



virtual TOWN HALL UPDATE

WEDNESDAY | 5:00 - 6:00 PM
JULY 22, 2020

WELCOME



Sarah Hutchins

HSC Board Chair

MID-YEAR REVIEW



Shelly A. Moore

HSC CEO/President

SHELTER OPERATIONS



Libby Jones

HSC Vice President
of Operations

GOALS

Continue our mission to support our community throughout this crisis through:

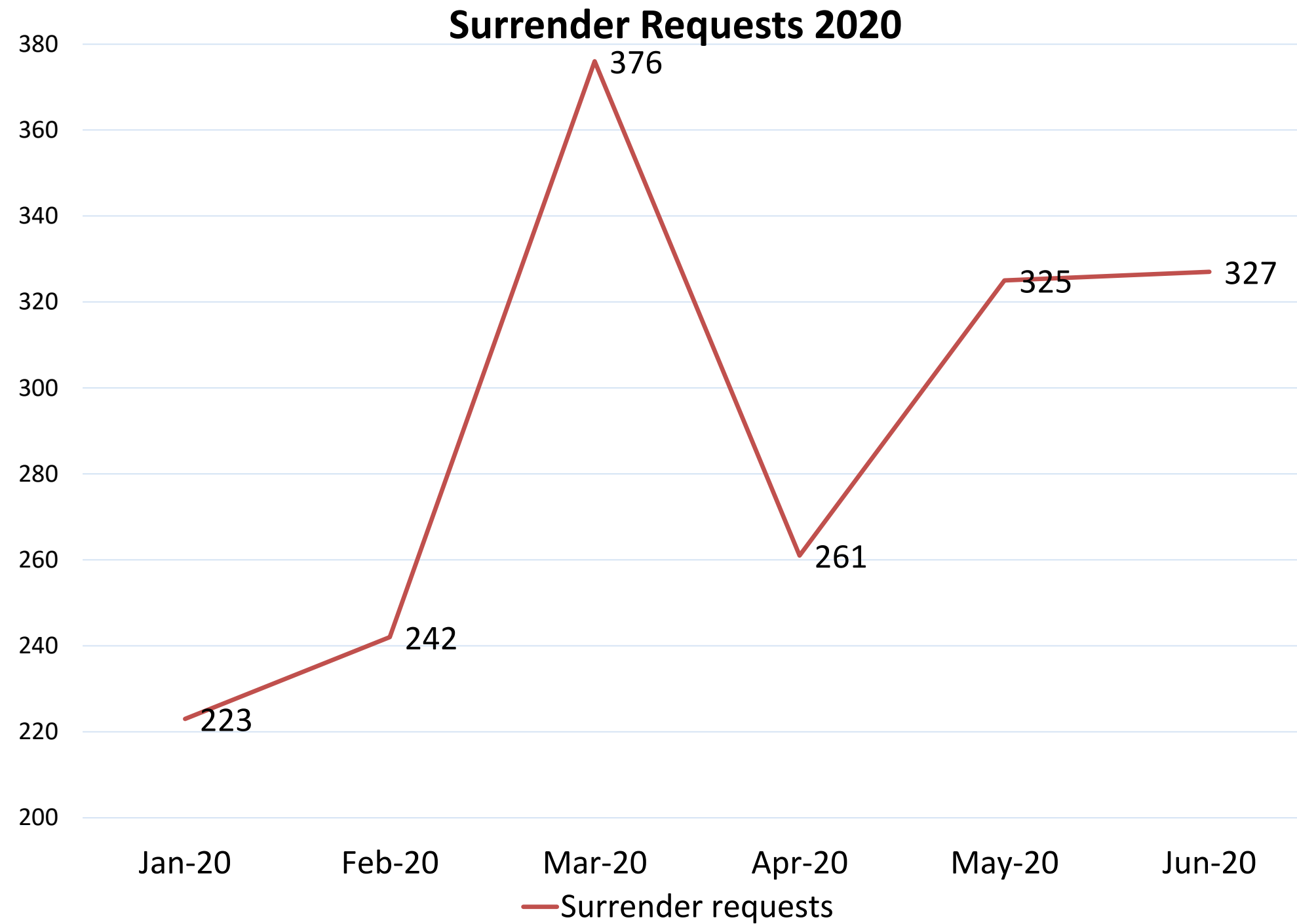
- **Intake diversion through crisis counseling, resources, and support**
- **Support our partners in reducing shelter euthanasia by maintaining transfer partnerships**
- **Continue to find successful outlets for animals in our care through adoptions and foster**
- **Provide our community with low cost behavior support for their pets**

www.humanesocietyofcharlotte.org/adoption/



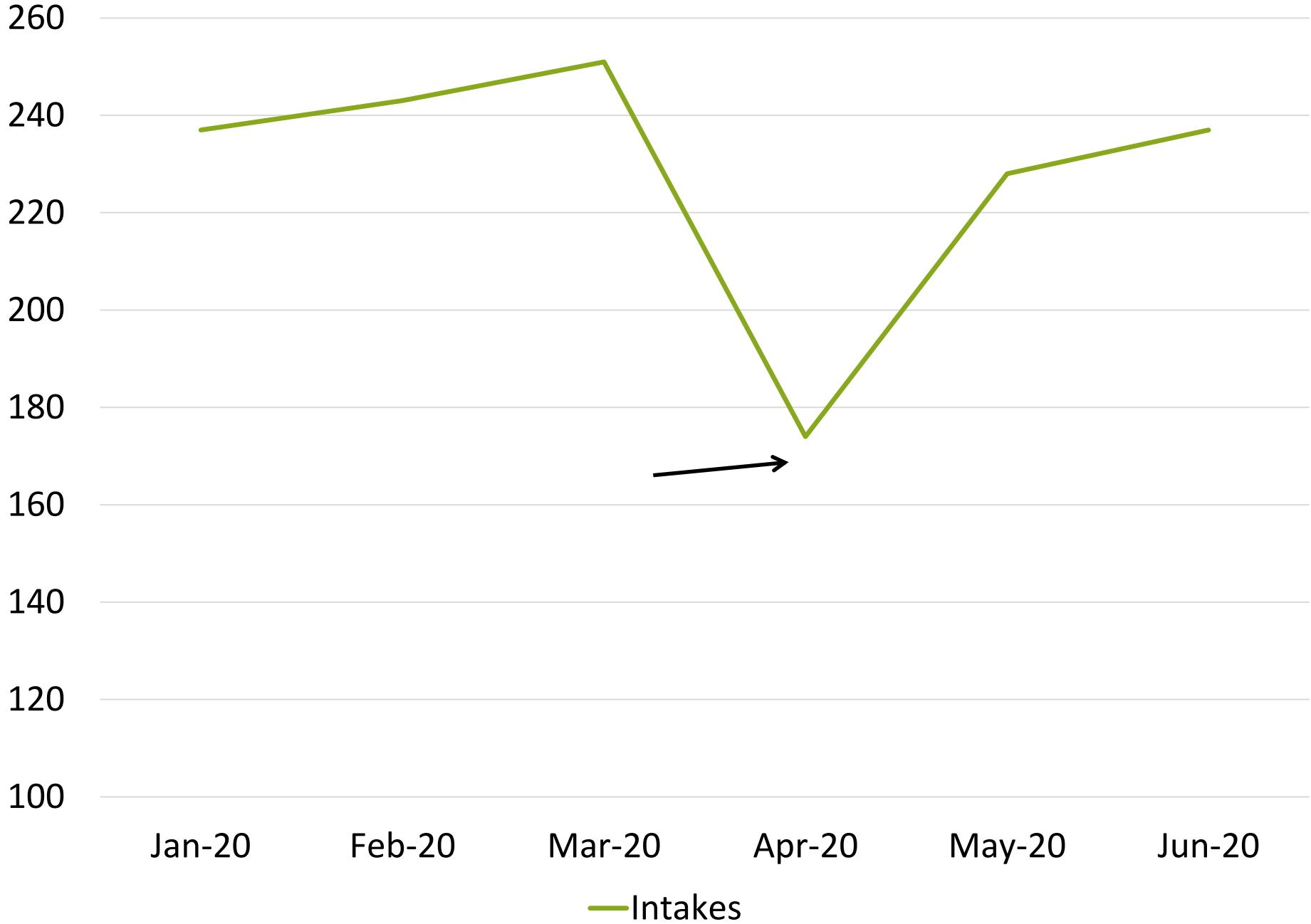
ANIMAL INTAKE

- **Year-to-date: Over 1500 animals have come into our care through transfer & owner surrenders**
- **At start of COVID-19 we saw a 36% increase in community requests to surrender their animal**



ANIMAL INTAKE

Intake 2020



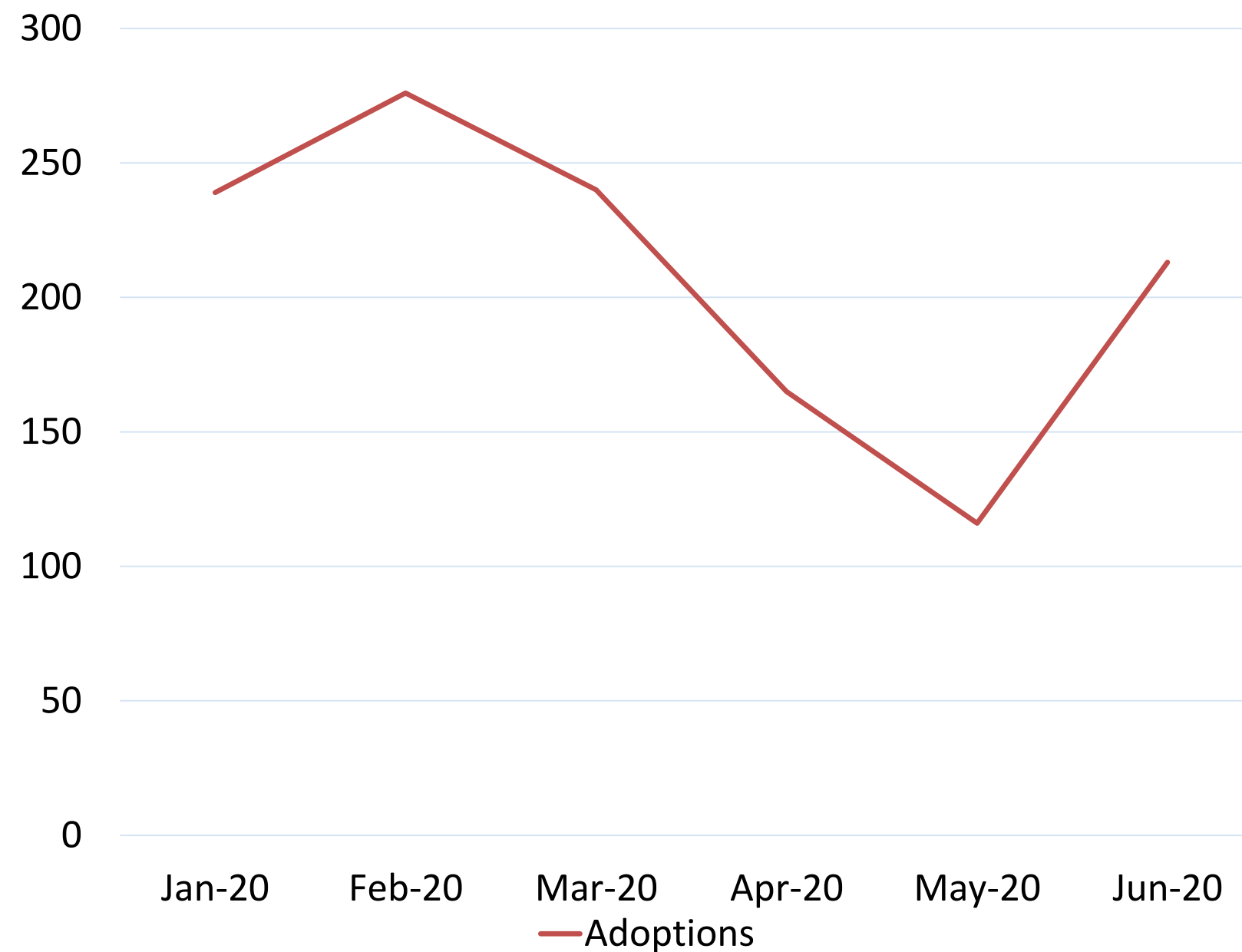
- **During the Stay-At-Home Order: 31% decrease in intake**
- **Since stay at home order has entered phase one and two, intake has steadily begun to rise again**



ADOPTIONS IN COVID-19

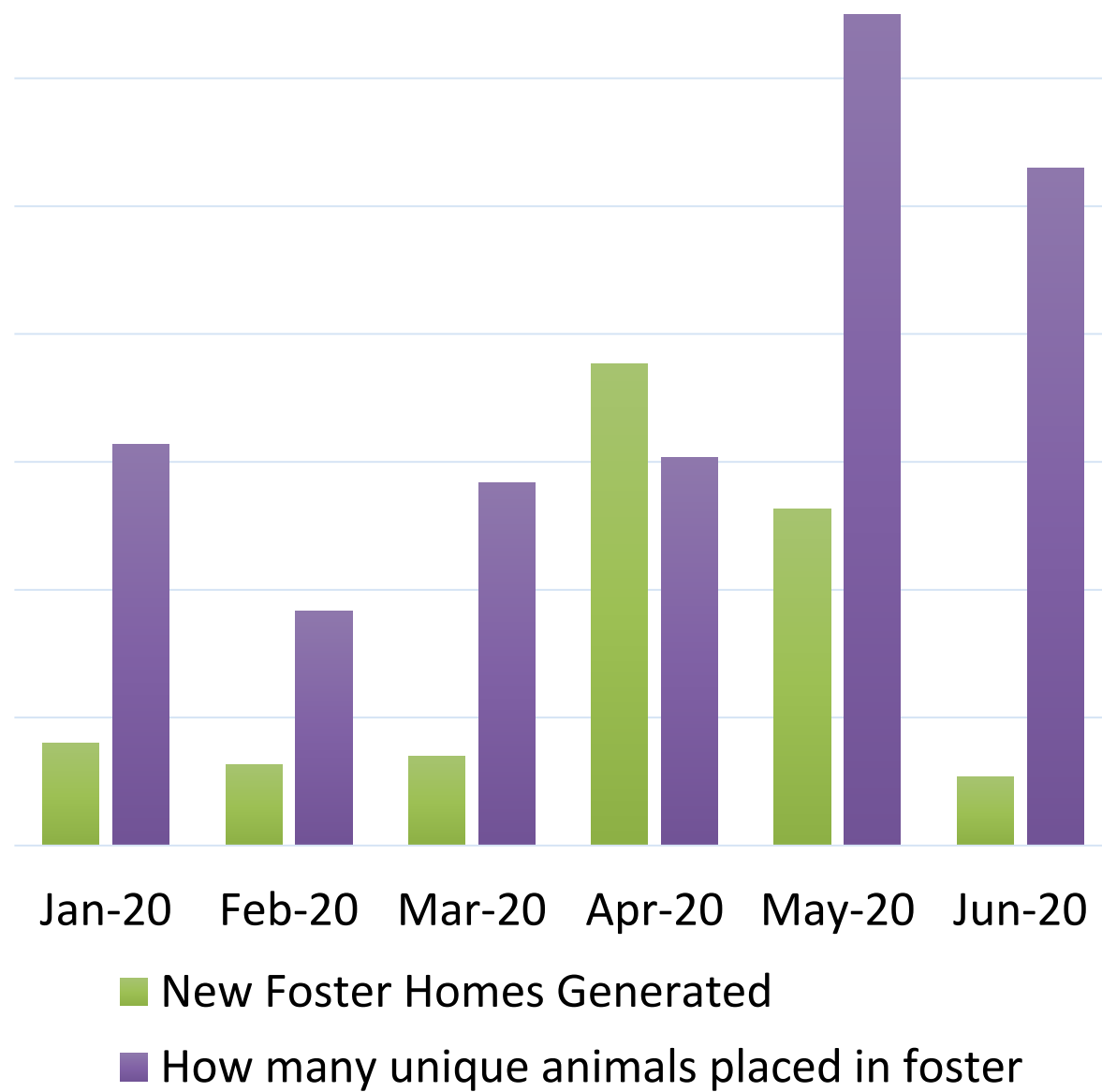
- **Staff & Public Safety are a top priority**
- **Normal walk in same-day adoptions have been suspended**
 - **Adoption by Appointment**
 - **Adoption Ambassador**
- **Social Distancing and use of a face covering are required for all staff and the public**
- **All staff interacting with the public undergo wellness screen and temperature checks**

Adoption Trends 2020



FOSTER

Foster 2020



- **Since the start of COVID-19**
 - HSC has generated over 225 new foster homes
 - Placed over 550 unique animals into foster homes
 - 250 kittens have entered our care in the past two months

- **We need your help! Consider fostering today!**

Visit:

www.humanesocietyofcharlotte.org/volunteer/foster-an-animal/

BEHAVIOR & PET HELP

- **During Stay-at-Home order we suspended public group training classes**
- **Our behavior team conducted 150 private training assessments reducing pet surrender significantly during this time**
- **We have now re-launched public group training classes geared towards helping people and their pets adapt to this new world as a result of COVID-19**
- www.humanesocietyofcharlotte.org/retention/behavior/



CLINIC SERVICES & COMMUNITY OUTREACH



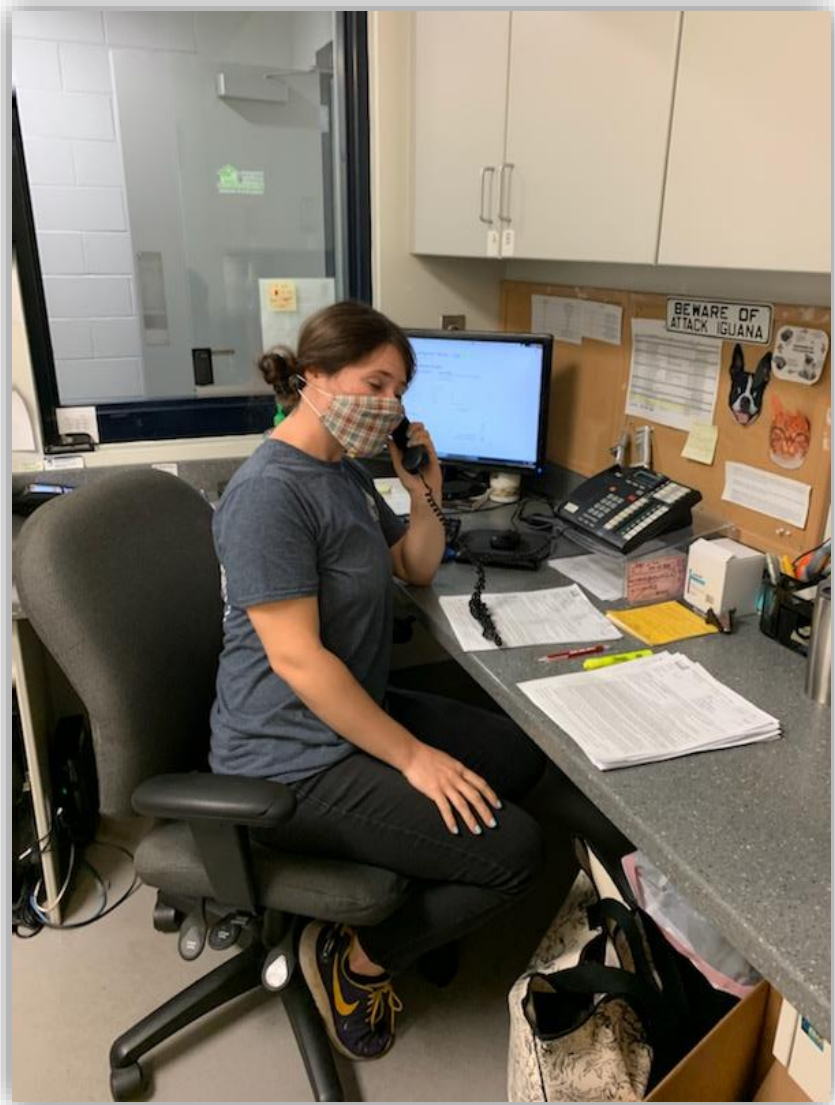
Ellen Taylor

HSC Vice President of
Community and
Strategic Initiatives

CLINIC SERVICES



Priority # 1: Protecting our Most Valuable Resource



Priority # 2: Meeting Community Need



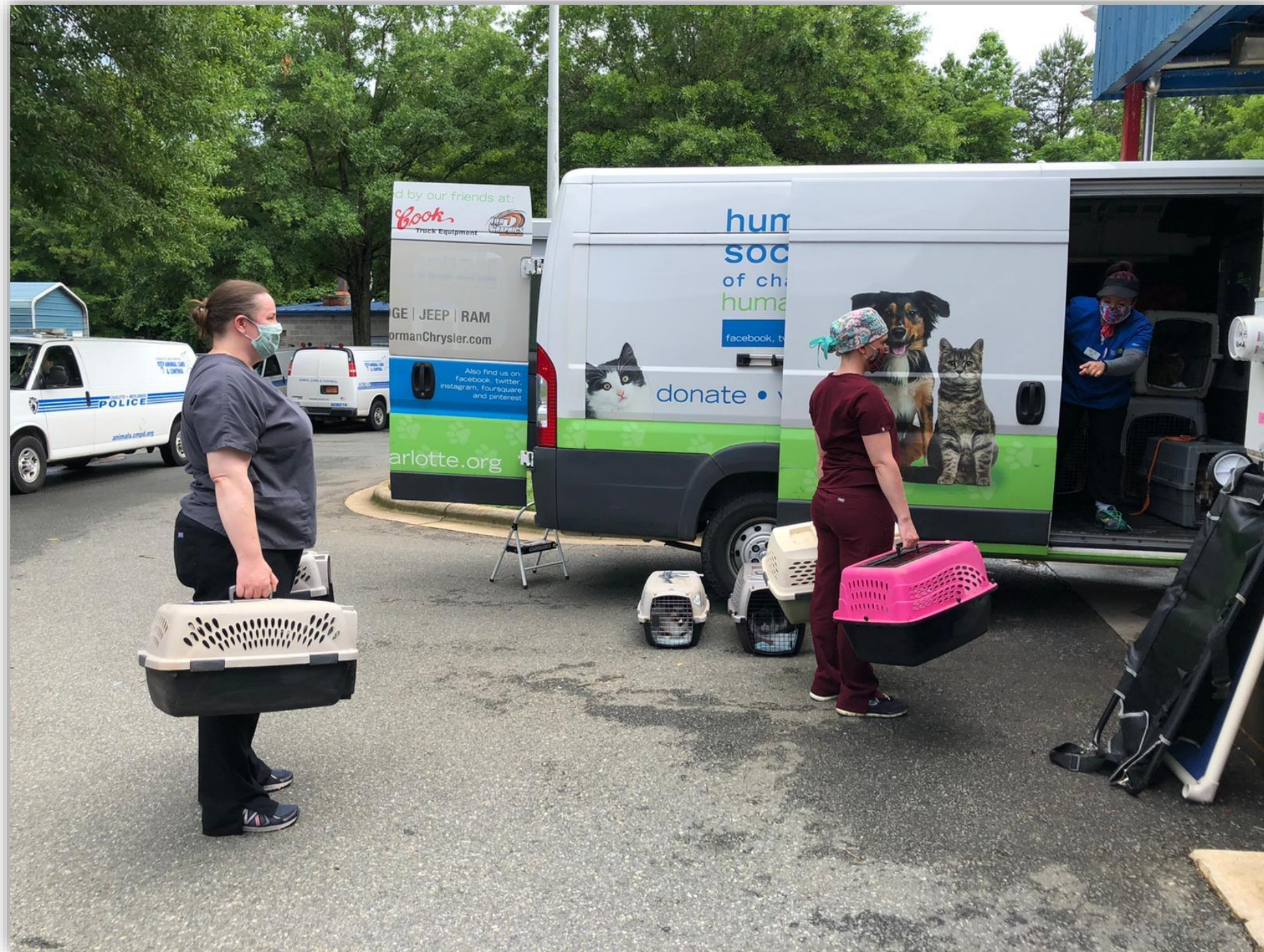
www.humanesocietyofcharlotte.org/health-wellness/vaccines-microchips/

Priority # 3: Re-Starting Spay/Neuter

- **Phases**
 - **PHASE 1: Humane Society and Animal Control animals that had been adopted during County shutdown**
 - **PHASE 2: Rescheduling Public Appointments**
 - **Phase 3: Trap/Neuter/Return of Community Cats and Resuming Spay/Neuter Transport Services to rural areas**



Spay/Neuter Transport with COVID-19 Guidelines



www.humanesocietyofcharlotte.org/health-wellness/spay-neuter/

Priority 4: Supporting Creativity

- **Curbside Essential Care by Appointment**
- **Paperless/light processes**
- **Clean/Dirty Processes for Touched Items**
- **Post-Op Care Videos in English/Spanish**



Community Outreach



www.humanesocietyofcharlotte.org/retention/pet-food-bank/

Outreach – COVID-19 Innovations

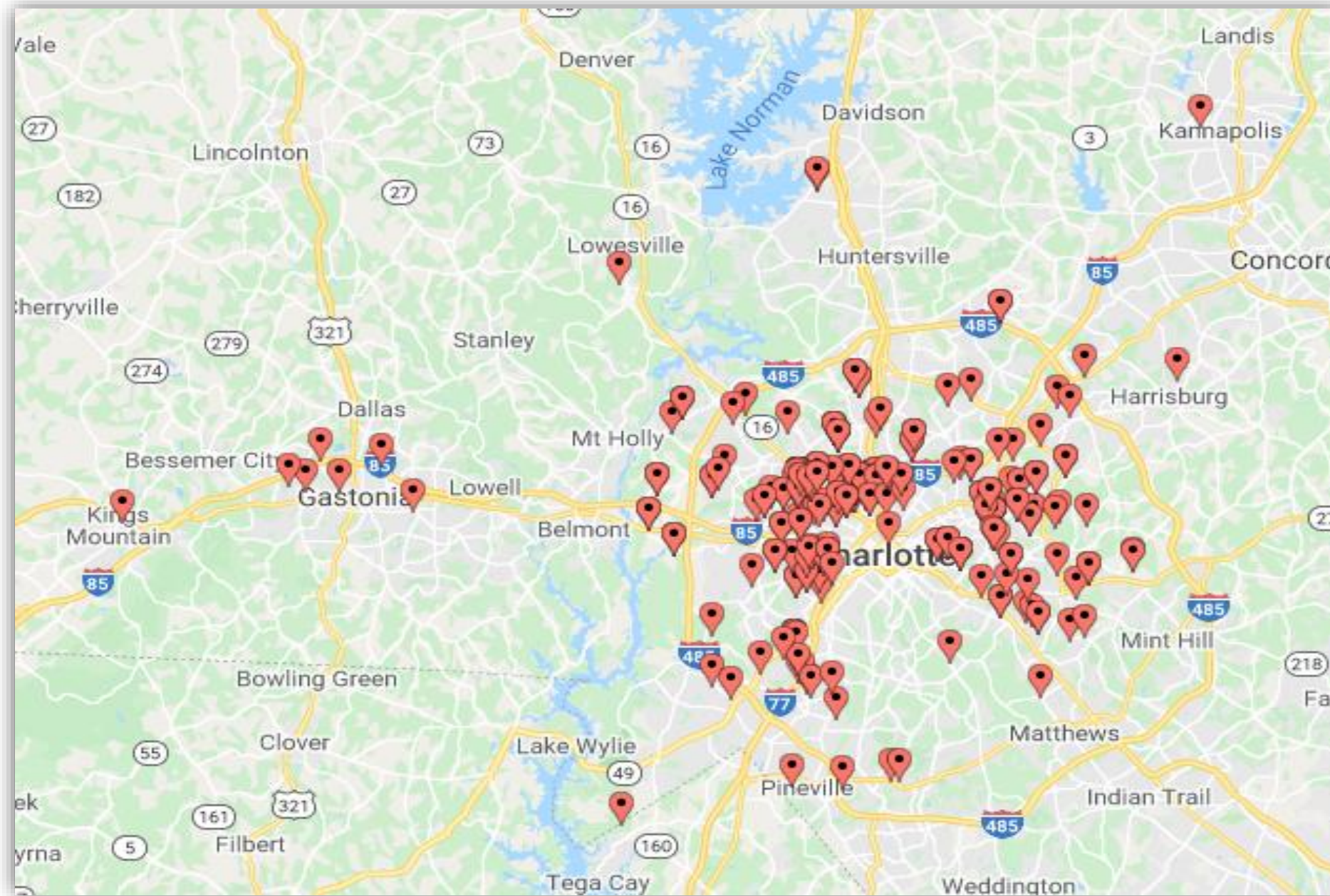
- **Door step deliveries**
 - Food for Family Pets
 - Food for Community Cats
 - Pet Supplies/Toys
- **Medical Help**
 - Virtual Vet Consults
 - SN/Vax Appointment Booking
 - Collaboration w/ local vets
 - Transport
- **Helping Homeless**



Pet Food Drive Kits



Food/Supply Delivery Tracking

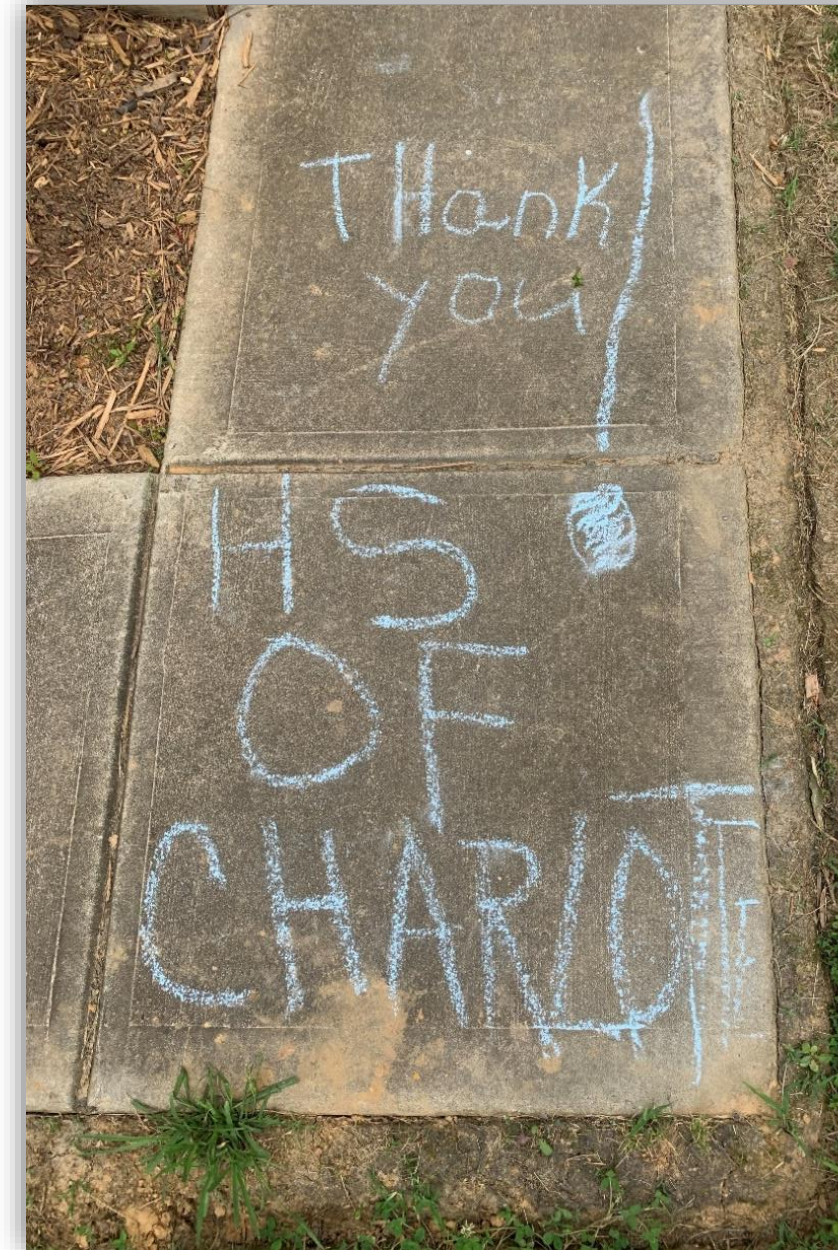


Helping those in Need



“Oh my God! I did not expect all the goodies that you left on the porch honey. Thank you so much! You've confused my dog's now they think it's Christmas time. I haven't had the extra money to buy them little treats like you gave them in a while. Words aren't enough to thank you. 😊😊😊 there have been several times in the past year that I have wondered if I was doing the best for my pets and I thought about giving them up. When I first got them I was making good money now it's not so good on disability. They're my children though.”

***“Thank you so very much. I got my donations at my door and I really do appreciate you and everyone that is helping us keep our pets.”
-Nancy M.***



SUPPORT DURING COVID – 19 JOB LOSS

“I cannot thank you enough for the pet food and treats that were delivered this morning. It is one less thing that I have to worry about right now. I drive a school bus for the Catholic School system and it looks like I'll be out of work at least until 5/15/2020. I just moved into this house and now I'm not working. So that's what makes it so great that my fur babies will have enough food for a while. So I say Thank you to any one that has anything to do with this great gift.”

-Beverly M.

Humane Education

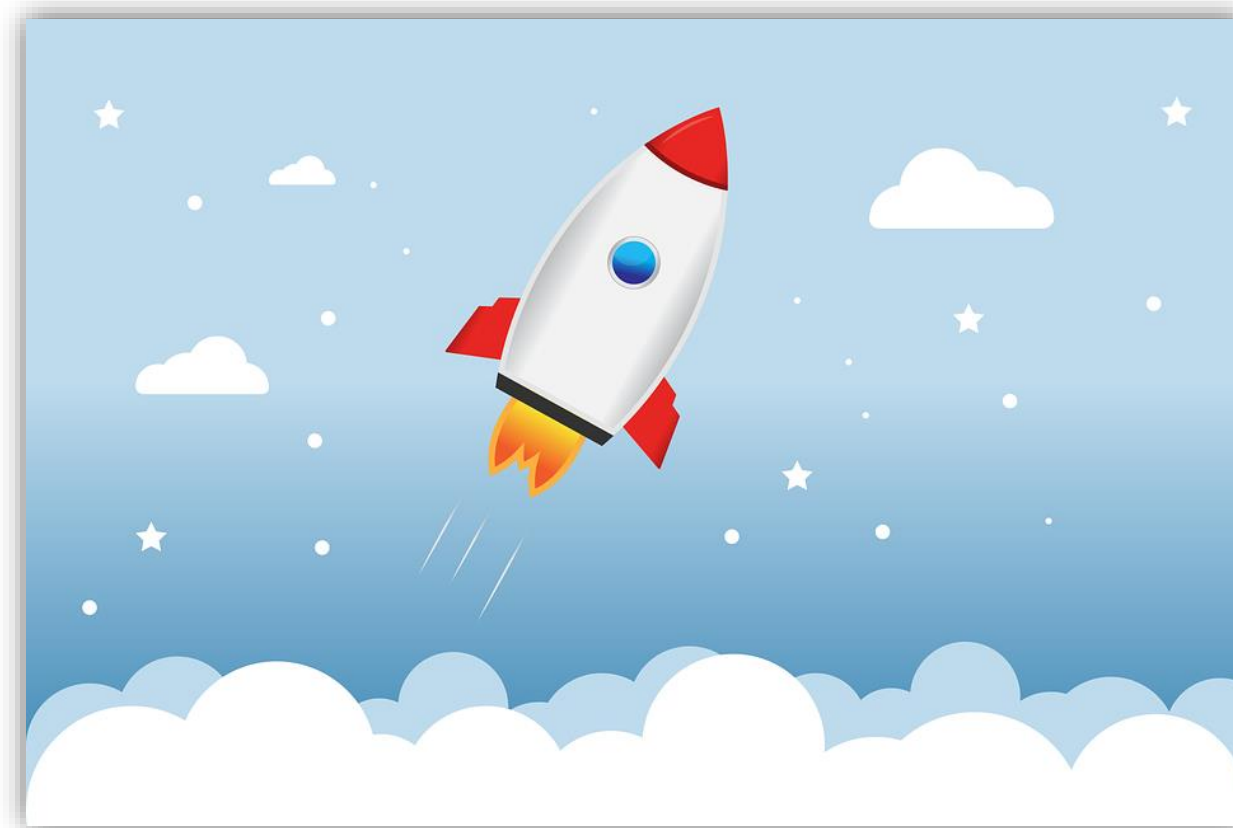


www.humanesocietyofcharlotte.org/education/





- **Launched March 2, 2020**



Grounded March 18, 2020... so we thought...



Story Time w/ Shelley and the Shelter Animals



Virtual Birthday Parties



<https://humanesocietyofcharlotte.org/birthdayparties/>

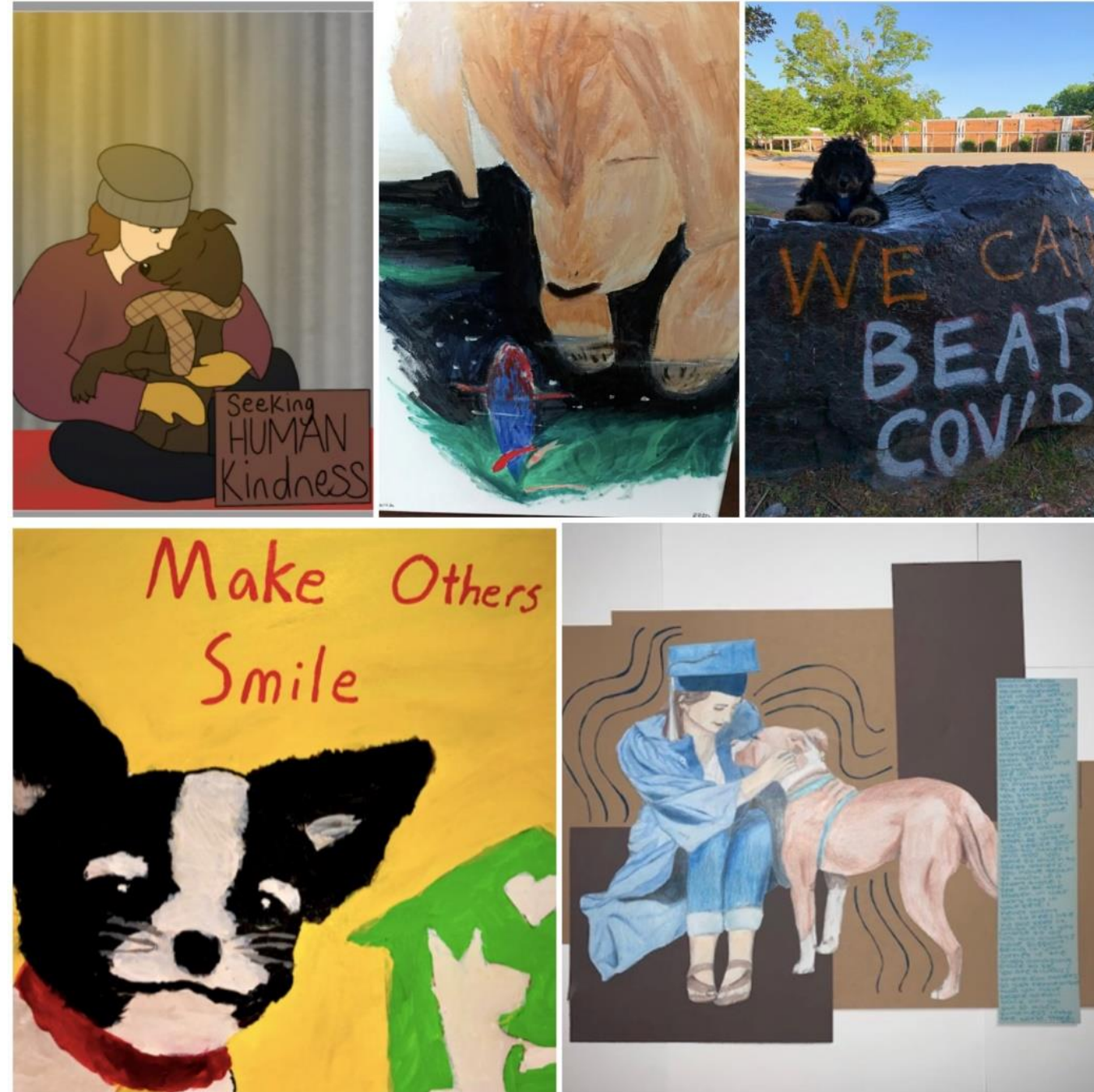
Cooking Show



Art Contest



Art Contest Finalists: Over \$1,100 Raised



Summer Beach Bodies – Photo Contest



www.gogophotocontest.com/hscbeachbodypet

Other cool stuff...

- **Humane Movie Review**
- **Story Writing**
- **Humane Education Coloring Sheets**
- **Humane Education Worksheets (Math is more fun w/ animals!)**
- **Coming soon**
 - **HSC Crafts**
 - **Certificate Courses**



Community Cat Program



Community Cat Program Innovations

- Found Kitten Program
- TNR surgery by appointment and Trap Rentals by appointment
- Community Cat Food Bank Deliveries to Caretakers
- Educational Videos
 - “This cat” series
 - How to use a Humane Trap
 - <https://humanesocietyofcharlotte.org/services/community-cats-program/>



VOLUNTEER PROGRAM



Aiko Okamoto

HSC Vice President of
Administration

VOLUNTEER PROGRAM

- **Has been closed since the pandemic happened but slowly opening some positions**
- **Focused on engaging volunteers during the shut down of the program**
- **Currently no new volunteers are accepted due to lack of volunteer opportunities**



VOLUNTEER PROGRAM

New safety measurement in place:

- Temperature taken before starting the volunteer shift on site**
- Conducting symptom survey**
- Mandating the mask wearing**
- Limiting volunteer numbers to control the crowd at the shelter**

Currently open/available positions on site:

- Pet Food delivery for Pet Foodbank clients**
- Data entry for Development team**
- Dog Walkers (1 volunteer per shift)**
- Cat kennel cleaning (1 volunteer per shift)**

Virtual Volunteer Opportunities:

- Community Cat phone message**
- Looking into other possible new opportunities**

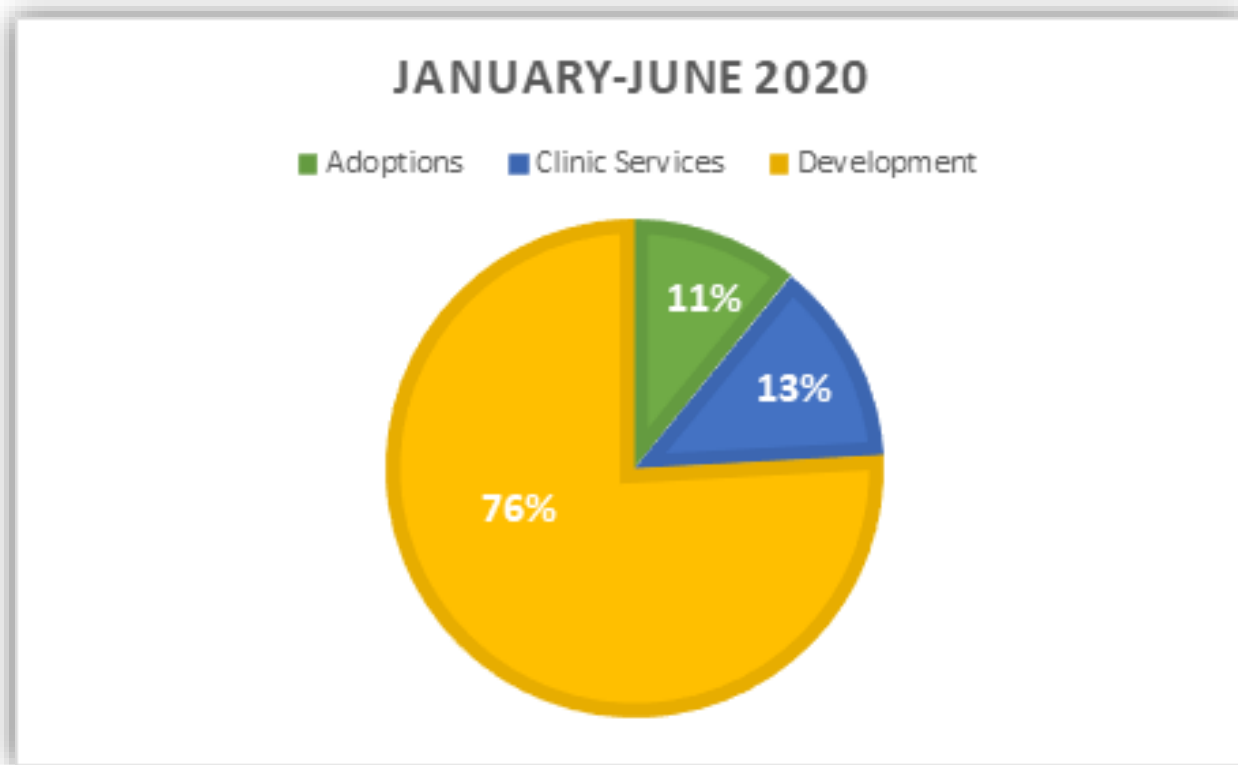
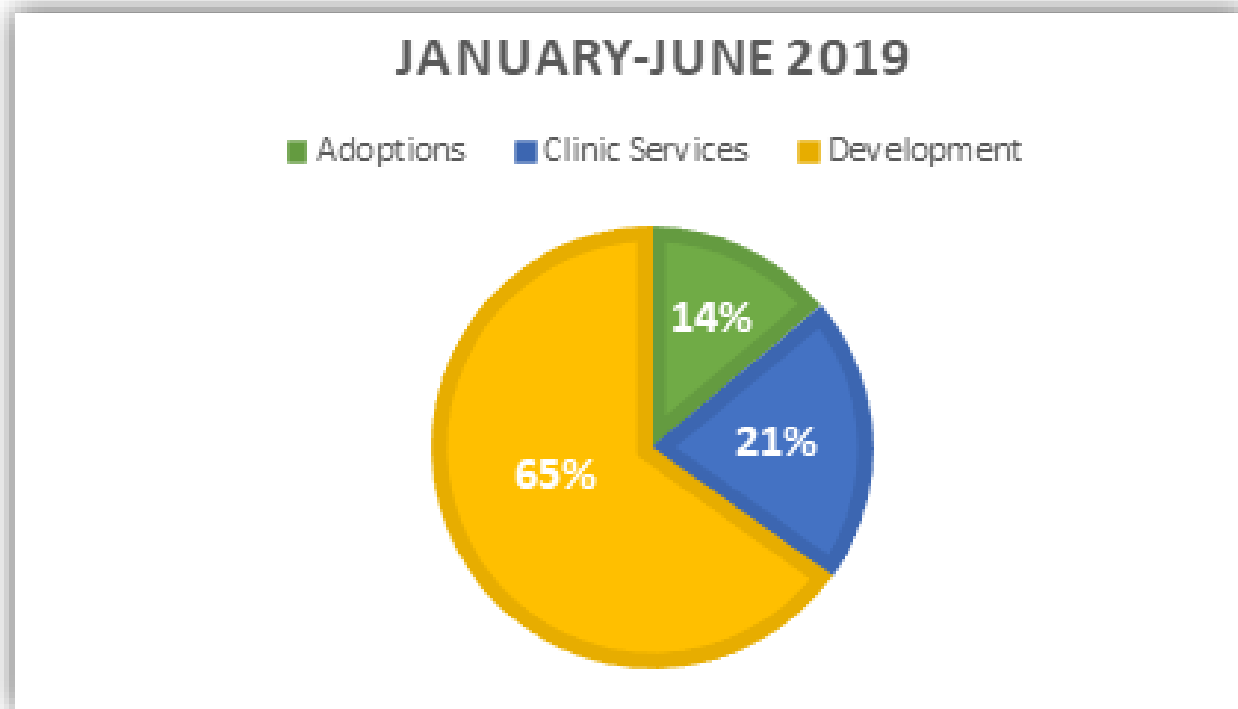


Development & Marketing



Donna Stucker

HSC Vice President of
Philanthropy



- **Working Remotely**
- **Initial COVID Response**
- **Year To Date Fundraising**
- **4th Quarter**





- Facebook Live
- Virtual Walk
- Raised \$115,752
- Virtual Vendor Village





September 15, 2020

- www.restaurants4rescues.org
- Six restaurants signed up to date
- 10, 15 or 20% participation levels with marketing opportunities
- Goal to raise \$20k





October 24, 2020

- www.tiesandtailsgala.org
- Virtual event program
- Dinner available for purchase
- Silent & live auction
- Wine pull prior to event date
- Goal to raise \$120k



A Campaign for Pets and People





A Campaign for Pets and People



Fundraising

- **Goal - \$15 million**
- **Raised to date - \$11,725,363**
- **78% to goal**
- **Suspended new solicitations in March**
- **Donor outreach occurred in April**
- **Fall 2020 Plans**





A Campaign for Pets and People



Marketing

- www.humanecharlotte.org landing page
- Campaign website – www.anewhomeforhsc.org
- Yard signs in community
- Seeking coverage through media outlets
- Help spread the word!



We Need A New Home
Support Our Capital Campaign

Learn more & contribute



HUMANE SOCIETY OF CHARLOTTE

COMING SOON:



BROUGHT TO YOU BY:



COMMUNITY RESPONSE



This is sweet Journey pictured above, her mom Sharelene M. wanted to share her gratitude to HSC during COVID-19



Q & A



THANK YOU FOR YOUR CONTINUED SUPPORT 

