

2021 Impact Report

Adoption Center

| Metric | Number | % Change from Prior Year |
|-----------------------------------|--------|--------------------------|
| <i>Intake</i> | | |
| Transfer | 756 | 7% Growth |
| Owner Surrender | 57 | 7% Growth |
| Stray | 0 | Decrease of 100% |
| Returns | 35 | - |
| Born in Care | 20 | 122% Growth |
| Kitten/Puppy Intake | 492 | 66% Growth |
| <i>Outcomes</i> | | |
| Adoptions | 807 | 7% Growth |
| Cats Adopted | 452 | Decrease of 3% |
| Dogs Adopted | 355 | 25% Growth |
| Birds Adopted | 3 | 100% Growth |
| Guinea Pigs Adopted | 2 | 100% Growth |
| Repeat Adopters | 67 | Decrease in 19% |
| Transfer | 44 | 109% Growth |
| RTO | 3 | Decrease in 50% |
| Live Release Rate | 99.40% | 0.03% Growth |
| Behavior Euthanasia | 3 | - |
| Kittens Fatalities | 13 | - |
| Puppy Fatalities | 4 | - |
| Length of Stay for Available Dogs | 11 | Increase in 8% |
| Length of Stay for Available Cats | 8 | Decrease of 25% |
| Average Days on Site Dogs | 6 | Decrease of 27% |
| Average Days on Site Cats | 6 | Increase of 50% |
| <i>Medical</i> | | |
| Vaccines | 2,000 | 26% Growth |
| Amputations | 2 | - |
| Cystotomies | 2 | - |
| Dental Surgeries | 9 | - |
| FeLV Positive | 0 | Decrease of 100% |

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| | Fcov+ | 4 | - |
| | FIV Positive | 6 | Increase of 133% |
| | Heartworm Positive | 11 | Increase of 10% |
| | Spay/Neuter Surgeries | 492 | 15% Growth |
| | Wound Repair | 3 | - |
| | <i>Adoption Support</i> | | |
| | Dog Follow Ups Sent | 326 | Decrease of 48% |
| | Cat Follow Ups Sent | 436 | 52% Growth |
| | Responses from Adopters | 217 | 13% Growth |
| | Concerns Reported After Adoption | 33 | Decrease of 10% |
| | Returns w/o Adoption Support | 29 | Increase of 262% |
| | Returns WITH Adoption Support | 10 | Increase of 233% |
| | Kept after Adoption Support | 23 | Increase of 53% |
| | Private Lessons | 9 | - |
| | Behavoir Phone Consultations | 30 | - |
| | Behavior Intake Diverted | 14 | - |
| | New Handouts Written | 18 | Decrease of 28% |
| | <i>Volunteers</i> | | |
| | AC Volunteers | 150.00 | - |
| | AC Volunteer Hours | 60,767.80 | - |
| FTE Volunteer Hour Compasion | \$486,142.30 | - | |
| Volunteer FTE | 29.22 | | |
| Community Support Services | Public Low Cost Vaccinations | 233 | 106% Growth |
| | Families Helped with Vet Assistance | 160 | 13% Growth |
| | Meals on Wheels Visits | 29 | Decrease of 58% |
| | Pets Served at Food Giveaways | 6,117 | 55% Growth |
| | Food Delivered to Pantries | 45,958 | 50% Growth |
| | SNIP Surgeries | 1,214 | 61% Growth |
| | Rabies Vaccinations through SNIP | 824 | 47% Growth |
| | Rehoming Animals Listed | 255 | 880% Growth |
| | Rehoming Animals Adopted | 118 | 1080% Growth |
| | Rehoming Animals Kept | 18 | 350% Growth |
| Rehoming Animals Surrendered | 29 | 1350% Growth | |

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| | Lost and Found Contacts through Website | 81 | - |
| | Lost and Found Text Users | 73 | - |
| | Reclaim Assistance | 4 | - |
| | Fencing Assistance | 1 | - |
| | Temporary Boarding Assistance | 6 | - |
| | <i>Volunteers</i> | | |
| | CS Volunteers | 27 | - |
| | CS Volunteer Hours | 796.87 | - |
| | FTE Volunteer Hour Compassion | 0.38 | - |
| | Volunteer FTE | \$6,374.95 | - |
| Donor Appreciation | Thank-a-Thon Calls Made | 175 | - |
| | Donor TY Gifts Sent Out | 421 | - |
| | Donor Handwritten TYs Cards Sent | 990 | - |
| Events | Event Participants | 445 | 82% Growth |
| | Third Party Events | 42 | 8% Growth |
| | Barkyard Parties Hosted | 32 | 60% Growth |
| | Barkyard Attendees | 1,400 | 1547% Growth |
| Fosters | Animals in Foster | 577 | 3% Growth |
| | New Fosters | 42 | Decrease of 51% |
| | Active Fosters | 112 | Decrease of 1% |
| | Adult Dogs Fostered | 129 | 32% Growth |
| | Percentage of Adult Dogs Taken to Foster | 55% | 55% Growth |
| | Foster Hours | 12,159.00 | Decrease of 27% |
| | Hours Cat Fostered | 9,503.00 | - |
| | Hours Dog Fostered | 2,656.00 | - |
| Social Media | Behavior Articles Written | 28 | Decrease of 42% |
| | Behavior Questions Submitted on Web | 89 | 51% Growth |
| | Facebook Fundraisers | 36 | Decrease in 5% |
| | Facebook Likes | 14,228 | 8.6% Growth |
| | Facebook Videos Views | 9,266 | Decrease of 42% |
| | Facebook Post Engagement | 2,578 | Decrease of 33% |
| | Facebook TS Likes | 1,788 | 21% Growth |
| | Email Marketing Open Rate | 24.49% | Decrease of 21% |

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| | Email Marketing Click Rate | 8.98% | 50% Growth |
| | Email Marketing Contacts | 8,127 | 13% Growth |
| | Instagram Followers | 4,031 | 8% Growth |
| | YouTube Hours Watched | 33.9 | Decrease of 46% |
| Thrift Store | Items Donated, Processed & Sold | 170,922 | 30% Growth |
| | Furniture Pickups | 302 | - |
| | Delivery Fees | 1,865 | 51% Growth |
| | Customer Deliveries | 28 | 46% Growth |
| | Store Volunteers | 100 | - |
| | Store Volunteer Hours | 10,098 | 28% Growth |
| | FTE Volunteer Hour Compasion | \$80,784.30 | 28% Growth |
| | Volunteer FTE | 4.85 | 28% Growth |
| Volunteers | Program Support Active Volunteers | 47 | - |
| | PS Volunteer Hours | 1,229.58 | - |
| | PS FTE Volunteer Hour Compasion | \$9,836.66 | - |
| | Amount of FTE | 0.59 | - |
| | Active Volunteers | 305 | Decrease of 7% |
| | Volunteer Hours | 73,310.88 | 1% Growth |
| | FTE Volunteer Hour Compasion | \$586,486.89 | 179% Growth |
| | Amount of FTE | 35.25 | 179% Growth |