

2022 ANNUAL REPORT



Animal
Services
Center
OF THE MESILLA VALLEY



The Mission of the Animal Service Center of the Mesilla Valley is to provide safe shelter for all lost, mistreated, and abandoned animals of the Mesilla Valley and surrounding communities. The Center utilizes all avenues available to it in placing each animal into a safe, loving, and permanent home whenever possible. We strive to meet the highest standards of humane animal care and husbandry, and to promote responsible pet ownership through public education and outreach.

Background

The municipal animal shelter facility located at 3551 Bataan Memorial West, in Las Cruces, NM is the only open-admission animal shelter operating in Doña Ana County. The facility was built in 1985 and operated by a third-party contractor, the Doña Ana County Humane Society (DACHS). The City of Las Cruces (City) and Doña Ana County (County) have been the primary financial supporters of this facility.

On January 29, 2008, the City and County entered into a Memorandum of Agreement (MoA) to temporarily operate the animal shelter after DACHS notified the City and County that it would no longer operate the animal shelter. The City and County determined it was imperative to enter into a Joint Powers Agreement (JPA) to create an independent public agency to provide animal sheltering and related services. The City and County executed the MoA on August 4, 2008 to create the public agency known as the Animal Service Center of the Mesilla Valley (ASCMV).

The board charged with governing this agency consists of local officials from both the City and County.

This will be the 14th comprehensive annual report released by the ASCMV, highlighting the progress being made by the agency towards achieving the goals of community education and pet ownership responsibilities during the past year.

Letter From the Executive Director



My message this year is: Nothing will change until something changes. There are so many good people in our community who care about animals; yet this goodness alone is not enough to effect the drastic change required for something to change. Change must come because people are tired of 10,000 animals entering the ASCMV each year; tired of animals allowed to be bred and sold by non-professional backyard breeders; tired of not having resources for pet sterilization for people who simply cannot afford a veterinarian.

The ASCMV has dedicated staff members and volunteers doing the right thing for the animals in our care. In our city and region, we work with outstanding animal welfare organizations, each of which has a talented network of committed volunteers. There are many individuals, some pulling animals, others TNR-ing cats, who spend their own time and money to prevent litters and find a better place for an animal than a shelter.

Many people in our county are unable to afford even basic veterinary services for their companion animals, but resources – human and financial – are sorely limited. Year after year, the ASCMV sends thousands of animals to local and out-of-state rescue transfer partners. We are so grateful to them. But it is only a patch – it is simply not a solution.

In 2022, our live release rate was 74.6%. In other words, one in four animals brought to the ASCMV did not leave alive. The distemper outbreak was one significant reason. Sick animals need to be quarantined, and although our medical director and kennel staff did an outstanding (and difficult) job, we could not save them all.

On a brighter note, we are now being told the kennels for the new Center will be shipped May 5th (you may recall it was originally December, then March), and even with all the delays, the new Center is something to celebrate.

Also, starting in June, the ASCMV leadership and board will be collaborating with Best Friends Animal Society to create a strategic plan. This, too, has been a long time coming, and we are grateful for their assistance in recommending a way forward for the ASCMV – and this community – to reduce the number of unwanted animals.

We need change, because otherwise, as we see year after year after year – nothing changes.

For the animals,
Clint Thacker
Executive Director, Animal Services center of the Mesilla Valley

Statistical Report

This report focuses on the following categories:

1. Intake Statistics

- **Methods of Intake**
- **Monthly Intake**
- **Species Intake**

2. Outcome Statistics – Adoptions, Euthanasias, Reclaims by Owners, Rescue Transfers, etc.

- **Overall Outcomes**
- **Adoptions**
- **Rescue Transfers**
- **Live Release Rate**
- **Euthanasias**

3. Public Services and Community Outreach

- **Pet Sterilization Surgeries**
- **Public Attendance**
- **Community Outreach & Public Services**

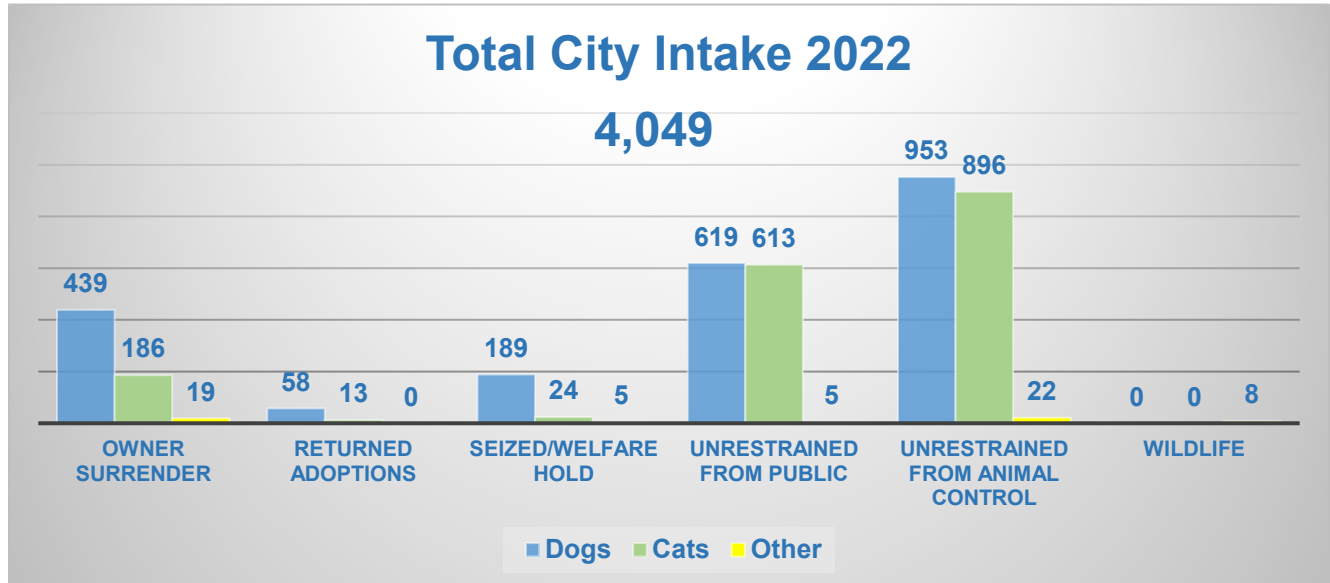
4. Volunteer Program

5. Financial Overview

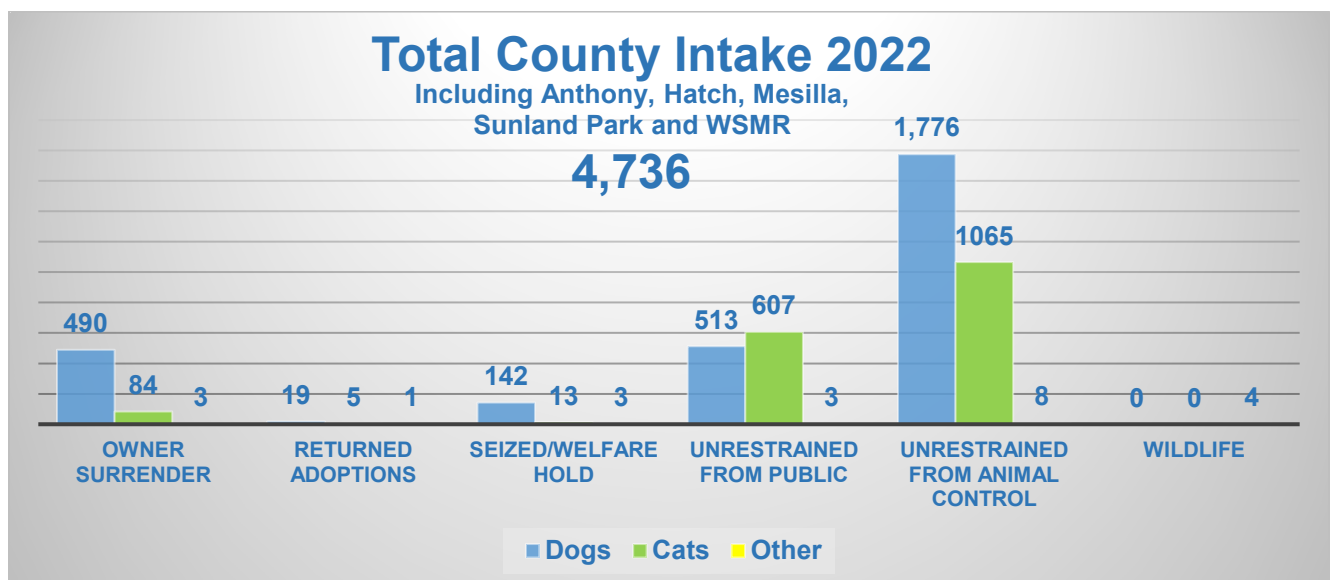
1. Intake Statistics

• Methods of Intake

The **Animal Services Center of the Mesilla Valley (ASCMV)** is the only **open-admission** shelter in Doña Ana County. Animals can enter the center through several different means: **Unrestrained** animals brought in by **Animal Control** or by the **public**; animals **surrendered** by their owners (including **returned adoptions**); animals **seized** or placed on a **welfare hold** by Animal Control; and animals that are **born** while **in shelter care**.

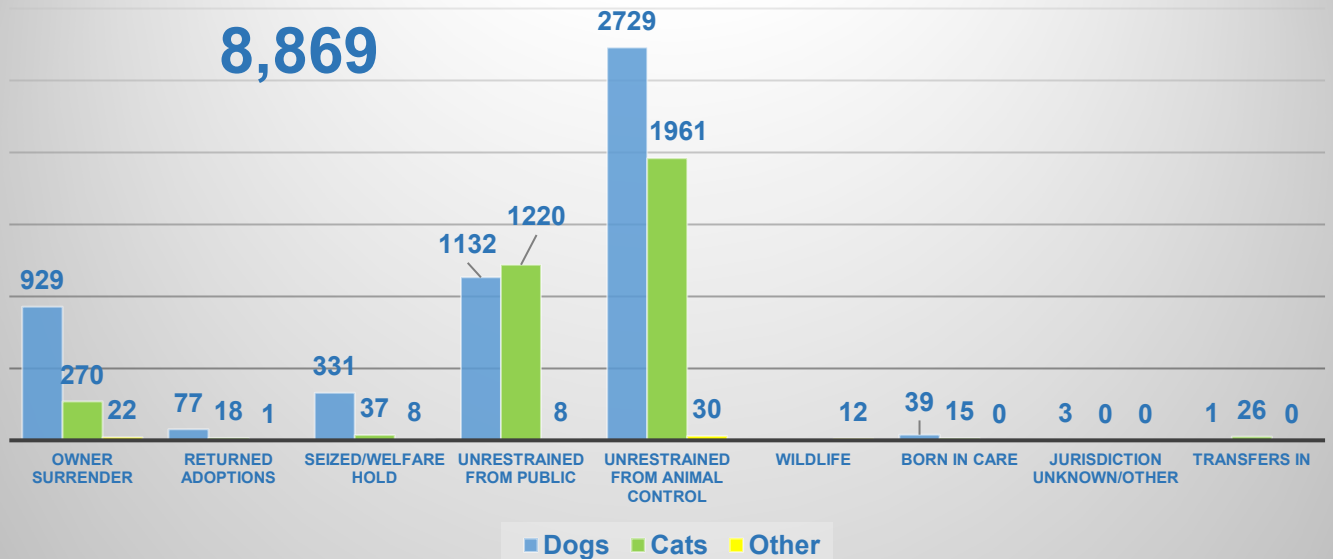


The number of animals brought in from the City of Las Cruces compared to those coming in from the county differ slightly, with almost **8%** more coming in from the county. The number of animals coming in from the City dropped just slightly from **4,071** in **2021**, while the number from the County increased by almost a thousand, from **3,810** in **2021**.



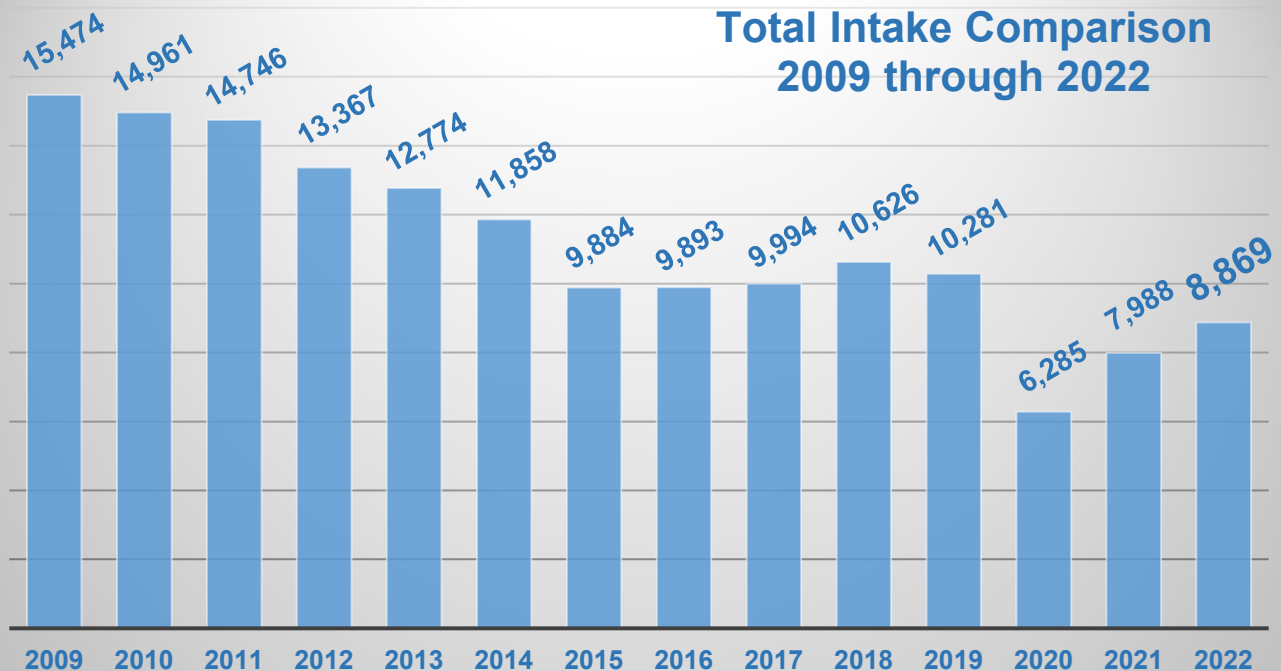
Total Combined Intake 2022

8,869



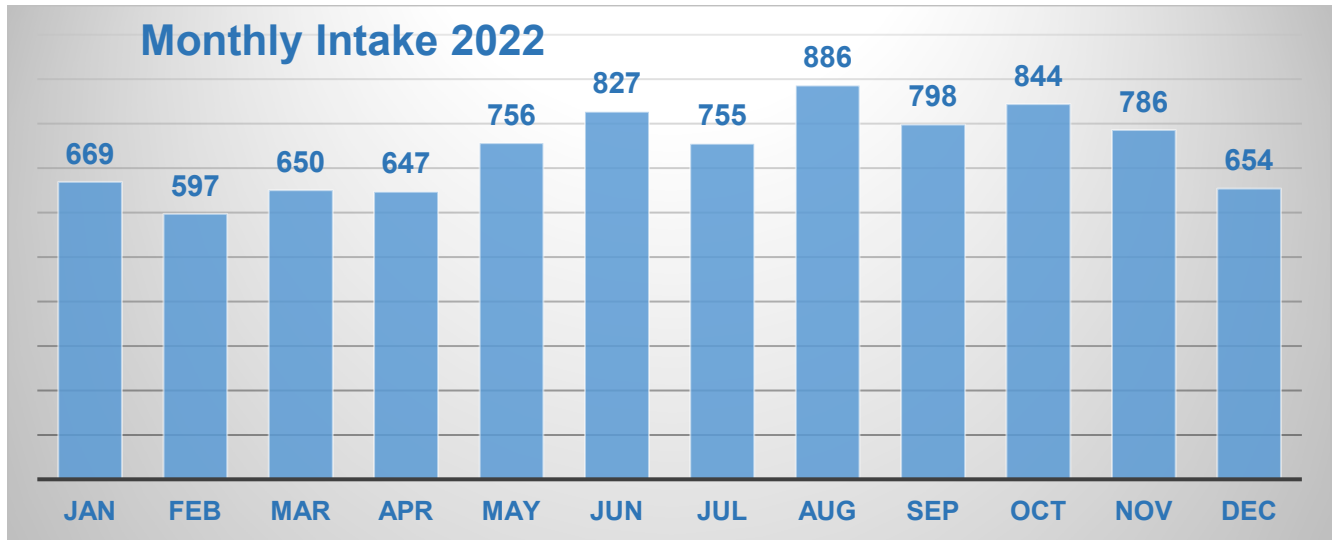
In **2022**, a total of **8,869** animals entered the center. This was an **increase** of **881** animals from **2021**. With protocols reverting to what they were before COVID-19, there seems to be an upward trend again in intakes.

Total Intake Comparison 2009 through 2022



• Monthly Intake

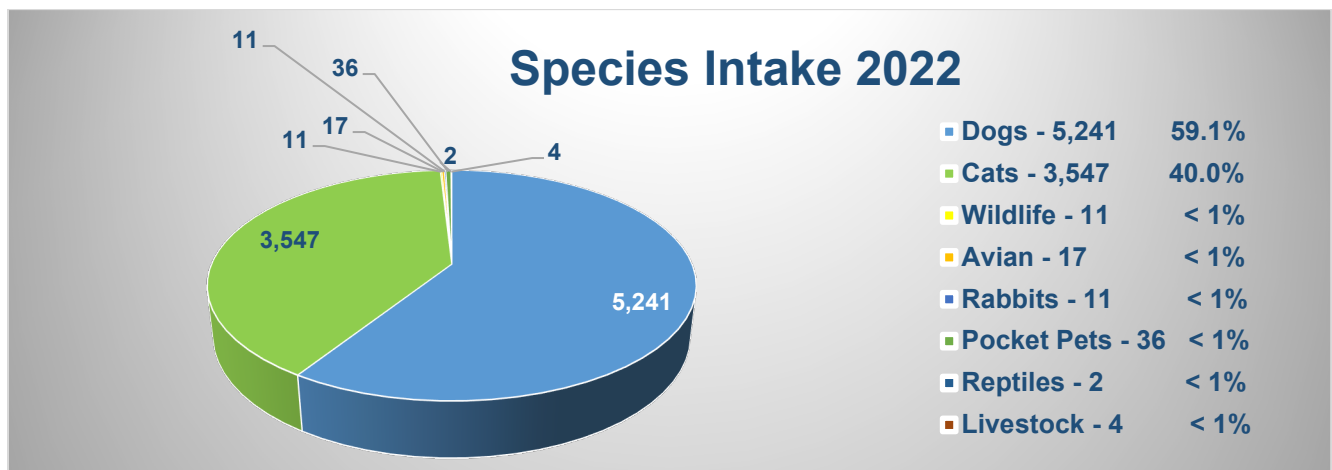
One thing that remains a constant over the years is a seasonal pattern in the monthly intake numbers, with intake numbers increasing during the summer and fall seasons.



The ASCMV averages an **intake** of **24** animals **each day**. Something new that the ASCMV started to keep track of in **September 2022** is the number of **Diverted** intakes. These are animals that were brought to the center by the public, but by **educating** the public and by **offering resources**, staff members were able to assist the public in finding **other options**, rather than leaving the animals at the center. In the last **4 months** of 2022, **985** animals were kept out of the center through diversion efforts.

• Species Intake

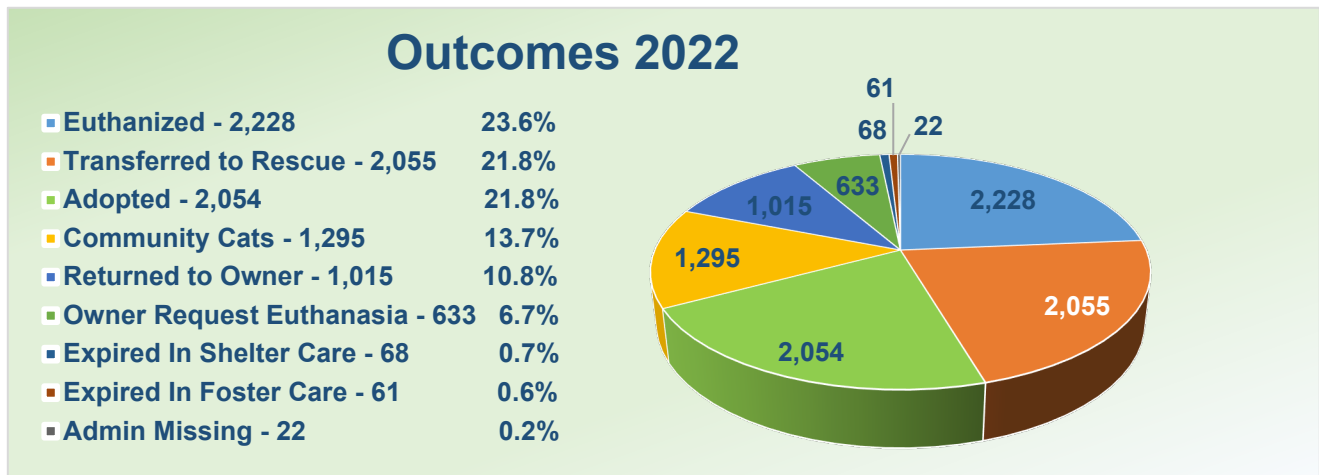
The number of **dogs** coming into the center in **2022** increased by approximately **650** from 2021, while the number of **cats** that entered the center in **2022** increased by approximately **200** from 2021. The **total** number of **all other species** combined that entered the center accounted for **less than 1%** of all intakes.



2. Outcome Statistics – Adoptions, Euthanasias, Reclaims by Owners, Rescue Transfers, etc.

Just as each animal that enters the center has an intake category in which it fits, there are also basic potential **disposition** categories for each animal leaving the center. Generally, these are: **Reclaimed by Owner**; **Adopted**; **Transferred** to a reputable rescue organization; **Wildlife Released** back to the environment; **Community Cats** (per the recent change in the City TNR [Trap, Neuter, Return] ordinance); and the last and least preferable, death (which would include **Expiring in Shelter or Foster care** and **Euthanasia**).

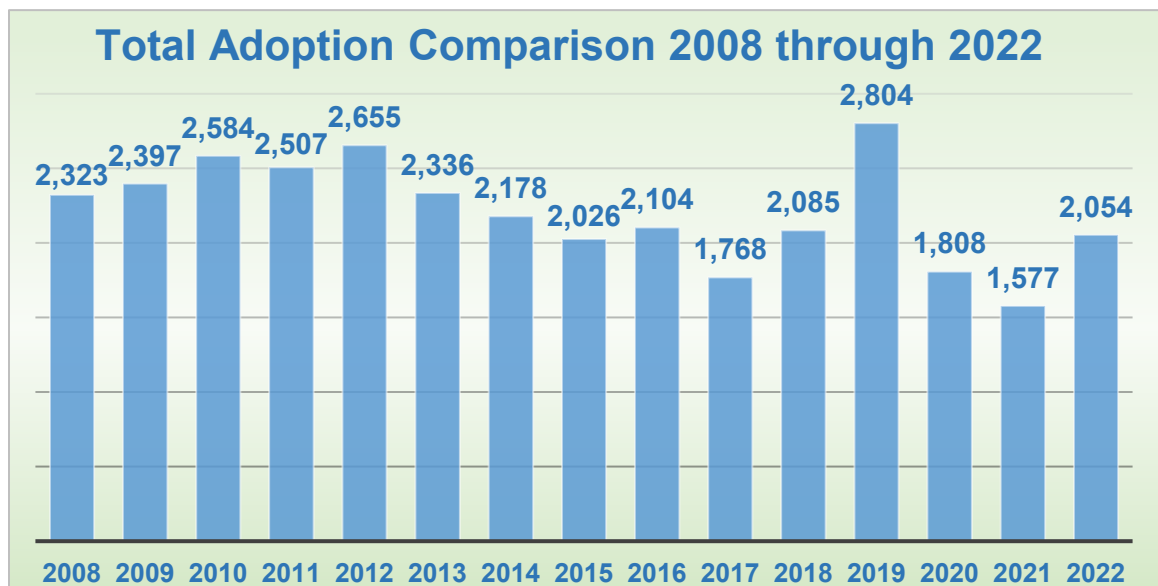
• Overall Outcomes

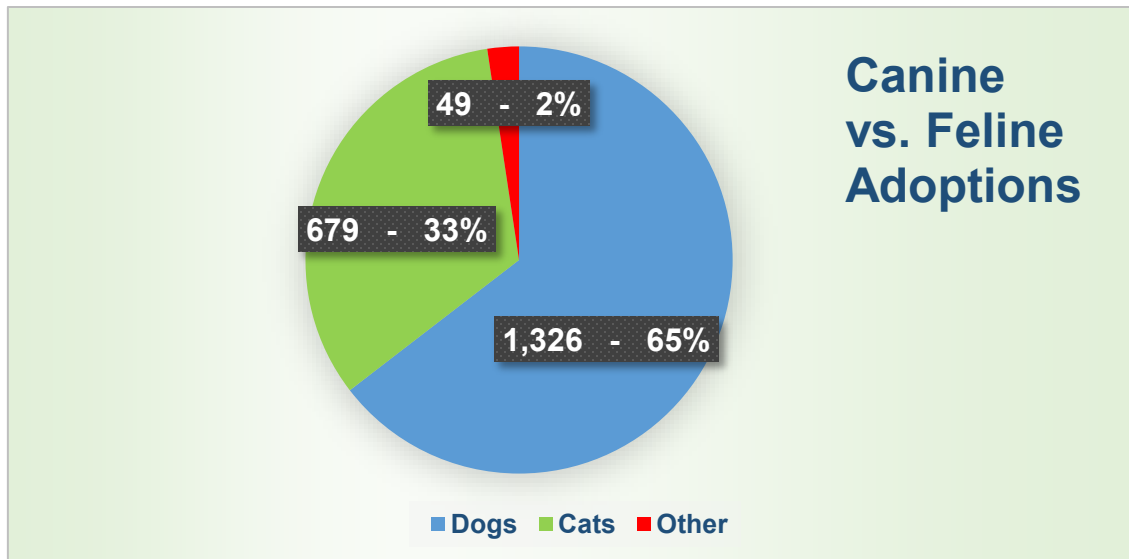


A total of **9,431** animals left the center in **2022**, although sadly, the highest number was through euthanasia.

• Adoptions

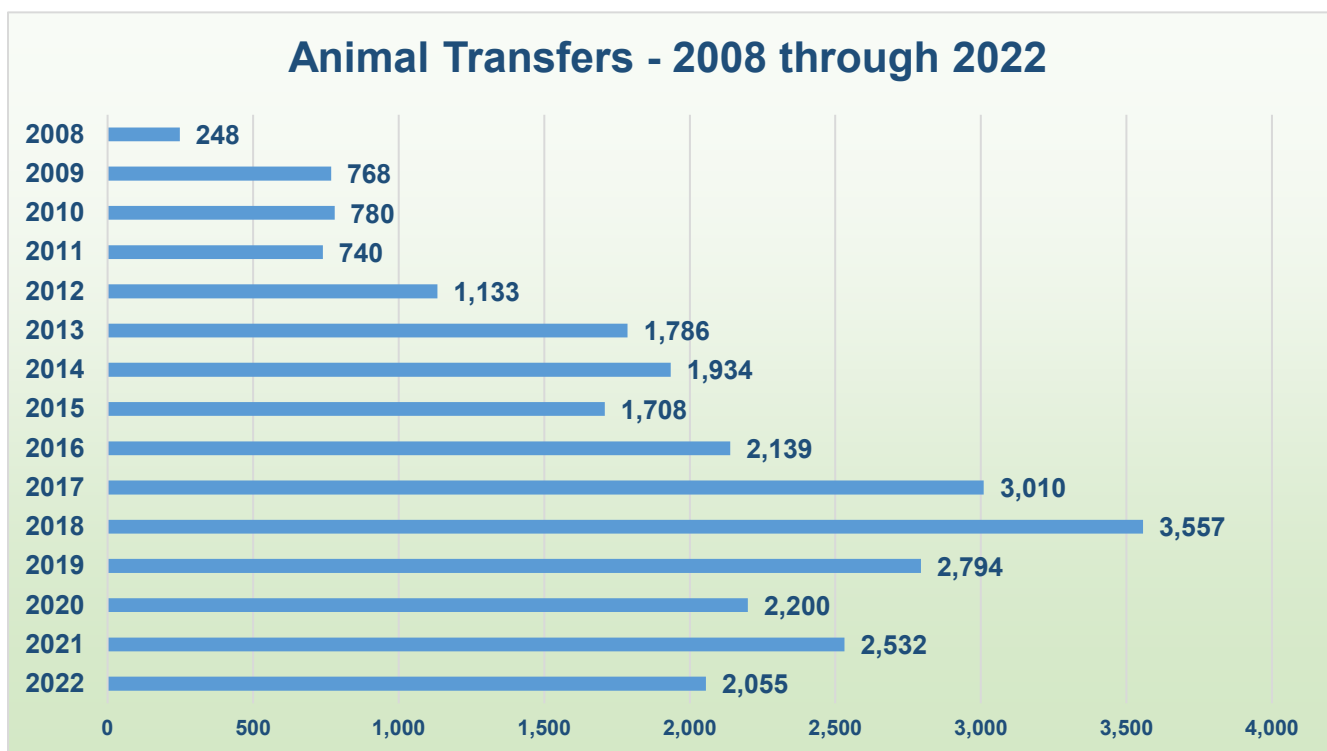
With a renewed outlook on adoptions, and returning to a greater number of **off site adoption events**, the total number of adoptions **increased** by almost **500** from 2021.





As in years past, the ASCMV had nearly **twice** as many dog adoptions as cat adoptions in **2022**.

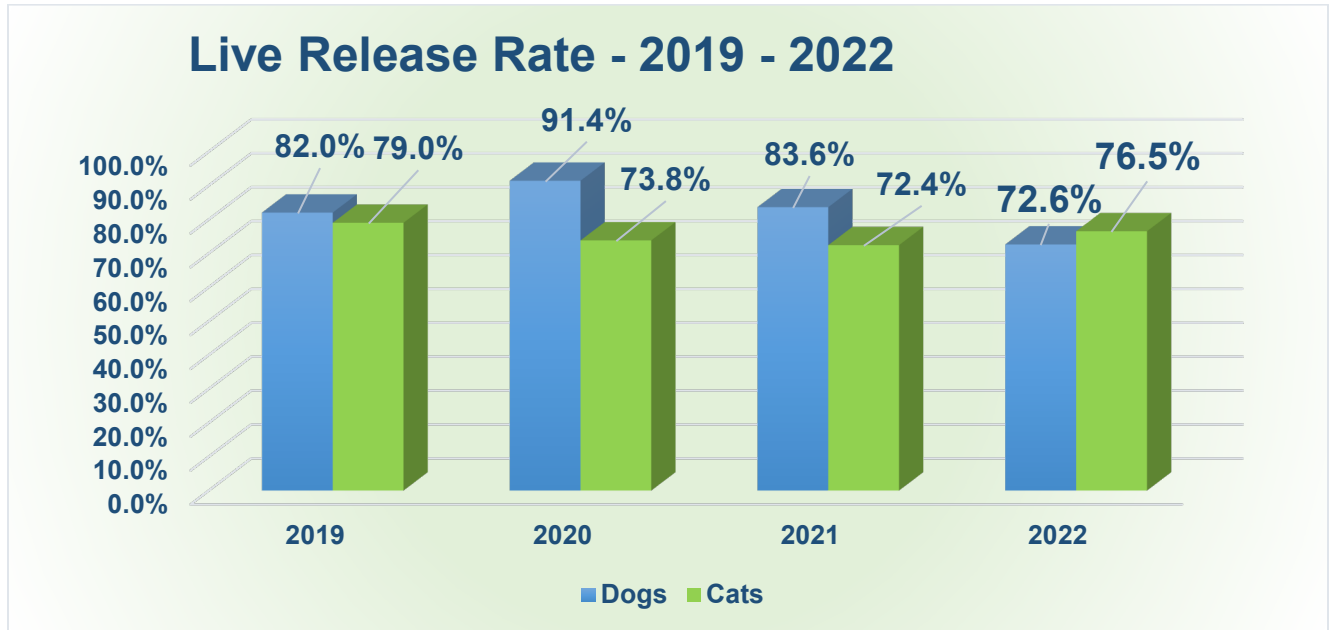
• Rescue Transfers



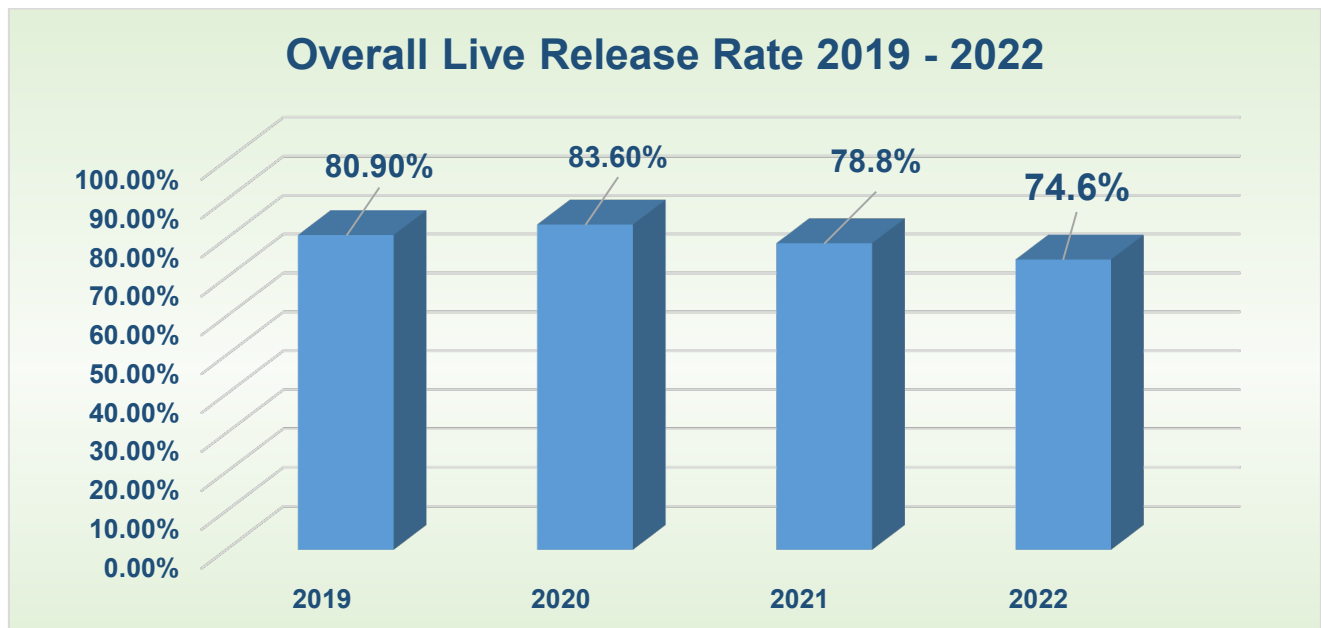
The ASCMV established several new working relationships with new **transfer partners** throughout the country. Unfortunately the number of **animals transferred** out to these other organizations **decreased** by nearly **500** from the previous year. Many of these organizations were unable to receive animals due to a high number of **Distemper** cases seen throughout the country.

- **Live Release Rate**

In February 2014, the ASCMV began reporting the **Live Release Rate (LRR)** along with the euthanasia numbers in order to give the community a more comprehensive understanding on how the lives of animals coming in and out of the center are affected. The Live Release Rate is the percentage of animals that leave the ASCMV **alive**.

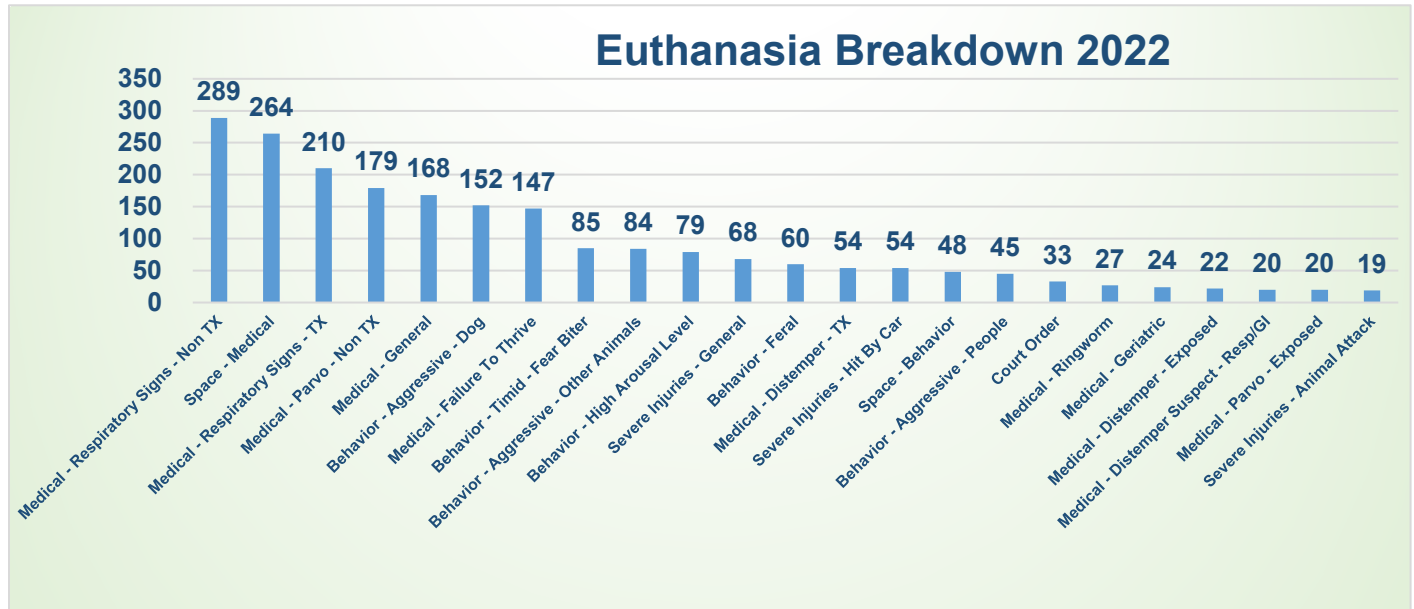


There was an **increase** in the Live Release Rate for **cats**, partly due to the new city **TNR (Community Cat) ordinance**. However, with a steady increase in intakes once again, unfortunately the **overall** Live Release Rate **decreased** just over **4%** from **2021**.



• **Euthanasias**

The particular **reason** for each decision to **euthanize** an animal at the ASCMV is always determined and documented. Depending on the severity of an animal's illness, injury, or temperament issue, the ASCMV will isolate and treat such animals, as long as there is space and staff available for such care and treatment. This is part of what is known as the **Capacity for Care**.



Animals euthanized because of an apparent **feral** temperament, which was previously the **top** reason for euthanasia, dropped from **336** in **2021** to only **60** in **2022**, which was mostly due to the acceptance of the new city **TNR ordinance**. **Medical - Respiratory Signs - Non-Treated** was the number one reason for euthanasia in 2022. **75%** of those were **cats**.

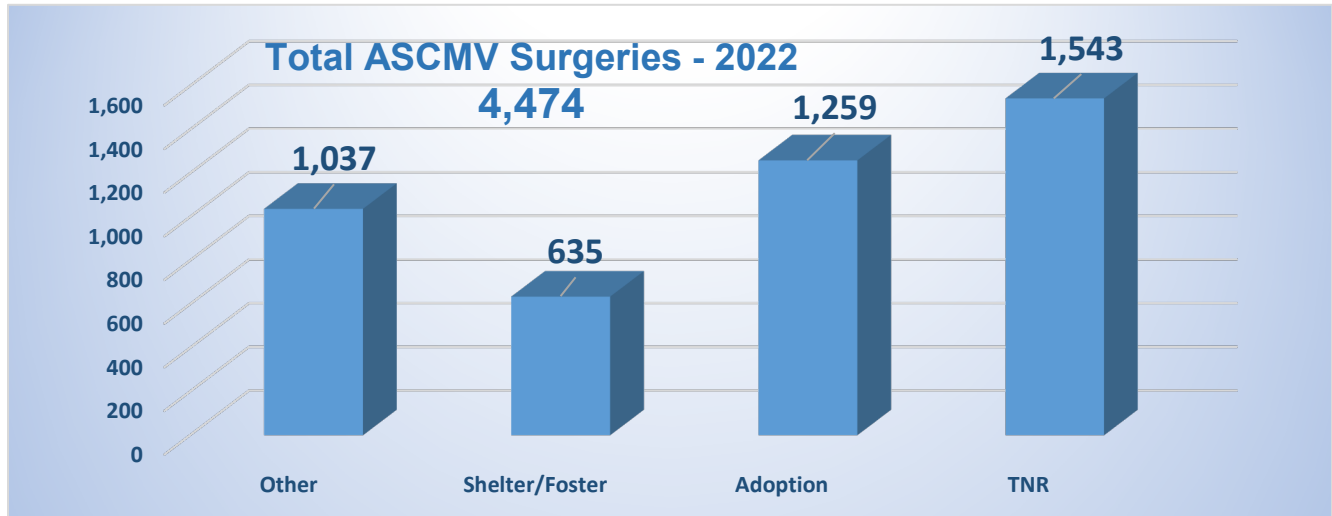


When the **number** of animals **entering** the center **increases**, the **Live Release Rate** tends to **decrease**, and the number of **euthanasia's** tends to **increase**.

3. Public Services and Community Outreach

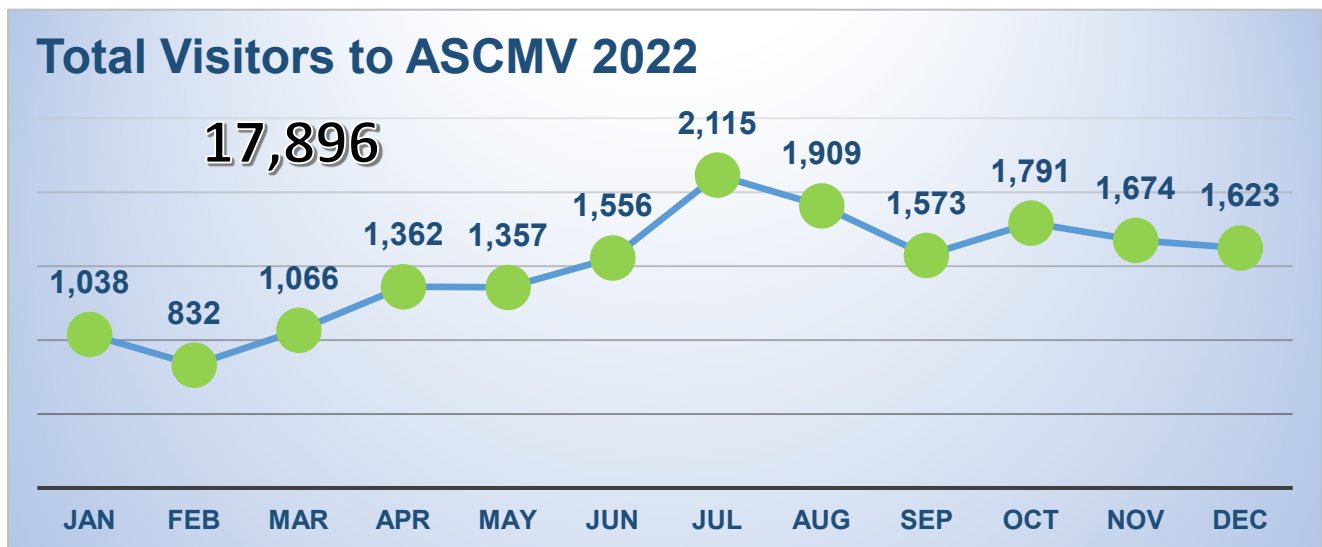
• Affordable Pet Sterilization Surgeries

More than **4,400** surgeries were performed by the ASCMV's medical team in **2022**, which was over **400 more** than in 2021. Most of these surgeries were for **Adopted** animals and **Community Cats**. Efforts continue to **recruit** a full time **Veterinarian** in order to assist with the ongoing efforts of our **medical staff**, including being able to complete **more surgeries** through the center.



The ASCMV also continued to offer **vaccinations** and **affordable pet identification microchips** to the public for animals that were reclaimed and underwent sterilization at the ASCMV, and for those that attended one of our offsite **vaccination clinics**. With the **changes** in the city and county ordinances, **pet licensing** is no longer required by Dona Ana County residents.

• Public Attendance



The number of **visitors** entering the shelter increased once again, more than **doubling** in number from **8,652** in **2021**. And although the **percentage** of adoptions was **greater** from those making **appointments** to visit the shelter, the ASCMV re-opened its doors to allow visitors on a **walk-in** basis.

• Community Outreach-Social Media

ASCMV on Facebook:

The ASCMV **Facebook** page is an integral part of the center, and continuously posts information about the center such as **Pet-of-the-Week**, **Regular Offsite Adoption Events**, **Special Adoption Events**, **Clinic Events**, **Rescue Transfers**, **Special Needs Animals**, and articles related to **Pet Ownership Responsibilities**. A regular post called **Daily Stats** gives our community a better understanding of what happens at the center daily. And the many **stories** and **pictures** shared relay the importance of **connecting the community** with the center.

Volunteers continue to post information on the ASCMV Facebook page about **lost and found** pets to help reunite animals with their owners. **Lost, Found & Impounded Pets of Las Cruces**, run by center volunteers and staff, posts all the center intake photos on behalf of the ASCMV to assist with **reuniting lost animals** that enter the center with their families. They also post lost and found reports that the ASCMV receives from concerned citizens in our community.

Two Facebook groups continued to be utilized. **ASCMV Volunteers** is an open group formed for posting volunteer opportunities, events, statistics and other information at the center. It is a fast means of communication to get vital information out to our volunteers. **ASCMV Fosters** is utilized in a similar manner to get information regarding animals in need of fostering out to its members. **ASCMV Rescue Partners** is a closed group, used to post stories about injured animals in need of immediate rescue.

The **Dog Cruces** Facebook page continues to share information regarding lost and found pets in collaboration with the ASCMV and several organizations throughout our community.

The graph below shows the number of Facebook **page views** each month in **2022**. In **2021**, there was an average of **2,600 page views** each month. In **2022**, that number increased to **over 4,700** each month, seeing a spike in the months of November and December.



ASCMV Website:

The ASCMV website, [ASCMV.org](https://www.ascmv.org), continues to go through changes and upgrades to make it easier for the community to utilize.

All animals **impounded** at the ASCMV are **photographed** upon intake, and these pictures are posted on the **website** for those who are looking for a missing pet.

There is a section available on the website for anyone to **report a found or lost** pet, and resources to help with **what to do** when an animal is lost or found. **Resources** are available regarding specific issues, including **cat-related issues**, caring for **abandoned** kittens or puppies, and what to do if someone is considering **surrendering** an animal.

Educational information can be found on the website regarding several topics such as **Microchipping, Vaccinating** and **Rehoming or Surrendering a Pet**. There is also contact information for several local **Rescue organizations** who support the ASCMV.

All animals that are **available** for **adoption** at the ASCMV are posted on the website. This allows anyone from the community to find an animal they would potentially like to adopt. They can then contact the center for an appointment or **stop by to visit** with the animal and hopefully complete an adoption.

Information on opportunities to assist the center can be found on the website, such as **volunteering, fostering**, and **donation needs**. There are also links to make **monetary donations**, and to our **Amazon wish list** for items that are always needed at the center.

Monthly and **annual reports** for the ASCMV are also on the website, along with available **services** and related **fees**.



Conversations at the Center

Conversations at the Center is a **public forum** that allows community members to speak openly with the ASCMV executive director, staff, and local animal advocates regarding animal issues at the ASCMV and in our community. These **monthly** meetings are recorded and posted on the ASCMV website.

Instagram & Tik Tok



These social media outlets have also become a key tool in helping promote animals here at the ASCMV and have become very popular within our animal loving community. We use it a bit differently than Facebook, as not all stats are posted. However, **animals, events and heartwarming stories** about our animals are promoted regularly by our Volunteer, Foster and Rescue Coordinators. The community sees more of the animals at our off-site adoption events through Instagram, which helps generate more **adoptions**. Much of the hard work that **volunteers** put into helping all the animals at the ASCMV is shared through this outlet.

The ASCMV also has a **Snapchat** account, another **social media** outlet used to promote the animals and activities at the ASCMV.



YouTube

Although limited content is posted, volunteers take short clips of adoptable dogs during different events such as the PAWS group walks, while fostering, or out on a daily walk. These **videos** then get updated to the animal profiles and can be seen by others such as rescue groups and potential adopters.



Pet-of-the-Week:

In order to promote **pet adoptions**, the ASCMV continues to send out **Pet-of-the-Week** information to all local media (newspapers, radio, and television), and posts a bio of the Pet-of-the-Week online at **ASCMV.org** and on the ASCMV **Facebook** page. The City and County public information officers receive the Pet-of-the-Week bios and distribute the information through their respective channels as well.



Radio:

Local radio stations **KVLC 101Gold**, **KMVR Magic 105**, and **KXPZ 99.5 FM Zia Country** continued to host regularly scheduled spots for the ASCMV to discuss the **Pet-of-the-Week** and other happenings at the ASCMV. Several **public service announcements** to promote **pet responsibility** also received airtime.



Publications:

The **Bulletin** continues to publish a weekly promotion for the **Pet of the Week**. We have also been fortunate to have the **Bulletin** and the **Las Cruces Sun-News** publish wish lists on our behalf.

The ASCMV also continued a monthly column in the **Las Cruces Sun-News** called “**Notes from the ASCMV**,” which covers a wide range of topics that are of importance to the community.

Several publications have assisted in providing coverage of ASCMV events whenever needed.



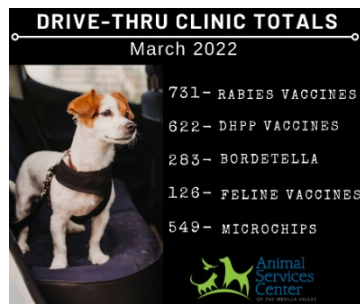
Television:

Television news crews, including the Spanish station Telemundo, responded to and covered ASCMV press releases for special events and special needs animals.

**Special Programs and Events:**

Wilson-Binkley Advertising and Marketing continues to be an invaluable asset for the ASCMV, emphasizing an educational advertising campaign with the ASCMV, reaching out to the community through **radio and social media**. Promoting **education** and **pet owner responsibility** is always the main focus. They provide the **slide shows** that play every day on our large screens in the ASCMV lobby. Along with specific advertising, they also contributed resources to **promote** our offsite and special events such as our vaccination clinics.

Once again, **two** special **drive-through vaccine clinics** were held in **2022**, offering low-cost **vaccinations** and **microchipping** for mostly dogs but also some cats. **Hundreds** of man hours were put into making these events successful! More than **3,100 vaccines** were administered, over **1,000 more** than in 2021. And over **800 microchips** were implanted, over **300 more** than in 2021.



One special promotional event was accepted with much enthusiasm. The **Las Cruces Professional Firefighters IAFF Local 2362** invited the **dogs** of the ASCMV to join them in a fundraising venture. Firefighters and dogs alike were to be featured in creating a **2023 calendar**. Photo shoots were held towards the end of May and involved many volunteers to help handle the dogs. Proceeds from the sales of these calendars will be **donated** to the ASCMV.



4. ASCMV Volunteer Program



2022

ASCMV VOLUNTEER
PROGRAM ANNUAL
REPORT



- **Summary**

The ASCMV ended 2022 with **239 volunteers** in the Volunteer Program. Volunteers continued to participate in activities including **dog walking, cat care, transporting** shelter animals, **veterinary assistance (INTERNS), off-site adoption events**, shelter animal **photography, laundry** assistance, and **office** assistance.

- **Dog Walking at the ASCMV**

92 Volunteers successfully completed **Dog Walking Training** with our volunteer licensed dog walking trainer **Claren Mulhall**, and regularly participated in walking dogs throughout the year. **2022** saw an increase in interested dog walking volunteers, and several of our veteran volunteers took the initiative to help keep volunteers returning regularly. Volunteer **Monica Arvin** created a group outing titled **PAWS** in which once a month several volunteers team up to walk **ALL** available dogs. This event lasts 2 to 3 hours and includes volunteer photographers taking new photos to update pictures used for promoting and adopting dogs at the center.

Enrichment notes have been used for quite some time now so that volunteers can give feedback on the dogs they are walking/working with. This information is helpful not only to staff but to potential adopters as these notes are shown on each animal's profile. The process to do this was quite tedious and time consuming and took several volunteer hours to complete. Using technology, volunteers now gather and enter this information using a **QR code**, and the information is then added to each animal's profile.

Dog walking courses are still offered twice a month by **Claren** and will continue to do so with the completion of the new center. With play yards being incorporated into our new center, there has been interest amongst our volunteers and leaders such as **Monica, Gennifer, Sarah** and **Doug**, who have taken online courses and webinars to receive knowledge and training to work with dogs in playgroups. Monica and Gennifer attended a conference in Austin, TX at **Austin Pets Alive!** to receive further training and instruction. They have also been recruiting more advanced and interested volunteers to be part of playgroup volunteers.

- **Cat Care At the ASCMV**

Cat Care volunteers also expanded in 2022 with **27 volunteers**. Several of these volunteers work with **Sophia**, one of our Animal Caregivers, and attend a 2-part workshop led by her. Volunteers then set a schedule and regularly help staff with cleaning, resets and laundry.



• **SPECIAL EVENTS**

Off-site adoption events continued every **Saturday** of the year for 2022. We visited several new locations and returned to others that hadn't been attended for a few years such as **Office-Max**, **Bosque Brewery**, **Better Life Foods**. We were also invited to attend festivals and community events such as **Beyond the Grave Fest**, and the **END ALZ Walk**.

Internships increased at the ASCMV in 2022. Two **ACE** (Academic Career Experience) **Program** interns worked alongside surgical staff, veterinary technicians and kennel staff. **Adigail** was featured on City Nets **Career Development News** by **Ryan Steinmetz** which highlighted her internship with the center and discussed her experience while working alongside medical staff. There were also three **NMSU Animal Science** majors interning with staff and assisting with tasks from paperwork to surgery post-op procedures.

During the summer, Doña Ana County hosted a **Summer Enrichment Internship Program** for high school students. The ASCMV hosted **11 students** who helped in daily operations, from dog walking to office work. These students assisted cleaning and organizing in the **cat condos**; assisted **surgery** staff; assisted **front office** staff with data entry and assembling adoption bags; and assisted at **off-site adoption events**.

The ASCMV also introduced a new program titled **Community Outreach Program** to help **educate** the community and **provide resources** to those in need. Volunteers and staff attended the **Southern New Mexico State Fair** and provided a resource table with helpful information. We are integrating into schools throughout the city to help educate at a **young age**. And ASCMV center tours are provided for those interested in getting an inside look at ASCMV operations.

Volunteers accumulated over **6,900 hours** in **2022**. That included several **adoption events** throughout the year, **in house hours**, ASCMV **staff assistance**, **dog walking**, **cat care** and **laundry**. We look forward to expanding the **ASCMV Volunteer Program** by using more digital technology to allow easier access for volunteers to sign in and out and the capability of self-scheduling as the number of volunteers keeps increasing. We are grateful for our amazing team of volunteers and their never-ending dedication to helping us save lives.



we love our Volunteers

Financial Overview

Since the ASCMV is operated under a joint powers agreement, most of the operating funds are from the City and the County. The City of Las Cruces is the fiscal agent for the ASCMV. Funds and separate line items are established to account for money allocated to a particular purpose, and to demonstrate compliance with legal and contractual requirements. All revenues and expenses are carefully evaluated, such as personnel, utilities, food for the animals, vaccinations, medicines, etc. The budget for the ASCMV runs on a fiscal year from July to June. The chart below shows the ASCMV budget for **FY2022**.

Animal Service Center of the Mesilla Valley General Fund Statement of Revenues, Expenditures, and Changes in Fund Balance—Budget and Actual For the Year Ended June 30, 2022

	Budgeted Amounts			Variance with Final Budget - Positive (Negative)
	Original	Final	Actual	
Revenues				
Charges for services	\$ 364,907	\$ 364,907	\$ 307,450	\$ (57,457)
Operating grants	57,417	237,519	169,096	(68,423)
Operating contributions				
Doña Ana County	1,450,000	1,450,000	1,450,000	-
City of Las Cruces	1,750,000	1,750,000	1,750,000	-
Investment income	-	-	(21,473)	(21,473)
Other revenues	39,618	39,618	69,047	29,429
Total revenues	3,661,942	3,842,044	3,724,120	(117,924)
Expenditures				
Animal services				
Personnel	2,520,820	2,366,820	2,294,138	72,682
Repairs and maintenance	33,005	55,005	57,952	(2,947)
Services	554,229	741,711	668,519	73,192
Insurance	50,508	47,008	47,687	(679)
Supplies	460,129	495,018	367,437	127,581
Other	43,251	45,751	32,584	13,167
Capital outlay	-	90,731	76,251	14,480
Total expenditures	3,661,942	3,842,044	3,544,568	297,476
Other financing sources (uses)				
Transfers	-	(705,000)	(705,000)	-
Total other financing sources (uses)	-	(705,000)	(705,000)	-
Net change in fund balance	-	-	(525,448)	(415,400)
Fund balance, beginning of year	827,122	827,122	827,122	-
Fund balance, end of year	\$ 827,122	\$ 827,122	\$ 301,674	\$ (415,400)

