

# CHAUTAUQUA COUNTY HUMANE SOCIETY, INC. 2011 Statistics

## OUR MISSION

*The Chautauqua County Humane Society provides compassionate care and promotes the respectful treatment of animals to create a humane community.*

## OUR VALUES

*We promote quality and enduring companionship between people and animals.*

*We provide a safe, comfortable haven for unwanted, abused and neglected animals.*

*We believe euthanizing healthy, adoptable animals is unacceptable.*

*We emphasize rehabilitation of animals and strive to provide lasting homes for all animals in our care.*

*We respect animal life, promote good health of animals and work to control overpopulation.*

*We believe education is essential to the humane treatment of animals.*

*We strive to prevent cruelty, neglect, carelessness and ignorance towards animals through advocacy, collaboration, education and example.*

## LEGACY SOCIETY

The Chautauqua County Humane Society's success depends on the kindness of people who care about animal welfare in their community. You can make a significant difference now and into the future when you leave a Legacy Gift to help the animals in your community. Your legacy gift, whether it be in dollars, personal property, stocks and bonds, insurance or other gifts can dramatically improve the lives of animals and enhance the quality of life of the people who adopt them.

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## 2011 ANNUAL STATISTICAL REPORT

### 2011 INCOMING

Cats - 416	Kittens – 371	Dogs – 582	Puppies – 160	Other – 46
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### 2011 OUTCOMES

Adoptions– 1,060	Transfer to Breed Rescue - 76	Owner’s Found - 148	Euthanasia - 110
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### COMMITMENT TO OUR MISSION:

In 2011 our commitment to remain a “low kill” shelter continued as our save rate was 92%. Also, our commitment to spay/neuter for low income families remained a priority and we performed 864 surgeries in 2011 and 8,668 since the program began in 2004. Also significant, the decision to euthanize an animal remained at record low levels.

YEAR	INCOMING KITTENS	INCOMING CATS	CLINIC SPAYS & NEUTERS
2003	2,043	1,797	0
2004	1,049	1,805	1,116
2005	541	890	1,034
2006	662	582	1,064
2007	439	522	1,112
2008	482	549	1,210
2009	426	728	1,220
2010	371	636	1,048
2011	371	416	864

YEAR	EUTHANASIA
2003	2,778
2004	1,951
2005	608
2006	447
2007	268
2008	283
2009	209
2010	105
2011	110

The table to the right shows the decrease in the number of all animals entering the shelter from 2003 to 2011.

YEAR	SAVE RATE
2003	53.91%
2004	58.06%
2005	77.33%
2006	81.54%
2007	83.99%
2008	83.02%
2009	88.47%
2010	93.30%
2011	92.10%

The table to the left highlights the “save rate” or percentage of animals adopted into loving homes or returned after being lost. The percentage has dramatically increased over the last few years as a result of the programs and policies of CCHS.

YEAR	INCOMING
2003	6,011
2004	4,963
2005	2,723
2006	2,418
2007	1,959
2008	2,021
2009	2,079
2010	1,757
2011	1,575

## **REVENUE GENERATION**

### **SPECIAL EVENTS**

#### **Walk 4 Paws**

A very successful Walk 4 Paws Event which raised over \$30,000 was the highlight of our special event fundraising efforts. The event held in October of 2011 had 315 participants and raised an additional \$4,000 from those walkers over the 2010 level. The successful outcome was a result of an increase in face to face marketing of the event with area businesses. Included in that \$30,000 total was \$3,967 raised from the implementation of one of the two tags day's promotions we ran at area retailers in 2011.

#### **Bark n Brew**

The second year picnic auction event was again hosted by Southern Tier Brewery and raised over \$10,288. So successful was the event that it raised \$1,494 more than the prior year.

#### **Hot Dogs Cool Cats**

The online Hot Dogs Cool Cats Photo Contest ran from January 1<sup>st</sup> through January 31<sup>st</sup> and the 3<sup>rd</sup> annual event raised over \$10,000 in its third year, up from \$3,500 in 2010. The event is sponsored by the 5 stations of the Media One group.

#### **2<sup>nd</sup> Chances Thrift Store**

In the first full year of operating at the Fairmount Avenue location, the results couldn't be more promising as sales rose 27% and net proceeds from the store increased 53%. Additionally significant is that 46 cents of each dollar of revenue the store received was able to go directly into animal care compared with 30 cents per dollar in 2010. 2011 also saw the introduction of the slogan "Turning our carbon footprint into a green paw print" as a high percentage of unwanted, unusable and/or unsalable electronic and clothing items were resourced out to recycling firms in exchange for revenue. Thus, landfills and pets were saved when people donated their unwanted items to 2<sup>nd</sup> Chances.

<b>Thrift Store Revenue</b>	<b>2011</b>	<b>2010</b>	<b>2009</b>	<b>2008</b>	<b>2007</b>
	<b>\$216,898</b>	<b>\$157,562</b>	<b>\$127,901</b>	<b>\$79,612</b>	<b>\$41,299</b>

### **DIRECT MAIL PROGRAM**

Developing long term relationships and expanding our donor base continues to be a priority as we continue to enhance our direct mail strategies. In 2011, due to the utilization of Donor Perfect, our online donor management system, we have been able to continue to nearly maintain revenue levels despite a struggling economy. Our 2012 mail plan will continue to utilize a more targeted approach based on donor levels of giving.

#### **DIRECT MAIL REVENUE**

<b>2011</b>	<b>2010</b>	<b>2009</b>	<b>2008</b>	<b>2007</b>	<b>2006</b>	<b>2005</b>	<b>2004</b>
<b>\$154,445</b>	<b>\$159,413</b>	<b>\$152,674</b>	<b>\$129,974</b>	<b>\$115,926</b>	<b>\$100,200</b>	<b>\$53,350</b>	<b>\$30,715</b>

## **POSITIVELY IMPACTING THE ANIMALS IN OUR COMMUNITY**

### **Foster Care Program**

Because many animals enter into the shelter system that are too young or too weak to survive, they are placed in foster homes where they can receive the care needed to grow strong and regain their health to a point where they receive a second chance and can be adopted. From January through December, 2011, 301 animals were placed into foster homes which represent a 22% increase from the prior year.

### **A Shelter Without Walls**

Our relationship with PetSmart in Erie, PA continues to provide a significant adoption outlet as 126 cats and kittens have found their permanent home from January through December. On November 23, 2011, a PetSmart opened in Lakewood and one month later, 23 felines had found homes. Not only do we receive adoption revenues from this project, but because of our partnership with PetSmart, we also received \$3,145 in 2011 in corporate incentives for those adoptions. CCHS also adopted 56 pets at other offsite adoption events and placed 20 cats and 63 dogs into appropriate rescue. Added together 25% or one in four CCHS animals is placed when away from the Strunk Road shelter.

### **Alternative Paths to a Loving Home**

CCHS works closely with organizations that deal with particular breeds of animals that can place them into appropriate homes. Because of the specific nature of their business, they have many resources that an animal shelter may not have. From January through December, 2011, 76 animals were sent to breed rescue groups, representing a 30% increase from the prior year.

### **Fighting Cruelty, Neglect and Abuse**

Serving all of Chautauqua County, CCHS continues to commit significant resources to the ongoing problem of animal cruelty, neglect and abuse. Currently, as the only county animal welfare agency permitted by law to employ a Humane Investigator with peace officer powers, CCHS works closely with local law enforcement and the District Attorney's office. CCHS is also aligned with the Western New York Animal Fighting Task Force which allows us to partner with state and federal law enforcement in an effort to prosecute blood sports such as dog fighting and cockfighting. CCHS receives no government financial support to provide this vital service. During the period of January – December 2011, CCHS responded to 241 reports of cruelty. CCHS is currently evaluating all aspects of our cruelty investigation activity in an effort to promote efficiencies and better practices as part of our long range planning process.

### **Animal Medical Care**

In addition to conducting large scale no cost spay/neuter clinics for low-income households, CCHS must provide every opportunity for the healthy and friendly animals to find loving homes through adoption and foster programs. Before an animal is allowed to leave the shelter, it must be spayed/neutered, micro-chipped and vaccinated. In most cases in which an animal's affliction is treatable or manageable, CCHS provides the necessary resources to allow the animal to heal. Medical costs are the second largest operational expense behind animal caregiving staff.

### Reduced Adoption Fees

In 2011, CCHS sought and received funding in the amount of \$6,400 from the Chautauqua Region Community Foundation to allow for reduced adoption fee promotions ranging from 50% to 75% off to encourage potential adopters. Because of the success of the program, coupled with extensive spay/neuter efforts, we can periodically extend invitations to a small number of shelters to let us take their animals scheduled for euthanasia, and place them for up for adoption at our shelter.

### Heaven Can Wait

Each year, across the nation millions of dogs are euthanized. CCHS has been committed to stop the needless destruction of these wonderful animals. In fact, over 92% of all animals entering into our care leave the shelter alive and with the promise of a new found wonderful life. Heaven Can Wait is a promising CCHS rescue program that uses a dedicated group of volunteers, under the direction of an animal behavior specialist and staff using behavior modification training and socialization to give dogs that would otherwise be euthanized the second chance they deserve. In May of 2010, CCHS volunteered to care for 31 abandoned dogs found in an apartment in Jamestown, New York by the Jamestown Police Department. With very little human interaction and many medical problems coupled with the fact that none had ever walked outside, a long term rehabilitation plan was developed for each dog. After initially losing one young dog from a debilitating illness, thousands of hours of loving care over an eight month period, have made it possible for 24 dogs to be placed in a loving permanent home. As of January 2011, six dogs are now reaching the levels of well-being that they too can be placed proving that Heaven can wait.

### Volunteer Program

Volunteers provide the animals in our care with the love and added attention they need. Every volunteer that walks through our door brings vast areas of expertise and life experiences that they bestow on the animals. Volunteers averaged 49 hours of service per day on behalf of the animals. Below is a table highlighting their areas of caring.

<b>VOLUNTEER ACTIVITY</b>	<b>2011 HOURS</b>	<b>VOLUNTEER ACTIVITY</b>	<b>2011 HOURS</b>
Dog Walkers	4,416.50	Special Events	1,023.75
Stray Center	380.25	Pet Therapy	2.00
Cat Room Monitor	2,925.25	Humane Education	54.75
Kennel Monitor	27.75	Miscellaneous	482.50
Vet Tech Assistant	234.50	Spay/Neuter Clinic	243.75
Office Assistant	588.50	Lucky Dog	75.50
Front Desk Assistant	96.00	Photo/Website/Pennysaver	169.00
Boutique	105.25	Adoption Counseling	1,116.50
Cleaning/Laundry/ Dishes	1,628.25	2 <sup>nd</sup> Chances Thrift Store	2,137.00
Mobile Adoption Unit	171.75	On-Site Foster Program	12.00
Bathing	118.75	Off-Site Foster Program	1,922.75
		<b>TOTAL</b>	<b>17,932.25</b>