



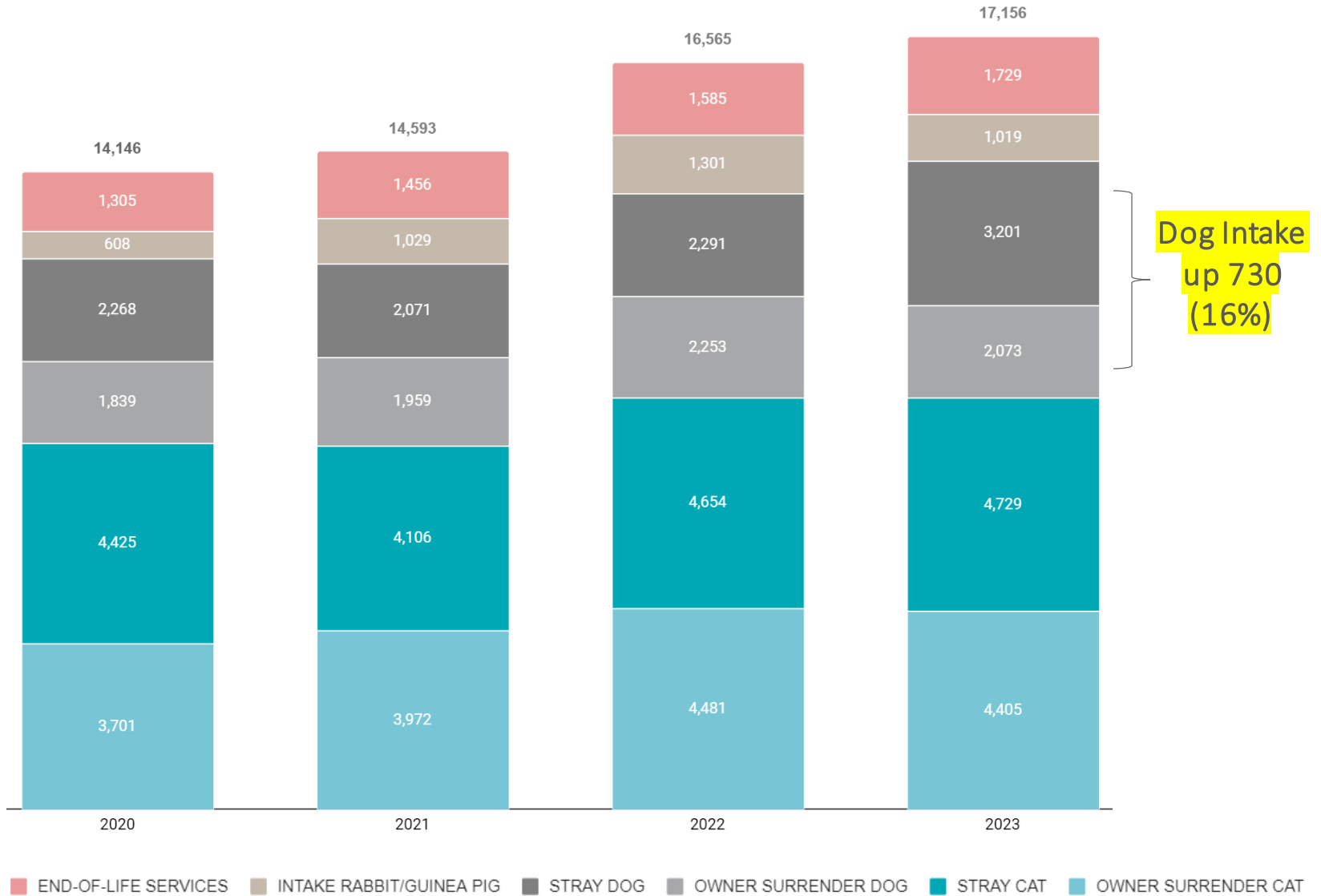
# ANIMAL CARE CENTERS OF NYC BOARD MEETING

January 23, 2024

**BOROUGHNBRED**



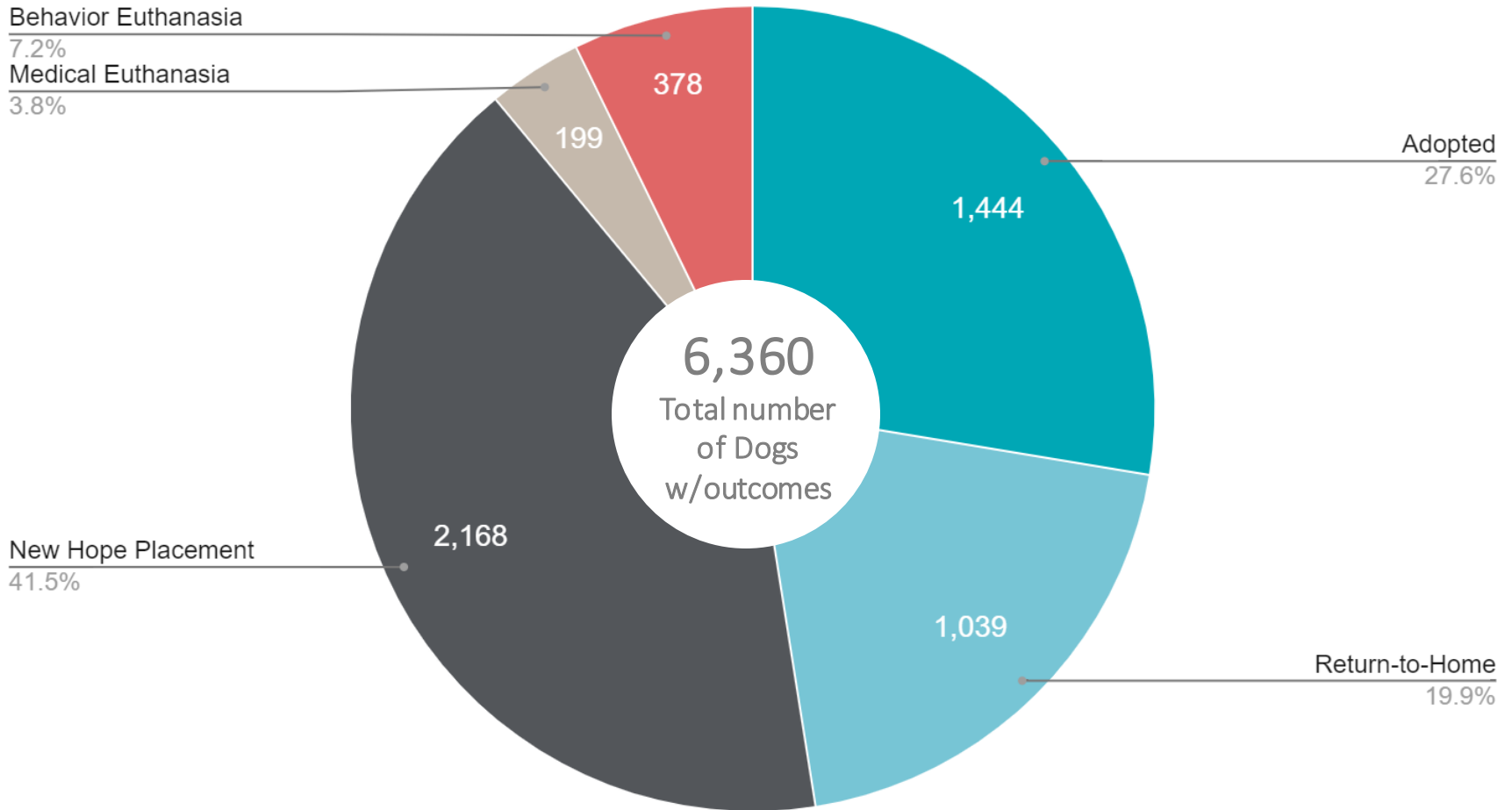
# INTAKE BY SOURCE





# 2023 PLACEMENT RATE

## Dogs 89.0% (91.9% 2022)

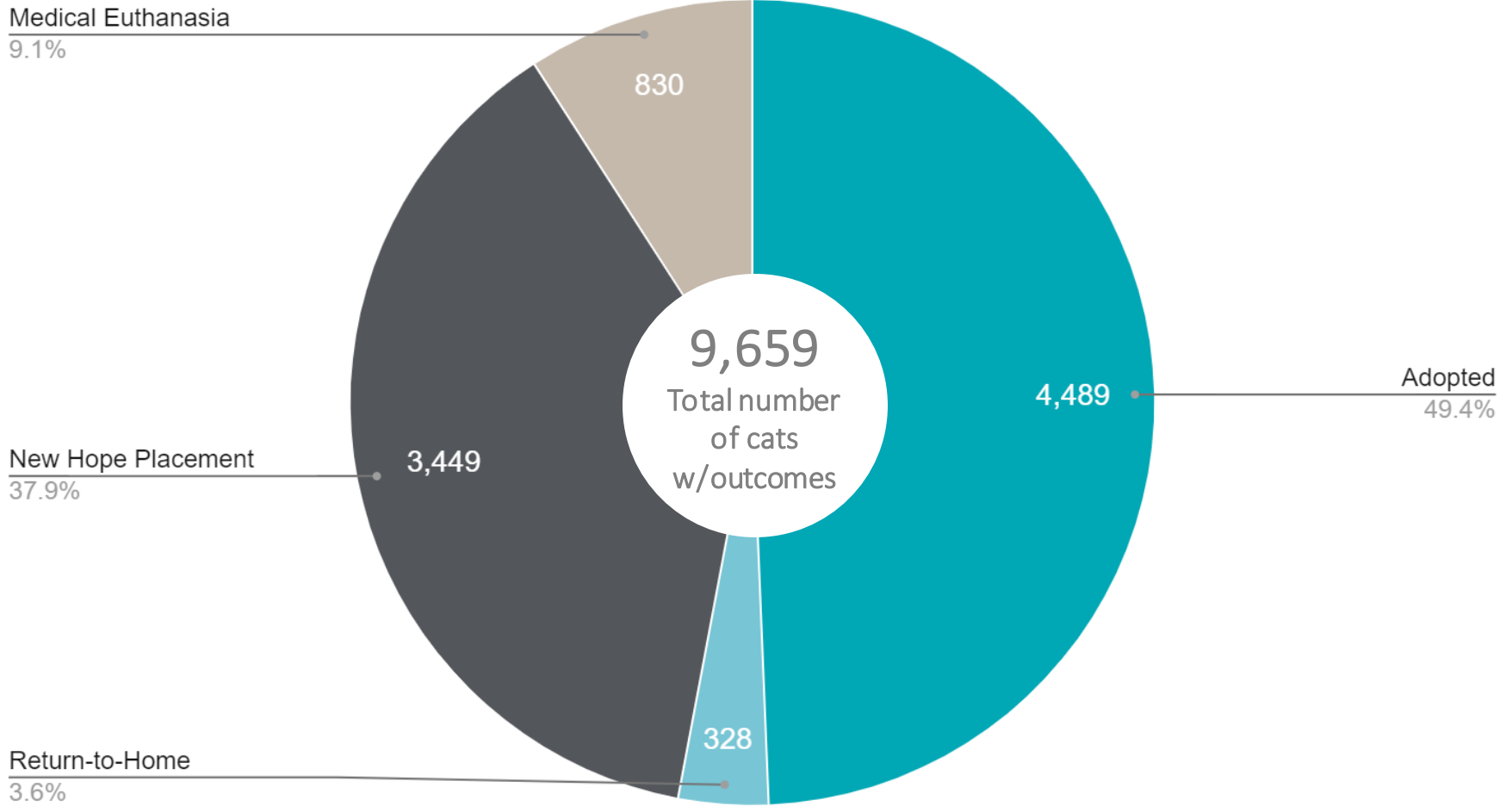


Placement rate = Adoptions + RTH + New Hope/Total outcomes (does not include end-of-life services provided for 1,129 dogs, in-shelter death or dogs in foster/still available)



# 2023 PLACEMENT RATE

## Cats 90.9% (91.0% 2022)



Placement rate = Adoptions + RTH + New Hope/Total outcomes (does not include end-of-life services provided for 559 cats, in-shelter death or cats in foster/still available)



# NEW HOPE PROGRAM

## Lifesaving Partnership

New partners added for 2023: 37

Active partners: 352

Pre-screener applications: 2,213

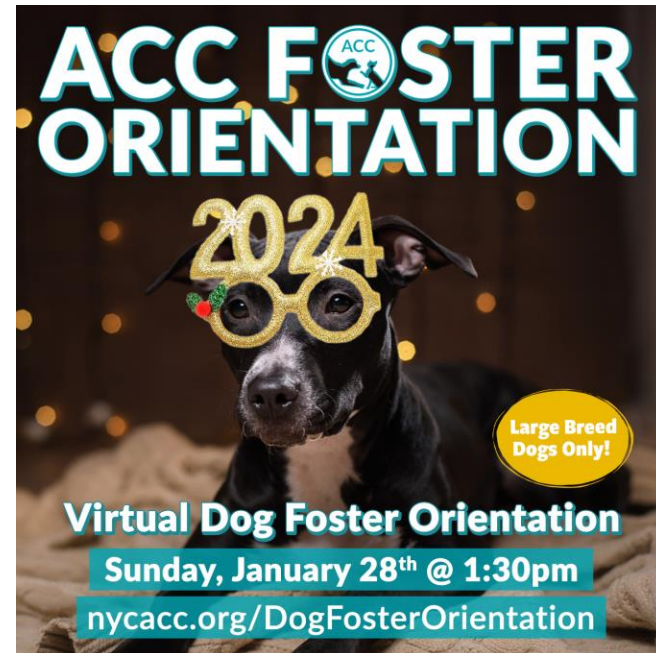
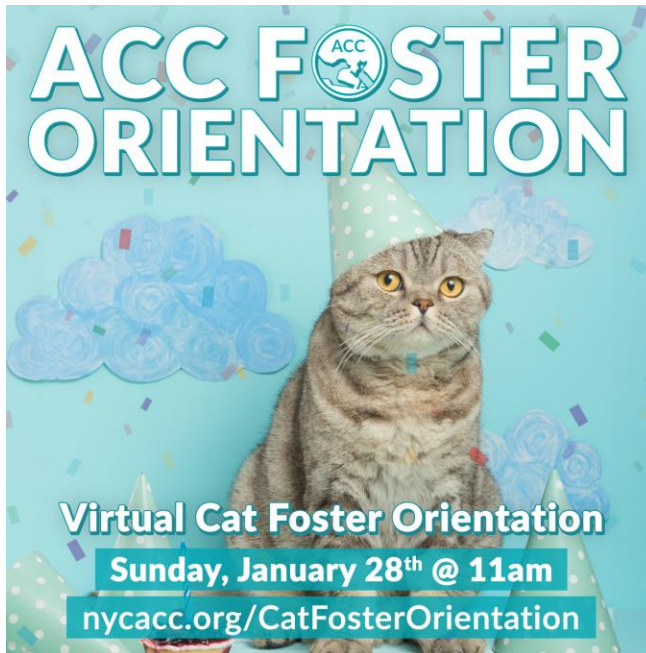




# FOSTER PROGRAM

## Temporary Homes Save Lives

- 1,475 new fosters added from 26 orientations
- 1,639 foster homes used
- Lyft Partnership: 489 rides
- Foster to foster transfers: 203
- Dental Fosters: 21





# VOLUNTEER PROGRAM

- Total number of hours: 32,136
- Total number of volunteers: 630
- Total volunteers onboarded in 2023: 206
- 21 current Brooklyn volunteers already signed up for Queens





# HELPING NYC IN SHELTER AND OUT

**Sebastian Bolanos, LVT**

Director of Animal Health & Field Operations

**John Cicoella**

Director of Community Resources

**Katy Hansen**

Director of Marketing & Communications





# HELPING NYC IN SHELTER AND OUT

Sebastian Bolanos, LVT

Director of Animal Health & Field Operations





# VETERINARY SERVICES

More Than Just Spay/Neuter

Increasing in-house lifesaving capabilities





# VETERINARY SERVICES

Creating an Environment for Learning





# VETERINARY SERVICES

Lifesaving Partnerships

Growing our network of veterinary partners who believe in ACC and support NYC homeless pets through free or discounted veterinary services





# FIELD SERVICES

Back in the day





# MODERN DAY FIELD SERVICES





# PROGRAM HIGHLIGHTS

We are making the Field department a place people want to come and stay for work!

- Commitment to a community and employee-focused approach
- Training and compensation that match the work we do
- Provide equipment and resources needed to perform the job
- Infusion of technology to maximize efficiency





# FIELD SERVICES

Investigating Animal cruelty

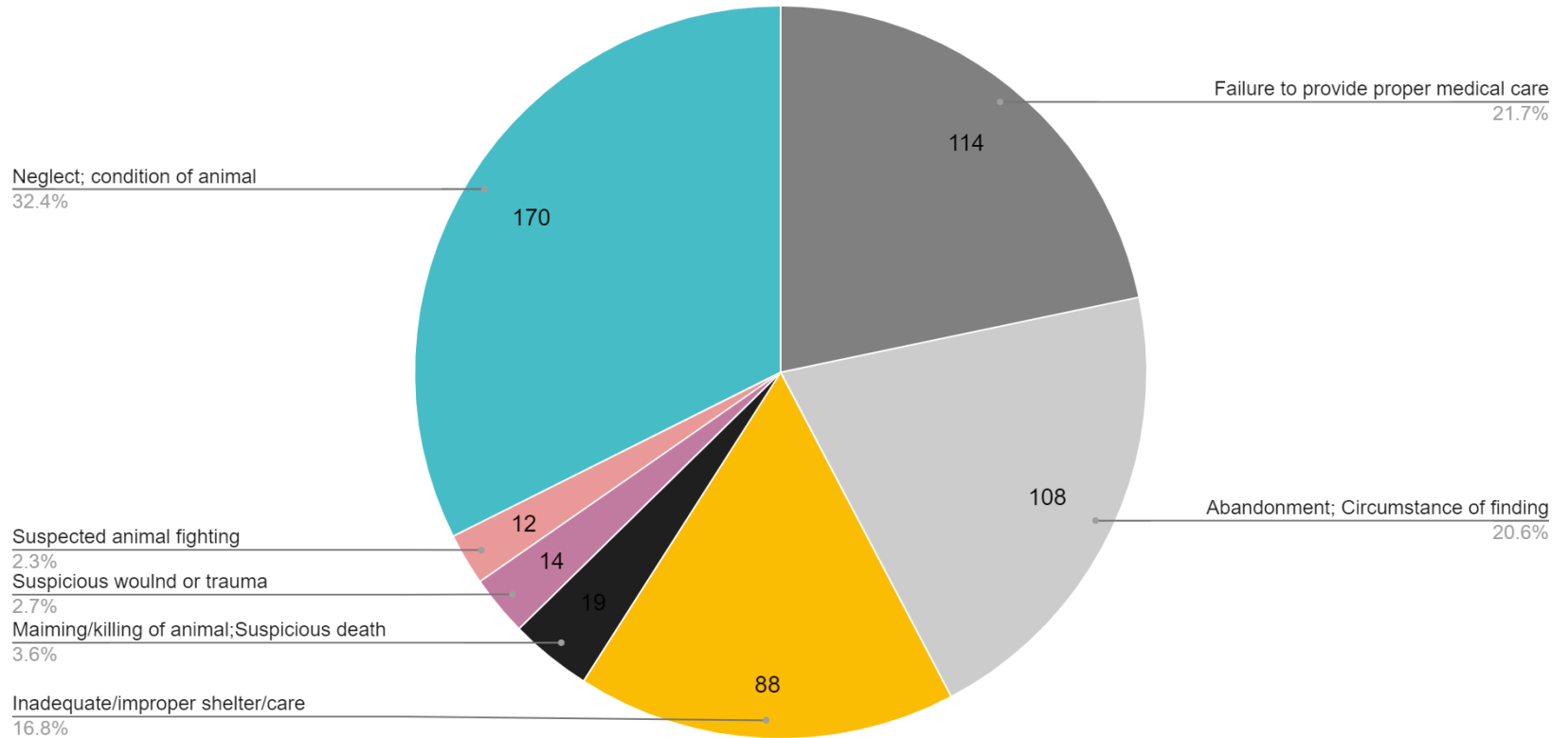






# FIELD SERVICES

## Investigating Animal cruelty





# FIELD SERVICES

Working Hand-in-Hand with City Agencies/Partners

**ANIMAL PLANNING TASK FORCE**

**NYC** Emergency Management

**ASPCA**  
WE ARE THEIR VOICE®

**THE HUMANE SOCIETY OF THE UNITED STATES**

**American Red Cross**  
Greater New York Region

**NEW YORK STATE ANIMAL PROTECTION FEDERATION**

**ACC** Animal Care Centers of NYC  
Adopt • Volunteer • Donate

**BIDEA WEE**  
SINCE 1988

**Mayor's Alliance for NYC's Animals**

**SAVE THEM ALL**  
Best Friends®

**NYC** Mayor's Office of Animal Welfare

**animal haven**

**NYCVERT+**  
VETERINARY EMERGENCY RESPONSE TEAM

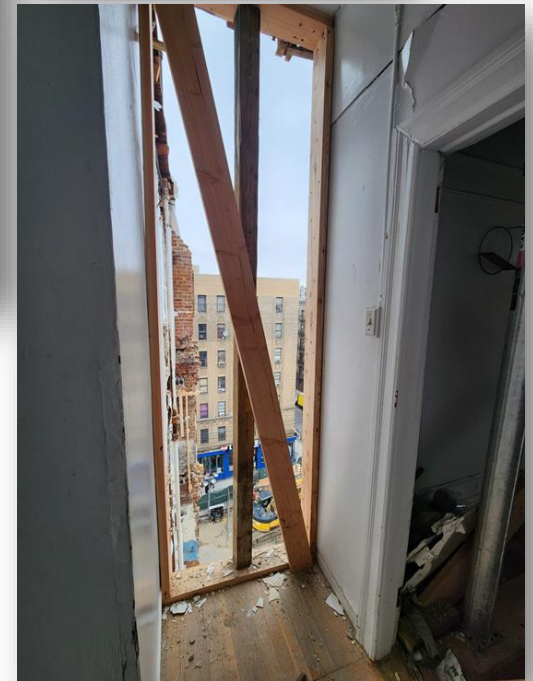
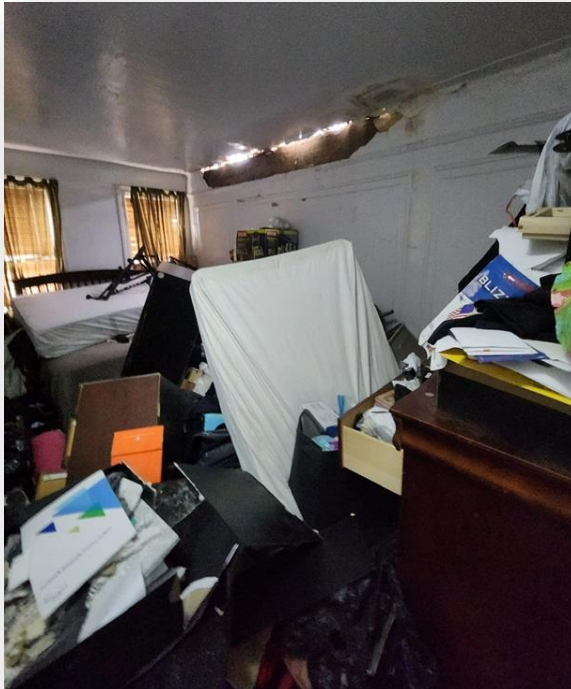
**PAWS NY**  
HELPING PEOPLE BY HELPING PETS



# FIELD SERVICES DISASTER RESPONSE

On-site to Help Pets and People: Bronx Building Collapse

Rescued  
Dogs (1)  
Cats (5)  
Birds (2)

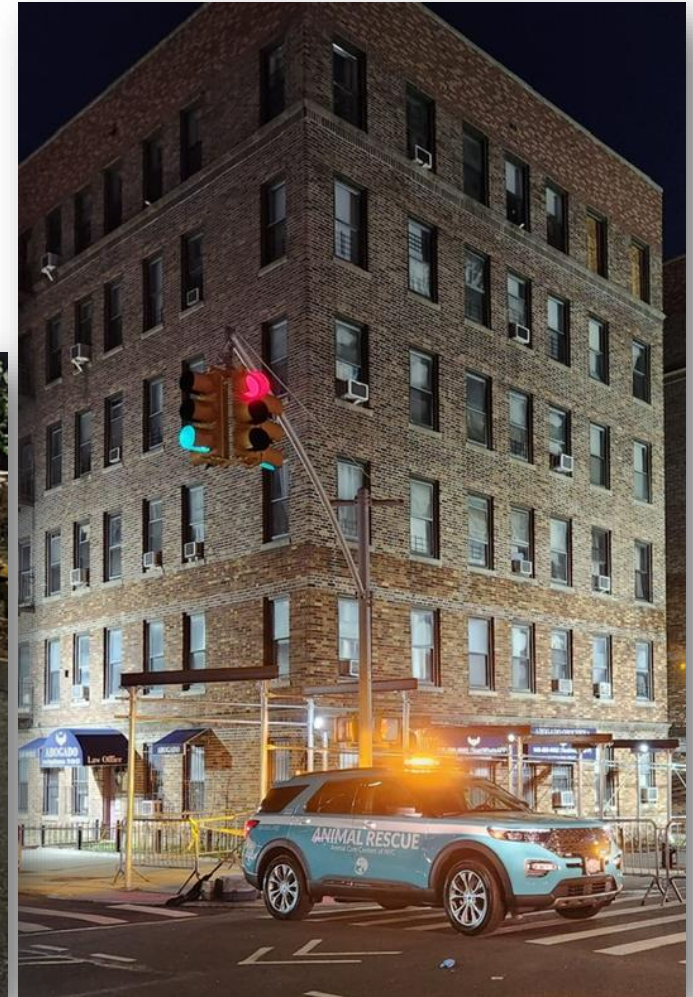




# FIELD SERVICES DISASTER RESPONSE

On-site to Help Pets and People: Queens Fire

Rescued  
Cats (5)





# FIELD SERVICES DISASTER RESPONSE

On-site to Help Pets and People: Queens Fire

*In loving memory*

*Betsy Jones*





# HELPING NYC IN SHELTER AND OUT

John Cicoella

Director of Community Resources





# EMERGENCY SERVICES

On-site to Help Pets and People



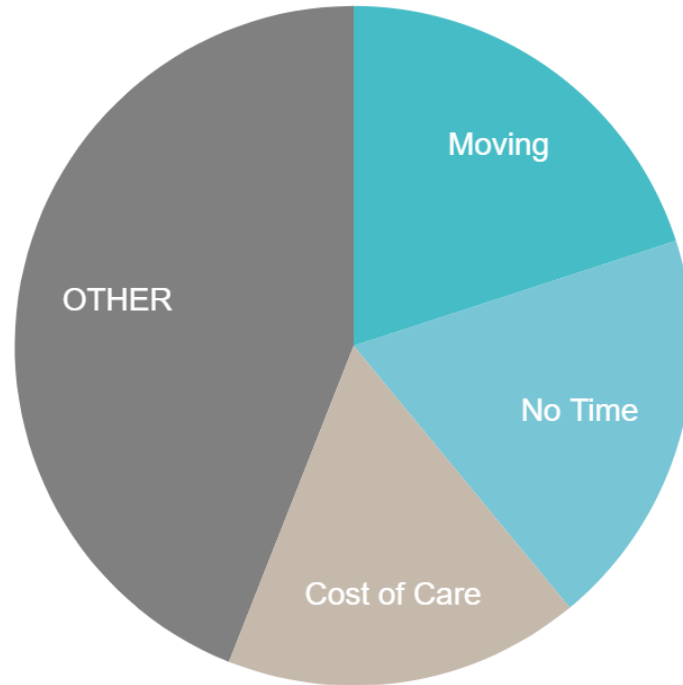


# COMMUNITY RESOURCES

## Surrender Requests

- Over 10,000 requests since January 2023
- Average of 28 requests per day on top of walk-ins

### Top 3 Reasons For Pet Surrender







# COMMUNITY RESOURCES

## Surrender Prevention

MADE POSSIBLE BY  
A GRANT FROM THE

**ASPCA**<sup>®</sup>

### Vet Care

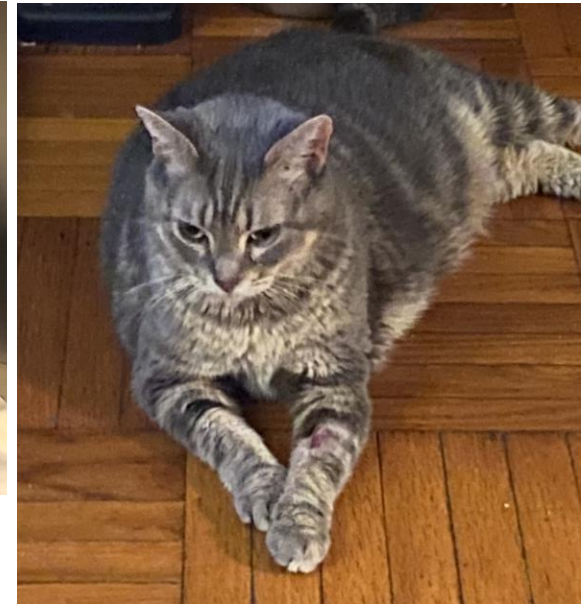
- 241 cases
- \$143,446.02 spent

### Pet Supplies

- \$16,655.65 spent

### Staff Salaries

- 3 full-time Surrender Prevention Coordinators





# COMMUNITY RESOURCES

## Community Pets

### Clinics

- 2,055 pets vaccinated
- 1,190 pets microchipped

### Pet Food Pantry

- 40,000 lbs. of food distributed

### Spay/Neuter

- 296 pets altered

### Behavior Support

- 53 clients assisted
- 153 training sessions
- Petcademy (new)

## Special Cases

Clients Referred: 350

Clients Assisted: 304

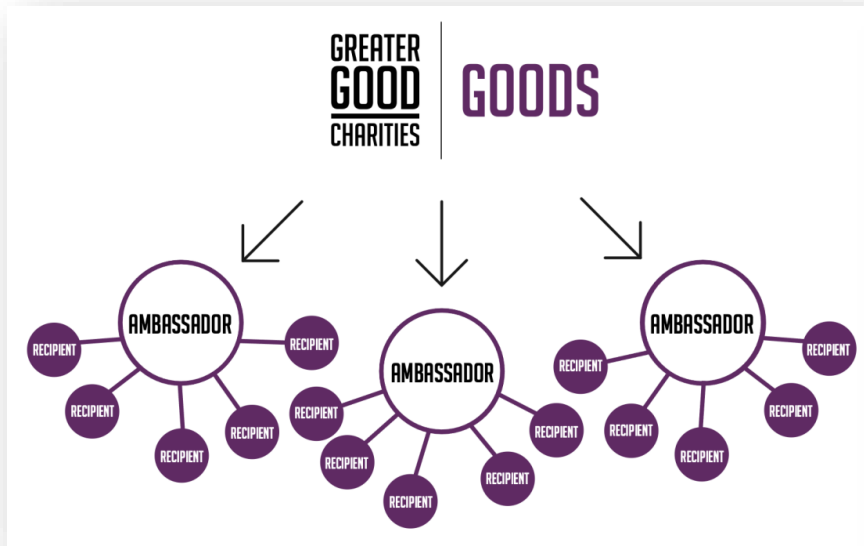




# COMMUNITY RESOURCES

## How you can help

- Advocate for affordable vet care
- Advocate for pet-inclusive housing initiatives
- Help secure storage space for Greater Good GOODS Program





# MARKETING & COMMUNICATIONS

Engaging the Community

Katy Hansen

Director of Marketing & Communications

Marketing  
Manager (1)  
Associate (1)

Volunteer Program  
Manager (1)  
Assistant (1)  
Associate (2)

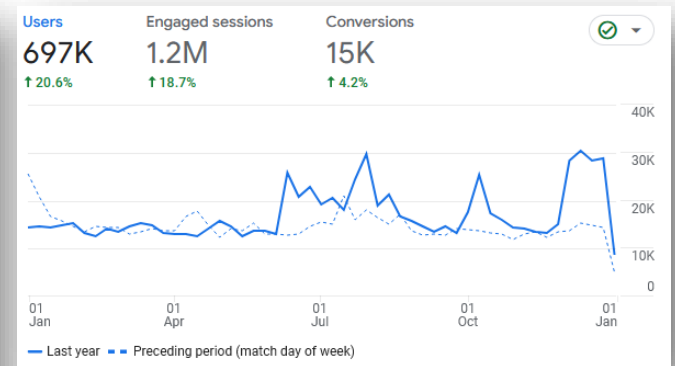
Governmental and Community  
Affairs  
Senior Administrator (1)



# NEW WEBSITE

## Updates Based on Public Feedback

- Easier Navigation
- Faster load time
- Search functionality (nycacc.app) updated



PLATFORM	USERS
web	676K ↑ 21.2%
iOS	16K ↑ 8.2%
Android	3.4K ↑ 4.3%



# MARKETING & COMMUNICATIONS

## Google Ad Grants

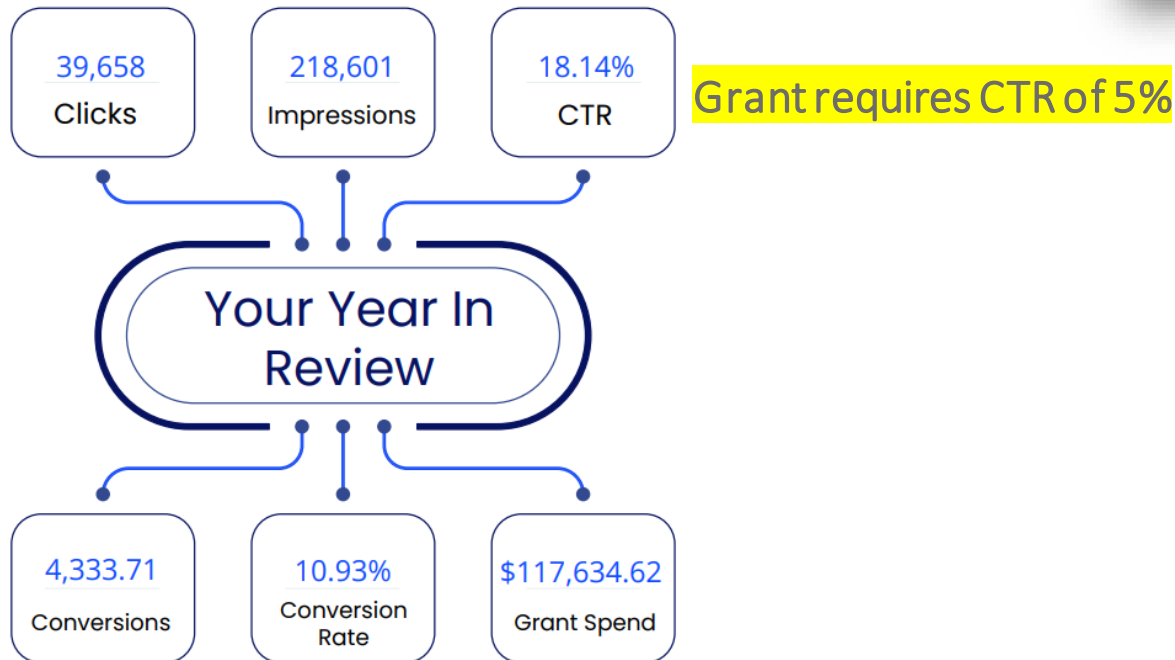
- Google provides nonprofit organizations with free advertising credits of up to \$10,000 per month on the Google Ads platform
- ACC has been utilizing Ad Grants since 2017

Sponsored

 ACC of NYC  
[www.nycacc.org/](http://www.nycacc.org/)

**Pet Adoptions For NYC - Rescuing Animals In Need**

ACC Of NYC Adopts Animals Directly Through The Public. Browse Animals Today! We Strive To Find Loving Homes For Homeless & Abandoned Dogs, Cats, And Rabbits. Donate...





# GOOGLE BUSINESS PAGES

2023 Business Profile Views: 1,883,186 --> Interactions: 277,696

- Bronx: 386k --> Interactions: 32,050
- Brooklyn: 612k --> Interactions: 111,268
- Manhattan: 708k --> Interactions: 105,124
- Staten Island: 177,186k --> Interactions: 29,254

## Animal Care Centers of NYC - Brooklyn

Website

Directions

Save

Call

4.2 ★★★★★ 1,445 Google reviews

Animal shelter in Brooklyn, New York



You manage this Business Profile ⓘ

## Animal Care Centers of NYC - Bronx

Directions

Save

Call

4.3 ★★★★★ 293 Google reviews

Animal shelter in the Bronx, New York



You manage this Business Profile ⓘ

## Animal Care Centers of NYC - Staten Island

Website

Directions

Save

Call

4.3 ★★★★★ 251 Google reviews

Animal shelter in Staten Island, New York



You manage this Business Profile ⓘ

## Animal Care Centers of NYC - Manhattan

Website

Directions

Save

Call

4.2 ★★★★★ 1,501 Google reviews

Animal shelter in New York



You manage this Business Profile ⓘ



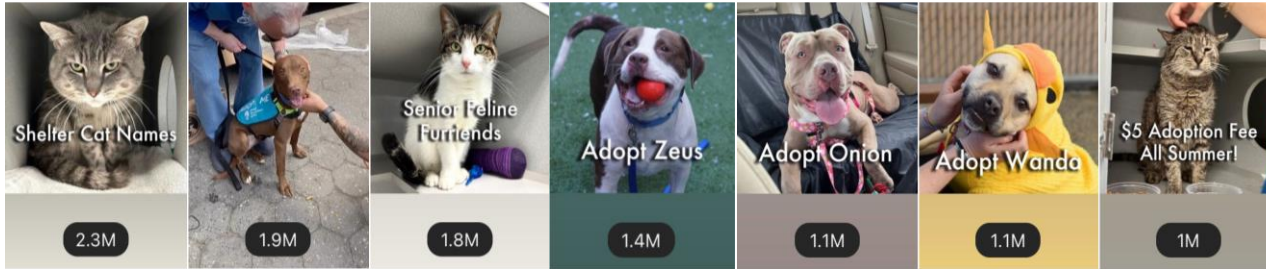
# SOCIAL MEDIA



Followers: 134k  
Monthly Reach: 2.1M

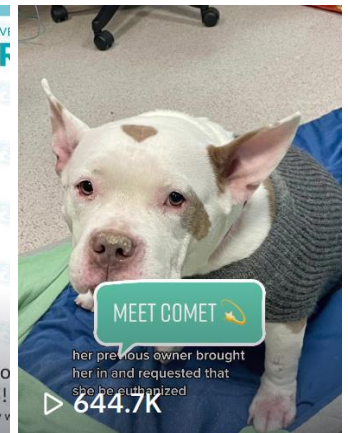


Followers: 109k  
Monthly Reach: 656k



Followers: 132.9k  
Likes: 9.9M

Views  
**35,244,561**  
Average: 67,518







# OUTREACH TABLING EVENTS

## Spreading Awareness

Manhattan Outreach Event | December 20 | Mayor's Office of Animal Welfare  
Brooklyn Outreach Event | December 8 | Hendrick I Lott House Holiday Celebration  
Staten Island Outreach Event | December 2 | Empire Outlets – Holiday Tree Lighting  
Manhattan Outreach Event | November 17 | NYC Council Member Carlina Rivera  
Queens Outreach Event | November 4 | King Manor Museum  
Manhattan Outreach Event | October 24 | 3-5pm | State Senator Brad Hoylman  
Manhattan Outreach Event | October 21 | 33rd Annual Tompkins Square Park Halloween Pet Parade  
Staten Island Outreach Event | October 20 | NYS Senator Andrew Lanza – Senior Fair  
Staten Island Outreach Event | October 15 | 'On Your Bark' – Flagship Brewery  
Staten Island Outreach Event | October 15 | AmeriCorps Seniors 'Fall into Love with Volunteering'  
Staten Island Outreach Event | October 10 | AmeriCorps Seniors 'Fall into Love with Volunteering'  
Brooklyn Outreach Event | October 1 | "Atlantic Antic" – Brooklyn's Oldest and Largest Street Festival  
Manhattan Outreach Event | September 28 | Pets & Service Animal Preparedness Fair – Union Square  
Manhattan Outreach Event | September 17 | West Side County Fair  
Staten Island Outreach Event | September 16 | Snug Harbor Cottage Curiosities  
Bronx Outreach Event | August 26 | NYC City Streets – Bronx – Poe Park  
Staten Island Outreach Event | August 19 | Snug Harbor Cottage Curiosities  
Queens Outreach Event | August 1 | National Night Out – NYPD 104th Precinct  
Manhattan Outreach Event | August 1 | National Night Out – NYPD 19th Precinct  
Staten Island Outreach Event | July 19 | NYPD Staten Island Patrol Borough – Harmony Day Picnic  
Bronx Outreach Event | July 15 | City of Refuge Community Health Fair  
Staten Island Outreach Event | July 15 | Snug Harbor Cottage Curiosities  
Manhattan Outreach Event | July 15 | Council Member Gail Brewer's Community Fair  
Manhattan Outreach Event | July 8 | Broadway Barks  
Staten Island Outreach Event | June 17 | Snug Harbor Cottage Curiosities  
Staten Island Outreach Event | June 3 | Paws & Police Community Event w/ASPCA  
Staten Island Outreach Event | May 11 | AmeriCorps Seniors 'Spring into Service'  
Staten Island Outreach Event | April 15 | Snug Harbor Cottage Curiosities





# WORKING WITH ELECTED OFFICIALS

**Stacey Pheffer Amato**  
Assembly District 23

Home About Newsroom Media Legislation Committee Membership Contact Important Links Assembly Home

Contact Join email list Map & Offices

**Pheffer Amato's Animal Supply Drive Fetches Fortune for Furry Friends**  
October 16, 2023

**NYC Council Speaker Adrienne Adams is with NYC Council Member Erik Bottcher and 5 others.**  
April 11, 2023

Today, the New York City Council voted to:

- Reduce Car Idling Near City Parks
- Mandate Outreach on Solar + Green Roofs to Building Owners
- Increase Transparency on Full Ticket Prices for Advertisements
- Require Diaper-Changing Tables in City Park Bathrooms
- Create a Telemedicine Accessibility Plan
- Prohibit the Sale of Guinea Pigs in Pet Shops**
- And More!

Thank you to our members for prioritizing this important legislation!  
Read more about what passed at today's Stated Meeting here:  
<https://council.nyc.gov/press/2023/04/11/2386/>

Bronx Community Board 10 added a new photo.  
October 12, 2023

**ANIMAL CARE CENTERS OF NYC**

**NO VACANCY**

**WE'RE OUT OF ROOM FOR DOGS, COME ADOPT TODAY!**

Adopt A DOG ADOPT

**Assemblymember Steven Raga**  
October 18, 2023

October is #AdoptAShelterDog Month, and Animal Care Centers of NYC (ACC) has teamed up with Adopt a Pet to waive adoption fees for dogs all month long! View all available shelter dogs here: <https://nyacc.app>



**Staten Island District Attorney's Office**

January 5, 2023

Christmas came twice this year for the companion animals residing at our Staten Island Animal Care Center. Yesterday, I proudly joined the 120th Precinct in delivering donations of dog and cat food, treats, toys, blankets, and other necessities collected by our agencies throughout the month of December.

Protecting animals comes in many forms and part of that work includes supporting the dedicated staff who operate our borough's only animal shelter. A big thanks to Paul & Ir... See more



**Council Member Robert Holden**

March 8, 2023

**Catalina Cruz NY** added a new photo.  
June 2, 2023



## VACUNAS Y MICROCHIPS PARA PERROS Y GATOS



Hora: 10AM - 2PM  
Fecha: Sabado, 3 de Junio

Ubicación: 103rd Street entre la 41st Ave & 42nd Ave  
Por Orden De Llegada, Mientras Que Los Suministros Duren  
\*Límite de 4 Mascotas Por Hogar\*

### Servicios Que Ofrecen Para

#### Perros

- Rabies
- DA2PP
- Bordetella
- Microchip

#### Gatos

- Rabies
- FVRCP
- Microchip

- \*Todos Los Perros Deben Estar En Una Carrea
- \*Todos Los Gatos Deben De Estar En Un Transportador, No Se Aceptan Gatos Salvajes En Esta Clinica
- \*Una Persona Mayor De 18 Años Debe Estar Presente Para Firmar La Forma De Consentimiento
- \*Traiga La Documentación De Vacunas Para Mascotas Si La Tiene, Pero No Es Obligatorio
- \*Este Evento Puede Ser Cancelado Si Hay Mal Tiempo

Para más información, llame a nuestra oficina al 718-458-5367

Para Los Residentes Del Distrito 39 de la Asamblea del Estado de NY: Corona, Elmhurst, Jackson Heights, Middle Village, Rego Park

7 Council District residents!

Partnering with the Animal Care Centers of NYC (ACC) and The Toby Project for support for dogs and cats.

Check for requirements before booking your appointment.

## FREE SPAY/NEUTER CLINIC FOR DOGS AND CATS

**Saturday, March 25th BY APPOINTMENT ONLY**

Presented by Councilmember Bob Holden Animal Care Centers of NYC's Community Pets Program The Toby Project



For appointments, you must contact the office of Councilmember Bob Holden at 718-366-3900.

To be eligible for an appointment you must meet the following criteria:

- You must live in Councilmember Holden's district (District 30)
- Your pet must be healthy and between the ages of 4 months and 5 years
- Your pet must not be excessively overweight
- Your pet must weigh 4 pounds or more
- Your dog must NOT have her period at the time of your appointment
- Your pet must NOT be brachycephalic (No Pugs, Pekingese, French Bulldogs or English Bulldogs, or Persian cats) because of safety issues at this mobile clinic

There is a large demand for appointments and limited space. Appointments will first be given to eligible pets who need spay/neuter urgently.

We look forward to helping you and your pets!



# NEXTDOOR AMBASSADORS (EST 7/22)

## nextdoor

254

ambassadors share weekly posts in their neighborhood!



Animal Care Centers of NYC - Manhattan

Voted best by neighbors



Neighborhood Fave



Neighborhood Fave



Neighborhood Fave



Animal Care Centers Of NYC - Staten Island



Debra Kalish

Upper West Side • 4 Jan •

Need a New Year's resolution? Help homeless animals and foster a shelter pet! Fostering is crucial in a shelter animal's journey to find their forever home. It gives shelter pets a place to decompress, recover from illnesses, socialize, and more. Take the first step and sign up for ACC's upcoming Cat and Large Dog Foster Orientations on Sunday, January 28. For more information and to sign up, please visit [www.nycacc.org/foster](http://www.nycacc.org/foster).



Animal Care Centers Of NYC - Brooklyn

**NEED A NEW YEAR'S RESOLUTION?  
HELP HOMELESS ANIMALS  
& FOSTER A SHELTER PET!**

**Animal Care Centers of NYC  
Virtual Cat & Large Dog  
Foster Orientations**

**Cats: Sunday, January 28 @ 11am**

**Dogs: Sunday, January 28 @ 1:30pm**

**Sign up at [nycacc.org/foster](http://nycacc.org/foster)**

ACC will pay for your Lyft ride home when picking up foster pet(s)!  
\*One-time use when picking up foster animal(s). Covers rides up to \$67.



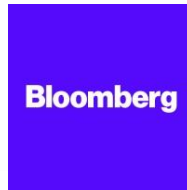


# TRADITIONAL MEDIA

The New York Times



TIME



AP



Newsweek



DAILY NEWS



gothamist

amNY

ManhattanTimes

The Washington Post



# LOOKING TOWARDS THE FUTURE

## Queens Shelter Opening



# New York City Animal Care Centers City-Managed Capital Projects Update January 2024

- Manhattan Adoption Center (New)
- Bronx Full-Service Shelter (New)
- Brooklyn Shelter (Total Renovation)

# Manhattan Pet Adoption Center

- Construction substantial completion expected February 2024
- Opening to the public expected Spring 2024



# Manhattan Pet Adoption Center

- Installation of finishes and painting completed
- Installation of animal housing completed
- Installation of low voltage systems ongoing





# Bronx Animal Care Center



- Excavation and concrete pours in progress.
- Steel reinforcement of grade beams in progress.
- Insulation around beams and other components being installed.
- Installation of plumbing & electrical underground piping/conduits in progress
- Construction substantial completion expected Summer 2025
- Opening to the public expected Fall 2025

# Bronx Animal Care Center



# Brooklyn Animal Care Center

- Anticipated construction start Spring 2024
- Anticipated construction substantial completion Summer 2025
- Move-in projected for Fall 2025



# Brooklyn Animal Care Center



LOOKING AT PERGOLA FROM PARKING LOT

© Smith-Miller+Hawkinson Architects  
© 2020 Olalekan Jeyifous

# Brooklyn Animal Care Center



© Smith-Miller+Hawkinson Architects  
© 2020 Olalekan Jeyifous

MAIN ENTRANCE ON SHEPHERD AVE