



OC Animal Care

Wednesday, January 28, 2008

Staff Report

Department: Community Outreach Team

Prepared By: Ryan Drabek, Program Supervisor
Elizabeth Alianell, Public Education Officer
Katie Ingram, Volunteer Program Coordinator
Tammy Osborn, Adoption Partner Coordinator

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 coordination with OC Community Services and the Office on Aging, OC Animal Care has created a brochure for Senior Citizens on the programs and services that we provide. The brochure is currently in review.

The fourth volume, first edition of the "Critter Chronicles" was published in October. The newsletter provided information on: the Angels for Animals event, Catopia, holiday safety tips for pets, the new kitten nursery, "Malibu Marie" and her journey to OC Animal Care, cat eliminating solutions, adoptable animals, upcoming events, and a quarterly success story.



"Malibu Marie" with OC Animal Care staff members Esperanza and Eileen

Pet Parenting Classes:

OC Animal Care offered two "Pet Parenting" training courses to adopters that adopted a new pet during the "Forever Friends for Free" event held in December. A flyer advertising the course was provided in the adoption packet. The course included a power point presentation on: what to expect with a new pet, how to introduce a new pet to other pets, how to work with behavior issues, tips for housebreaking, different uses for training devices, and information on



OC Animal Care

Wednesday, January 28, 2008

Staff Report

preventative care. Participants in the course also received a packet of information to take with them.

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 nine contract city websites, including: Anaheim, Brea, Fullerton, Garden Grove, Lake Forest, La Palma, Rancho Santa Margarita, Santa Ana, and Stanton. We also continue to promote animals through a weekly Pet Directory in the OC Register. In October, we featured 20 adoptable dogs in the November issue of The OC Dog Magazine. On a quarterly basis we also feature six adoptable animals in the Orange County Employee Association newsletter.

Education Classes and Presentations:

OC Animal Care has had the opportunity to provide presentations to groups around the county on responsible pet care, dog-bite prevention, and career opportunities in animal care. Presentations were held at: California Preschool (Yorba Linda), Esplanade Elementary (Orange), Jordan Elementary (Orange), West Orange Elementary (Orange), Prospect Elementary (Orange), and Rancho Canada Elementary (Lake Forest).

Shelter Tours:

Tours of the shelter have continued to be very popular during the fall with Girl Scout troops, schools, and other community groups. Nine 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 badges, and pet overpopulation.

Community Service Projects:



OC Animal Care

Wednesday, January 28, 2008

Staff Report

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 toys and Christmas bandanas for adoptable animals. OC Animal Care also coordinated with two Girl Scouts to complete their Bronze, Silver, and Gold Awards. The projects included: handmade blankets and beds, bandanas, homemade treats, toys, kennel signs, and goody bags for new adopters.

Subject: Community events, Mobile Adoptions & Shelter events

Community Events:

OC Animal Care continues to participate in local community events that promote adoptions to residents in our contract cities and beyond. On December 8th, OC Animal Care participated in OC Community Resources' Housing Fair at the OC Community Resources headquarters in Santa Ana. An information booth was set up with flyers and brochures and staff was on hand to answer questions. OC Animal Care also participated in the Raise Foundation's annual gala dinner in Newport Beach.

In December, OC Animal Care took part in PetSmart's "Photos with Santa" during the first and third weekends of the month. OC Animal Care took almost 300 photos with Santa at PetSmart in Fullerton (both weekends) and Rancho Santa Margarita (last weekend). PetSmart donated five dollars to OC Animal Care from each photo, raising nearly fifteen hundred dollars for our animals.



Santa and his little helper

Mobile Adoptions:

OC Animal Care continues to offer mobile adoptions to the community at a variety of events. The following is a list of events in which we participated in the last quarter: Tustin Tiller Days (Tustin), Heritage Festival (Placentia), Fountain Valley Red Ribbon Week Festival (Fountain Valley), PetSmart (Fullerton), Fur, Feathers, and Flippers Event (Newport Beach), Petco (Fountain Valley), and PetSmart (San Juan Capistrano). We participated in seven mobile adoptions and found new forever homes for nine dogs and three cats.



OC Animal Care

Wednesday, January 28, 2008

Staff Report

Shelter Events:

OC Animal Care hosted "Community Service Day" on November 15th 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 hoping to attend. During the event, participants learned about the shelter during a behind-the-scenes tour of the facility, enjoyed 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 such a success that OC Animal Care hopes to offer other events like this in 2009.



A student showing off her
fancy kennel card

On Saturday, December 6th, OC Animal Care hosted it's most successful adoption event ever! 116 animals were placed into forever homes during our second annual "Forever Friends for Free" event. Adopters were responsible for microchip and license fees. Free consultations were available to adopters with a professional trainer from Another Chance for Love. An OC Animal Care veterinarian was also on hand to answer pet health questions. Children attending the event made animal masks and received coloring packets. Lots of giveaway items and baked goods for sale made the event a wonderful success!



This handsome dog found his forever home
during the "Forever Friends for Free" event

Subject: Volunteer Services



OC Animal Care

Wednesday, January 28, 2008

Staff Report

Contribution Hours:

For the months of October to December, OC Animal Care volunteers contributed 11,513 hours of service for OC Animal Care! Volunteers assisting at the shelter contributed 3,017 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 8,496 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 Saturday, December 27th with 20 volunteers in attendance. We discussed new volunteer nametags and t-shirts, volunteer orientations, success of our foster program in 2008, the Forever Friends for Free event, Santa Paws Photo success, the Volunteer Recognition Ceremony and upcoming events. Volunteer dog groomer, Diane Gow also gave a demonstration of the different types and uses of brushes and combs that are available for grooming animals at the shelter. At the meeting, OC Animal Care volunteers were invited to share their ideas and suggestions for the volunteer program. Some of the suggestions included moving the grooming area to the recently covered walkway outside of the kitten nursery, providing a grooming case with brushes, and bath wipes and nail trimmers in the cat trailer for volunteers to use when handling the available cats.

Training Opportunities:

OC Animal Care continues to offer volunteers educational opportunities to expand their knowledge and skills in animal related programs. This quarter, the volunteers were offered two Kitten Nursery training classes and one grooming tools class. Based on the success of our training classes, several volunteers have offered to lead these types of classes in the future. One of our grooming volunteers is putting together a series on bathing, brushing, and grooming that she will offer at the shelter. Another volunteer is planning to teach a photography class for volunteers interested in assisting with animal photography.

Volunteer Program Enhancements:

This past quarter, OC Animal Care received a new volunteer database management program. This program is called Volgistics and is an online system that allows for better management and tracking of volunteer hours and files. This program has been highly anticipated by OC Animal Care and is expected to minimize the time spent on entering volunteer information and maintaining files. In addition, this program has the capability to accept online volunteer applications, provide online scheduling for mobile adoptions and special events, and allow the volunteers online access to update their personal information.

Volunteer Orientation/Recruitment:

OC Animal Care held its quarterly Volunteer Orientations on Wednesday, October 1st, and Saturday, October 4th and had 72 attendees. After the orientation, 58 potential volunteers



OC Animal Care

Wednesday, January 28, 2008

Staff Report

submitted cover letters and 28 new volunteers joined the program. This brings the current number of active OC Animal Care volunteers to 154. This quarter, we added 14 dog Walkers, 5 cat socializers and 6 bather/groomers, 2 kitten nursery attendants, and 1 animal photographer to the volunteer program. With the addition of the Kitten Nursery Attendant position, and the expansion of the Customer Service volunteer duties, we continue to be able to accommodate more volunteers each quarter. We are excited to see so many people attending our volunteer orientations and expressing interest in assisting the animals at OC Animal Care. Our volunteer program continues to grow and thrive due to the work of these dedicated community members.

Foster Program Update:

This past quarter, we continued to receive litters of orphaned and abandoned underage kittens even though we are not officially in “Kitten Season”. 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, 124 animals were sent to foster homes. This is a 36% increase in animals fostered during the same period last year. We believe that this increase is a direct result of our extensive recruitment efforts of new foster caretakers. The addition of the new Kitten Nursery has also assisted us by allowing kittens to be held for longer periods of time.

Volunteer Recognition:

On Saturday, November 15th, OC Animal Care, in conjunction with OC Parks, held a Volunteer Recognition Ceremony. Volunteers from both programs were invited to a picnic lunch and awards ceremony at Irvine Regional Park. Volunteers that attended received a Certificate of Appreciation and a picnic blanket with OC Animal Care and OC Parks volunteer logos displayed. Volunteers were also given tickets for a free train ride in the park and free admission to the Orange County Zoo.

Several volunteers from OC Animal Care received awards at this event. Sabrina Melton, a Cat Socializer, received the Excellence in Volunteerism Award from the County of Orange. Cathy Franklin (Cat Socializer), Herman Lerner (Dog Walker), Sarah Cheek (Dog Walker) and Michelle Coffelt (Mobile Adoptions/Special Events) received the OC Animal Care Exceptional Volunteer Award. In addition, 24 volunteers were presented with the Presidential Volunteer Service Award. Nine volunteers receive the Bronze award for contributing between 100 – 249 hours in volunteer service, seven volunteers received the Silver award for contributing between 250 – 500 hours in volunteer service, and eight volunteers received the Gold award for contributing more than 500 hours of volunteer service.



OC Animal Care

Wednesday, January 28, 2008

Staff Report



Ryan Drabek presents the Excellence in Volunteerism award to Sabrina Melton

Volunteer Special Event Participation:

Forever Friends for Free - On Saturday, December 6th, OC Animal Care hosted its second Forever Friends for Free event. 18 volunteers assisted with greeting and handing out shelter maps, providing give-a-ways to adopters, making crafts with kids, customer assistance in the available dog and cat section, and bathing the newly adopted animals. Having the support of the volunteers during this event was phenomenal. 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 more than \$100 for the Animal Control Explorer Post at OC Animal Care.

New Photos for the Holidays - On Saturday, December 20th, two OC Animal Care volunteers spent the morning re-shooting all of the 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.



OC Animal Care

Wednesday, January 28, 2008

Staff Report



Two dogs pose for their new holiday photos

Santa Paws Photos - During the month of December, OC Animal Care volunteers and staff participated in the Santa Paws Photos at two local Petsmart stores. Not only was this a great opportunity for OC Animal Care to be in our community to provide information regarding our services, but it was a great way to raise money for the shelter. For each photo that was taken, Petsmart generously donated \$5.00 back to OC Animal Care. More than 20 volunteers assisted with these events and almost 300 photos were taken. Although the photo days can be long, busy, and hot (if you are playing Santa), OC Animal Care volunteers eagerly signed up to participate. They provided customer service and line management to the people waiting for photos, they took and printed the photos, and some even dressed up as Santa. We could not have participated in this event without their dedicated service!



Subject: Rescue/Adoption Partners and Increasing Adoptions

Adoption Partner Increases

At the end of 2007, OC Animal Care reviewed the Adoption Partner database in an effort to identify and remove Adoption Partners that had been inactive for more than a one-year period.



OC Animal Care

Wednesday, January 28, 2008

Staff Report

Many of the groups identified had adopted only a small number of animals and were likely working with us on a one-time basis. This is not uncommon as many groups search out specific breeds and/or are contacted by community members seeking specific animals in our care. Following removal of inactive Adoption Partners, we quickly and proactively worked to maintain a high level of new applicants to the program. At the end of last quarter, the total number of OC Animal Care Adoption Partners remains at over 250.

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 receive contacts from across the country regarding our automated email of Special Needs animals that is sent weekly to local groups. We have found that this constant networking and use of technology has only increased awareness of the need at local shelters. This will be a valuable resource as we continue through the current economic crisis.

The process to join OC Animal Care's Adoption Partner program is easy. Registration Applications may be sent and received by email, fax, or postal mail. Veterinarians are also encouraged to join the program as any services or advice they offer is greatly appreciated.

Adoption Partner Adoptions

During the past quarter, OC Animal Care Adoption Partners and private veterinarians adopted 361 special needs animals. This was an increase, approximately 8%, from the 332 special needs animals placed in the same period of 2007. We hope to see this trend continue into 2009.

OC Animal Care continues to research new ways to increase our adoptions through our Adoption Partner program. Adoption Partners are notified electronically 3 times a week about all Special Needs animals currently housed at the shelter. Animals needing extra special attention are personally sent via email, and through telephone networking, to Adoption Partners with pictures, x-rays, and any other pertinent information. Adoption Partners that specialize in specific breeds of animals are notified immediately when those animals are impounded by OC Animal Care.

OC Animal Care personally invited all of our Adoption Partners to participate in our Forever Friends for Free event in December. Along with members of the public, they were offered fee-reduced adoptions. In addition, we continue to promote our LIFE program which offers free adoptions on selected animals for OC Animal Care Adoption Partners. Most under-age and orphaned animals are offered at no cost to our Adoption Partners.

In an effort to provide exceptional customer service, we continue to offer a window exclusively for Adoption Partner transactions in the new customer service building. We also offer delivery of animals to local veterinarians and over-the-phone adoption transactions as we can prepare all necessary paperwork in advance if given notice. The OC Animal Care Adoption Partner Coordinator is always available to assist by phone and/or email.

Subject: Quarterly Adoption Partner Meeting

OC Animal Care's quarterly Adoption Partner Meeting on December 3 had no attendees. This was primarily due to the busy holiday season which made it more difficult for Adoption Partners



OC Animal Care

Wednesday, January 28, 2008

Staff Report

to attend. We will be sending a new calendar of Adoption Partner meetings for 2009, and also researching other methods to communicate with our Adoption Partners to accommodate conflicting schedules. Currently, Adoption Partners are notified via email of any updates to the program.

Subject: Current Projects

Kitten Nursery

The OC Animal Care Kitten Nursery has become a great addition to our facility. Though not officially in 'kitten season', we have several families or orphan kittens being cared for in the nursery. OC Animal Care volunteers sign up to clean cages and socialize the babies and their mothers. Many kittens have successfully been placed with our Adoption Partners, foster families, and new forever homes. OC Animal Care has developed a peaceful and friendly environment for our moms and kittens that provides toys, play houses, and extra handling from caregivers.

Partnership with Animal Assistance League (AAL)

Animal Assistance League (AAL) has partnered with OC Animal Care to offer monetary donations to Adoption Partners willing to assist our Special Needs animals. In 2008, AAL was able to acquire a large grant from Petsmart to be used exclusively for treatment of Special Needs animals adopted from local animal shelters. This money has assisted numerous local OC Animal Care Adoption Partners in providing life-saving medical care and surgeries needed by many of their adopted animals. This has also highly benefited the cases of impounded puppies with Parvovirus that have needed immediate intensive care. OC Animal Care would like to thank Animal Assistance League of Orange County, and PetsMart, for the many lives their grant saved.

Subject: Success Stories

Gideon



OC Animal Care

Wednesday, January 28, 2008

Staff Report



Gideon is the perfect example of OC Animal Care, our Adoption Partners, and local veterinarians working together. Gideon was injured after being struck and dragged by a vehicle. His injuries were very severe in that the skin on the left side of his body was virtually missing. Even though he must have been in significant pain, Gideon was gentle and friendly when examined and cared for by OC Animal Care's veterinary staff.

We immediately provided Gideon with pain medication, sedated him, cleaned debris and parasites from the wounds, started him on IV Fluids and antibiotics, and dressed his wounds. He was posted immediately to the OC Animal Care Adoption Partner list. In his condition (much like a burn patient), it was obvious that he would need intensive care. Within 24 hours of notification, Coastal German Shepherd Rescue made arrangements with Dr. Wheaton of Alicia Pet Care Center for the treatment of Gideon. Dr. Wheaton, and his staff, have devoted many hours of time and energy to his treatment.

Gideon's story has touched many people and was even featured in the Orange County Register and on other major news stations. With the help of some local fundraising, including \$400 raised by OC Animal Care staff, enough money has been raised to care for Gideon until he is recovered. If you would like to find out more about Gideon, or see how his treatment is progressing, visit <http://www.coastalgsr.org>.

Subject: COT goals and results for 2008

Community Outreach Team

- Offer Pet Care seminars to be given by OC Animal Care Community Outreach Team staff at the shelter by December '08
 - Pet Parenting
 - OC Animal Care offered two "Pet Parenting" courses to adopters that had adopted an animal during the "Forever Friends for Free" event. A flyer advertising the class was provided in the adoption packets. The class



OC Animal Care

Wednesday, January 28, 2008

Staff Report

included a power point presentation on: what to expect with a new pet, how to introduce a new pet to others, how to work with behavior issues, tips for housebreaking, different uses for training devices, and information on preventative care. Participants also received an information packet.

- Pet CPR
 - This class was not completed. Community Outreach Team members are currently researching a Pet CPR class offered by the American Red Cross in March 2009.
- Coordinate a highly successful Pet Fair 2008:
 - Through the addition of activities for children, tours of the shelter, and increased advertisement for the event, Pet Fair 2008 was a highly successful and well attended event. We were able to find homes for 13 cats and 58 dogs during the event.
- Increase adoptions by 10% over 2007
 - Although we had the largest attendance for the event to date, adoptions were decreased by 11% from 2007.
- Incorporate scheduled activities for children throughout the duration of the event
 - Children had the opportunity to participate in a three different activities to learn about responsible pet ownership.
- Provide tours of the shelter throughout the day
 - Tours of the shelter were offered by volunteers throughout the event.
- Broaden promotions through local media, city community services programs, county libraries, and any other resources identified and available.
 - Pet Fair 2008 was promoted more than any other event hosted by OC Animal Care through advertisements in the OC Register, OC Dog Magazine, KOCE's Real Orange, and the Daily Pilot. Additionally, 22,000 fliers were distributed with dog license renewals, and promotional slides appeared on our contract cities' public access channels.
- Expand OC Animal Care participation, and increase adoptions, in 'significant' Mobile Adoption events:
 - America's Family Pet Expo
 - OC Animal Care participated in America's Family Pet Expo in April. We increased adoptions by 37% over 2007 with 26 animals adopted during the event.
 - Orange County Fair
 - OC Animal Care hosted a large information booth at the fair in August that included give-a-ways, information fliers, brochures, and inter-active activities to educate visitors on responsible pet ownership.
 - Tustin Tiller Days
 - OC Animal Care participated in this three day event and adopted four dogs and two cats.
 - Angels for Animals
 - The Angels for Animals event was a fundraiser held by the Los Angeles Angels of Anaheim to promote shelter adoption and responsible pet ownership. OC Animal Care attended the event as the featured animal care



OC Animal Care

Wednesday, January 28, 2008

Staff Report

organization, along with 11 adoptable dogs and four kittens. The Angels Foundation donated the \$12,000 they received during the event to OC Animal Care.

- OC Animal Care staff and animals were highlighted on the playing field prior to that evening's baseball game.
- Due to the successes of "Dog-toberfest" and "Adopt-a-Bunny" month, coordinate a new event in August that will promote available cats at OC Animal Care:
 - "Cat-opia"
 - OC Animal Care hosted our first-ever "Catopia" event to promote shelter cats. Adopters received a free spay or neuter for their adopted cat, a free carrier, and pet care supplies. The event also featured the opening of our new kitten nursery. The event was a great success as 41 cats and kittens found their forever homes.
 - Forever Friends for Free
 - OC Animal Care hosted its most successful adoption event ever on December 16th. 116 animals were placed into forever homes during our second annual "Forever Friends for Free" event. Free consultations were available to adopters with a professional trainer from Another Chance for Love and an OC Animal Care veterinarian was also on hand to answer pet health questions. Children's activities, giveaway items, and baked goods for sale made this event a success.
- In order to improve the overall 'flow' of the shelter, develop signs and/or banners that will identify different areas of the shelter that will be visible to visitors upon entering the facility.
 - OC Animal Care has designed visual displays for the new entrance to the shelter. Three banners were ordered, with educational messages, for the light poles in the front parking area to help direct visitors to the new entrance. An archway, which will be visible from the street, was designed and engineered, but will be postponed due to cost.
 - A large menu sign for the shelter entrance and identification signs for each kennel area are currently in production.
 - A new shelter map was designed and is currently being used for shelter events

Public Education

- Coordinate a pilot "Community Services Day" program with Volunteer Services to utilize youth that are not at the appropriate age to join OC Animal Care's volunteer program
 - Coordinate at least two events in '08
 - Four Community Service Days were hosted by OC Animal Care throughout 2008. During the events, participants learned about the shelter during a behind-the-scenes tour of the facility, enjoyed games about responsible pet ownership and careers in animal care, and completed



OC Animal Care

Wednesday, January 28, 2008

Staff Report

several special projects to help animals and beautify the shelter. A total of 115 youth attended the Community Service Days.

- Work with Shelter Services in order to find productive projects for youth that will benefit OC Animal Care and our animals.
 - OC Animal Care staff designed a Community Service Packet comprised of different project ideas for kids in order for them to help the shelter while they are at home.
- Increase “Reading with Fido” appearances by 10%
 - Pilot the improved program which includes interactive activities for children, emphasizing 3 different pet topics
 - OC Animal Care did not meet the goal of increased appearances, but we implemented new topics and more animals. Invitation letters were sent to county libraries, city libraries, and the program was promoted at the annual OC Public Library meeting.
- Increase the number of mobile adoptions by 10%
 - OC Animal Care did not meet this goal due to the loss of a team member and the training of new staff, but OC Animal Care did participate in 33 mobile adoptions in 2008, with 76 animals finding forever homes.
 - Enhance the program by establishing the use of a wireless computer system to allow on-site licensing at these events
 - OC Animal Care did not meet this goal, but hopes to explore the use of a wireless computer system again in 2009.
- Update the OC Animal Care general brochure by September '08
 - OC Animal Care has completed the brochure design that is currently in production.
- In coordination with Canine Support Teams, pilot an at-risk youth program in a local youth correctional facility by December '08.
 - OC Animal Care continued its partnership with the Youth Correctional Facility in Chino, and the program has been approved at the Orange County Juvenile Hall.
 - OC Animal Care also piloted the “Best Paw Forward” program in July. “Best Paw Forward” is an anti-violence program aimed at providing at-risk youth the opportunity to work with shelter animals to learn about kindness and respect for living things. 19 high school students from the Orangewood Foundation participated in this special program. Participants socialized kittens, toured the facility, learned and implemented training techniques for shelter dogs, and made treats for the rabbits. The program was a great success and OC Animal Care is currently coordinating with the Orangewood Foundation a date for the next group of students to participate in the program.
- Establish an OC Animal Care ‘presentation’ library by December 2008



OC Animal Care

Wednesday, January 28, 2008

Staff Report

- This will include any and all presentations offered by OC Animal Care staff and will be maintained by the Community Outreach Team
 - A presentation library was completed and is available for staff to use in the COT office.

Volunteer Program:

- Increase the number of Customer Services Volunteers by 50%
 - At the beginning of 2008, there were two Customer Service volunteers assisting at OC Animal Care. With the addition of the new entrance at OC Animal Care, it was our hope to increase the number of Customer Service volunteers to provide better assistance to the public when they come to the shelter. Customer Service volunteers greet the public, answer basic questions and even walk visitors to the appropriate section of the shelter to locate adoptable animals or lost pets.
 - In 2008, we added five Customer Service volunteers to this position. Currently, we have seven Customer Service volunteers. This is an increase of 250% from 2007.
- Update new volunteer database
 - Upon receiving the new volunteer management software, learn and utilize for more efficient record keeping, volunteer communication, and scheduling.
 - The Volgistics volunteer management database was received in September 2008 and is now in use. The software has streamlined the volunteer database and has increased efficiency in maintaining volunteer files. Volunteer information can now be quickly entered into the system and easily updated.
 - Volgistics is an online program that allows OC Animal Care volunteers to update their personal information online and schedule themselves for upcoming mobile adoptions and kitten nursery shifts. The database will also allow us to easily run statistical reports on volunteer hours and volunteer assignments.
- Increase the variety of in-house volunteer training offered to OC Animal Care volunteers
 - In 2008, we offered a variety of new training courses to OC Animal Care volunteers. A course was offered on bunny care, handling, and grooming. Six dog-bathing courses were offered with an emphasis on using the new hot water heater and Hydrosurge Pet Bathing system. In addition, a volunteer led training course was offered on grooming tools and techniques to teach volunteers proper use of the different types of combs and brushes that the shelter provides. With the addition of the Kitten Nursery, eight Kitten Nursery classes were also offered to teach volunteers about cleaning, feeding, and handling the underage kittens in the nursery.
 - It was our hope to also offer a Pet CPR course in 2008. Unfortunately, the Red Cross has scaled back their offerings on these courses. The Red Cross will be holding a Pet CPR instructors course in March of 2009 and



OC Animal Care

Wednesday, January 28, 2008

Staff Report

two Community Outreach Team members will be attending to learn how to lead Pet CPR courses at the shelter.

- Identify and develop OC Animal Care volunteers that can lead training courses.
 - Two volunteers were selected to lead training courses in 2008. Plans are underway with several additional volunteers to lead classes in Photography, Dog Bathing, Dog Brushing, Dog Clipping, and Cat Grooming in 2009.
- Identify and train “Lead” volunteers
 - Assist with Orientations and training of new volunteers, assist with event coordination, and conduct shelter tours
 - Six volunteer were identified in 2008 as Lead Volunteer candidates. The selected volunteers assisted and led two Foster Caretaker Orientations and also led tours of the shelter at our Pet Fair event in June. The Lead volunteers were also vital in the coordination of our Catopia event in August.
 - Two lead volunteers managed a Santa Paws photo event in Rancho Santa Margarita on Saturday, December 20th.
- Foster Program improvements
 - Develop a Foster Program Manual by April ‘08
 - The Foster Program manual was developed in April and the information is currently in use in the program. Materials in the manual are presented at the Foster Caretaker orientations and to those interested in the OC Animal Care foster program.
 - Host a foster caretaker informational orientation in the months of April, May, June and July
 - Foster Caretaker information orientations were held in April, May, June, July, and August. Twenty-two people attended these orientations which resulted in ten new foster caretakers.
 - Increase foster caretakers by 20%
 - Currently, OC Animal Care has 93 foster caretakers participating in the program. This is a 37% increase over the 68 caretakers participating at the end of 2007.
 - Foster a total of 400 animals in ‘08
 - In 2007, OC Animal Care fostered 365 animals. In 2008, we fostered 471 animals, meeting our goal and increasing the number of lives saved through this program by 30%.

Adoption Partner (AP) Program

- Expand our Adoption Partners by 10%.
 - OC Animal Care exceeded our 2008 goal of increasing the OC Animal Care Adoption Partner Program by 10% by increasing it 14% to over 250 Adoption Partners.
- Increase total Adoption Partner adoptions by 5%



OC Animal Care

Wednesday, January 28, 2008

Staff Report

- Unfortunately, OC Animal Care was unable to meet our goal of increasing Adoption Partner adoptions by 5%. However, we were able to place 1,925 animals with local rescue groups and veterinarians in 2008. We believe this to be a great accomplishment as each and every adoption is important to us.
 - We have reviewed the previous year's totals and determined several factors that may have affected our meeting this goal. In 2007, we recorded the highest adoption rate from our Adoption Partners. During that year we did have several large scale operations that involved impounds consisting of hundreds of special needs animals at one time. One case involved a citizen with over 200 cats, and the other was a large quantity of feral bunnies living in Garden Grove that were destroying local school property. In both of these cases, we reached out successfully to the rescue community and worked with them to adopt out hundreds of animals to their groups.
 - OC Animal Care also believes that the economy has also caused a reduction in Adoption Partner adoptions. Many groups rely on fundraising and many have expressed concerns to us over decreases in donations. Many groups are also significantly involved in rescuing pets that are falling victim to the housing crisis.
 - Despite these new challenges, OC Animal Care will continue striving to exceed adoption goals and will continue to work to improve our adoption rates on all animals, including special needs cases.
 - OC Animal Care has also implemented the LIFE program which offers certain Special Needs animals to Adoption Partners at no cost.
- Begin full use of new Post Master system
- OC Animal Care currently sends out automated email lists of our special needs animals three times a week to all participating Adoption Partners. Emails include: photos, animal descriptions, and OC Animal Care contact information.
 - The program also allows OC Animal Care to forward information, such as digital x-rays, directly to veterinarians so they are able to create treatment plans in advance.
- In cooperation with Public Education, develop a letter and poster to go to all Orange County veterinarians to promote OC Animal Care
- A poster was designed by OC Animal Care that advertised our facility and promoted our website. It was laminated and sent them to all veterinarians in Orange County. Also included in the packet was information regarding the OC Animal Care Foster program and a request for assistance with special needs animals.

Subject: Community Outreach Team 2009 goals and priorities



OC Animal Care

Wednesday, January 28, 2008

Staff Report

With goal setting for the coming year well underway, the Community Outreach Team seeks input from the Community Outreach Committee on potential goals and Community Outreach priorities for 2009.

Recommendation: Committee provides input for 2009 goals and priorities, and receive and file report.