ANIMAL CARE CENTERS OF NYC
BOARD MEETING
January 23, 2024
INTAKE BY SOURCE

Dog Intake up 730 (16%)
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
Sebastian Bolanos, LVT
Director of Animal Health & Field Operations

John Cicoletta
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

Vet Services
- Vet (8)
- Vet Nurses (10)
- Vet Assistant (21)
- Managers (3)
- Assistant Managers (2)
- Coordinators (4)

Field Services
- Animal Rescue (8)
- Dispatcher (5)
- Manager (1)
- Assistant Manager (1)
- Fleet Coordinator (1)
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
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

- Failure to provide proper medical care: 21.7%
- Neglect; condition of animal: 32.4%
- Abandonment; Circumstance of finding: 20.6%
- Suspected animal fighting: 2.3%
- Suspicious wound or trauma: 2.7%
- Maiming/killing of animal: Suspicious death: 3.6%
- Inadequate/improper shelter/care: 16.8%

Total: 170
FIELD SERVICES
Working Hand-in-Hand with City Agencies/Partners
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 Cicolella
Director of Community Resources

Admissions & Client Care
Senior Manager (1)
Manager (1)
Supervisors (4)
Special Intake Coordinators (3)
Counselors/Reps (18.5)
Surrender Prevention
Coordinators (3)

Community Kids
Associate (1)

Community Pets/Special Cases
Senior Manager (1)
CP Associates (2)
Special Case Advocate (1)
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

- Moving
- No Time
- Cost of Care
- OTHER
Surrender Prevention

MADE POSSIBLE BY A GRANT FROM THE ASPCA

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
NEW WEBSITE

Updates Based on Public Feedback

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

Grant requires CTR of 5%

Year in Review

- 39,658 Clicks
- 218,601 Impressions
- 18.14% CTR
- 4,333.71 Conversions
- 10.93% Conversion Rate
- $117,634.62 Grant Spend

*for the 1/1/2023 – 12/31/2023 timeframe
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
SOCIAL MEDIA

**Instagram**
- Followers: 134k
- Monthly Reach: 2.1M

**Facebook**
- Followers: 109k
- Monthly Reach: 656k

**TikTok**
- Followers: 132.9k
- Views: 35,244,561
- Likes: 9.9M
## OUTREACH TABLING EVENTS

### Spreading Awareness

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<thead>
<tr>
<th>Event Name</th>
<th>Date</th>
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<tr>
<td>Manhattan Outreach Event</td>
<td>December 20</td>
<td>Mayor’s Office of Animal Welfare</td>
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<td>Brooklyn Outreach Event</td>
<td>December 8</td>
<td>Hendrick I Lott House Holiday Celebration</td>
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<td>Empire Outlets – Holiday Tree Lighting</td>
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<td>NYC Council Member Carlina Rivera</td>
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<td>King Manor Museum</td>
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<td>State Senator Brad Hoylman</td>
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<td>‘On Your Bark’ — Flagship Brewery</td>
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<td>October 15</td>
<td>AmeriCorps Seniors ‘Fall into Love with Volunteering’</td>
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<td>October 1</td>
<td>“Atlantic Antic” — Brooklyn’s Oldest and Largest Street Festival</td>
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<td>Manhattan Outreach Event</td>
<td>September 28</td>
<td>Pets &amp; Service Animal Preparedness Fair – Union Square</td>
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<td>West Side County Fair</td>
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<td>NYC City Streets – Bronx – Poe Park</td>
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<tr>
<td>Queens Outreach Event</td>
<td>August 1</td>
<td>National Night Out – NYPD 104th Precinct</td>
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<td>July 19</td>
<td>NYPD Staten Island Patrol Borough – Harmony Day Picnic</td>
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<td>Council Member Gail Brewer’s Community Fair</td>
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<td>Paws &amp; Police Community Event w/ASPCA</td>
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<td>AmeriCorps Seniors ‘Spring into Service’</td>
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WORKING WITH ELECTED OFFICIALS

Stacey Pheffer Amato
Assembly District 23

Pheffer Amato’s Animal Supply Drive Fetches Fortune for Furry Friends
October 16, 2021

Staten Island District Attorney’s Office
January 3, 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 & Jr... See more

Booya Community Board 18
October 11, 2021

Assemblymember Steven Raga
Adopt a Pet to Save a Life
October 18, 2021

Animal Care Centers of NYC
NO VACANCY
WE’RE OUT OF ROOM FOR DOGS, COME ADOPT TODAY!

Cristina Cruz NY
added a new photo.
June 2, 2023

Staten Island Council District residents!

Today the New York City Council voted to:
- Ban Animal Cruelty
- End Confined Housing for New City Tiers
- Mandate Outfits on Cats & Dogs
- Green Roof to Building Owners
- Increase Transparency on Full-Time Jobs for Advertisements
- Require Booster Changing Tables in City Parks Bathrooms
- Create a Universal Accessibility Plan
- Prohibit the Sale of Guinea Pigs in the Store

Thank you to all members for prioritizing this important legislation!

Read more about what passed at today’s Stated Meeting here: https://www.council.nyc.gov/announcements/2023/04/11/13890/

As you can see, we are out of room for dogs, so please come adopt today! View all available shelter dogs here: https://nycacc.app

Council Member Robert Holden
March 8, 2023

We are working with the Animal Care Centers of NYC (ACC) and The Toby Project for a free spay/neuter clinic for dogs and cats. More details to come.

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

To be eligible for an appointment you must meet the following criteria:
- Your pet must be healthy and between the ages of 4 months and 5 years.
- Your pet must be in excellent condition and not overweight.
- Your pet must be spayed or neutered.
- Your dog must be spayed or neutered at the time of your appointment.
- Your pet must NOT be pregnant.
- Your pet must be on a leash or collar at the time of your appointment.

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

We look forward to helping you and your pets!
254 ambassadors share weekly posts in their neighborhood!
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