



ROSENBERG ANIMAL CONTROL & SHELTER

# MONTHLY REPORT

NOVEMBER & DECEMBER 2019





## Rosenberg Animal Control & Shelter Monthly Report

November 1, 2019 - November 30, 2019

	Canine				Feline				Other				
	Neonate	2 Wks - 6 Mos	Adult	Senior	Neonate	2 Wks - 6 Mos	Adult	Senior	Neonate	2 Wks - 6 Mos	Adult	Senior	
Start Count (Shelter)		2	24	1		50	17						<b>94</b>
Start Count (Foster)			3	1		7		2					<b>13</b>
<b>Total</b>	Canine = 31				Feline = 76				Other = 0				<b>107</b>
<b>Intakes</b>													
Born													<b>0</b>
Owner Release		3	6			5	4						<b>18</b>
PD													<b>0</b>
Stray/At Large		8	31	4	3	14	8	2			8		<b>78</b>
<b>Total</b>	Canine = 52				Feline = 36				Other = 8				<b>96</b>
Combined Total	=											<b>203</b>	
<b>Outcomes</b>													
Adoption		12	31			38	18	1					<b>100</b>
Return to Owner			15	2							2		<b>19</b>
Wild Release											6		<b>6</b>
Rescue Transfer			8	1		2	2						<b>13</b>
Missing													<b>0</b>
Died in Care			2		3	1							<b>6</b>
Euthanasia				1		1	1	2					<b>5</b>
<b>Total</b>	Canine = 72				Feline = 69				Other = 8				<b>149</b>
<b>Conclusion</b>													
End Count (Shelter)		1	6	1		22	12						<b>43</b>
End Count (Foster)			2	1		2	4	1					<b>11</b>
<b>Total</b>	Canine = 11				Feline = 43				Other = 0				<b>54</b>
Live Release Rate	Canine = <b>95.83 %</b>				Feline = <b>88.40 %</b>				Other = <b>100 %</b>				<b>92.61%</b>

**Overall Live Release Rate** (live outcomes divided by ALL outcomes and multiplied by 100) = **92.61%**



## Rosenberg Animal Control & Shelter Monthly Report

December 1, 2019 - December 31, 2019

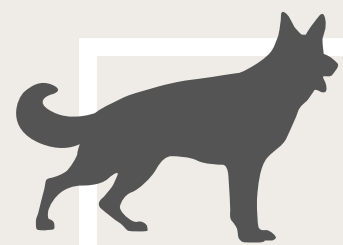
	Canine				Feline				Other				
	Neonate	2 Wks - 6 Mos	Adult	Senior	Neonate	2 Wks - 6 Mos	Adult	Senior	Neonate	2 Wks - 6 Mos	Adult	Senior	
Start Count (Shelter)		1	10	1		24	16						<b>52</b>
Start Count (Foster)			2	1		2	4	1					<b>10</b>
<b>Total</b>	Canine = 15				Feline = 47				Other = 0				<b>62</b>
<b>Intakes</b>													
Born	10												<b>10</b>
Owner Release			11			1	4	1					<b>17</b>
PD				1									<b>1</b>
Stray/At Large		14	49	4		8	5				3		<b>83</b>
<b>Total</b>	Canine = 89				Feline = 19				Other = 3				<b>111</b>
Combined Total	=											<b>173</b>	
<b>Outcomes</b>													
Adoption		3	21	1		14	19						<b>58</b>
Return to Owner			16	1									<b>17</b>
Wild Release										3			<b>3</b>
Rescue Transfer		8	9			1	9						<b>27</b>
Missing													<b>0</b>
Died in Care	1					1							<b>2</b>
Euthanasia	1		1										<b>2</b>
<b>Total</b>	Canine = 62				Feline = 44				Other = 3				<b>109</b>
<b>Conclusion</b>													
End Count (Shelter)		10	21	3			12	1					<b>48</b>
End Count (Foster)		2	4	2		5	3	1					<b>16</b>
<b>Total</b>	Canine = 42				Feline = 22				Other = 0				<b>64</b>
Live Release Rate	Canine = <b>95.16%</b>				Feline = <b>97.72%</b>				Other = <b>100%</b>				<b>96.33%</b>

**Overall Live Release Rate** (live outcomes divided by ALL outcomes and multiplied by 100) = **96.33%**

NOVEMBER & DECEMBER

# NUMBERS BREAKDOWN

SPECIES SUMMARY AND L.O.S. STATISTICS



## CANINE

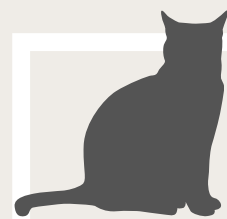
NOV

**95.83%**

DEC

**95.16%**

*LIVE RELEASE RATE*



## FELINE

NOV

**88.40%**

DEC

**97.72%**

*LIVE RELEASE RATE*



## OTHER

NOV

**100%**

DEC

**100%**

*LIVE RELEASE RATE*

## SHELTER LENGTH OF STAY SNAPSHOT: JANUARY 20TH, 2020

	0-30 DAYS	31-60 DAYS	61-90 DAYS	91-180 DAYS	181-365 DAYS	TOTAL
CANINE	14	17	0	0	0	31
FELINE	17	3	0	0	0	20



# SPECIAL EVENTS & PROMOTIONS

- HOUSTON MEGA ADOPTION - NOV 9, 10
- PET SUPPLIES PLUS ADOPTION - NOV 23
- WOOF GANG BAKERY ADOPTION - NOV 23
- NATIONAL CAKE DAY SPECIAL - NOV 26
- EARTHWISE KATY ADOPTION - NOV 27
- PETCO ("BLACK FURDAY") ADOPTION - NOV 29
- NATIONAL MUTT DAY SPECIAL - DEC 2
- VINTAGE MARKET DAYS ADOPTION - DEC 7, 8
- WHISKERS & WHISKEY ADOPTION - DEC 14
- PETSMART KATY-F ADOPTION - DEC 15
- FUREVER HOMES ADOPTION - DEC 18
- HOME FOR CHRISTMAS SPECIAL - DEC 16 - 23



# YEAR IN REVIEW

## LIVE RELEASE RATES\*

94% AVERAGE (2019)

76% AVERAGE (2018)

75% AVERAGE (2017)



**25%**

## PET ADOPTIONS

663 ADOPTIONS (2019)

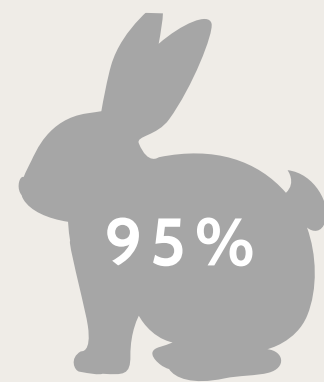
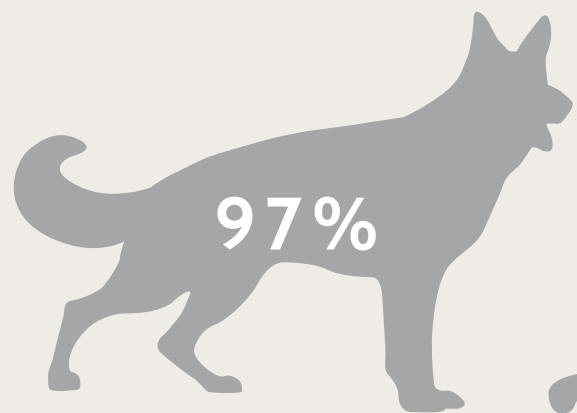
371 ADOPTIONS (2018)

329 ADOPTIONS (2017)



**89%**

## 2019 BY SPECIES



• WE CALCULATE OUR LRR BY DIVIDING ALL LIVE OUTCOMES BY ALL LIVE + NON-LIVE OUTCOMES AND MULTIPLYING THAT NUMBER BY 100. WE COUNT ALL NON-LIVE OUTCOMES EQUALLY, REGARDLESS OF SPECIES OR CLASSIFICATION, AS RECOMMENDED BY THE NO KILL ADVOCACY CENTER.

## FUNDRAISING

\$23,795 IN DIRECT DONATIONS

\$7,300 IN GRANTS & STIPENDS

\$4,100+ IN INDIRECT DONATIONS (CALLED INTO VET)

**\$35,195 IN TOTAL (2019)**

\$9,291 IN TOTAL (2018)

\$10,210 IN TOTAL (2017)



**260%**



@BERGSHELTERPETS

NEW SOCIAL MEDIA PLATFORMS, ENGAGEMENT STRATEGIES, AND CONSISTENT MARKETING HAVE HELPED OUR TEAM ACQUIRE MORE SUPPORT.



**EVANGELINE**



**JIMMY**



**HUDSON**



**TRIXIE**

## COMMUNITY PARTNER CASE STUDIES

LIVES SAVED THANKS TO AN OUTSIDE ORGANIZATION'S SUPPORT.



**MAGGIE MOO**



**PHIN**



**ORBIT**

## **MEDICAL CASE STUDIES**

LIVES SAVED THANKS TO A NO KILL MINDSET AND OUR  
INDIVIDUAL DONORS.



ROSENBERG ANIMAL CONTROL & SHELTER

THANK  
YOU!

NOVEMBER & DECEMBER 2019

