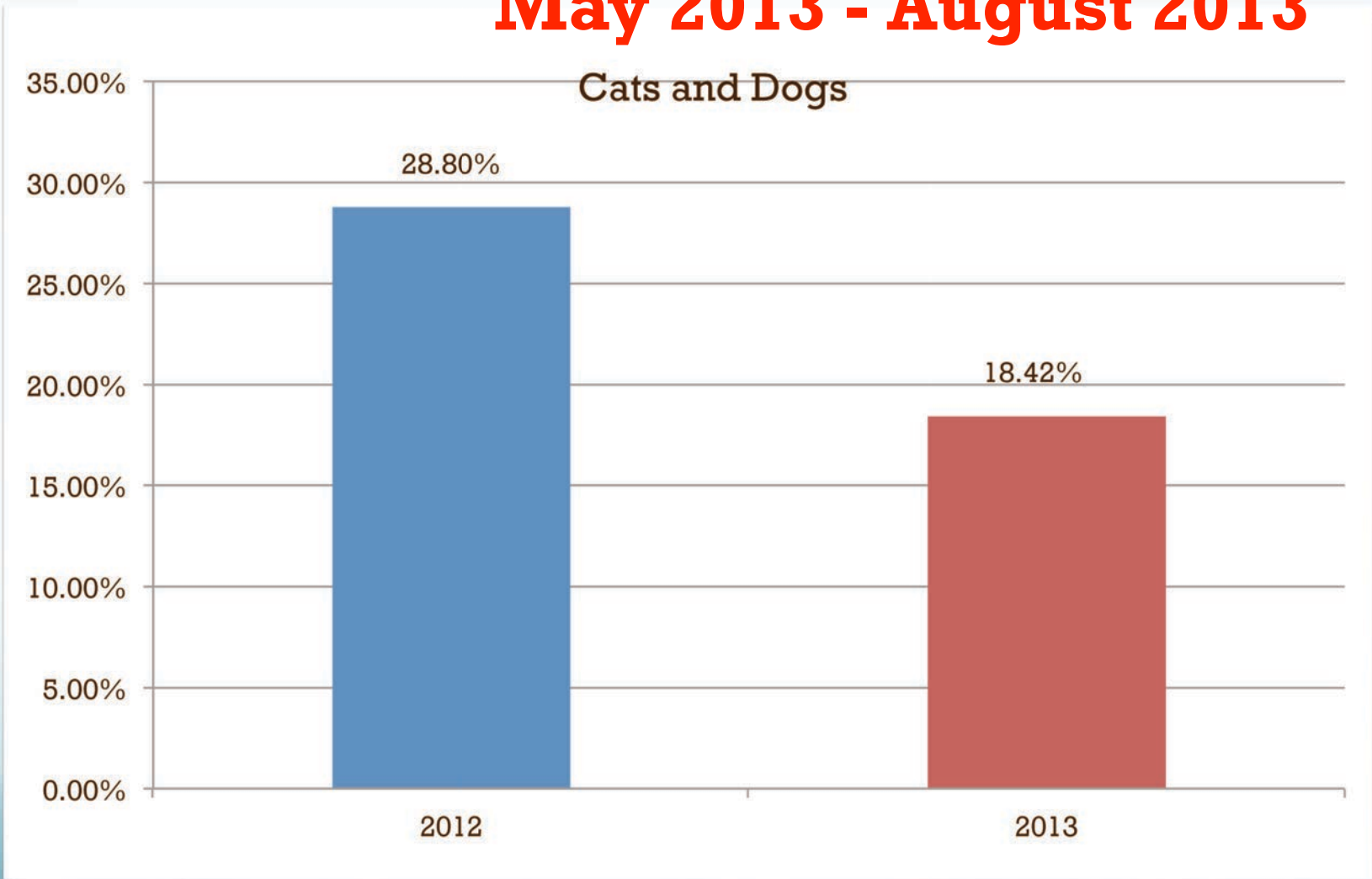
**Euthanasia – May 2012 - August 2012**

**May 2013 - August 2013**



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



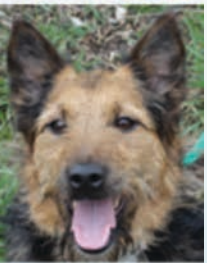
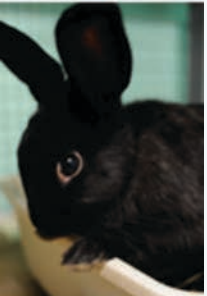


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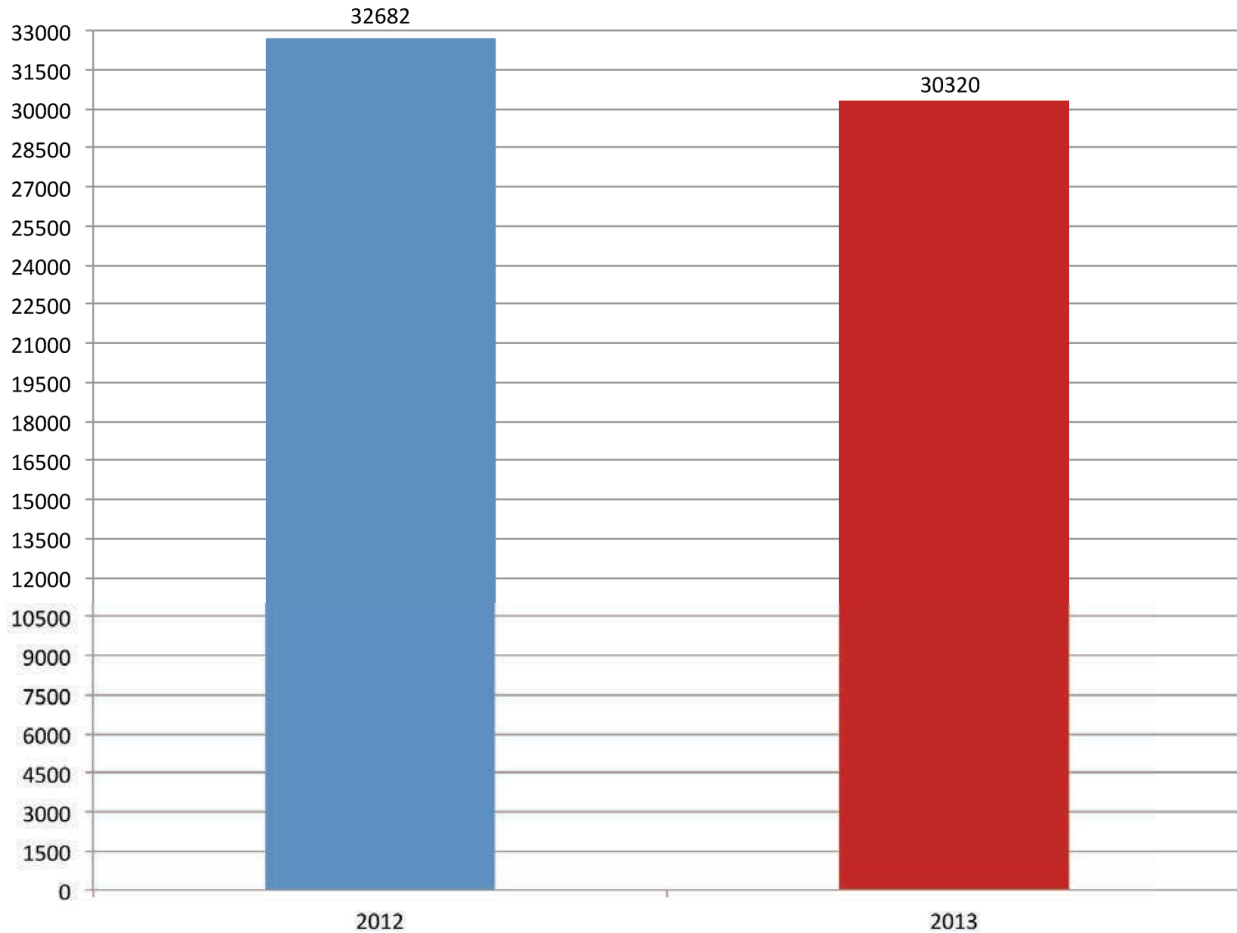
# Total Intakes -

September 1, 2011 – August 31, 2012

September 1, 2012 – August 31, 2013



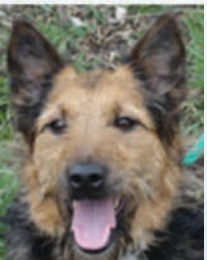
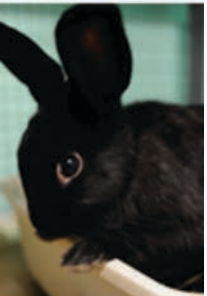
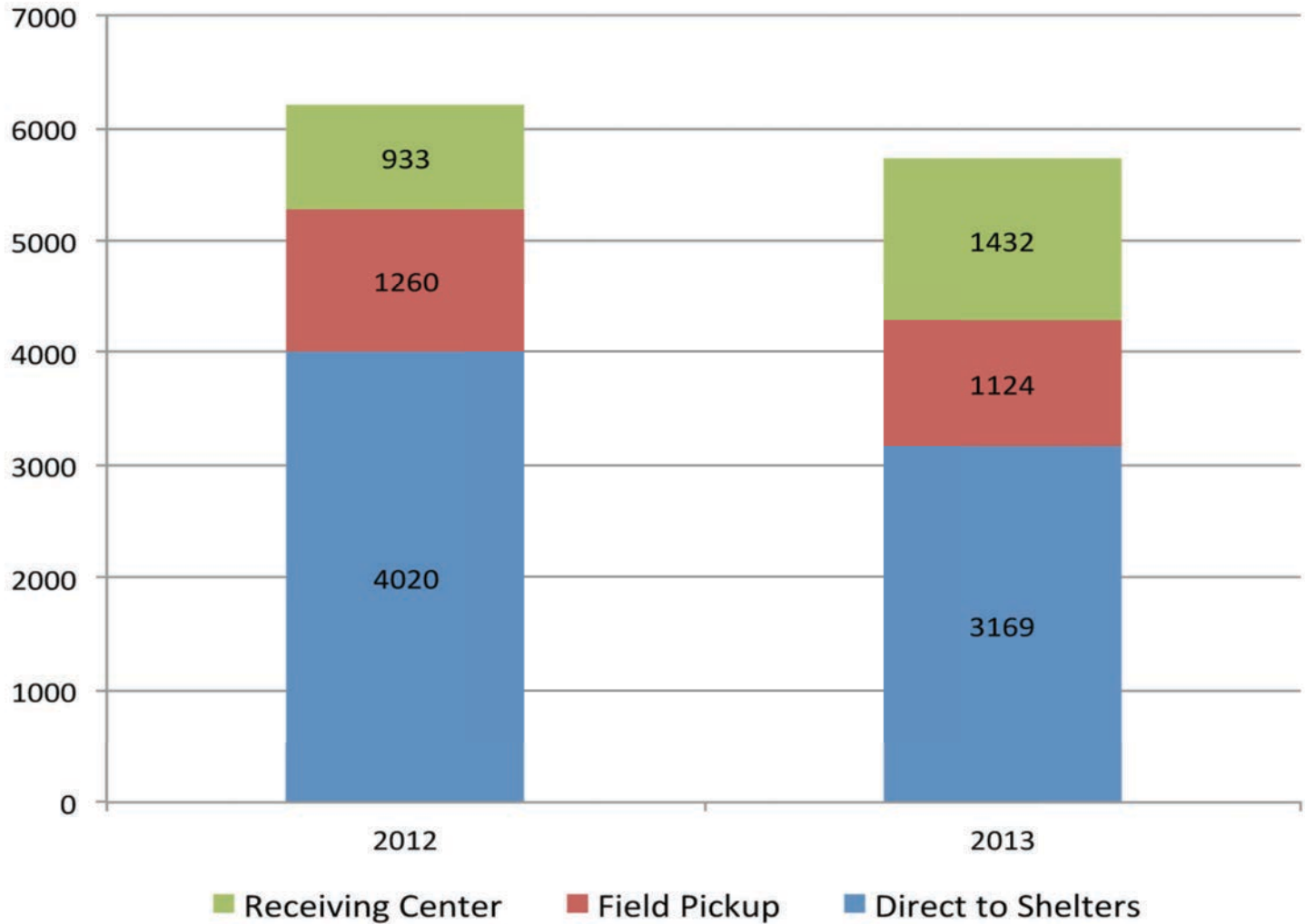
All Animals



FY'14

# Bronx Borough Intake -

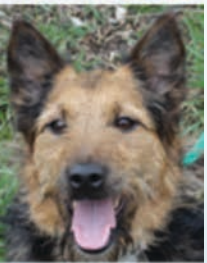
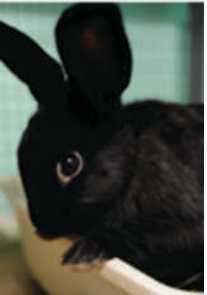
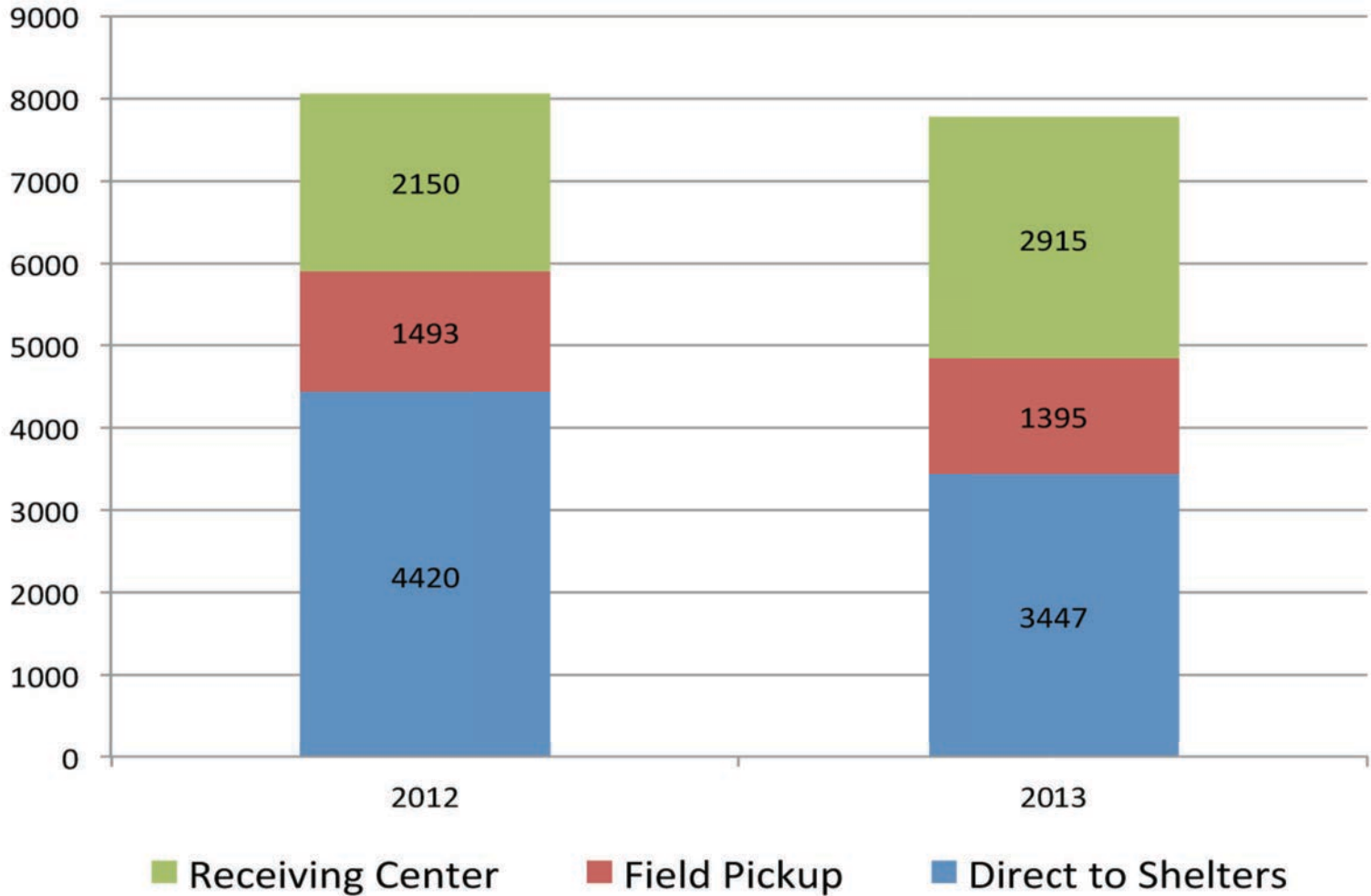
September 1, 2011 - August 31, 2012  
September 1, 2012 - August 31, 2013



FY'14

# Queens Borough Intake -

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



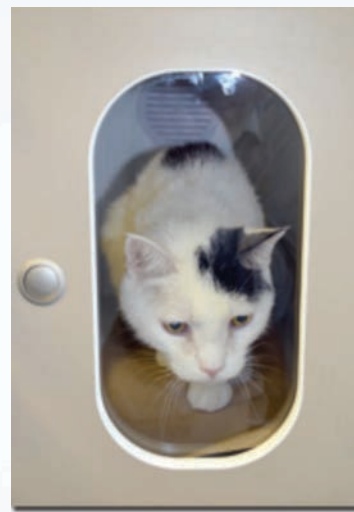


FY'14

# 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

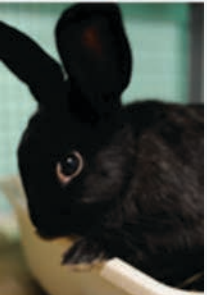




FY'14

## 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.

FY'14

## Operations (con' t)

- 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



**PIX11**  
HOME VIDEO WEATHER MORE search...  
Local News  
**57 dogs rescued from hoarder's house fire in Staten Island up for adoption**  
Comments (2) SHARE UPDATE  
via Google+  
The new Nexus 7  
The 7" tablet from Google with the world's sharpest screen. Learn more  
www.google.com/nexus7  
[Image of a small white dog]  
More than 50 rescued dogs including Poodles, Beagles, Weimaraners, Pit Bulls, Boxers, Boston Terriers, Pomeranians, are now available for adoption.  
[PIX11] -  
Cover 57 adoptions  
The 68-d home of  
Accidents

**DAILY NEWS**  
AMERICA NEW YORK LOCAL news politics sports showbiz opinion  
OPINION  
**Readers sound off on cats, Syria and natural gas**  
Voice of the People for Sept. 6, 2013  
Comments (16)  
NEW YORK DAILY NEWS  
FRIDAY, SEPTEMBER 6, 2013, 6:00 AM  
[Image of cats]  
Arthur and August, the killers that shut down subway service on Aug. 28.  
Cats? Say it ain't so, Joe Lhots  
Manhattan: I was 100% sure about voting for Joe Lhots, but there is no way any animal lover could do that after reading about those poor kittens ("What'd we do to you, Joe?" Aug. 31). Please remember those kittens when you go to the polls. We don't want a mayor who has so little regard for animals.  
Patricia Aikover  
Coone Park: To Joe Lhots: You are a heartless, inhumane person. How could you want to run over two adorable kittens instead of stopping the train? You never had my vote — since you wanted to raise taxes — and you surely won't be getting it now.  
Amy Marino  
RELATED STORIES  
• Readers sound off on...  
• Readers sound off on...  
• Editorial: Lifeguards on duty  
• NYC poverty rate new to earth...

**CBS New York**  
NEWS  
**AC&C: Pit Bulls Rescued From Brooklyn Dog Fighting Operation Ready For Adoption**  
Dogs Were Removed From Home in May  
July 23, 2013 2:16 PM  
[Image of pit bulls]  
NEW YORK (CBSNewYork) — Seven pit bulls that authorities say were rescued from a dog fighting operation in Brooklyn are recovering well and are now ready for new homes.  
The dogs were removed from a home back in May, where authorities found several treadmills, whips and a stick used to break a dog's grip on another animal or object, according to Animal Care & Control of NYC.  
Filed Under: [Image of dog fighting ring]  
Related Page: [Image of dog fighting ring]

**DAILY NEWS**  
AMERICA NEW YORK LOCAL news politics sports showbiz opinion  
LOCAL NEWS  
**Rescued from dog fighting ring, these pit bulls need a good home**  
Cops recovered seven dogs from a fighting ring. Two had puppies — and now they all need to be adopted.  
Comments (7)  
BY SABINA GOLDSTEIN / NEW YORK DAILY NEWS  
WEDNESDAY, AUGUST 14, 2013, 8:41 PM  
[Image of a dog's face with a tag]  
This is the kind of abuse dogfighter Louis Alexander, 39, inflicted upon his dogs, cops said. Now, the pit bulls and their puppies need a new home.  
Seven pit bulls saved in May from a brutal Brownsville dog fighting ring are now ready for some love — make that puppy love.  
All the puppies — lots of whom have given birth to 16 puppies — are up for adoption at the Animal Care & Control shelter in East  
RELATED STORIES  
• Brownsville, Brooklyn, dogfighting operation busted by cops

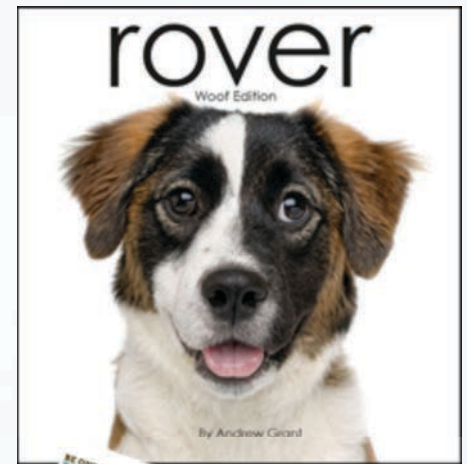
**silive.com** Staten Island  
NEWS REGION SPORTS U.S. SPORTS ENTERTAINMENT CELEBRATIONS  
Staten Island  
**Staten Island pet calendar: 'Teacher's Pet' fee specials at AC&C (photos)**  
[Image of a white dog]  
[Image of a black cat]  
More S.I. News  
Photos from the Staten Island Advance  
Must-see Staten Island Advance videos  
Obituaries from the Advance

**DNainfo New York**  
IN YOUR NEIGHBORHOOD NEWS LOCAL LIFE  
St. George & Port Richmond Urban Animals  
**Dozens of Dogs Rescued From Staten Island House Fire Put Up for Adoption**  
By Nicholas Reed on September 6, 2013 2:47pm | Updated on September 6, 2013 2:47pm  
[Image of a dog]  
CLIFTON — Dozens of dogs that were rescued after a fire ravaged their owner's Staten Island home last month have been put up for adoption by Animal Care & Control.  
The 68 dogs that lived in the Bowen Street home — which drew complaints from neighbors who said the owner had been hoarding the pooches — were shih tzus, poodles, Malteses, Pomeranians and Pekingesees, Animal Care & Control said.  
Most of the dogs were in good health, but some required basic medical attention, ACC said.  
Six of the dogs had already been adopted as of Friday, four will be at the Adoptapoo event on Sunday in Union Square, one is in an ACC foster home and the rest will be placed with ACC's partner shelters, the agency said.  
A fire started in the Bowen Street home about 9:30 p.m. Aug. 25, and firefighters who responded found the animals living in hoarding conditions, NY reported.  
The FDNY said the blaze was put out 20 minutes later and no injuries were reported.  
Neighbors said they had complained for years about the dogs, which they said the owner was selling out of his front yard to passersby.



# 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 27<sup>th</sup> & 28<sup>th</sup>
- 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)

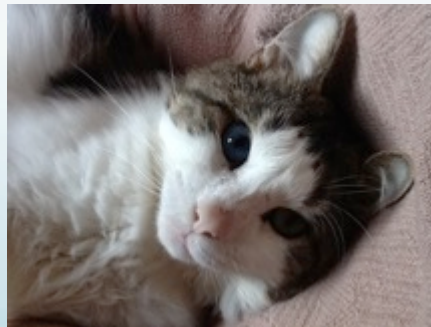
## Adoption Success Stories...



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!"