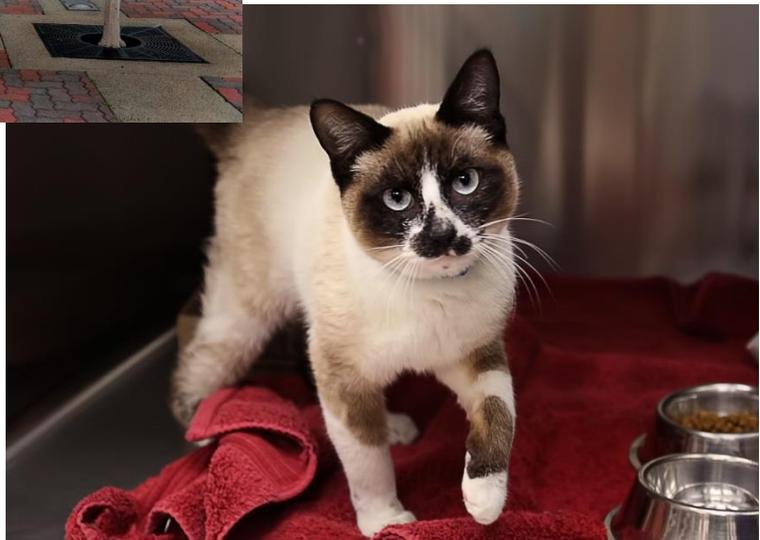




# RANCHO CUCAMONGA ANIMAL CARE AND ADOPTION CENTER

## 2013 ANNUAL REPORT





# Rancho Cucamonga Animal Care and Adoption Center

## 2013 Annual Report

The Rancho Cucamonga Animal Care and Adoption Center has provided animal services for our community since 2006. Our team of staff and volunteers care for more than 5,000 animals each year including dogs, cats, small pets and wildlife. As an open admission municipal center, we accept every animal from our City, regardless of their health, behavior or shelter capacity. Our core services include animal care, adoptions, reuniting lost pets with their owners, enforcing animal laws and community outreach.



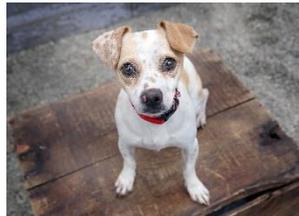
**Vision:** *Enriching the lives of animals through a compassionate partnership with our community.*

**Mission:** *Building a community in which every adoptable pet finds a home.*

### ANIMAL INTAKE

#### 5,745 ANIMALS RECEIVED

- 2,353 DOGS
- 3,003 CATS
- 22 DOMESTIC BIRDS
- 128 DOMESTIC SMALL PETS
- 24 CHICKENS, DUCKS AND GEESE
- 215 WILDLIFE SPECIES



Intake numbers for domestic animals include animals surrendered as stray, abandoned, surrendered by their owners, confiscated by Field Service Officers, returned from foster care, adoption returns, born at the Center, transferred from another Center or animals surrendered for owner requested euthanasia. Wildlife includes songbirds, birds of prey, bats, coyotes, raccoons, opossums, skunks, squirrels and turtle or tortoises.

#### 5 Year Intake Comparison for Dogs and Cats

Year	Dog Intake	Cat Intake	Total Intake (Dog and Cat)
2009	2357	3519	5876
2010	2661	3442	6103
2011	2716	2839	5555
2012	2673	2726	5399
2013	2353	3003	5356

# ANIMAL PLACEMENT

## 2,430 ANIMALS ADOPTED

- 1,224 DOGS
- 1,143 CATS
- 46 RABBITS/GUINEA PIGS
- 12 HAMSTERS / RATS
- 2 BIRDS
- 3 TURTLES/TORTOISES



## 485 ANIMALS PLACED WITH RESCUE OR ADOPTION PARTNERS

- 291 DOGS
- 180 CATS
- 14 SMALL PETS



## 571 ANIMALS WERE REUNITED WITH OWNERS

- 539 DOGS
- 26 CATS
- 6 SMALL PETS

## WILDLIFE

73 WILD ANIMALS CARED FOR AND RELEASED BACK INTO WILD (UNDER DIRECTION OF LICENSED WILDLIFE REHABBER)

21 WILD MAMMALS, RAPTORS, AND BIRDS TRANSFERRED TO WILDLIFE REHABILITATION FACILITIES

### 5 Year Intake Comparison for Dogs and Cats

Year	Total Intake	% Dogs and Cats Adopted	% Dogs and Cat sent to Rescue	% Dogs and Cats Returned to Owner	% Dogs and Cats Placed in Foster Care	% Cats TNR	% Dog and Cat Placed
2009	5876	40%	14%	10%	13%	7%	84%
2010	6103	41%	12%	9%	13%	4%	79%
2011	5555	43%	20%	11%	9%	4%	87%
2012	5399	43%	13%	11%	12%	4%	84%
2013	5356	44%	9%	11%	16%	4%	84%

## **In 2013, 84% of Dogs and Cats were Placed in Loving Homes**

The live placement rate includes dogs and cats adopted, placed with rescue groups, returned to owners, placed in foster care and participated in our TNR (trap, neuter and release) program. In 2013, 647 dogs and cats were euthanized for medical or behavior reasons or where no placement could be found and 66 dogs and cats were euthanized at the request of their owner due to terminal illnesses. 72 fewer dogs and cats were euthanized in 2013 than in 2012.

# PROGRAMS and SERVICES

## FOSTER CARE

158 volunteer foster homes provided care for 837 dogs and cats that needed extra care prior to adoption. These dogs and cats were placed in foster homes due to age, medical conditions or for behavior rehabilitation. The foster animals were later returned to the Animal Center for placement. Their final placement is included in the animal placement statistics.



## TRAP, NEUTER AND RETURN (TNR)

The TNR program saved the lives of 223 feral cats that entered the Animal Center. The goal of the TNR program is to spay or neuter feral cats at no charge and return them to dedicated caregivers or feral cat colonies.



## SPAY AND NEUTER

2,611 ADOPTED, RESCUED OR TNR ANIMALS WERE STERILIZED  
152 OWNED OUTDOOR CATS STERILIZED (OPERATION CAT NIP)  
24 OWNED DOGS WERE STERILIZED (NO COST CLINIC FOR PIT BULLS AND CHIHUAHUAS)  
1,597 SPAY OR NEUTER VOUCHERS WERE ISSUED TO RESIDENTS

Note: Beginning in July of 2014, the Animal Center will also offer free spay or neuter for pets that belong to residents who qualify for a hardship.

## MICROCHIPS

3,111 microchips were implanted to help pets return home if they should become lost. This number includes adopted animals, owned animals that made an appointment at the Center and participants in our annual Free Microchip Clinic.



## FIELD SERVICES AND ANIMAL LICENSING

7,221 CALLS FOR SERVICE  
12,734 ANIMAL LICENSES SOLD (A 27% INCREASE FROM 2012)

Field Service calls include pick up of stray animals, responding to calls of animal cruelty and neglect, assist police and fire, resolving nuisance animal complaints and animal rescue.

# COMMUNITY OUTREACH

## VOLUNTEER PROGRAM

- ❖ DOG AND CAT SOCIALIZATION
- ❖ ANIMAL ENRICHMENT PROGRAMS (PLAYGROUPS AND PACKWALKS)
- ❖ OFFSITE ADOPTION EVENTS
- ❖ CARETAKER AND VETERINARY SERVICES
- ❖ FUNDRAISING COMMITTEE
- ❖ FOSTER CARE

In 2013, volunteers gave nearly 10,000 hours of service at the Animal Center and an additional estimated 80,000 hours to care for the animals placed in our foster care program. Additionally, the Center often partners with community groups and businesses to accomplish specialized projects. In 2013, the Animal Center increased the number of new volunteer orientations held per month and updated its orientation to include more information about the Center and its volunteer opportunities and one on one training sessions to help volunteers become more integrated into the Animal Center team.



## 71 OFFSITE EVENTS ATTENDED

- ❖ ADOPTION EVENTS (SUCH AS DEL MAR CAT SHOW, CROWN TOYOTA ADOPTION EVENT, PET EXPO, IRVINE PET ADOPTION DAY, YORBA LINDA AND LONG BEACH PETSMART ADOPTION EVENTS AND LOCAL ADOPTION EVENTS)
- ❖ COMMUNITY EVENTS
- ❖ PARTICIPATION IN FAIRS AND PARADES
- ❖ BARK IN THE BALLPARK

## COMMUNITY PARTNERSHIPS

- ❖ PETSMART GLENDORA AND PETSMART SAN BERNARDINO
- ❖ WESTERN UNIVERSITY COLLEGE OF VETERINARY MEDICINE
- ❖ PLATT COLLEGE
- ❖ FONTANA ROP
- ❖ OPERATION NEW HOPE
- ❖ PAW LOVE
- ❖ RANCHO CUCAMONGA HIGH SCHOOL HEARTS FOR ANIMALS CLUB



The Animal Center values our community partners. The above list includes those that we routinely work with. However, the Animal Center has many other local businesses and service groups that help us throughout the year and we are always looking to expand our community partnerships.

## SOCIAL MEDIA AND COMMUNITY RELATIONS

- ❖ EXPANDED OUR FACEBOOK REACH TO OVER 3,200 "LIKES"
- ❖ RECRUITED SOCIAL MEDIA INTERNS TO HELP EXPAND OUR WEB PRESENCE
- ❖ STARTED AN INSTAGRAM AND TWITTER ACCOUNT
- ❖ FEATURED ON GOOD DAY LA WITH CESAR MILLAN



## PUPPY RHYMES AND STORY TIMES

Developed in 2012 with the help of a grant through the California State Library, Puppy Rhymes and Story Times continued to grow in 2013. Through a partnership with our Rancho Cucamonga Library, this fun summer time program gives kids the opportunity to improve their reading skills while learning how to care for and be compassionate to the animals around us.

## BLOODHOUND WELCOME RECEPTION

On October 17, 2013, the Animal Center hosted a welcome reception for two new Rancho Cucamonga Sheriff K9 Deputies. Since their arrival, Dare and Deja, have been very successful in locating missing children, adults, objects, and suspects who flee both locally and throughout San Bernardino County. The Animal Center is proud of our partnerships with our Police Department and was honored to welcome the bloodhounds to the City of Rancho Cucamonga.



## SUPPORT

### FUNDRAISING COMMITTEE

Supported by a dedicated group of volunteers, the Animal Center's fundraising committee donates hundreds of hours each year to organize and plan fundraisers for the animals. In 2013, the committee raised over \$25,000. Fundraisers included:

- ❖ FURRY FRIENDS FESTIVAL AND PET WALK A THON
- ❖ FURRY FRIENDS FLEA MARKET
- ❖ OUTBACK STEAKHOUSE FUNDRAISER
- ❖ OPEN HOUSE
- ❖ LAZY DOG CAFÉ FUNDRAISING NIGHT
- ❖ VARIOUS RAFFLE OPPORTUNITIES THROUGHOUT THE YEAR

A vertical promotional flyer for the 4th Annual Furry Friends Festival and Pet Walk A-Thon. The text includes the date Saturday, October 5, 2013, from 8:00 a.m. to 1:00 p.m. at the Rancho Cucamonga Animal Care and Adoption Center. It lists activities like Pet Walk A-Thon, Animal Adoptions, Vendor Fair, Pancake Breakfast, Kids Corner, Pet Costume Contests, Entertainment, and Prizes for Top Fundraisers. It provides a sign-up website (www.Firstgiving.com/RCPets/FFF) and an information website (www.RCPets.info). At the bottom, it lists the Presenting Sponsor as Crown Toyota and the Pancake Breakfast Sponsor as a local business.

## RANCHO CUCAMONGA COMMUNITY & ARTS FOUNDATION

The Rancho Cucamonga Animal Care and Adoption Center currently uses a dedicated account in the Rancho Cucamonga Community & Arts Foundation's 501(c)(3) to collect donations to support programs that are not included in the Center's operation budget. In 2013, the Center raised \$76,956 from fundraisers and private donations. These funds were used to support medical and foster care programs, targeted spay and neuter programs, transport of animals to adoption partners, purchase of new cages for the cat room and salary for a part time Veterinary Technician to provide ongoing medical care for our pets as they await adoption. In fiscal year 14/15, the Animal Center will work towards creating its own foundation to enhance fundraising efforts to support additional lifesaving programs. Thank you to our donors!



## STRATEGIC PLAN

In September of 2013, the Animal Center's five (5) year Strategic Plan was approved by the City Council. The purpose of the strategic plan was to outline the future vision of the Animal Center and identify action items that would help the Center continue its efforts towards a goal of building a community in which every adoptable pet finds a home.

### STRATEGIC PLAN ACCOMPLISHMENTS

- ❖ DEVELOPED A MOBILE APPLICATION FOR THE SALE OF DOG LICENSES INCLUDING MOBILE PAYMENT OPTIONS
- ❖ EXPANDED OFFSITE ADOPTION EVENTS TO AT LEAST 2 TIMES PER MONTH
- ❖ EXPANDED THE NUMBER OF NEW VOLUNTEER ORIENTATIONS OFFERED PER MONTH
- ❖ RECRUITED AN UNPAID SOCIAL MEDIA INTERN
- ❖ IMPLEMENTED QUARTERLY LOW COST/NO COST TARGETED SPAY AND NEUTER PROGRAMS



### STRATEGIC PLAN GOALS FOR UPCOMING YEAR

- ❖ CREATE AN INTERACTIVE WEB BASED LOST AND FOUND PROGRAM
- ❖ CREATE AN ANIMAL CENTER FOUNDATION
- ❖ EXPAND THE VOLUNTEER PROGRAM TO INCLUDE INCREASED COMMUNITY PARTICIPATION
- ❖ IMPLEMENT A COMMUNITY CAT PROGRAM
- ❖ EXPAND ANIMAL ENRICHMENT PROGRAMS
- ❖ EXPAND THE BEHAVIOR FOSTER PROGRAM