

# KC PET PROJECT

## Impact Report for June 2021 Activities

### Sheltering Statistics Year-to-Date:

Dogs & Cats Jan – June 2021	2021	2020	Difference
Adoptions	4,161	2,816	1,345 more
Total Intake	6,621	4,042	2,579 more
Returned to Owners	782	548	234 more
Live Release Rate	96.9%	94.4%	2.5% higher
Owner Relinquished Pets	2,055	1,226	829 more
Stray animals brought in by public	1,740	1,408	332 more
Animals transferred IN	892	335	557 more
Average Length of Stay for Dogs	14.9 days	22.4 days	7.5 days fewer
Average Length of Stay for Cats	19.8 days	40.7 days	20.9 days fewer

### June 2021 - Animals In & Animals Out

- ❖ We received or provided care for **1,402** dogs and cats in June (566 dogs, 836 cats), which is **70%** increase in the number of pets we cared for last June. We also received 3 chickens, 1 duck, 6 guinea pigs, 7 rabbits, 3 rats, a pig and a parakeet. In the first six months of 2021, we've received or provided care for **6,857** animals and we're on track to break all intake records for our organization.
- ❖ June hit a new record for the highest number of pets surrendered to the shelter by their owners since inception (591 animals)—and an **88.4%** increase in pets surrendered over last June. The lack of affordable housing in Kansas City that allows pets, evictions, and the perfect storm of lack of affordable/accessible veterinary care and economic uncertainty seem to be driving this increase in pets being surrendered to shelters nationwide. *We are just now seeing the true effects the pandemic has had on families with pets.*
- ❖ In June, our Pet Support Center team prevented the surrender of 204 additional animals from owners that originally contacted KCPP to surrender their pet(s) by providing resources, safety net programs or spay/neuter diversion programs for community cats, as well as returning 21 animals back to their grateful families through subsidized return-to-home programs after their pets were initially surrendered to our shelter.
- ❖ We provided affordable veterinary services (spay/neuter and vaccinations) for 56 owned dogs and cats in June, including TNR packages for 43 community cats and 8 pets entering our Home Away From Home safety net boarding service.
- ❖ We transferred in 110 cats at risk of euthanasia in June from other overcrowded facilities in and around our region, which brings the total number of animals in 2021 we've been able to help from other organizations to **892** - a 166% increase over last year.
- ❖ We adopted out **789** dogs and cats in June (a 64% increase from last year). Pet adoptions are running 48% higher in 2021 – and adoptions of cats and kittens are still up 134% over last year at this time. At the end of June, **4,161** dog and cat adoptions had been processed year-to-date - *the most pets ever adopted from KCPP Jan - June in our organization's history.*

- ❖ The average length of stay for dogs and cats in our organization is still at all time low for the fewest number of days in our care.
- ❖ We sent an incredible **848** cats and kittens to foster homes in June - with 759 of them being kittens! At the end of the month, 68% of all the cats/kittens in our care were housed in foster homes.
- ❖ Despite the sustained increase in animals coming in, we achieved a **97.2%** Live Release Rate for June (97.6% dogs, 96.8% cats). Our save rate for 2021 YTD is an incredible **96.9%**.

Adoption Trendline												
Jan - June	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Increase
Cats	335	332	522	916	963	1026	1225	1328	1678	1269	2270	578%
Dogs	1231	882	1408	1638	1610	1543	1392	1571	1774	1547	1891	114%
Total	1566	1214	1930	2554	2573	2569	2617	2899	3452	2816	4161	166%

### Animal Services Division Update

Officers responded to **1,285** calls for service in June 2021 (including 31 cases where more than one person called in for the same issue/concern). Calls for services increased slightly over May (at 1,225 calls). We are continuing to focus efforts on community safety and identifying areas in our community that have the greatest need for support, advocacy and/or intervention strategies. Our dispatch team received **3,908** phone calls in June and returned 1,003 additional call backs to residents calling for information or services.

In June, twenty-eight (28) animal ordinance citations were issued. In addition, 11 official Notice to Correct Violation warning tickets and 32 verbal warnings for violations were issued to residents.

### Total Calls by Type Responded to in June 2021

Call Type:	June '21	May '21
Enforcement	86	90
Cruelty Investigations	253	214
Other Services (PD/Fire/MAST)	116	119
Stray Animals	503	538
Wildlife	139	148
Bite – Domestic (dogs/cats)	100	98
Bite – Non-Domestic animals	57	18



Calls related to stray/roaming animals continue to comprise nearly half of our monthly call volume from residents. When looking at stray animal reports, we identify two types of stray animals: 1) ones that are a danger to themselves, and 2) ones that are a danger to the public. The latter of these is our highest priority concern.

In June, 20% of animal bites reported to our division occurred while the dog was off their owner’s property -- all other bites occurred on their own property or inside their home. In all reported cases of animals off-property when a bite occurred, 13% of those cases were classified as involving an aggressive dog. Chief Moore and members of our team gave a Dog Bite Prevention presentation to Kansas City postal workers in June to help reduce the occurrence of conflicts with loose dogs.

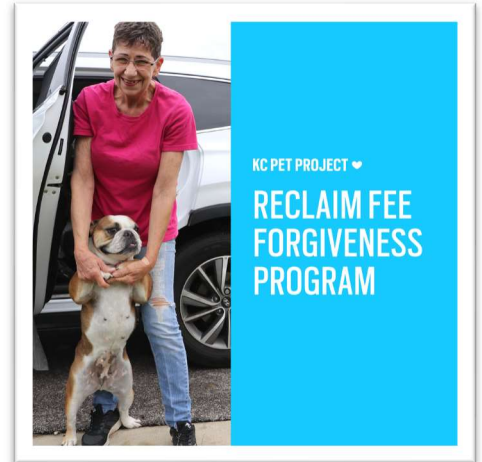
We met with 5<sup>th</sup> District Councilwoman Ryana Parks-Shaw in June to discuss holding an upcoming pet vaccine/ microchip/ID tag clinic at a location in her district. KCPD’s Animal Services Division is also partnering with Councilwoman Parks-Shaw to participate in the upcoming Operation Backpack event to be held in Swope Park on August 7, 2021.

## Call Results for June 2021

Results for Calls with Animals:	June 2021	May 2021	% Change
Animals Impounded by Officers	339	314	8% inc
Wildlife Relocated/Transferred Out	58	59	1.7% dec
Animals Returned Home by Officers	32	42	24% dec
% Returned Home w/o Impound	13%	18%	5% dec

Officers are working to increase the number of pets returned home in the field (without having to impound them at the shelter) so that we can minimize the likelihood of pets becoming permanently separated from their families. National statistics indicate that only 17% of animals brought into a shelter ever return home to their owners. *And 70% of lost pets are found less than one mile from their home (with 42% found less than 400 feet from their front door).*

In many cases, the fear of expensive reclaim fees or citations are a concern when people have a pet missing. Previous punitive policies have made it extremely difficult financially for many families to come to the shelter to reclaim their lost pets. In June, we launched a new **Reclaim Fee Forgiveness Program** - offering KCMO residents the opportunity to reclaim their lost pets with no impound or boarding fees and no fear of citations from Animal Services if they come to the shelter within two days to reclaim their missing pet. The program has been a huge success - resulting in **\$5,672.00** in reclaim fees forgiven for 54 families and 70 animals who were able to go home with their families in June.



Our Animal Services Division assisted the Kansas City Police Department in a large scale impound of 31 animals (mostly dogs) from a home in May. On June 15, 2021, Animal Services Division staff and KC Pet Project's Chief of Veterinary Medicine, Dr. Heather Kennedy, provided testimony for the State of Missouri in the largest criminal case of abuse and neglect we have worked to-date. The judge in this case ruled that all the animals suffered from animal abuse and/or neglect, and as a result, awarded custody of the animals to KC Pet Project.

## Media Coverage/ Public Education/Community Engagement

Chief Communications Officer, Tori Fugate, reported the following activities occurred in June for the Animal Services Division:

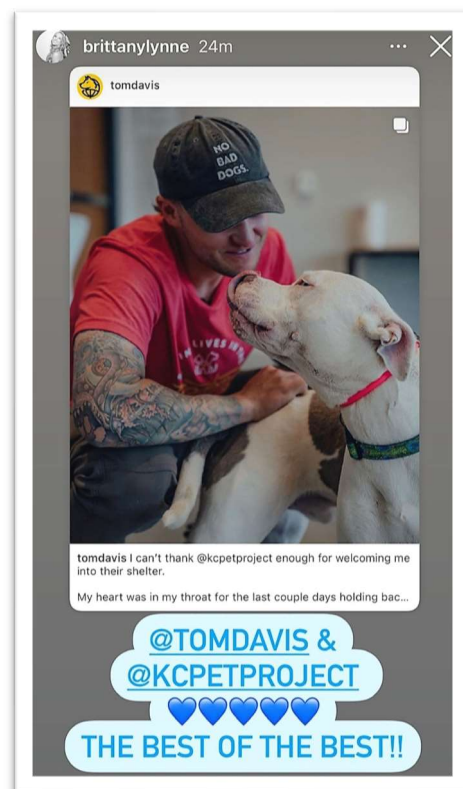
- ❖ KC Pet Project's Animal Services Division utilized our "solutions, not excuses" approach when our KC Campus for Animal Care building experienced a power outage on June 22, 2021. The entire division setup outside and immediately began taking calls using laptops and cell phones, dispatching officers to calls without any disruption in services.
- ❖ We did several interviews with media in June about pets and the upcoming 4<sup>th</sup> of July holiday, urging people to take special precautions to keep pets safe and sharing helpful tips with the public on what to do if you find a lost pet. We also talked about how to get lost pets home quicker with a collar and tags and keeping your pet's microchip information up to date.
- ❖ With increasingly hot summer weather, we created some informational graphics to share via social media about how to keep your pets safe in extreme hot temperatures.



- ❖ The Northeast News published an article in June that featured information about our Animal Services team at the Don Bosco Center handing out free pet food for attendees.
- ❖ We had an article featured in The Community Voice publication about our Reclaim Fee Forgiveness Program. We were also featured in several TV station news reports talking about this innovative incentive to reclaim lost pets.
- ❖ We began planning another low-cost Drive-thru Community Vaccination/Microchip/ID tag/License clinic to be held on July 2<sup>nd</sup> at The Black Archives of Mid-America. The clinic is being sponsored by Royal's pitcher Josh Staumont and Royals Charities and Belfonte is providing free ice cream to all attendees. Free pet food and pet supplies will be available and full vaccination and identification packages for dogs will be as low as \$30 dollars for KCMO resi
- ❖ Our media reach for the month of June was approximately **3,023,000 million people** for mentions and stories pertaining to KCPP's Animal Services Division.

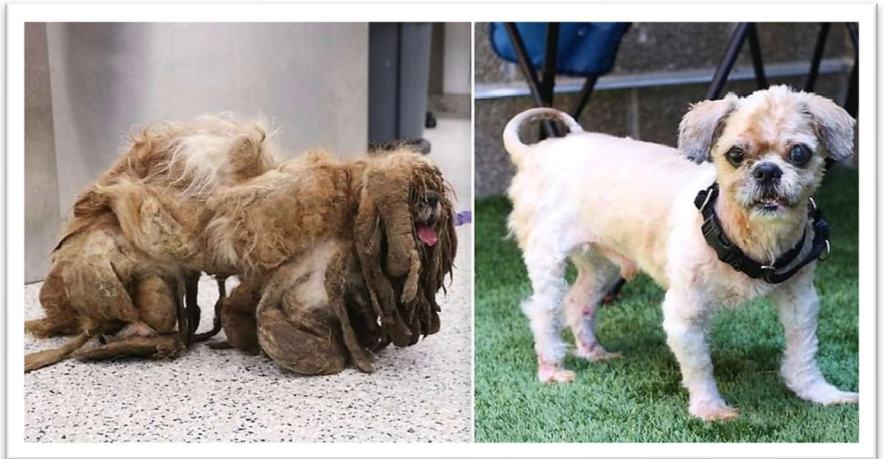
## Marketing/PR/Communications/Community Engagement

- ❖ Teresa, Tori, and nearly all our Executive Leadership team members continued weekly participation with national animal welfare groups and other shelters via Human Animal Support Services (HASS) calls and working groups to share information, create new programs, toolkits, learn from and collaborate with other animal welfare professionals.
- ❖ We held our first ever **Friday Night Frenzy Adoption Special** on June 25<sup>th</sup>, offering discounted adoption fees from 4 PM - 8 PM at the Campus. A total of 64 pets were adopted during this event!
- ❖ Tori met with members of the KCPP Leadership Team on building out elements of our new Intranet site, focusing first on the training and onboarding elements.
- ❖ We had our first article featured in *The Community Voice* magazine, which highlighted our Reclaim Fee Forgiveness Program.
- ❖ Tori gave presentations at three (3) National and International conferences during the month of June (all virtual): "*How to Market Hard-to-Place Pets*" with Caitlin Quinn from HeARTs Speak at the Best Friends National Conference, "*Recruiting New Foster Homes*" with Kelly Duer from Maddie's Fund at the Humane Canada Mini Conference, and "*Recruiting your All-Star Foster Team*" at the National Kitten Coalition's Online Kitten Conference.
- ❖ Nationally known dog trainer, Tom Davis, came to Kansas City the weekend of June 4<sup>th</sup> - 6<sup>th</sup> to work with our Behavior & Training team and with dogs in our shelter. He is Patrick Mahomes and Brittany Matthew's dog trainer and Tom created many training videos to share with his extensive network and promoted many of the dogs he met at KCPP.
- ❖ We had a booth at Kansas City's Juneteenth Heritage Festival at the 18th and Vine Jazz District on Saturday, June 19<sup>th</sup>. We sold retail items and spoke with visitors about Animal Services Division career opportunities, our lost pet services, and volunteer opportunities.
- ❖ Katie Grissum, KCPP's Communications & Design Coordinator, designed a special "Stronger Together" shirt for Pride Month where a portion of sales will be donated by KCPP to the Kansas City Center for Inclusion.
- ❖ Tori met with Big Brothers Big Sisters about potential partnership opportunities. We're looking at Big/Little volunteer opportunities, internships and job placement strategies for young people in their program.



## Simon the Shih Tzu

On June 14<sup>th</sup>, a little Shih Tzu arrived from a Good Samaritan who was quite surprised to see this unknown, severely matted creature wobbling across the street in front of his truck as he was leaving for work at 4:00 AM. Under this hard shell of matted fur was Simon (as we named him) - one of the worst neglect cases we have seen at KC Pet Project. Our veterinary team jumped into action, and it took 2 hours to shave off nearly 7 pounds of hair from his little body. Katie Grissum captured his story on video and her TikTok video quickly had 20 million views overnight. Media inquiries poured in from across the



world. We're still trying to quantify the reach, but the news releases alone reached more than **1.3 billion people**. Tori and Simon were interviewed by CNN, Headline News, CBS News and CBS Sunday Morning, Inside Edition, and countless local TV stations. Online coverage of his story was featured on BuzzFeed, Newsfeed, Yahoo, Aljazeera, NY Post, Bored Panda, and on many social media accounts (with millions of followers), with many celebrities commenting on his video via our TikTok account. We also made CNN's list of "Must Watch Videos of the Week".

The video on YouTube is at 111,000 views (the most on our account), and the Facebook video has more than 2.1 million views. **The video on TikTok is now up to 66 million views.**

We were interviewed by reporters and television shows in Norway and in Germany, and worked with media outlets in Japan, Taiwan, Hungary, Turkey, France, and others who reached out about Simon's story. There were thousands of mentions of Simon on blogs around the world (well over 2,000 social media links are in the report), and he was listed as a "popular post" on Reddit.

To date, this is our largest story media story in our organization's history. We raised \$10,000 through Facebook donations in June, and more than \$2,000 was attributed to the story of Simon. Our AVE (Advertising Value Equivalency) for the month of June was **\$2.8M**.

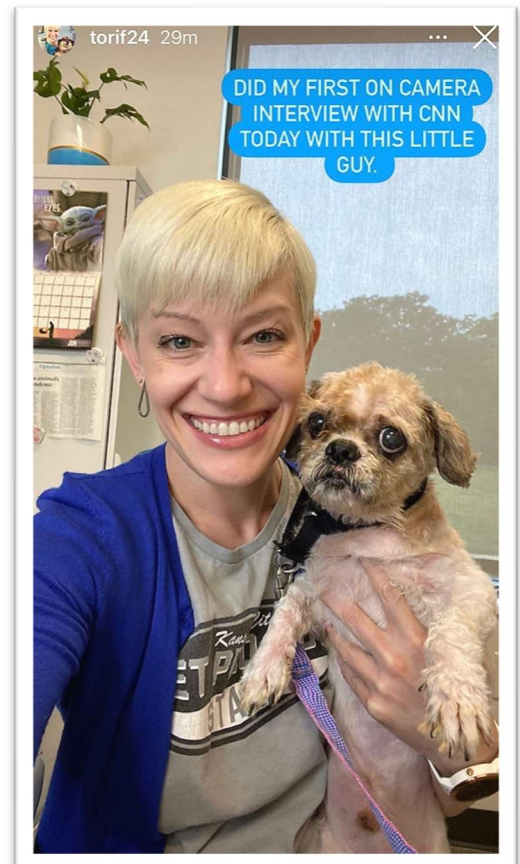
### Website Statistics:

Users – 75,908  
New Users- 69,995  
Sessions – 126,465  
Page Views – 684,709  
Most website statistics were up 17% over May.

### Social Media Channel Statistics:

We saw a HUGE month of social media growth - thanks to the Simon story:

- We passed 71,000 followers on Instagram (an increase of 3,000 followers)
- We passed 134,000 likes on Facebook
- We increased our Twitter followers by 2,000 people
- We increased our TikTok followers by 640,000+ followers -- with 756,000 followers now, with the "Likes" on our videos jumping from 1M to 14.5M!
- We now have over 600 subscribers to our YouTube channel (we previously only had 20 + people)



## Community Education/Partnerships

- ❖ Alex Ayala coordinated with Youth Corps to host 10 young people volunteering at KCPP for four 6-hour days. We provided daily tasks and projects they assisted with around the shelter and shared the impact those tasks and projects had on both the animals and the community! Each day, we shared new information about our organization and mission and staff members were guest speakers to discuss their roles in the organization.
- ❖ In June, 48 Girl Scouts came to the Campus to do enrichment projects, 45 kids attended events at KCCAC from their YMCA Summer Camp, 10 kids had birthday parties on the Pawtio, and we hosted our first leased-space event where we rented our Campus Pawtio for a 35-person graduation party.
- ❖ We kicked off our Summer Intern program with 9 students from Hire KC through their Working for Youth Program, and we welcomed an intern through the Full Employment Council (see photo). Most students are from KC Public School District or Charter schools and are between 14 - 18 years old.
- ❖ Three high school principals from the North Kansas City School District did externships at KCPP in June to prepare them for their Health and Wellness Pathway Programs.
- ❖ KCPP Volunteer Ambassadors had a booth at the Live Well Community Fair at Timothy Lutheran Church and sold \$600 in KCPP retail goods at the event. Staff and/or Volunteer Ambassadors also did a presentation and dog training event at the Flashcube Luxury Apartments, hosted a Snuggle Service at Post Press, and gave a presentation to summer school students at Chouteau Elementary.



## Retail Sales & Roasterie Café

Coffee shop and retail sales continue to increase, with gross revenues totaling more than \$28,000 for June. Retail Sales Manager Bria Sweany created a "Retail to Go" station that staff or volunteers can take to events to sell t-shirts, mugs, pet supplies, etc. We moved the opening time for the coffee shop back to 7:00 AM to serve more staff members who arrive early and community residents who want to get coffee on their way to work.

## Volunteer Program Update

June Volunteer Hours: **3,910:33** hrs.

New Volunteer Shelter Tours Conducted: 12

Number of Individuals who Attended a Shelter Tour: 88

Total New Volunteer Hours: 275:30

Number of Volunteer Training Sessions Completed: 126

- ❖ Green Level Dog Walking: 34 people
- ❖ Orange Level Dog Walking: 11 people
- ❖ Introduction to Cats: 48 people
- ❖ Canine Matchmaking: 3 people

Businesses/Groups that Volunteered in June (37 people): Target - Skyview Avenue, Central Church of the Nazarene, Youth Corps, and New Frontiers



## News from the Volunteer Department:

- ❖ Heather Sandor, Volunteer Program Coordinator, has been working with department leadership to identify volunteers who are currently trained to process pet adoptions, as well as potential volunteers who may be interested in learning that process to expand our coverage for busy adoption days.
- ❖ Heather has been working with Amanda Gatten, Director of Community Programs, to create a volunteer recruitment strategy for Keep 'Em Together, KC community events, including leveraging support from volunteer veterinarians, direct recruitment at the events, and creating streamlined episodic volunteer opportunities with online training resources specific to the opportunity they are engaging with.

## Keep 'Em Together, KC Program Updates

Amanda Gatten, Director of Community Programs, reported a total of **40 families benefited from our Keep 'Em Together, KC subsidiary programs in June.**

### Pet Care Assistance Program

Pet owner financial assistance for 16 families (21 pets) were awarded in June:

- ❖ Eighteen (18) Pet Care Assistance applications were received.
- ❖ Home Away from Home Reunification subsidies: \$869.57
- ❖ Pet Rent paid: \$40.00
- ❖ Pet Deposits paid: \$750.00
- ❖ Pet medical assistance paid: \$775.27
- ❖ Return-to-Home fees forgiven: \$699.00
- ❖ Total individual grants awarded to pet owners: \$3,343.84

### Home Away from Home - Crisis Boarding Program

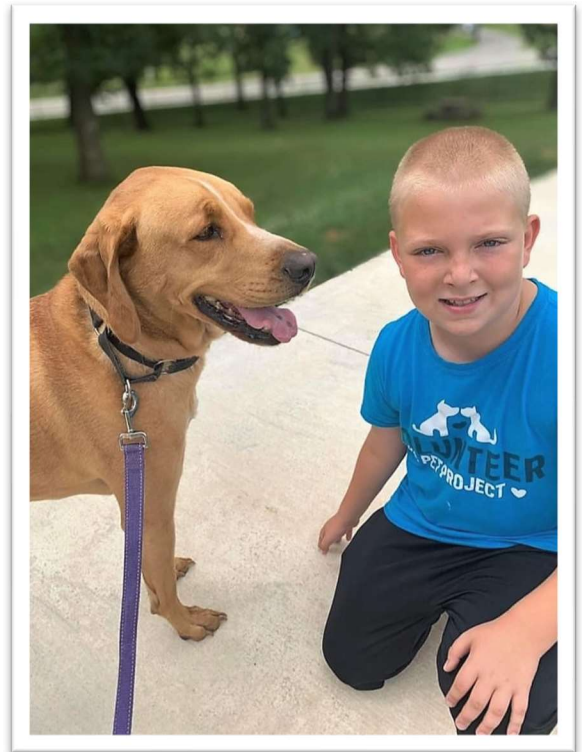
Our innovative crisis boarding program, **Home Away from Home** (HAFH) has become one of the most robust shelter-based safety net foster programs in the nation. Amanda Gatten reports the following success in June:

- ❖ Thirty-one (31) families with 47 pets applied for crisis boarding assistance in June
- ❖ Six (6) families were reunited in June with their pets (3 dogs, 5 cats).
- ❖ Current number of owned animals enrolled in the Home Away from Home program is 14; 9 dogs and 3 cats
- ❖ Nine (9) families are currently enrolled in the Home Away from Home program; two pets are still awaiting placement.
- ❖ Current total of families reunited with their pets after receiving emergency boarding for their pets through our Home Away from Home program so far in 2021: **36**

### Pet Resource Assistance Program

Total resources distributed to KCMO residents in June:

- ✓ 458.5 lbs. of cat food
- ✓ 3,578 lbs. of dog food
- ✓ 9 collars and 7 leashes
- ✓ 2 kennels/crates, 2 dog houses/community cat shelters, and 33 miscellaneous pet care items



## Community Programs & Partnerships

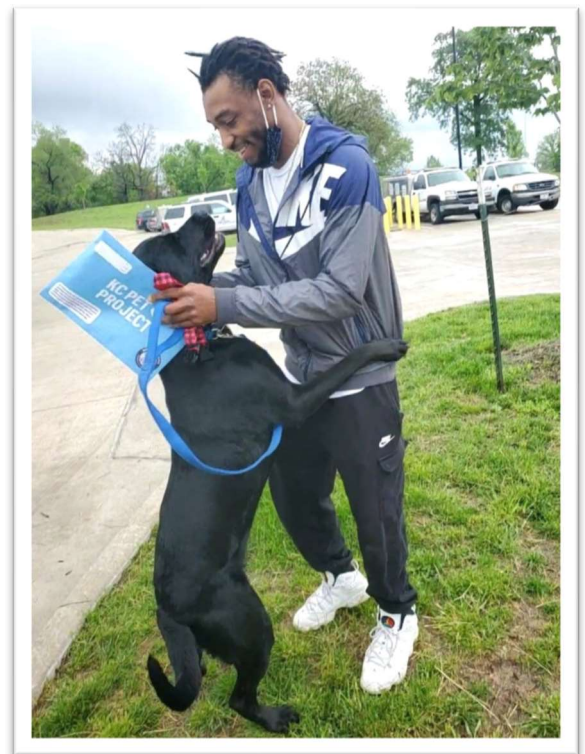
- ❖ Our Pet Care Assistance Program went through a full program assessment and evaluation in June. We revamped the qualification criteria to better support the animals at the greatest risk of long-term impoundment at our shelter. Under the new qualification criteria, applicants must be Kansas City, Missouri, residents – proof of residency may be required, OR applicants must have previously adopted the animal in need of assistance from KC Pet Project, OR the applicant’s pet(s) must currently be in the care of KC Pet Project. We put in place new approval guidelines to help ensure the sustainability and availability of the program and developed a 15-page guideline that walks through the program processes from start to finish, including application review, determination of assistance, and case management assignments.
- ❖ We joined Don Bosco for our first pop-up food pantry in partnership with their monthly mobile food pantry. We distributed over 1,500 pounds of pet food to community residents and will be joining Don Bosco monthly to help get more resources to pet owners in Kansas City.

### Keeping ‘Em Together – the story of AJ and Azir

Azir came to us after his owner, AJ, reached out in need of our help. Like many other pet owners, AJ had been impacted by the COVID-19 pandemic. After losing his housing and not knowing where to turn, AJ looked to KC Pet Project for support. AJ expressed to our team how much Azir, his beloved black lab, means to him and his family. Azir has been a part of the family since he was a puppy, growing up alongside AJ’s children. But after losing their home, they were afraid they would need to surrender Azir to the shelter.

After learning about how much Azir meant to his family, we connected AJ with our *Home Away from Home* crisis boarding program. Azir was welcomed into the home of one of KC Pet Project's safety net fosters and lived there for several months while AJ worked hard on finding new housing.

Housing insecurity is incredibly overwhelming, and we understand how challenging it can be to find affordable pet-friendly housing in our own community. Knowing that Azir was safe, and that he would eventually return home, AJ was able to focus on overcoming the obstacles he was currently facing and work on finding a new place to call home. AJ was successful in securing housing, and the long-awaited day came in June for Azir to return home. The pictures from their reunification say it all--both AJ and Azir were so excited to be back together.



### Pet Support Center – Pet Support Desk, Pet Helpline, and Return-To-Home (Lost & Found)

**Customer Satisfaction Survey overall rating: 4.819/5.0 stars** (10 surveys submitted in June, 103 submitted since launch in September 2020)



*“[Laura] was great and thank you for taking care of Tank!”*

*“Gave info on resources. Very friendly and efficient staff. Thank you for needed support!”*

*“Wonderful, friendly staff. Great experience!”*

*“Super facility and staff! Thank you!!”*



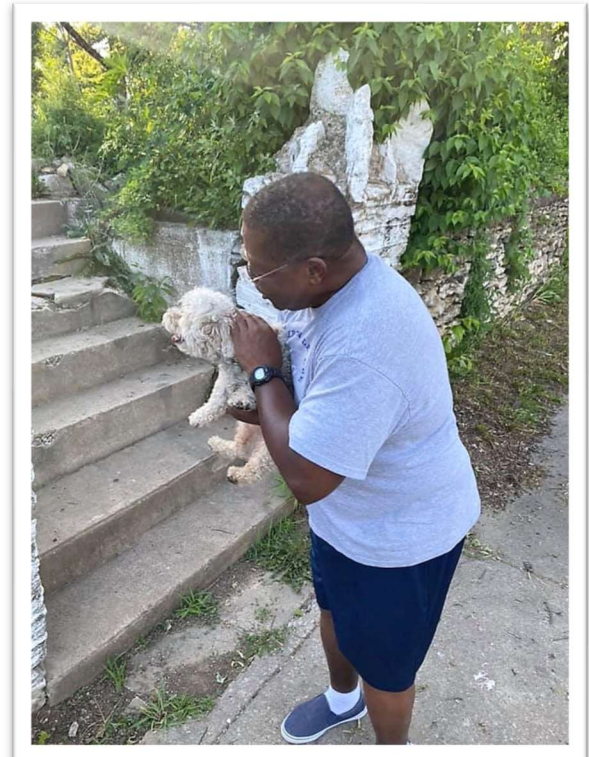
## Pet Support Call Center Metrics

June 2021	Answered	Unanswered	Total Calls	Abandoned Rate %
IN > Helpline - Main Queue	3878	1180	5058	23%
IN > Helpline - Spanish	15	66	81	81%
IN > Helpline - Lost and Found	860	578	1438	40%
<b>Helpline INBOUND Performance</b>	<b>4753</b>	<b>1824</b>	<b>6577</b>	<b>28%</b>
OUT < Helpline - Main	1505	211	1716	12%
OUT < Helpline – Lost and Found	264	57	321	18%
<b>Helpline OUTBOUND Performance</b>	<b>1769</b>	<b>268</b>	<b>2037</b>	<b>13%</b>
<b>Total Performance for June 2021</b>	<b>6522</b>	<b>2092</b>	<b>8614</b>	<b>24%</b>

- ❖ Our incredible Pet Support Center team answered **4,753** live phone calls, completed 2,037 outbound calls, and resolved 714 voicemails. Approximately 39% of the abandoned live calls from the Pet Support Center were resolved through call-backs. In June, the Pet Support Center saw a 6.46% increase in overall call volume.
- ❖ Our Pet Support Center team assisted 494 KCMO residents with in-person services including pet relinquishment, microchipping, stray animal impounds, lost and found/return to home, pet licensing, records requests, taking in sick or injured pets, pets being reclaimed, and providing pet resources such as basic pet care supplies as well as supportive programs through Keep ‘Em Together, KC. Our Pet Support Center team has taken in 2,088 owner surrendered pets so far in 2021, a 66.03% increase from last year.
- ❖ Laura Kraemer, KCPP’s Return-to-Home Coordinator, reported 282 Lost Pet Reports filed by residents in June and 59 Found Pet Reports filed. She conducted 75 microchip investigations for stray animal microchip numbers. A total of 115 (17%) of the 687 stray/lost animals brought to the shelter in June were reclaimed by their owners. So far in 2021, we’ve had a 43% increase in the number of animals we’ve been able to return home.

## Pet Support Center (PSC) Updates

- ❖ **3-1-1 Call Center Issues:** Amanda, Alyssa, Teresa, and Chad, met with KCMO Call Center management to try to resolve the more than 250 misdirected calls each week to our Pet Helpline and Animal Services Dispatch teams from the 3-1-1 call tree from residents trying to reach other city services. Solutions to this issue are still being discussed.
- ❖ **NEW updated owner surrender pre-screening forms:** Alyssa worked with Pixel Lunch, LLC to create more secure online forms for KCMO residents requesting owner surrender services through KC Pet Project. The new forms allow for the owner to provide in-depth information about the animal(s), request re-homing support to avoid the animals entering the shelter, and allows for residents to discreetly disclose if they are not safe at home so our Pet Support Team can help refer them to local domestic violence agencies.
- ❖ **NEW Return-to-Home Specialist Position:** With the increasing numbers of stray animals entering our shelter, we have created a new Return-to-Home Specialist position. The Return-to-Home Specialist will work to help more pets find their way back home and to solicit the support of volunteers and community members to help locate the owners of displaced and lost animals.



- ❖ **NEW Animal Reclaim Form:** Amanda Gatten, Director of Community Programs, worked with Chief April Moore and Barnett Law Office to create new Animal Reclaim Forms that help us better capture the information needed from persons reclaiming animals, and removed the punitive language that previously stated the owner would receive a citation from Animal Services for their animal being at-large, etc. While a small change, it is another step forward in building trust within our community.
- ❖ **NEW Return-to-Home Standard Operating Procedure:** Amanda worked with Barnett Law Office on creating a Standard Operating Procedure to outline due diligence in determining a person’s ownership of an animal in the care of KC Pet Project. This new SOP outlines what is considered proof of ownership, how to obtain it and how to document it, as well as examples of court cases relating to animal ownership. This new document will empower the Pet Support Center team to make objective determinations of ownership and help ensure animals are being released to the appropriate persons.
- ❖ **NEW Owner Surrender Request Processes:** We love to streamline processes in the Pet Support Center! As we continue to see more requests to relinquish pets, we have found a way to expedite reviewing and triaging those requests by automating the pre-screening forms completed by pet owners directly to our Trello boards for review and processing. This new process not only saves time and allows for a quicker response to the pet owner.
- ❖ **NEW Potential Owner Tracking System:** In June, we added a new process in Trello to better track animals who enter our facility with identifying information (such as a microchip, or ID tag). Our new tracking system involves creating a case card on Trello and allows us to better manage attempts made to identify and/or reach a potential owner and increases consistent communication across the department.
- ❖ **NEW PSC Interns:** We welcomed two interns from Hire KC to the Pet Support Team! Gaudet & Aaliyaa (photo right) will be with us until August 6<sup>th</sup>. Throughout their internship, they will learn about KC Pet Project, our processes, and procedures, and the Pet Support Center’s impact in the community. They will be trained on answering calls on our Pet Helpline and assisting with administrative tasks needed in the department.



## Adoption Centers and Customer Engagement

Lauren Guminger, Lead Customer Engagement Specialist, reported these results for customer engagement in June:

### Google Customer Satisfaction Ratings

KC Campus for Animal Care: **4.3/5.0 stars** (1,253 Google reviews)

Zona Rosa Adoption Center: **4.4/5.0 stars** (459 Google reviews)

Petco Adoption Center: **4.4/5.0 stars** (153 Google reviews)



*“Amazing, good hearted people that just want the best for our little furry friends.”*

*“KC pet project is great. They are exceptionally helpful and want to help as many animals as they can. I had an injured stray that needed more help than I could give him, they took him in without question and they work to help adopt strays as well if possible.”*

Regarding the Zona Rosa Adoption Center:

*“Ladies running the place were nice and helpful. The cages are clean, and the animals well kept. Everyone looking for a best friend should consider adopting!”*

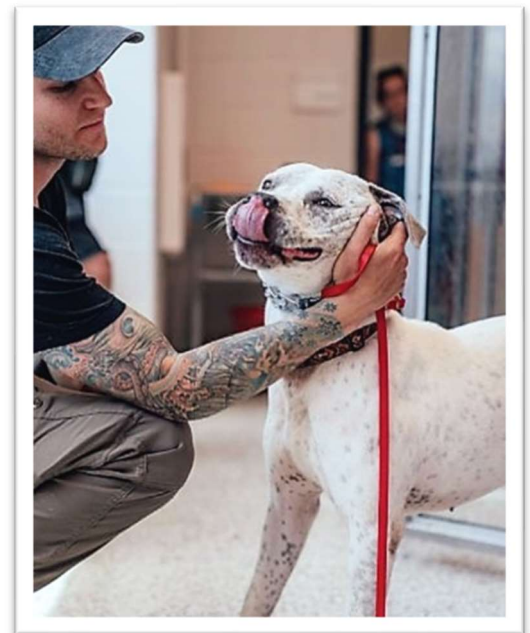
## Customer Engagement Performance

- ❖ Number of emails received and responded to in June (adoptions@kcpetproject.org): 802
- ❖ We received 43 media/interview requests from around the world for Simon’s story – including Australia, Turkey, Chile, Germany, and Japan.
- ❖ We received 53 unique inquiries regarding pets that were posted on our various social media platforms – with offers to adopt our pets from folks in Canada, the UK, and Norway.
- ❖ We received 51 requests for information regarding surrendering a pet, and 27 requests for information regarding volunteering.
- ❖ Our Cat Adoption Follow-Up team of volunteers had a very successful 46% response rate from recent adopters in June letting them know how their new cats/kittens were doing in their new homes.
- ❖ **Google Business Posts:** Lauren made our first post on our Google Business page since we opened KCCAC. She promoted two upcoming events: our July 2<sup>nd</sup> Community Clinic - which received more than 807 views, and our annual Red, White, and Woof Adoption Special - receiving more than 651 views. These are views from people Googling “KC Pet Project” that may not have otherwise known about these events if they did not click through to our social media pages or website.
- ❖ **Email Template Directory:** Lauren is working on building out a “click-to-script” email template directory to ensure consistent and accurate communications when responding to inquiries from the public.

## **Canine Behavior & Enrichment Department**

- ❖ Number of dogs behaviorally assessed in June: 74
- ❖ Pre-adoption behavior consultations conducted: 54
- ❖ Average daily number of dogs in playgroups: 100 dogs
- ❖ New dog playgroup introductions performed: 179
- ❖ Number of behavior modification training sessions: 18
- ❖ Number of dogs introduced to adopters by Behavior Team: 16
- ❖ Behavior follow-up with adopters: 54 post-adoption emails sent

In June, the Behavior & Training Team was excited to work with national known dog trainer Tom Davis. He spent a weekend at the shelter working with some of our more difficult to handle dogs. He also did a presentation for our canine fosters and volunteers about how to handle common foster dog behavior problems. Tom’s YouTube videos of our shelter dogs have had thousands of views and he is hoping his favorite shelter dog, Splat (right) gets adopted soon!

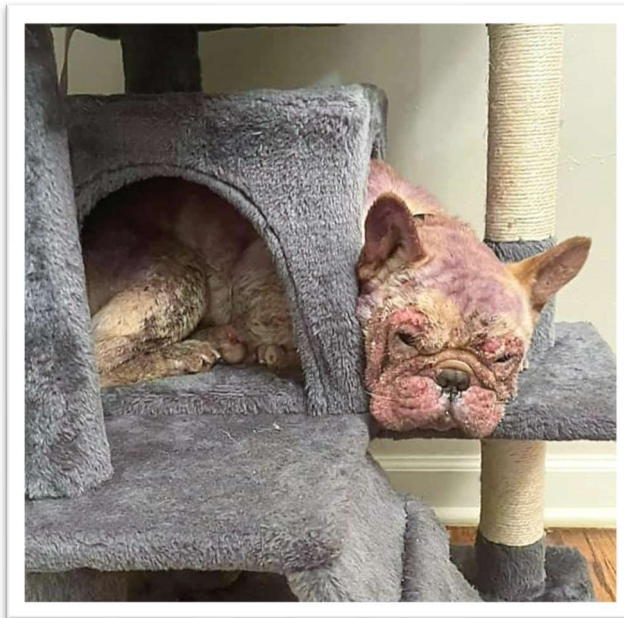


## **Canine Foster Care Program**

- ❖ We sent 102 dogs and puppies to foster homes in June, and at the end of the month, 34% of the dogs in our care were in foster homes. We had 23 dogs adopted directly from foster homes last month. Thirty-one (31) puppies under 8 weeks old went into foster homes in June.
- ❖ We onboarded 18 new dog foster families in June and volunteers took 27 dogs on a Dog’s Day Out.

- ❖ On May 2<sup>nd</sup>, a KC Pet Project volunteer witnessed two dogs being abandoned at the Swope Dog Park. An Animal Services officer responded to her call and transported the two dogs to safety at the shelter. Both were very fearful, but Philodendron (Phil), needed extra help. He was terrified in the shelter, and the longer he was in the shelter the more stressed he became. A foster home was secured for Phil on June 15<sup>th</sup> and Phil's foster mom was committed to making him feel safe and comfortable – no matter how long that took. But after just two weeks in foster, Phil was adopted! His new owner is committed to taking things slow and giving Phil a permanent home to thrive in.

- ❖ Thirteen (13) dogs recovering from illnesses or injuries were sent to foster homes in June. So many of dogs like Cheeto the French Bulldog (right) just need time to heal in a calm, supportive environment and that is exactly what our medical fosters provide. Cheeto was surrendered by his owner in June due to his extensive medical conditions. He had crusty, itchy Demodex mange over his entire body, severe secondary bacterial skin infections, and ulcers on his corneas. But little Cheeto is already thriving in his foster home and should make a full recovery.



### Canine Transfer & Placement | Transport | Small Animals & Farm Animals

- ❖ Morganne Strubble, Manager of Canine Intake to Placement, reported a record-setting **73 dogs**, 14 cats and 1 pig were transferred out to other organizations in June (plus 19 wildlife transferred to Lakeside Nature Center).

- ❖ A new partnership with the city shelter in Cabot, Arkansas was established, and we transferred 17 medium and large breed dogs to them in June. Our plans for this historic transport nearly came to an end when there were no transit vans available in KC to rent that would hold 17 large dog kennels. But our friends at the Humane Society of Greater Kansas City came to the rescue and quickly offered us their van for the trip to Arkansas. It takes all of us working together to save lives!



- ❖ Seven dogs with behavioral needs and six dogs with significant medical needs went to rescue groups and Wayside Waifs took 9 medium and large breed dogs from us to help make space in our very full shelter.

- ❖ Organizations we worked with in June: American Eskimo Rescue of St. Louis, Cabot Animal Support Services, Columbia Second Chance, Friends of the Friendless, Great Plains SPCA, Healing Hearts Rescue Inc., Lawrence Humane Society, Melissa's Menagerie, Mid America Boston Terrier Rescue, Missouri Pit Bull Rescue, MOGS Missouri German Shepherds, New Beginnings Dog Rescue, Paws-N-Claws Iowa, Second Chance Pet Rehab and Sanctuary, Unleashed, Wayside Waifs

- ❖ Our small animal program processed 13 adoptions – 3 chickens, 2 ducks, 3 rabbits, and 4 guinea pigs and 1 bird.

## Canine Operations

In the month of June, our Canine Care team cared for an average of 185 dogs onsite each day in the Campus building. We continued our transition plan for merging Canine Adoptions and Canine Care into one department. We hired one of two new Canine Specialist Lead positions who will start in the middle of July. We held weekly walk-up Open Interview opportunities at the Campus and have hired 75% of the needed staff for the Canine Care and Adoptions Team. Manager Allyn Meireis welcomed 6 new Canine Specialists into the department in June and is finalizing the updated Canine Care & Adoptions Training Manual for all staff.

**KCCAC Adoption Program Survey overall rating: 4.87/5.0 stars** (1 survey submitted in June, 48 responses to date)



*“KC Pet Project is amazing! We came in Saturday, not quite sure what we wanted to do but told you about our current dog. You all matched us up with some dogs & Piper (now Pepper) was the first one we met. When we returned Sunday with our dog for a Meet & Greet you eased our fears as to whether she was a good match. Thank you! We are in love with Piper (now Pepper)!”*

## Feline Foster Care Program

- ❖ Manager Lisa Kells reported an incredible **848** cats and kittens were sent to foster homes in the month of June (89 adults, 759 kittens)!
- ❖ We ended the month with 68% of all the felines in our care in foster homes. Ninety (90) adult cats and kittens were adopted directly from foster homes, and we onboarded 29 new feline foster families.
- ❖ Lisa Kells scheduled and facilitated 112 vaccinations that were given to underage kittens brought in by their foster homes in June.
- ❖ We currently have 9 owned cats being cared for in our Home Away from Home crisis fostering program.



## Petco Cat Habitats | Whiskers Cat Café | Feline Transfer Program

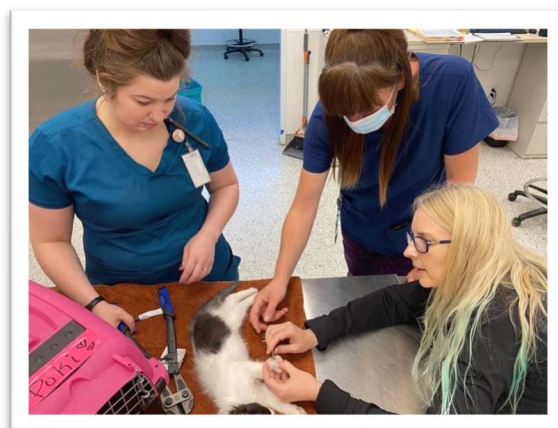
- ❖ We processed 61 adoptions in June from Whiskers Cat Café.
- ❖ We transferred in **110 cats** at risk of euthanasia from other overcrowded facilities including our partners at Joplin Humane Society, Grain Valley Animal Hospital, and Best Friends of NW Arkansas.
- ❖ We launched a weekly volunteer newsletter for cat habitat volunteers.
- ❖ We trained 18 new cat habitat volunteers - thanks to our new Volunteer Recruitment Team - and processed **273** cat adoptions through our Petco stores. Volunteers covered 446 shifts caring for cats available for adoption in 11 Petco stores and volunteered 778:21 hours of time.
- ❖ The top five Petco stores with the highest number of adoptions in June were Grandview (34), Barry Road (33), Liberty (32), 95<sup>th</sup> Street (30), and Olathe (27).

## Surgeries & Medical Procedures Performed in June

Spay/Neuter Surgeries		AC Injured/Emergencies		Parvo Virus		Heartworm Exams	
CC RTF - Cat Neuter	23	Cats brought by AC	12	Canines treated in Parvo Ward	11	HW Consults	31
CC RTF - Cat Spay	29	Dogs brought by AC	33	Canines treated in Foster	0	HW Injections (animals treated)	38
RTO - Cat Neuter	4	<b>Total</b>	<b>45</b>	Canines treated Outpatient	1	<b>Total Heartworm Dogs Seen:</b>	<b>69</b>
RTO - Cat Spay	1	Abcess/Wounds	1	Total canines treated	12		
RTO - Dog Neuter	15	Animal Fight/Wounds	4	Deceased	1	<b>Wellness Exams</b>	
RTO - Dog Spay	16	Atopy/Dermatitis	4	Save rate for parvo	92%	Cats	637
Shelter - Cat Neuter	224	Underweight/Emaciated	6	<b>Intake Types</b>		Dogs	363
Shelter - Cat Spay	215	Catastrophic/Multiple Injuries	4	Owner Surrender/Outpatient	7	Ferret	0
Shelter - Dog Neuter	126	HBC/HBTrain	4	Animal Services/Seized	2	Guinea Pig	7
Shelter - Dog Spay	123	Illness (Severe URI, Lethargy)	2	Public Stray	1	Rabbit	3
Rabbit Neuter	1	Injured Limbs/Hind End	6	Transfer	2	Rat	0
Rabbit Spay		Immediate Euth	1			<b>Total Wellness Exams</b>	<b>1010</b>
<b>Total Spays/Neuters</b>	<b>777</b>	Embedded Collar/Chain	1	<b>Panleukopenia</b>			
		Impalement Injury	1	Felines treated in Parvo Ward		<b>Vet Clinic Scheduled Appointments</b>	
		Severe Seizures	1	Felines treated in Foster	2	Drop-off	18
<b>Specialty Surgeries</b>		Matted	2	Felines treated Outpatient	1	Foster Pets	50
Amputation - Limb	3	Eye Issues/Injury	4	Total felines treated	3	HW Injections	74
Amputation - Tail	1	Parvo	2	Deceased	0	KCPPP 300	4
Cystotomy	1	Neurologic Symptoms	2	Save rate for panleuk	100%	ORE	12
Dental	11					Other	7
Entropion	3					Post Adoption	12
Enucleation	5	<b>Public Injured/Emergencies</b>		<b>Other Emergent Exams</b>		Rechecks	26
Exploratory	1	Cats brought by Public	13	Cat	35	Sick Pet	1
FHO	1	Dogs brought by Public	16	Dog	17	HAFH	4
Hernia Repair - Umbilical	3	<b>Total</b>	<b>29</b>	Rabbit	1	<b>Total</b>	<b>208</b>
Mass/Polyp Removal	7	Abcess/Wounds	2	<b>Total</b>	<b>18</b>		
Specialty - Jaw Fracture	1	Ataxia	1				
Surgical Wound Repair	6	Atopy/Alopecia	1	<b>Blue Pearl Patients</b>			
Third Eyelid Repair	1	Eye Issues/Injury	1	Cats	2		
<b>Total Specialties</b>	<b>44</b>	Heatstroke	1	Dogs	1		
		Illness (Severe URI, Lethargy)	2	<b>Total</b>	<b>3</b>		
		Immediate Euth	3				
<b>Sedated exams</b>		Matted	2	<b>Cruelty/Necropsy</b>			
Surgical	13	Non-weight Baring/Injured Limbs	2	Cats	0		
Non-Surgical	38	Orphaned Neonate	2	Dogs	8		
<b>Total</b>	<b>51</b>	Parvo	9	<b>Total</b>	<b>8</b>		
		Severe Ectoparasites	3				

### News from the Vet Clinic:

- ❖ In June, our veterinary clinic performed an incredible **821** surgeries, **1,356** veterinary examinations, provided care for 77 severely injured animals that arrived, treated 12 critically ill puppies in our parvovirus ward, and conducted 8 cruelty exams for animal cruelty cases.
- ❖ Our clinic provided \$2,379.73 of subsidized veterinary services to 6 owned pets that arrived seriously injured or ill, including a dog attack, mange, a fractured jaw, an abscess, gastrointestinal issues, and Lilly toxin poisoning.
- ❖ Dr. Heather Kennedy and technicians removed a large, embedded fishhook from a kitten's paw (right). It took heavy wire cutters and to remove the large treble hook, but they were successful and the kitten is recovering.
- ❖ Dr. Jennifer Stone joined our team as a third full time veterinarian on our staff.



- ❖ On June 10<sup>th</sup>, Dr. Bonnie Dechant set a record of completing 40 spay/neuter surgeries before 4pm. We typically complete an average of 25-45 surgeries per day total utilizing one or more doctors.

- ❖ Dr. Marjorie Clark removed a very large bladder stone from a senior Doberman named Eddie (photo right). He arrived as a stray in June unable to walk or eat and was in distress. Doctors performed emergency surgery on Eddie and were shocked to see a solid stone this large; typically, bladder stones are smaller stones and are found as groups of stones.

Following his surgery, Eddie began feeling better and a wonderful rescue organization took him in to continue his care. Just look at that happy face!



## Development & Fundraising

Stephanie Sullens, Chief Development Officer, reported the following activity for June:

### Grants

- ❖ Parker-Hannifin Foundation awarded KCPP \$1,000 to support lifesaving cat transfers from Wichita, KS.
- ❖ We submitted a capital improvement grant application to the Petfinder Foundation for \$20,000 requesting support to repair our Canine Resource Center building (SHU) roof on Stadium Drive.
- ❖ We submitted a grant application to the Orphan Kitten Club for \$5,000 to purchase ten kitten incubators for our neonatal kitten youth volunteers.
- ❖ Sydney submitted our Capital Federal Campaign application. This is the first time KCPP has been eligible to apply thanks to our Keep 'Em Together, KC program focusing on helping people.

### Notable Donations/Partnerships/Friends of KCPP

- ❖ We received \$52,000 from an estate of an individual that passed in January 2021. We also received official notification from UMB we will be receiving as much as \$830,000 later this year from an individual who recently passed away.
- ❖ Teresa, Tori, and Stephanie met with Van Subaru management and were presented a check for \$14,372 from their 2020 Subaru Share the Love campaign.
- ❖ KC Royal's pitcher Josh Staumont and his wife Angelina, along with Royals Charities, are sponsoring the July 2<sup>nd</sup> Get 'Em Home Drive-thru Community Vaccination/ID/Microchip Clinic with a \$10,000 donation.
- ❖ Stephanie was contacted by a donor who is creating a planned gift of \$120,000 with KCPP as the beneficiary.



- ❖ Ziwi Pet donated 7 pallets of dry food to our shelter to use for internal feeding, fosters, or community needs.
- ❖ The first KCPP March direct mail appeal has a gross total of \$14,286 which is a 60% return on investment. The Spring Newsletter dropped mid-May and gifts are still coming in however it already has a gross total of \$10,500 which is a 3.75% return on investment.
- ❖ We held a Snuggle Service with puppies at Kiewit Engineering and raised \$1,500 from the event, as well as monetary and in-kind donations.
- ❖ Commerce Bank will launch their *Drive-Up Pups* fundraising campaign July 1 - September 30 at all Commerce Bank locations. KCPP is one of six charities selected by Commerce Bank benefitting from donations raised.
- ❖ Friends of KCPP hosted events at Chicken n' Pickle, including their 2nd annual Pickleball Tournament, a Bingo Night, and a Give Back Night - raising more than \$3,000 for KCPP.

## Miscellaneous

- ❖ ThunderWorks, the company who makes Thundershirt products, stopped by KC Pet Project for a visit in their Thunderbus, and they were kind enough to donate many products to us to help the dogs at our shelter. All their products are designed to help dogs with anxiety and fear, and we know of many shelter dogs that will appreciate having these great products. This was part of a national tour where they are traveling the country visiting shelters and we were happy to host their visit to KCPP.
- ❖ Management from the Central Missouri Humane Society and the Shelter Medicine program at University of Missouri- Columbia visited KCPP in June for a tour and consultation on their plans for building a new facility in Columbia. They spent several hours at our Campus meeting with Teresa, Tori, and Chad learning about our Campus facility and we are excited to see their new shelter design come to life.



Submitted by,

*T. Johnson*

Teresa Johnson, President/CEO & Chief Lifesaving Officer