

# July 2018

## ANIMAL SERVICES REPORT



### Animal Services News

- The live outcome rate for July was 99.3 percent.
- A total of 808 animals were adopted (dogs, cats, and birds).
- A total of 238 dogs and cats were returned to their owners (RTOs).

### Adoption Promotions

- Adoption fees were waived every weekend in July to help with space challenges.

### Animal Protection

- Animal Protection Officers returned 82 pets in the field.
- Officers impounded 114 injured animals.
- Officers took 223 potential rabies exposure reports.
- Implanted 10 microchips in the field.

### Neighborhood Level Program

- In July, the NLP completed 108 calls.
- Pet Resource Specialists continued developing relationships with Elroy Public Library and numerous churches in the area, giving presentations and planning for community education events in the fall.

### Pet Resource Center

- 86 cats participated in Spay Neuter Release (SNR) through partnership with the Austin Humane Society.
- Customer interactions offered 405 opportunities for PRC staff to provide education about pet care and resources; 57 finders were provided with flyers, scripts and supplies to aid reunification.



## **Enrichment**

- The Behavior Team engaged 1,147 dogs in 30 playgroups for the month.
- The team evaluated 166 dogs resulting in 120 pairs made.
- Total playgroup time was 469.9 hours.
- A new playgroup record was hit with 64 dogs out in the course of one playgroup session.
- The Behavior Team created 35 pairs in the month of July through playgroups, helping immensely with space challenges.

## **Volunteer, Foster and Rescue Programs**

- A total of 339 volunteers donated 5,254 service hours; 12 groups of volunteers donated 107 hours with their “Giving Group” to the Center; 15 community service restitution volunteers contributed 134 hours toward animal care tasks.
- Coordinators facilitated six New Volunteer Orientations, introducing 107 individuals to our organization and volunteer opportunities. Of those individuals, 25 have already begun their first volunteer shifts with mentors.
- A total of 275 families provided foster care.
- A total of 119 animals were adopted directly from foster care.
- There are 760 active fosters in GivePulse, and the team processed 111 new foster applications.
- There are currently 420 animals in 227 foster homes.
- A total of 504 live outcomes were attributed to 33 partners.

## **Communications**

- Staff completed nine on-camera news interviews and one radio interview, regarding summer’s shelter population surge.
- Highest paid engagement Facebook post about longstay dog Rocco, received more than 29 thousand views and almost 2,500 clicks.





**Austin Animal Center**

July 3 · 🌐

👍 Like Page

We're all pretty smitten with this handsome boy who is aptly named Rocco "Goodboy" O'Sullivan. Lucky for you, he's still available!

Rocco has been living it up in his foster home the past few months - hiking, swimming, relaxing, snuggling, and meeting lots of new people. That's soon coming to a close, so it is now time for Rocco to move on to the next chapter in his life - finding his forever family.

Rocco is house trained, crate trained, and has shown friendly interest in ...

[See More](#)



**Performance for Your Post**

**29,860** People Reached

**856** Reactions, Comments & Shares

<b>462</b> 👍 Like	<b>399</b> On Post	<b>63</b> On Shares
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<b>202</b> ❤️ Love	<b>181</b> On Post	<b>21</b> On Shares
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<b>1</b> 😂 Haha	<b>0</b> On Post	<b>1</b> On Shares
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<b>2</b> 😲 Wow	<b>1</b> On Post	<b>1</b> On Shares
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<b>6</b> 😞 Sad	<b>6</b> On Post	<b>0</b> On Shares
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<b>39</b> Comments	<b>33</b> On Post	<b>6</b> On Shares
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<b>144</b> Shares	<b>144</b> On Post	<b>0</b> On Shares
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**2,424** Post Clicks

<b>1,461</b> Photo Views	<b>0</b> Link Clicks	<b>963</b> Other Clicks
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- Highest organic engagement Facebook post about high intake numbers and waived adoption fees, received more than 75 thousand views and more than 15 thousand clicks.





**Austin Animal Center**

July 27 at 1:32 PM · 🌐

👍 Like Page ...

For the month of July so far, we've taken in more than 1,400 animals to our already crowded shelter. So we are waiving adoption fees for the 4th weekend in a row. Friday through Sunday, adoption fees are waived for ALL animals here at the shelter. If you've been thinking about adding to your family, this is the perfect weekend to do it because the animals REALLY need you!

We're out of kennel space and dogs and cats are in pop up crates in walkways and meeting rooms. We really need your help right now, Austin! PLEASE come adopt! If you can't adopt, please consider fostering and if you can't foster then just share this post and tell you family and friends. Every little bit helps!



**75,264** People Reached

**2,991** Reactions, Comments & Shares 🗨️

<b>876</b> 👍 Like	<b>352</b> On Post	<b>524</b> On Shares
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<b>167</b> ❤️ Love	<b>82</b> On Post	<b>85</b> On Shares
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<b>2</b> 😂 Haha	<b>1</b> On Post	<b>1</b> On Shares
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<b>33</b> 😲 Wow	<b>13</b> On Post	<b>20</b> On Shares
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<b>375</b> 😞 Sad	<b>197</b> On Post	<b>178</b> On Shares
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<b>4</b> 😡 Angry	<b>2</b> On Post	<b>2</b> On Shares
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<b>292</b> Comments	<b>118</b> On Post	<b>174</b> On Shares
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<b>1,248</b> Shares	<b>1,229</b> On Post	<b>19</b> On Shares
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**15,675** Post Clicks

