



OC Animal Care

Wednesday, April 22, 2009

Staff Report

Department: Community Outreach Team - Public Education Program

Prepared By: Elizabeth Alianell, Public Education Officer

Staff Report Summary:

This report summarizes the activities for the OC Animal Care Public Education Program, which includes Public Education Outreach, Public Awareness, Mobile Adoptions, and Shelter events.

Subject: Public Education Outreach

The primary focus of public education outreach is to disseminate valuable information to the citizens of Orange County about animal welfare, proper animal care, and responsible pet ownership.

Print Materials:

OC Animal Care continues to value the importance of providing current, up-to-date resources to our community. In an effort to make licensing more convenient for our customers and to drive traffic to our website, we created a flyer with the slogan "Log on and License." The flyer is posted on our website and it will be distributed to our contract cities as a television slide to run on their local channel.



"Log on and License" television slide

The fourth volume, second edition of the "Critter Chronicles" was published in January. The newsletter provided information on: Director Jennifer Phillips' farewell, 2008 in numbers, OC Animal Care's new entrance, the success of Forever Friends for Free, tips on introducing a new cat into your family, The Pawsitive Spotlight: featuring Bichon FurKids, the Volunteer Recognition Ceremony, Santa Photos, Operation Santa Paws, upcoming events, and a quarterly success story.



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Education Classes:

OC Animal Care continues to offer educational opportunities to further develop its Community Outreach staff. Staff attended two, out of a series of four, Photoshop classes offered at Santa Ana College. We learned the basic tools of the program and how it can benefit our marketing materials.

Subject: Public Awareness

Media Resources:

OC Animal Care continues to promote our animals and services through various media contacts such as weekly advertisements in the OC Register, Pet Harbor website, Pet Finder website, Petsguide, The OC Dog Magazine, and monthly appearances on KOCE's Real Orange.

Marketing Materials:

OC Animal Care continues to design marketing materials to promote our services and the humane treatment of animals. These items include: magnets, sticky notes, buttons, posters, bags, pens, stuffed animals, and dog t-shirts. The items are being distributed during community events, mobile adoptions, and shelter events.

Pet of the Week:

OC Animal Care has a featured "Pet of the Week" page on eight contract city websites, including: Anaheim, Brea, Fullerton, Lake Forest, La Palma, Rancho Santa Margarita, Santa Ana, and Stanton. We recently revamped the format of the program to make it easier to post the "Pet of the Week" on city websites. With the new "Pet of the Week" format, we now send the updated link from our homepage which will automatically update their site. We have also provided our logo to be used as a link. Feedback from our contract cities has been extremely positive and we will continue to invite more cities to participate in the weekly updates now that posting the "Pet of the Week" is more convenient.

OC Animal Care also continues to promote animals through a weekly Pet Directory in the OC Register. In February, 20 adoptable dogs were featured in the March issue of The OC Dog Magazine. On a quarterly basis, OC Animal Care will also feature six adoptable animals in the Orange County Employee Association newsletter.

Education Presentations:

OC Animal Care has had the opportunity to provide presentations to groups around the county on responsible pet ownership, dog-bite prevention, and career opportunities in animal care. Presentations were held at: Euclid Library (Anaheim), OCEAA Elementary (Santa Ana), Pioneer Circuit Youth Leadership Academy (Two Presentations – Santa Ana), Bell Tower Regional Community Center (Rancho Santa Margarita), and Adams Elementary (Three Presentations – Santa Ana).



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Reading with Fido Program

OC Animal Care visited two Orange County libraries hosting the "Reading with Fido" program for children. The program was presented at the Branch Library in Rancho Santa Margarita and at the Euclid Library in Anaheim. With OC Libraries now part of the OC Community Resources team, we will utilize the relationship with the sister agency in order to promote this very important educational service to our local libraries.

Shelter Tours:

Tours of the shelter have continued to be very popular during the winter and early spring with Girl Scout troops, schools, and other community groups. 17 tours have been conducted since our last meeting and several tours have been scheduled for the upcoming months. The tours offer themes such as: responsible pet ownership, careers in animal care, completion of the Girl Scout Pet Care and Animals Try-It badges, and pet overpopulation. OC Animal Care also held an orientation for our volunteers to provide them the opportunity to become more involved with leading tours and presentations. The assistance from the volunteers has been helpful and their feedback has been very positive.

Community Service Projects:

OC Animal Care has assisted several young individuals and groups in the completion of community service projects to benefit the animals in our care. OC Animal Care has partnered with Rancho Alamitos High School as a mentor for their Kindness to Animals club. Since our last meeting, the club has completed handmade signs and bandanas for adoptable animals. OC Animal Care also coordinated with a Girl Scout troop who made kennel signs for Valentine's Day and St. Patrick's Day. Another Girl Scout Troop completed their Bronze Award by making handmade blankets and beds, bandanas, homemade treats, toys, kennel signs, and goody bags for new adopters.

OC Animal Care has also had several community groups complete projects from our Community Service Packet. We continue to send out our Community Service Packet to the youth and are actively looking for new ideas to add to the packet.

OC Animal Care also participated in the Aliso Viejo Information Wall at the Aliso Viejo Library. We sent general information about the shelter, spaying and neutering, licensing, and several pictures of adoptable animals to display on their wall.

Subject: Community Events, Mobile Adoptions & Shelter Events

Community Events:

OC Animal Care continues to participate in local community events that promote the shelter to residents in our contract cities and beyond. OC Animal Care participated in the Columbus Square Community Association's Pet Fair in Tustin, Pet Prance in Fountain Valley, and the San Juan Hills High School Career Fair in San Juan Capistrano.



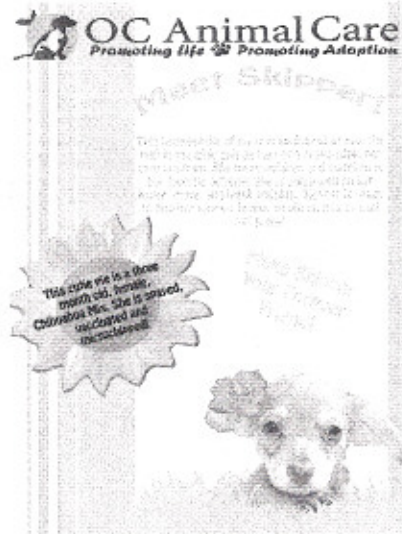
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Regal Entertainment in Anaheim hosted a Food and Donation Drive in conjunction with the movie promotion for "Hotel for Dogs" with the proceeds benefiting OC Animal Care. We had a table set up at the theater, during opening weekend, with information on the shelter and giveaway items. The food and donation drive brought in several bags of food and over \$100 in donations.

OC Animal Care also participated in the National Charity League's annual fashion show fundraiser luncheon. We provided a puppy for the event, along with a poster and a giveaway basket.



Skipper's Poster for the National Charity League's fundraiser.

Mobile Adoptions:

OC Animal Care continues to offer mobile adoptions to the community at a variety of events. We participated in PetSmart's Charity Weekend in Fullerton on February 14th. We found forever homes for two dogs and four kittens. Due to continued staffing shortages, we continue to utilize Public Education staff for larger and higher attended mobile events only.

Shelter Events:

OC Animal Care hosted "Community Service Day" on March 14th from 10 am to 12 pm for first through sixth grade, and 1 pm to 4 pm for seventh through twelfth grade. 50 students attended the event with over 80 students on the waiting list to attend. During the event, participants learned about the shelter during a behind-the-scenes tour of the facility, enjoyed handouts and games about responsible pet ownership and careers in animal care, and completed several special projects to help animals and beautify the shelter. The event was a huge success!



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These girls show off their decorating skills at OC Animal Care's Community Service Day!

In honor of Spay Day USA, OC Animal Care hosted a special event on Saturday, February 28th, that included a free spay or neuter to all adopters; thus reducing the adoption fee. A bake sale, information table, and a licensing booth made it a fun and successful adoption day. 56 animals found their forever homes!



One of our amazing volunteers hard at work during our Spay Day USA event!

OC Animal Care also hosted the "Prison Pup" adoption event during Spay Day USA. This program is a cooperative partnership between OC Animal Care, Another Chance for Love, and youth correctional facilities. The goal of this partnership is to improve the lives of at-risk youth and shelter dogs. The dogs in this program are potty trained and have learned their basic manners and obedience skills from a select group of juvenile offenders. In return, the dogs teach the at-risk youth responsibility, respect, and the rewards of unconditional love. Six dogs were in the last cycle. With three of the dogs already finding their forever homes, the other three dogs were brought back to OC Animal Care for a special adoption event. All three dogs found their forever homes and we are now in our fourth cycle with Another Chance for Love, with eight dogs currently in the program.



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Prison Pup "Tiger" loves his forever family!

On Saturday, March 28th, OC Animal Care hosted one of its most successful adoption events ever! 127 animals were placed into forever homes during our "Angels for Animals Forever Friends for Free" event, sponsored by the Angels Baseball Foundation. Adopters were responsible for the microchip and license fees. This event was made possible by a charitable donation from the Angels Baseball Foundation. The day's festivities included: a barbeque to raise money for Explorer Post 538, a craft table for kids, an OC Animal Care veterinarian on hand to answer pet health questions, and a giveaway table with Angels Baseball bracelets and treats available for new adopters. Without the generous support of the Angels Baseball Foundation, and the hard work of OC Animal Care staff and volunteers, this event would not have been possible!



OC Animal Care's hardworking staff showing their Angels pride during "Forever Friends for Free!"

Recommended Action: The Committee receives and files the report.



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Staff Report

Department: Community Outreach Team - Volunteer Services

Prepared By: Katie Ingram, Volunteer Program Coordinator

Staff Report Summary:

This report summarizes the OC Animal Care Volunteer Program which includes Volunteer Contribution Hours, Quarterly Volunteer Meeting, Training Opportunities, Volunteer Program Enhancements, Volunteer Orientation/Recruitment, Foster Program Update, Volunteer Recognition, and Special Event Participation.

Subject: Volunteer Services

Contribution Hours:

For the months of January to March, OC Animal Care volunteers contributed 7,439 hours of service for OC Animal Care! Volunteers assisting at the shelter contributed 3,699 hours to exercising, handling, grooming and training available animals, cleaning and socializing kittens in the nursery, providing customer service, and assisting at both on and off-site events. An additional 3,740 hours were contributed by foster caretakers that provide food, shelter, socialization and love to underage, orphaned, and injured animals at their home.

Quarterly Volunteer Meeting:

OC Animal Care hosted its quarterly volunteer meeting on Wednesday, April 11th with 45 volunteers in attendance. We discussed the new grooming area, volunteer program updates, volunteer and foster caretaker orientations, the Spay Day USA and Angels for Animals Forever Friends for Free event, the Spirit of Volunteerism Awards Nominees and upcoming events. At the meeting, OC Animal Care volunteers were invited to share their ideas and suggestions for the volunteer program. These suggestions continue to enhance the volunteer program and the volunteer's experience at the shelter.

Training Opportunities:

OC Animal Care continues to offer volunteers educational opportunities to expand their knowledge and skills in animal related programs. This quarter, volunteers were offered two Kitten Nursery training classes, two grooming training classes, and one education outreach training class.

Twenty four volunteers attended the kitten nursery training classes, increasing our number of Kitten Nursery Attendants to 49. Kitten Nursery Attendants learn how to sanitize, feed and handle the underage kittens in the nursery that are waiting for rescue or foster homes.



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Fifteen volunteers attended grooming training classes at Paws N Claws Day Spa in Fountain Valley. Volunteers learned the basics of using clippers, scissors and brushes on shelter dogs. All equipment and dogs are provided by OC Animal Care for the training and a professional groomer provides tips and tricks for working with shelter dogs.



Sheba Before Grooming with an OC Animal Care Volunteer



Sheba After Grooming



Teddy being groomed by OC Animal Care Volunteers



Teddy looking handsome after his grooming

Eighteen volunteers attended the Education Outreach training class held at OC Animal Care. This training was designed to teach volunteers how to lead shelter tours for school and Girl Scout troops and hosting shelter related presentations or educational booths. Seventeen volunteers have signed up to assist with the Public Education program. Six tours and one educational booth have been hosted by volunteers. By extending this opportunity to volunteers, OC Animal Care will be able to provide more educational outreach to our communities. So far, volunteers have enjoyed being a part of the educational program and have provided positive feedback to staff.

Volunteer Program Enhancements:

Volunteers are now being issued name badges that are more durable and include a photo of the volunteer. Because the badges are so durable, they will last much longer and need replacement less often. The addition of the volunteer photo on the name badge also makes it much easier for OC Animal Care staff to identify volunteers that are assisting at the shelter.

A new grooming area was set up in February in the newly covered area outside of the kitten nursery. This area has two grooming tables and a new easy-access supply cabinet containing the clippers, brushes, and scissors in one location. Since this area was added, we have seen an increase in volunteers using the grooming equipment.



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Volunteer Orientation/Recruitment:

OC Animal Care held its quarterly Volunteer Orientations on Saturday, January 3rd, and Wednesday, January 7th and had 145 attendees. After the orientation, 76 potential volunteers submitted cover letters and 42 new volunteers joined the program. This brings the current number of active OC Animal Care volunteers to 189. This quarter, we added 19 dog Walkers, 14 cat socializers and 9 bather/groomers. In addition, the new volunteers were assigned to the following areas: 13 kitten nursery attendants, 2 Educational Outreach volunteers, and 1 animal photographer. With the addition of the Kitten Nursery Attendant position and the Educational Outreach position, OC Animal Care continues to accommodate more volunteers each quarter. The volunteer program continues to grow and thrive due to the work of these dedicated community members.

Foster Program Update:

This past quarter, OC Animal Care continued to receive litters of orphaned and abandoned underage kittens. These underage kittens, and a few puppies, are in need of foster volunteers that will feed, clean, socialize, handle, and love them. Foster volunteers complete all of these tasks from home and generally have an animal for two to four weeks. They provide animals a second chance at finding their forever homes and are great examples of OC Animal Care's "Promoting Life, Promoting Adoption" philosophy. This past quarter, 26 animals were sent to foster homes. During March, one Foster Orientation was held and three new foster caretakers signed up with the program.

Volunteer Special Event Participation:

Spay Day USA - On Saturday, February 28th, OC Animal Care hosted its Spay Day USA event. 19 volunteers assisted with greeting and handing out shelter maps, providing customer assistance in the available dog and cat section, and bathing the newly adopted animals. Having the support of volunteers during this event was essential to the events success. Volunteers were able to assist in keeping lines moving by answering questions or directing visitors to the available animals. Several volunteers even staffed a bake sale table and raised money for Another Chance for Love's Prison Dog Program.



Volunteers Assist at the Spay Day event





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Airport Delivery of Lost Dog – On March 13th, OC Animal Care volunteer Matt McFarland assisted in making a very special delivery to LAX. In early March, a black Pomeranian came into OC Animal Care with a microchip that linked him to a man in Florida. The man desperately wanted to get his dog back after learning the dog had been given to someone in California. In order to return the dog to him, OC Animal Care's volunteer had to arrive at the shelter at 6 am to make the delivery for the early morning flight. "Bear" arrived safely in Florida that evening and the owner called OC Animal Care in tears. It was another opportunity to provide exceptional customer service and could not have been done without the dedication of our volunteer team.

Community Service Day - On Saturday, March 14th, OC Animal Care hosted its fifth Community Service Day. Six volunteers assisted as we led tours, made dog treats, designed signs for the available animals, and talked about shelter related issues. Volunteers made it easy to keep on schedule by assisting with tours and passing out craft supplies and clean-up. These events have become very popular, requiring a waiting list of kids for the next one.

New Photos for the Holidays - On Saturday, December 20th, two OC Animal Care volunteers spent the morning re-shooting photos for the more than 50 dogs in the available section. The volunteers worked to have new photos for each dog on the OC Animal Care website for the holidays. The two volunteers plan to come in weekly to take photos of available animals at the shelter.

Angels for Animals Forever Friends for Free Event – On March 28th, OC Animal Care hosted the Angels for Animals Forever friends for free event. During the event, available animals were adopted at a greatly reduced adoption fee. 24 volunteers assisted during the events by providing line management, staffing a customer service booth, assisting with kid's crafts, answering questions about the available animals, bathing adopted animals and releasing the adopted animals to their new owners. Volunteers were excited to see many of their favorite animals find homes and played an important role in their adoptions.



Volunteers assist at the Angels for Animals event



Recommended Action: The Committee receives and files the report.



Orange County Animal Care Services

Wednesday, April 22, 2009

Staff Report

Department: Rescue/Adoption Partners

Prepared By: Tammy Osborn, Adoption Partner Coordinator

Staff Report Summary:

This report summarizes the OC Animal Care Rescue/Adoption Partner cooperative actions to place injured and un-adoptable animals with non-profit organizations specializing in rehabilitation and placement of such animals. It will also review some steps being taken to increase and improve adoptions.

Subject: Rescue/Adoption Partners and Increasing Adoptions

Adoption Partner Increases

OC Animal Care's Adoption Partner recruitment continues to improve. We have increased our Adoption Partners by almost 10%. We now have 273 Adoption Partner organizations and local veterinarians assisting us in promoting our special needs animals.

OC Animal Care will continue our proactive approach in seeking out new organizations that are interested and dedicated to assisting our special needs animals. We have also continued to receive contacts from across the country regarding our automated email of Special Needs animals that is sent weekly to local groups. The constant networking and use of technology has increased awareness of the need at local shelters.

Adoption Partner Adoptions

During the past quarter, OC Animal Care Adoption Partners and local veterinarians adopted 410 special needs animals. This was close to the total adopted in the same period of 2008. As adoptions become more difficult due to the economy, we are pleased to keep pace with our 2008 totals.

OC Animal Care invited all Adoption Partners to participate in our Angels for Animals, Forever Friends for Free event in March. Along with members of the public, Adoption Partners were offered fee-reduced adoptions. Several Adoption Partners came to the event to adopt and significantly contributed to its great success.

OC Animal Care continues to promote the LIFE program which offers free adoptions on selected animals for Adoption Partners. Six animals have been adopted through the LIFE program during the past quarter.



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Subject: Postmaster Expansion

OC Animal Care has successfully expanded use of the Postmaster Program. There are now two new automated reports utilized by Adoption Partners that work on placing animals impounded from specific cities. These reports are organized in the same fashion as the "Special Needs" report that is sent out 3 times weekly. Pictures, medical and temperament information, impound dates, and available dates are included in these reports.

Subject: Adoption Partner Communication

Due to scheduling difficulties, OC Animal Care is researching internet groups as a way of providing current information to our Adoption Partners. We are researching groups, such as Yahoo, that will allow Adoption Partners to post questions and request policy or procedural information. OC Animal Care would post special events, new policies, and any other pertinent information. We are also researching the possibility of having a files section that would provide downloadable forms and other documents. This group would be moderated by the Adoption Partner Coordinator and would replace the quarterly Adoption Partner Meeting.

Subject: Current Projects

Kitten Nursery

OC Animal Care believes that kitten season is here. The new kitten nursery is quickly filling up with feline families and orphan kittens. OC Animal Care volunteers sign up to clean cages and socialize the babies and their mothers and have been doing a great job. Most of the kittens have been newborns, so we have been promoting them to our Adoption Partners and veterinarians. Soon we will be depending on our great foster homes to jump into action.





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Subject: Success Stories

Daisy



Daisy is a 5 month old Border Collie mix. She came to us injured by a car and had a broken femur that required surgery. OC Animal Care staff consulted with a private veterinarian who offered to help us with the surgery she needed. Several private parties and rescue organizations contributed to her monetary needs. She has now had her surgery and is with a dedicated volunteer who is handling her rehabilitation and possibly her adoption.

Recommended Action: The committee receives and files the report.



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Staff Report

Department: Community Outreach Team

Prepared By: Ryan Drabek, Community Outreach Supervisor

Staff Report Summary:

This report summarizes the proposed 2009 goals for the OC Animal Care Community Outreach Team

Discussion: OC Animal Care Community Outreach Team (COT) proposed 2009 goals

Community Outreach Team

- In an effort to follow-up on OC Animal Care adoptions and reduce returns, offer a minimum of 4 Pet Parenting classes to be given by OC Animal Care COT staff here at the shelter. Classes will include topics such as:
 - House Breaking
 - Socialization
 - Basic Obedience
- Coordinate and focus efforts on highly successful and maximum exposure events in 2009:
 - Spay Day USA event at OC Animal Care
 - Angel's for Animals Forever Friends for Free Event
 - America's Family Pet Expo
 - Pet Fair 2009
 - Orange County Fair
 - Tustin Tiller Days
 - Catopia
 - Dog-toberfest
 - Community Services Day
 - Increase the number of Community Services Days to a minimum of 4 events by December '09.
- "Reading With Fido" promotions and appearances
 - Coordinate the training of at least 5 OC Animal Care volunteers to participate and lead Reading With Fido events
 - Increase visibility with OC Libraries in order to increase appearances by 10% over 2008.
- In conjunction with OC Community Services Office of Aging, conduct a program targeting seniors in OC
 - Conduct at least 4 visits to local senior centers and/or communities
 - Create promotional items
 - Brochure
 - Foster Program materials



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Public Education

- Significant Promotional opportunities and Print Material updates
 - Pet Licensing – “Log-on and License”
 - Spay / Neuter Programs
 - Adoption Events
 - Wildlife Flyer update
- Expand the “Best Paw Forward” program for at-risk youth
 - Promote to other organizations and high schools
 - Increase the number of events to 2 by December ‘09
- Critter Chronicles Newsletter
 - Update the overall layout and continue innovative look and appeal
 - Incorporate new subject matter and educational tools
 - Increase distribution by 10%

Volunteer Program

- Create new Volunteer positions that will further benefit the animals at OC Animal Care and enhance the OC Animal Care Volunteer Program
 - Shelter tour guide
 - Reading With Fido program leaders
 - Public Education and Shelter event coordinators
- Increase the number of Volunteers assisting with the Kitten Nursery by 10%
- Bathing and Grooming Volunteers
 - Increase and enhance bathing/grooming training opportunities for new and existing volunteers
 - Enhance bathing/grooming area and supplies
- OC Animal Care Foster Caretaker Program
 - Increase foster caretakers by 10%
 - Increase total number of animals fostered by 10%
 - Double the number of foster orientations offered
 - In conjunction with Public Education, increase promotion of the OC Animal Care foster caretaker program.

Adoption Partner (AP) Program

- Expand our Adoption Partners by 10%.
- Increase Adoption Partner Adoptions by 5%
 - Request and utilize assistance from local veterinarians
- Adoption Partner communication tools
 - Identify other tools that will assist OC Animal Care in proactively reaching out to Adoption Partners
 - Yahoo groups
 - Other
 - Identify correspondence tools that will also benefit current Adoption Partners
 - Web meetings



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- Quarterly Bulletins
- Increase participation by local veterinarians to assist with adoptions of underage kittens
 - 25% of Orange County Veterinarians take at least one litter of underage kittens from OC Animal Care to be altered, vaccinated, and placed into new homes.

Recommended Action: The Committee review and approve the OC Animal Care Community Outreach Team proposed 2009 goals.