




**Animal Care
& Control^{OF} NYC**
ADOPT 🐾 VOLUNTEER 🐾 DONATE

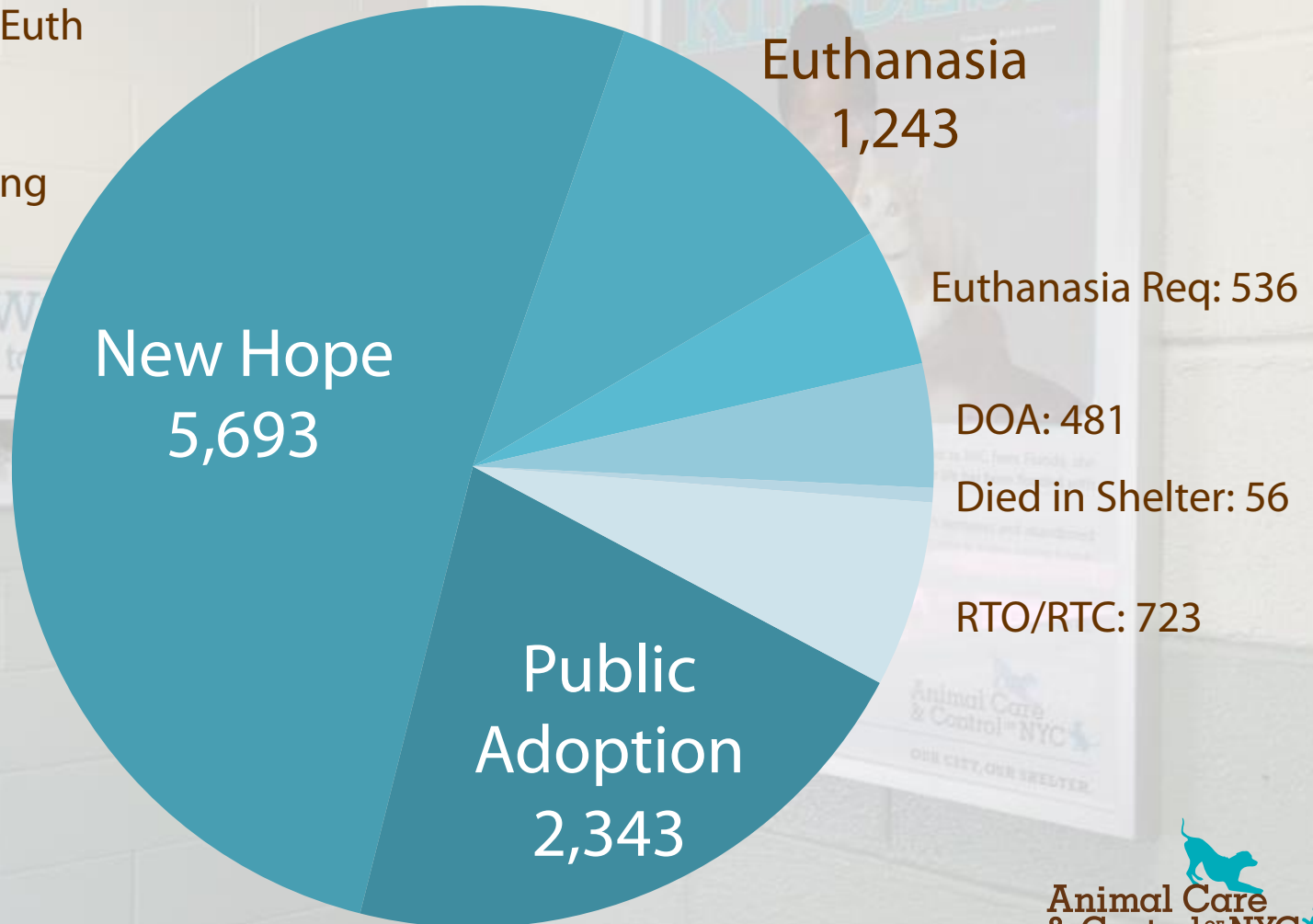
Board Meeting
June 19, 2014

Outcomes – Jan-May, 2014

Cats & Dogs

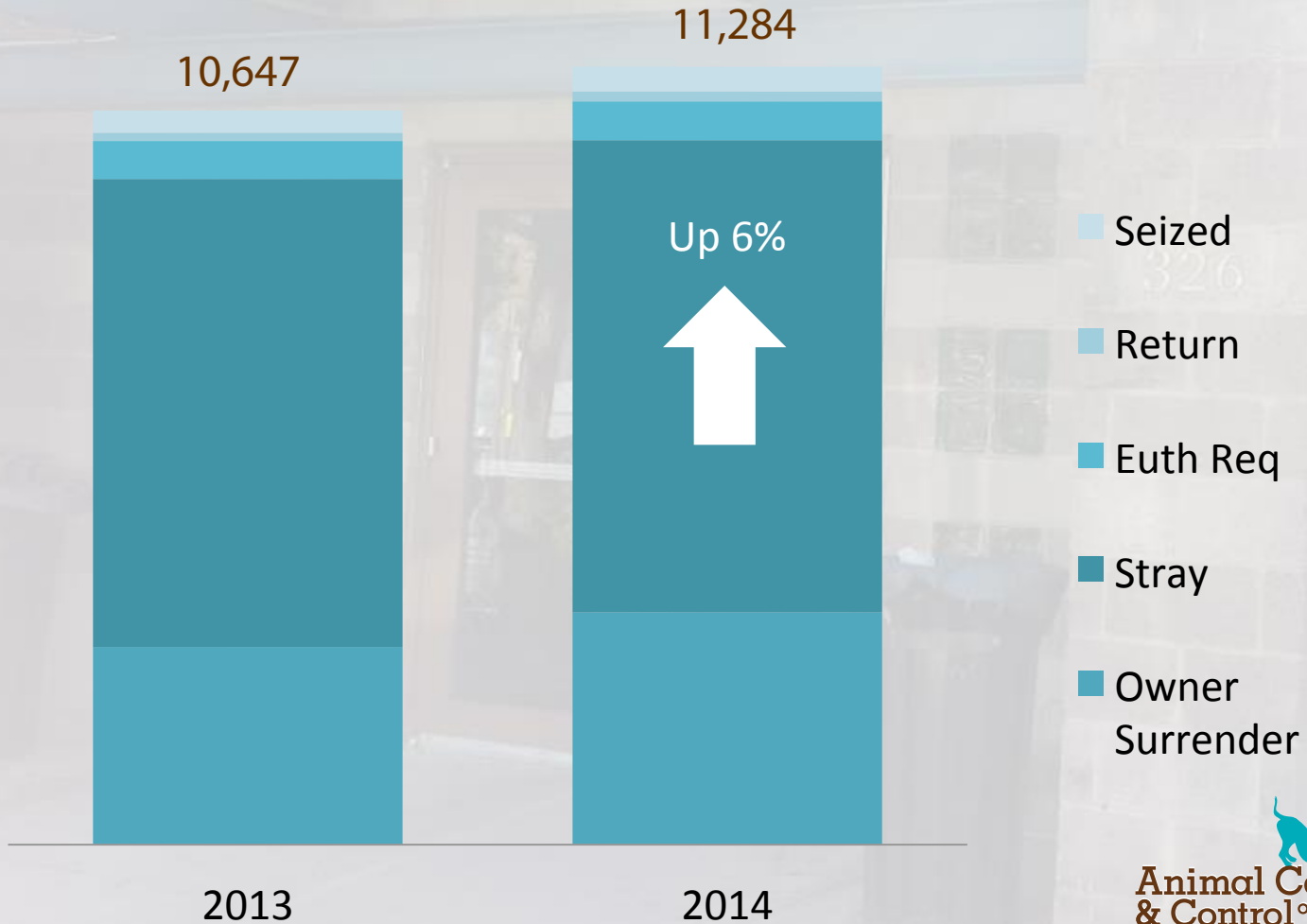
Intakes including Euth
Req: 11,284

Outcomes including
Euth Req: 11,077



Live Intake

January – May
Cats & Dogs

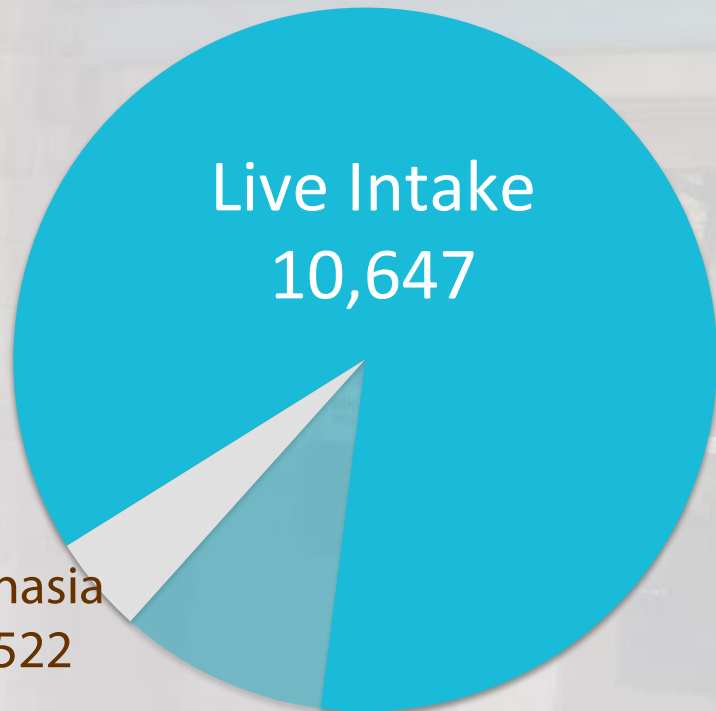


Euthanasia

January - May
Cats & Dogs

2013

2014



Euthanasia
Req 522

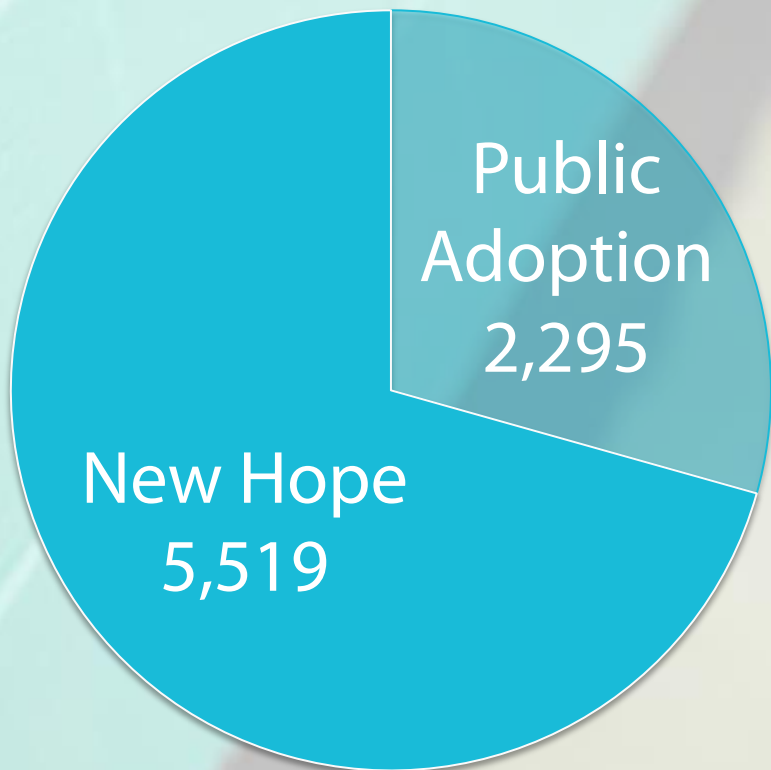
Euthanasia
Req 536

Euthanasia
1,190

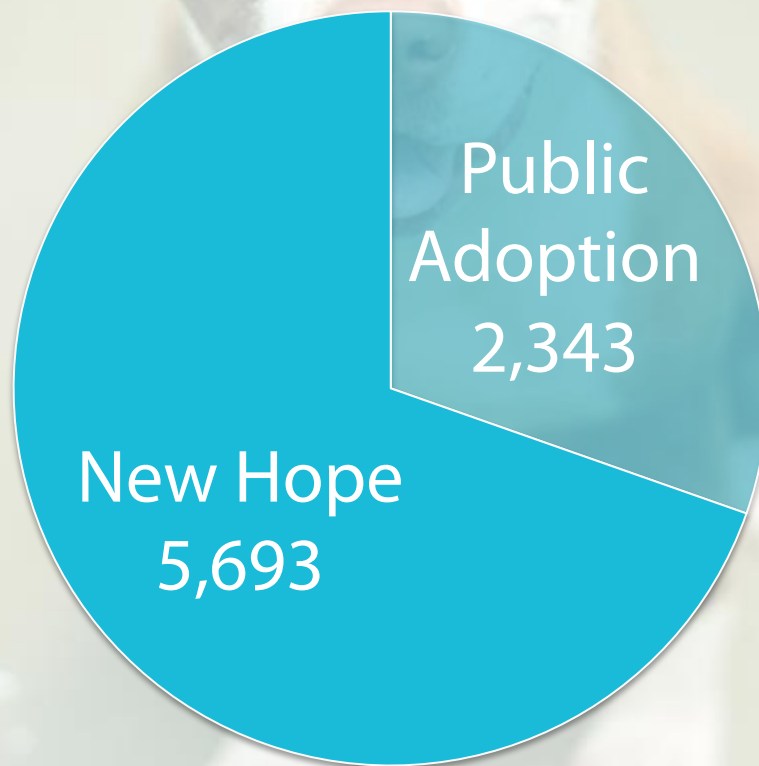
Euthanasia
1,243

Placements

January - May
Cats & Dogs



2013



2014

Communicating AC&C's Message

Focus groups and individual interviews regarding adoptions have revealed some of AC&C's biggest challenges –

brand recognition and building awareness.

- Building better awareness of AC&C and our unique role in the NYC animal welfare community is a priority.
- Proactive engagement with public and private resources

Building relationships

Getty Images

Modos Furniture

ASPCA kitten nursery

Best Friends

Gilt Magazine

NBC TODAY Show

National Geographic

OUT Magazine

Animal Planet

Jackson Galaxy

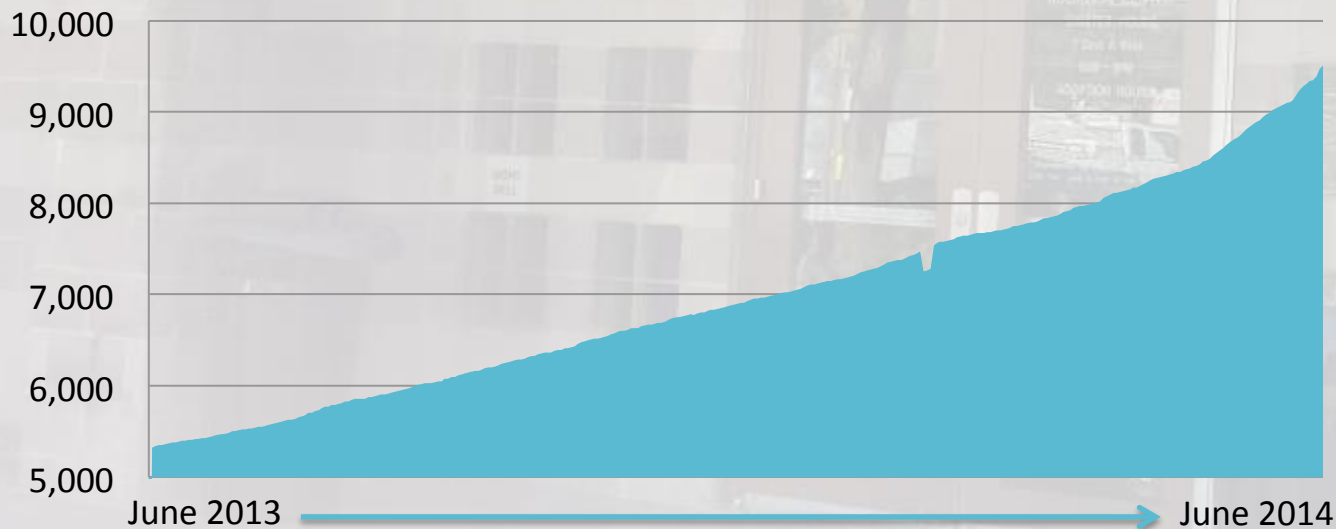
Arise TV

Cosmo Magazine

Social Media

Goal is to Build an active community among facebook users

- Page likes close to 10,000 (up 79% for year)
- Engagement up (Just one Day 57k reach)
- Better showcase animals available for adoption
- Share happy tails



I'm looking for a home!

AD-PTED!

Germany
A1002065
Manhattan

nycacc.org [f nycacc](https://www.facebook.com/nycacc) [t nycacc](https://twitter.com/nycacc)

Daenerys is looking for a forever home...

Name: Daenerys
A#0994222
Location: Manhattan



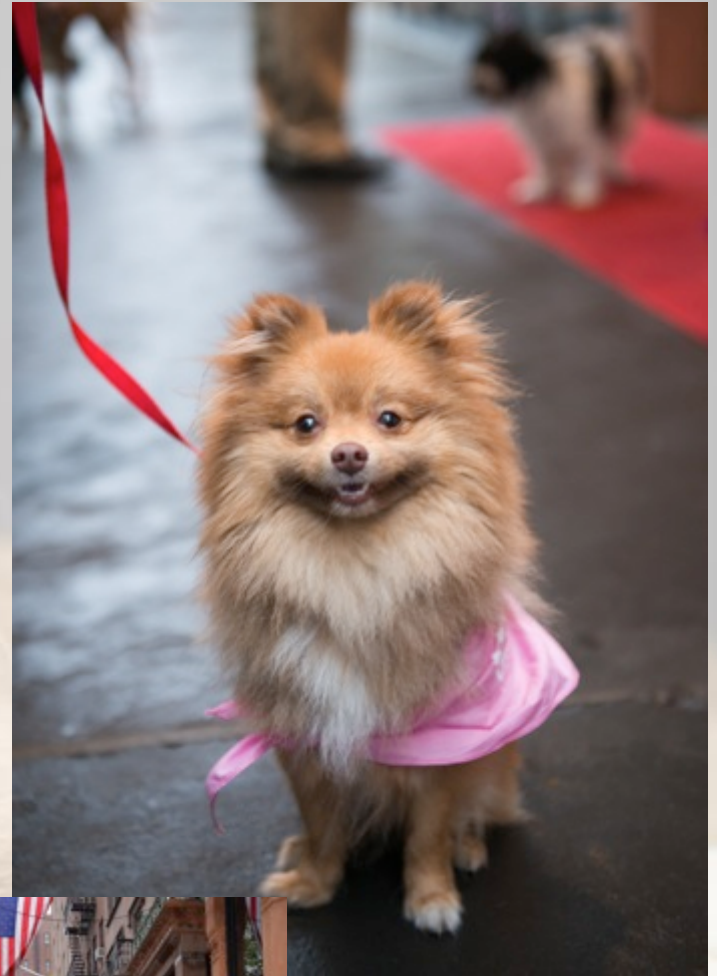
Named for a beloved character from Game of Thrones, Daenerys is a sweet little munchkin with a big rep to live up to! Just like her namesake she's strikingly beautiful and known for her compassionate nature but where the fictional Daenerys is a fierce warrior, our fair dumpling is all softness and snuggles and the only thing she's looking to conquer is your heart!

nycacc.org [f nycacc](https://www.facebook.com/nycacc) [t nycacc](https://twitter.com/nycacc)

Fundraising

Major Sources of Giving

- Direct Mail
- Online Donations
- Unsolicited Gifts
- Event Revenue
- Corporations
- Foundations
- Matching Gifts



just. one. day.



www.nycacc.org

Care Center Locations:

Manhattan - 326 East 110th St.
Brooklyn - 2336 Linden Boulevard
Staten Island - 3139 Veterans Road West
June 11th Adoption Hours 12-8pm

Mobile Adoption Center:

Petco Union Square
4-7pm

All AC&C adoptions include: spay/neuter, vaccinations, a pre-registered microchip, an identification tag, a collar, and a certificate for a free initial exam at a participating vet.

If everyone in New York City did
JUST ONE thing for the homeless
animals in our shelters...

- adopted **JUST ONE** furry friend
- volunteered **JUST ONE** hour a week
- donated **JUST ONE** dollar a day
- fostered **JUST ONE** cat or dog

...we could make every day
JUST. ONE. DAY.

Positive Results:

- **29 animals adopted June 11**
- 133% increase over a typical Wednesday
- Community Outreach

CHALLENGE REMAINS:

INFLOW OF ANIMALS

- **95 animals arrive June 11:**
78 cats/17 dogs
- How do we stay ahead of the intakes?
- How to balance between animals leaving and animals entering the shelters



INFLOW

Any given day at AC&C looks like this:

Population on a Monday in June 2014:

561 animals

363 cats, 164 of which are kittens.

198 dogs



Compared to population on a Monday in March 2014:

418 animals

251 cats (112 less than day in mid-June)

167 dogs (31 less than day in mid-June)

Operations: Disease Reduction to Improve Health and Outcomes

- ***Reduce transmission of disease***
 - Installation of multiple PPE stations
 - Multiple stations in Isolation areas
 - Limit access to isolation areas by public/staff
- ***Training and Staffing***
 - Training from medical and behavior departments for better, more complete care of animals across departments
- **MEASUREMENTS:**
 - # cats diagnosed with URI
 - # dogs diagnosed with KC
- **Results March – mid June 2014 v. 2013:**
 - Brooklyn: KC down by ~1/3; URI no change
 - Manhattan: KC up; URI up



OUTCOMES

Adoptions to the Public

- 26 Adoption Promotions since program redesign
- Mobile Adoption Center– 122 adoptions since February 9 Kick Off
 - Other benefits: Good PR and outreach throughout NYC; opportunity to promote AC&C to passersby and adopters; additions to our mailing list; volunteer opportunities.
 - Recent venues: Union Square; Richmond Hills Queens; SI
 - Saturday 6/21 Garber Hardware, Greenwich Street
 - Friday 6/27 Petco Union Square
 - July: Bronx, Brooklyn, Theater District

Results:

- January – May, 2013: **2,295**
- January – May, 2013: **2,343**
- **Increase of 48 YTD; increase from July 1 – May 31 of 863**



Fiscal Year 2014 Review

Adoption Promotions – May and June

BLACK (& Tortie) Cat Appreciation Day
Friday, June 13th



FORGET THE LITTLE BLACK DRESS TO BE STYLISH THIS YEAR. COME ON OVER TO ANIMAL CARE & CONTROL OF NYC AND ADOPT* A BLACK OR TORTIE & BLACK CAT! SLEEK, SOPHISTICATED, AND SMOOTH, BLACK CATS NEVER GO OUT OF STYLE!

KITTENS: 6 months & under \$20.00
Cats: \$6.00

Care Center Locations:
Manhattan - 100 East 17th St.
Brooklyn - 2700 Linden Boulevard
Bronx - 1100 Morris Avenue
Adoption Hours: 10-5pm

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Animal Care & Control of NYC
www.aycaac.org

MAY THE 4TH BE WITH YOU

Love. Companionship.
An adopted pet* craves both these things! Take a walk away from the dark side by adopting one of our intergalactic all-stars!

MAY 4TH

Cats: \$10 Dogs: \$40 Rabbits: \$35
Kittens (6 months & under): \$50
Puppies (6 months & under): \$75



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Whiskers for **WEDNESDAYS**

Adopt one of our fantastic felines every **Wednesday** for the month of June for a reduced adoption fee!

Cat adoption fee: \$5.00
Kitten adoption fee: \$20.00



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PIT BULL Prom MAY 17-18

Get ready to break out your dancing shoes & come to dance at AC&C's Pit Bull Prom! This weekend, find yourself a lifetime dancing companion with one of our phenomenal pit bulls!

Dogs: \$40
Puppies (under 6 months): \$75



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just. one. day.



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- donated **JUST ONE** dollar a day
- fostered **JUST ONE** cat or dog

...we could make every day **JUST ONE DAY.**

summer Lovin' *Hypertension Special*

Meet a cat...crazy for you!
Meet a pup...cute as can be!

June 21-22 and 28-29, adopt* from AC&C for a reduced fee!

Adult cats: \$5
Adult dogs: \$40
Kittens (6 months & under): \$20
Rabbits: \$35
Puppies (6 months & under): \$75



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OUTCOMES

Behavior Enrichment to Improve Adoptions

- Enrichment Facilitators to provide additional mental and physical stimulation and keep dogs, cats engaged with their environment, reduce stress, maintain and improve behavior, decrease illness, increase adoptions, and reduce length-of-stay.
 - Reconfiguration of Manhattan backyard to complement emphasis on isolation protocol
 - **Measurements:**
 - More animals are receiving enrichment
 - More animals are maintaining their adoptions-appropriate behavior for longer periods through early intervention when distress and/or problem behaviors first appear
 - Positive feedback regarding the more thorough behavior summaries and the additional observations that the team is able to provide, rather than supplying just the SAFER behavior snap shot

OUTCOMES

Placing More Animals because of Foster Care

Fosters are needed to provide animals with the opportunity to heal from illness, injury or surgery, or to grow to weight for adoption (kittens)

- January –May 2014: 10 foster orientations held, 110 attended
 - Orientations where qualified new fosters will go home with foster kittens
 - Two weeknight and one weekend set aside for fosters to schedule necessary medical follow up appointments

Measurement:

- 52 new active fosters, 14 fosters adopted their first foster animal
- Over 300 total active fosters
- May - 160 animals were in foster
- June - 96 placed in foster to date
- Majority of animals in foster were adopted directly to permanent homes. A small number that have shown behavior concerns have been placed with New Hope

Community Outreach and Education

Field Services Are a Symbol of AC&C's Unique Role

- **Wildlife Rescue**

- Daily rescue of diverse species of wildlife in need
- Injured, sick and orphaned animals:
 - Deer and seals on Staten Island
 - Injured migratory birds in midtown
 - Ill opossums, skunks and bats
- First responders who stay until DEC, NYPD, etc. arrive



- **Proactive Community Outreach**

- Regularly respond to calls from within the community to investigate animal cruelty and neglect with NYPD and ASPCA in all boroughs
- Educating the public and connecting them to resources

FY2015 Outlook: July 1, 2014 – June 30, 2015

Resources

- DOHMH contract amount: \$12,786,650
(additional \$552,000 from FY14)
- Substantial growth in development revenue

Operations

- Intakes in MACC 24/7
- Admissions Department
- Kitten Nursery partnership with ASPCA
- Other animal welfare partnerships

Communications & Development

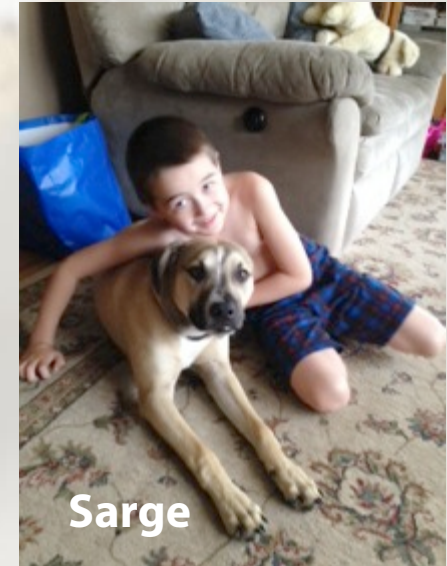
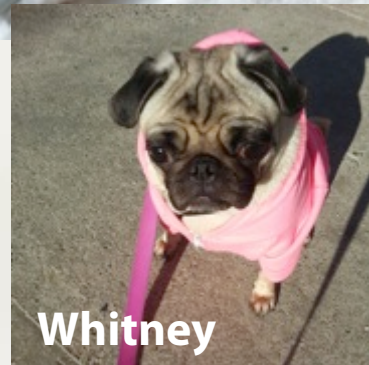
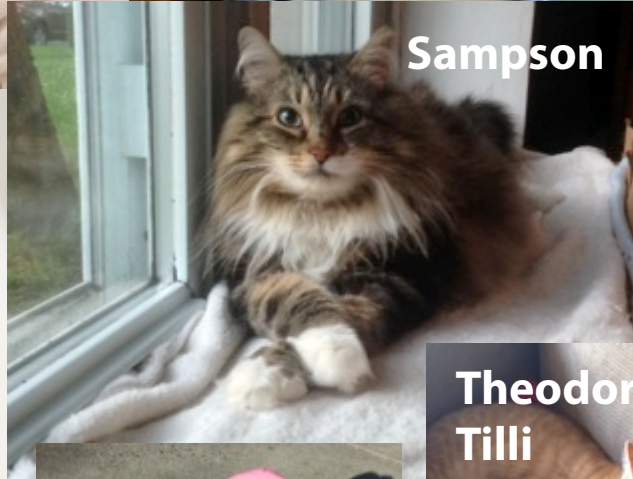
- Build the Brand!
- Public awareness and community support

Headcount: 239 (22 tbh)

- New positions and filling vacancies

Fiscal Year 2014 Review

Happy Tails



STATUS OF
AC&C MEDICAL DEPARTMENT

Status & Direction of AC&C Medical Department

- Hiring of New Medical Director, with rapid introduction into existing system.
- Continued problem solving and some good solutions have occurred due to weekly visits to each shelter.



Status & Direction of AC&C Medical Department (continued)

- Operations and Medical Departments coordinate to optimize animal health and comfort while in the shelter.
- Emphasis on prompt initial evaluation, vaccines, and any necessary treatment
- Raising the bar for cleanliness standards and identification of contagion
- Combination of these efforts to reduce euthanasia

Status & Direction of AC&C Medical Department (continued)

- Delivery of lecture series to non-Medical staff to ensure their understanding of shelter animal health challenges:
 - *“Recognizing Illness, Injury, Pain and Suffering in Companion Animals”*
 - *“Common Shelter Infectious Diseases and How Vaccines Work”*
 - *“The Fix: The Anatomy of Spay & Neuter Surgeries in Dogs & Cats”*
- Additional training modules sponsored/presented by Merck (*gratis*) and others conducted by Operations round out a format developed to create outstanding care at all levels.
- For LVT’s and Certified Euthanasia Technicians:
 - *“Humane and Scientific Concepts in Animal Euthanasia”*

Status & Direction of AC&C Medical Department (continued)

What's she doing 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.
 - Review new protocols and share new knowledge acquisition (from CE)
 - Weekly meeting with Medical Supervisors and Quality Assurance/Quality Control LVT to share in the discussion about forward progress.
 - LVT QA/QC- new position with multiple functions to strengthen the Medical Department and LVT corps
 - Walkthrough to identify any obvious medically-relevant issues

Status & Direction of AC&C Medical Department (continued)

What's she doing at Headquarters?

- Regular interaction with senior management across all departments including IT and Finance.
- Conducting monthly Morbidity & Mortality Conference
- Advises Operations and Medical supervisory staff of key medical issues in the shelters
- Reminds Operations of its important role in disease prevention and reinforces the mutually necessary overlap it shares with Medical
- Delivering non-Medical staff and Medical staff lectures
- Thinking about program development

Status & Direction of AC&C Medical Department (continued)

Where will AC&C Medical go?

- Addition of more Full Time veterinarians and LVT's: impact on animal health
- Public support in addition to DOH funding
- Wish List
- Kitten season
- Adopt, Foster, Volunteer, Donate
- Communication between Medical and the public

