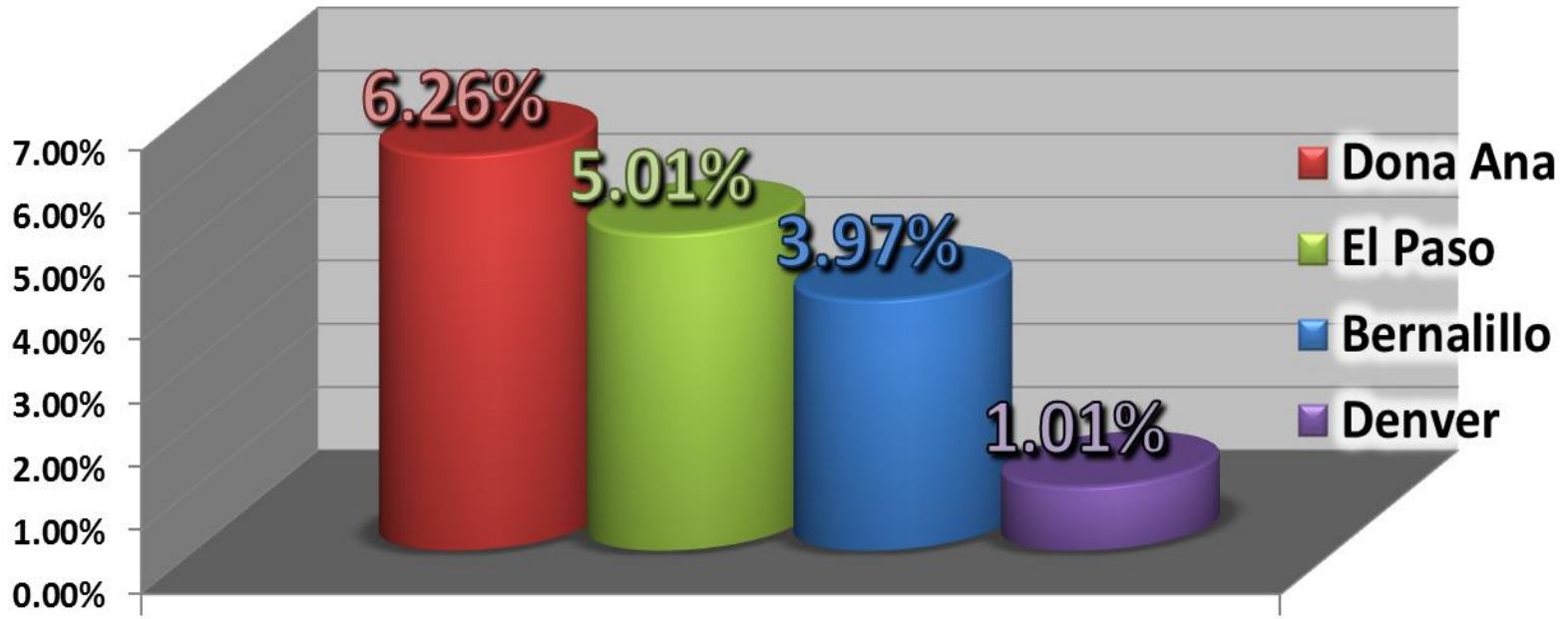


# Animal Service Center of the Mesilla Valley



**2012** Annual Report

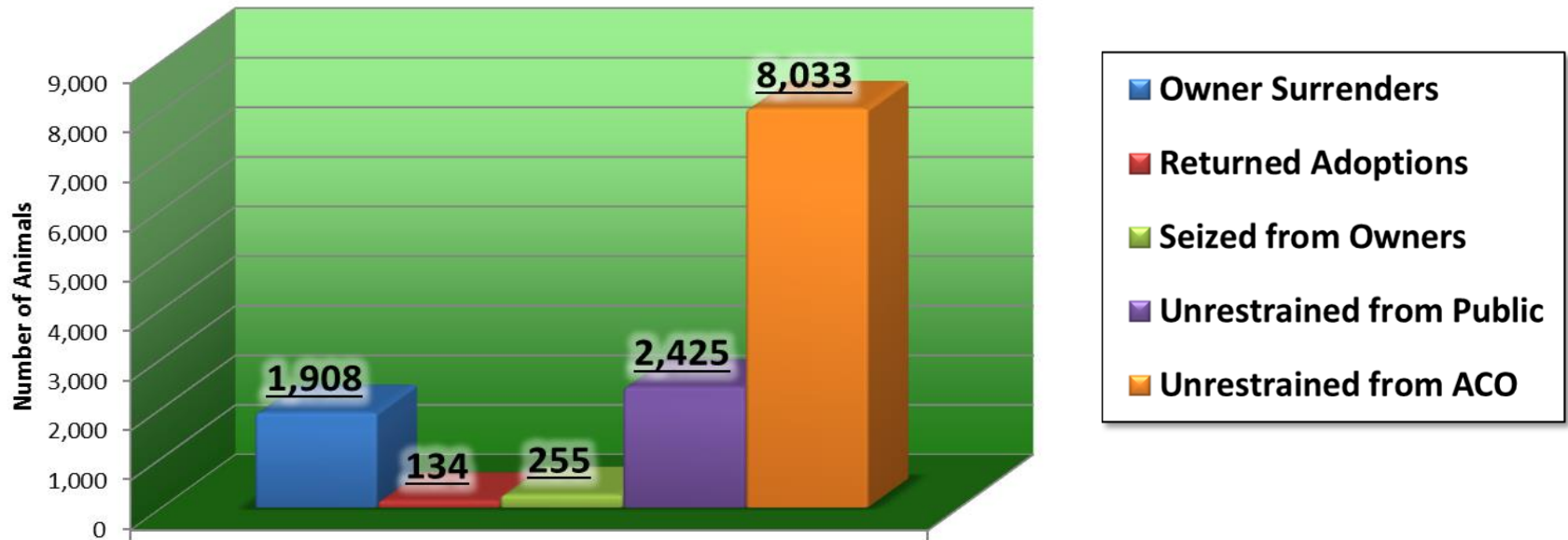
# 2012 – Intake Per Capita Rate of Our Neighbors



2012 Intake Rate Per Capita

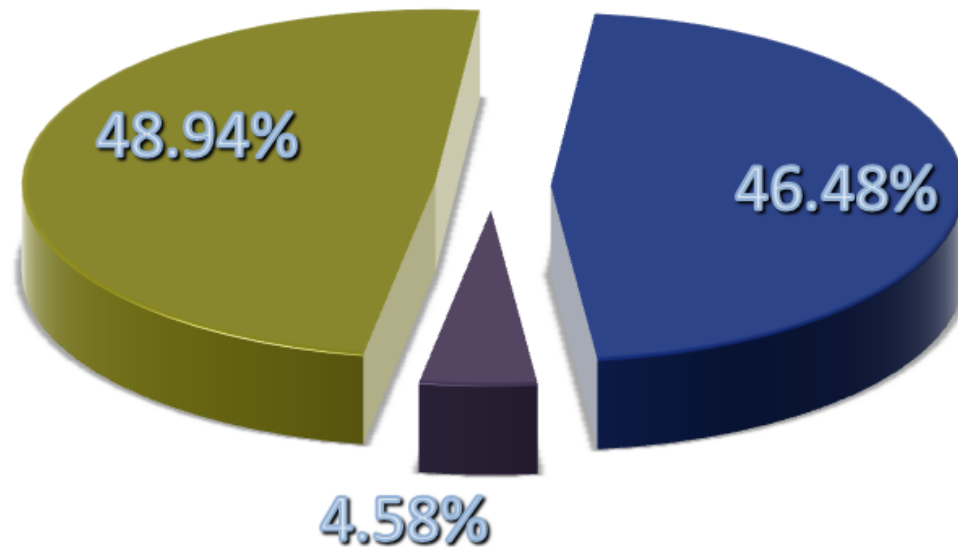
The **rate of intake** for a community of our size continues to be the most staggering challenge faced by the **ASCMV**.

# 2012 - Combined Intake from the City of Las Cruces and Doña Ana County



An additional **612 Jurisdiction Unknown** animals were received by the **ASCMV**, raising the total intake for the year to **13,367**.

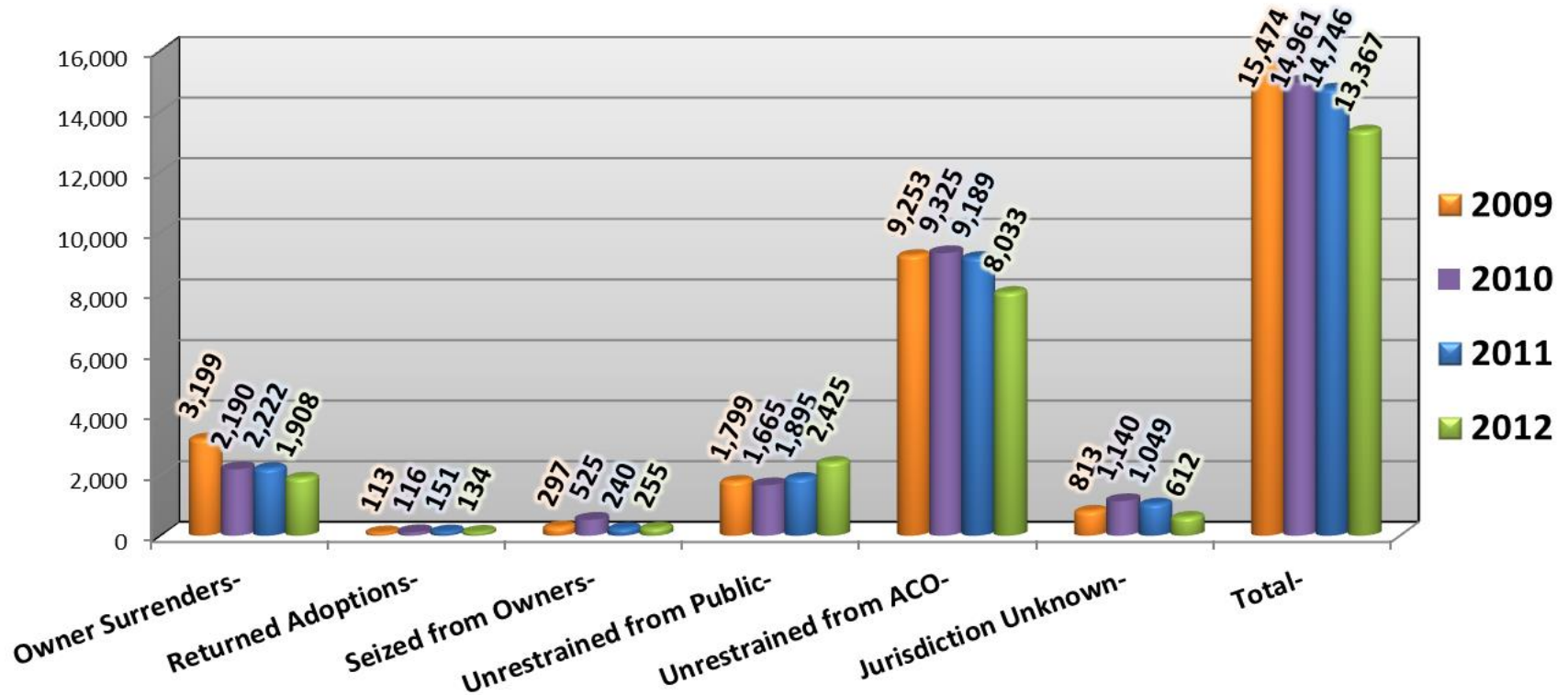
## 2012 - Jurisdictional Breakdown



■ City of Las Cruces   ■ Doña Ana County   ■ Unknown Jurisdiction

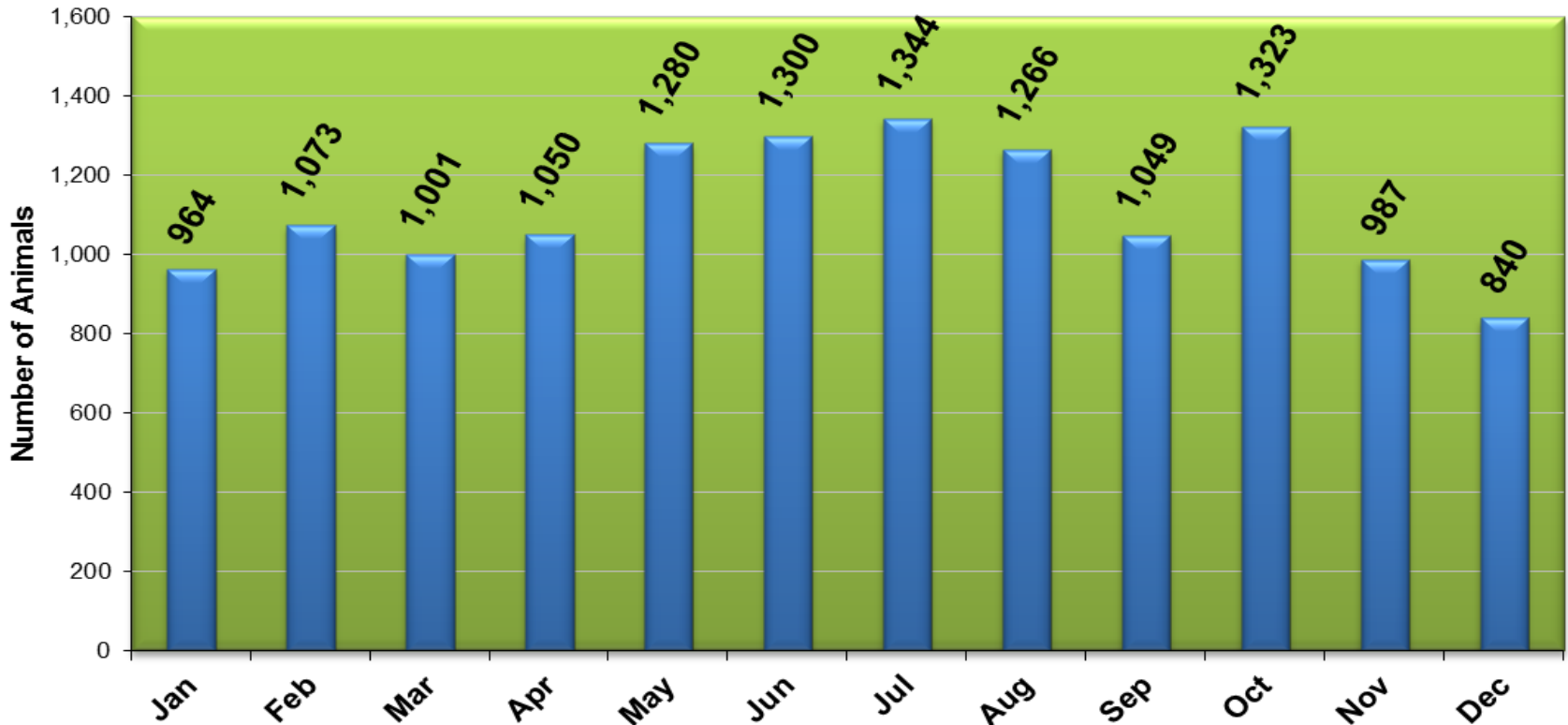
The **ASCMV** received **6,542** animals from the **City of Las Cruces**, and **6,213** animals from **Doña Ana County** in **2012**.

# 2012 – Intake Method Comparison



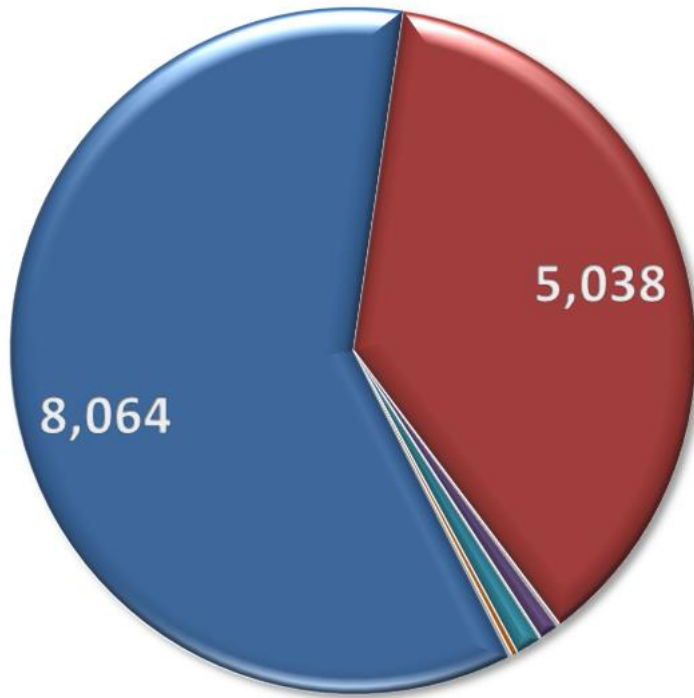
The overall number of animals impounded at the ASCMV **decreased** by **9.35%** from **2011** to **2012**. There was a significant drop in the number of **Unrestrained** animals impounded by **Animal Control** and animals **Owner Relinquished** to the **ASCMV**. There was a significant spike in the number of **Unrestrained** animals brought in directly by members of the public.

# 2012 - Monthly Intake



A seasonal pattern can be seen in the **monthly intake numbers** over the course of the year, with an unusual spike in **October**. The **Average Daily Intake** works out to more than **36 animals** received **each day**.

## 2012 - Species Intake Breakdown



There was a 6.32% decrease in the **actual number of Dogs** and a 10.45% decrease in the **actual number of Cats** received by the ASCMV between **2011** and **2012**.

8,064 - Dogs

26 - Pocket Pets

166 - Wildlife

10 - Reptiles

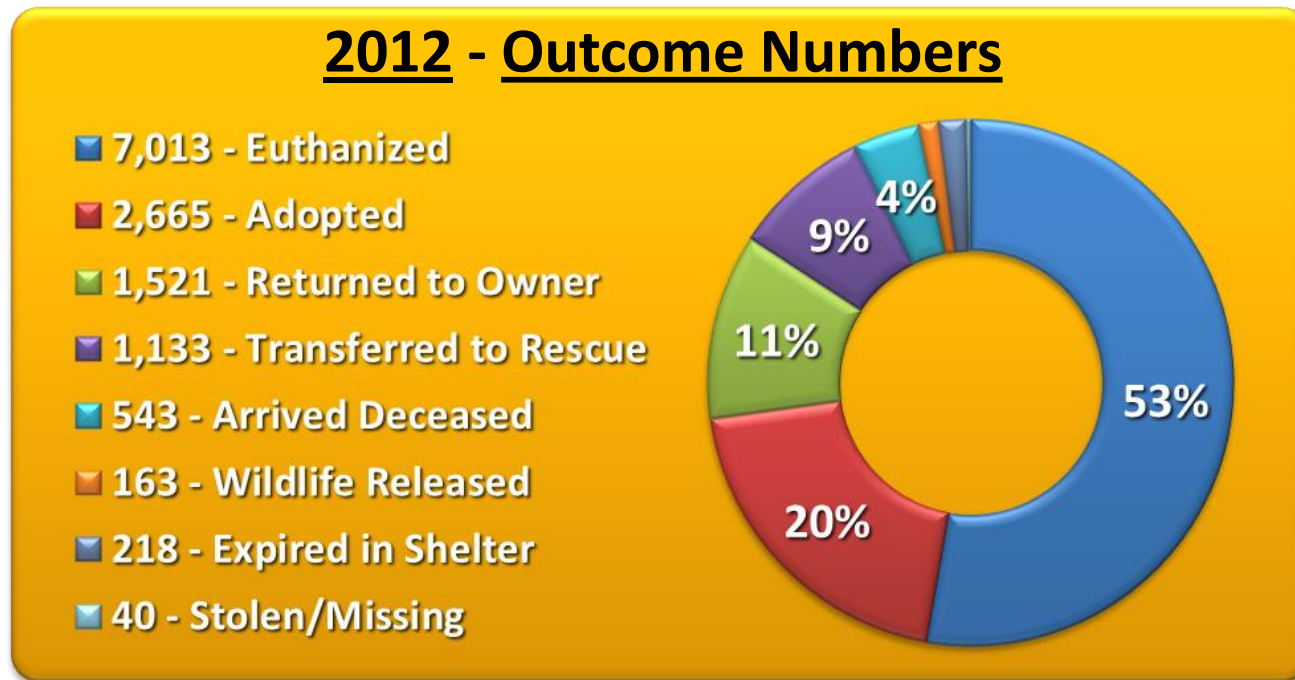
5,038 - Cats

126 - Livestock

39 - Rabbits

8 - Non-Livestock Birds

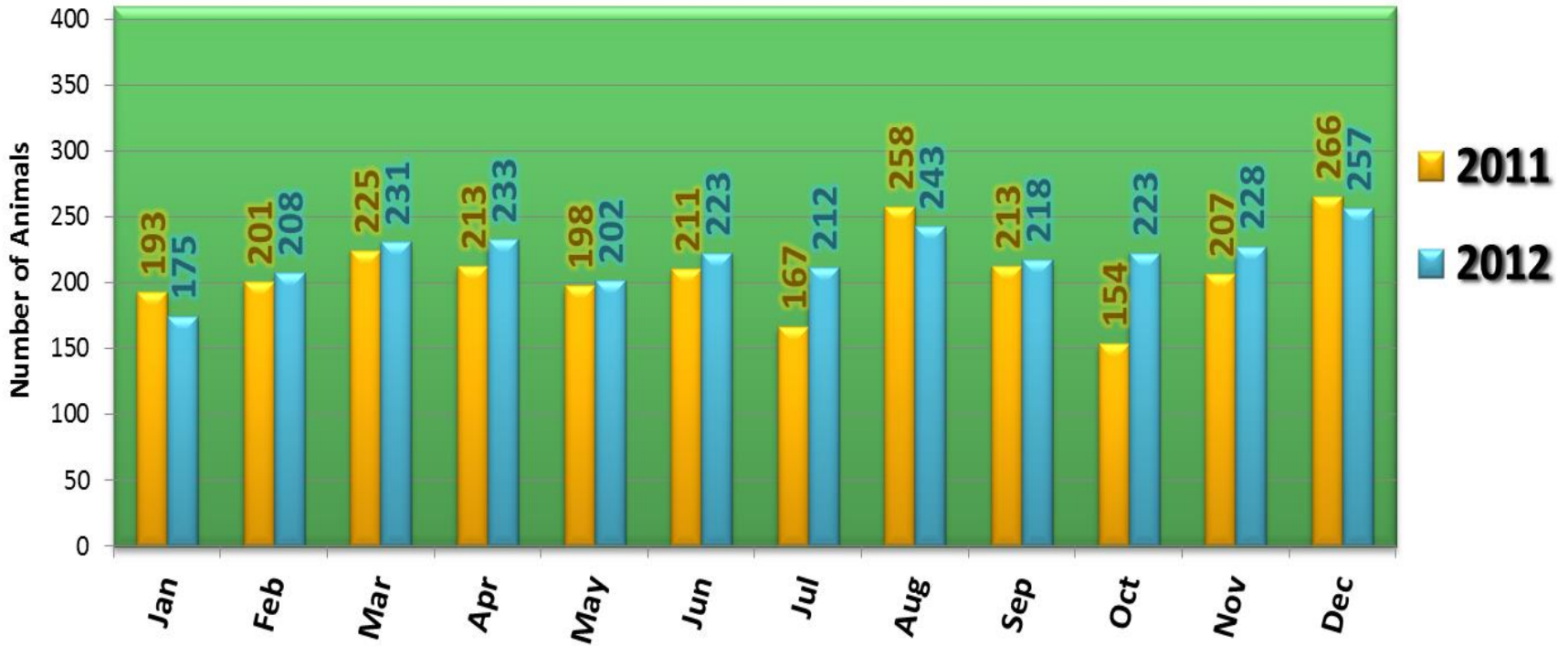
Please keep in mind, the **Percentages** shown in the following graph are relative to the year's overall **Outcome** or **Disposition** numbers. An Animal Shelter's official **Euthanasia Rate** is calculated relative to the year's overall **Intake** numbers, which comes out to **52%** for **2012**.



The total combined number of **Adoptions**, **Reclaims**, and **Rescue Transfers** all **increased** by **3.59%** while the number of **Euthanasias** **decreased** by **17.06%** in **2012**.



# 2012 - Monthly Adoption Numbers



The number of animals **Adopted** at the **ASCMV** increased by 5.9% - from 2,507 in **2011** to 2,655 in **2012**.

## Rescue Transfers – 2007-2012

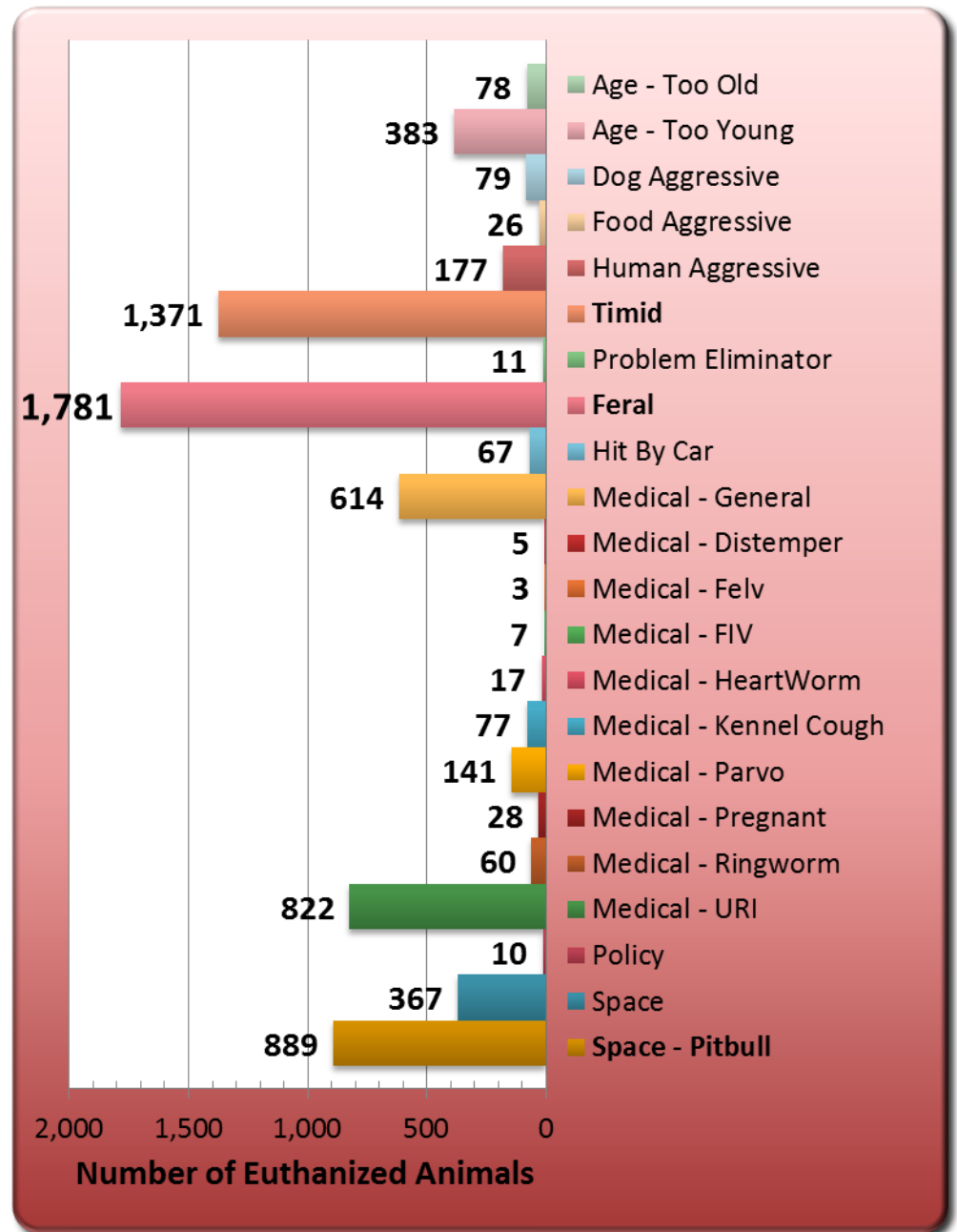
In **2012**, the **ASCMV** transferred **1,133** animals out to **40** different reputable animal welfare groups, including making **7** transports to and from the **Denver Dumb Friends League** in **Denver, CO**. As you can see, the number of lives saved through rescue transfers is on a significant upward trend.



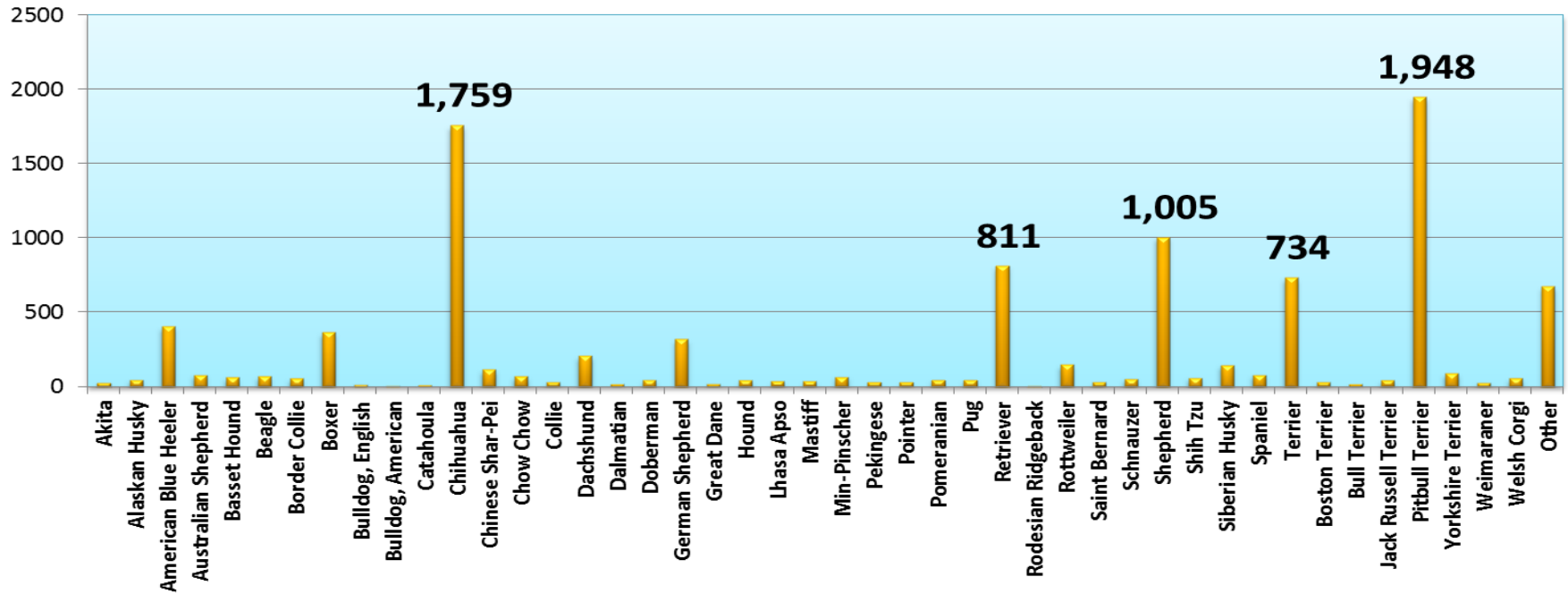
# 2012 - Euthanasia Disposition Breakdown

Animals that were **Euthanized** at the **ASCMV** due to an apparent **Feral** temperament accounted for approximately 25.4% of all **Euthanasias** in **2012**.

**Timid** animals accounted for approximately 19.55% of all **Euthanasias** in **2012**, while **Space - Pitbull** accounted for 12.68%.

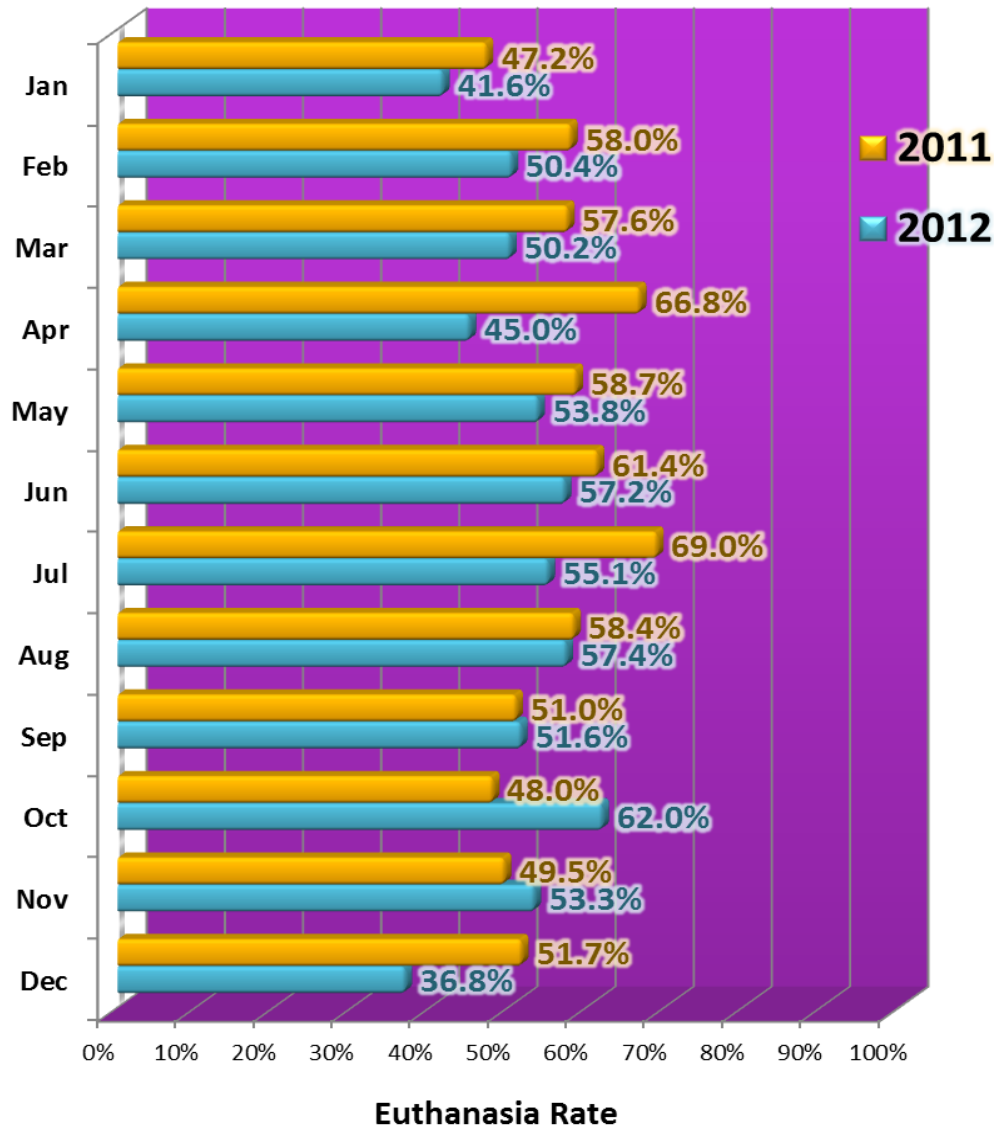


# 2012 – Breed Intake Breakdown



The ASCMV **DOES** adopt out **Pitbull** breed dogs; in fact the ASCMV adopted out a total of **105** Pitbull mixes in **2012**. In **2012** the ASCMV received **1,948** Pitbull mixes, by far the highest number of any breed received, with **Chihuahuas** in second place at **1,759**. With so many Pitbull mixes coming in, so few Rescues willing to take Pitbull mixes, and this community already being so saturated with Pitbull mixes, the difficult decision has to be made as to how many Pitbull mix dogs can occupy the ASCMV's adoptable cages vs. non-Pitbull breed dogs.

# 2012 - Euthanasia Rate Comparison

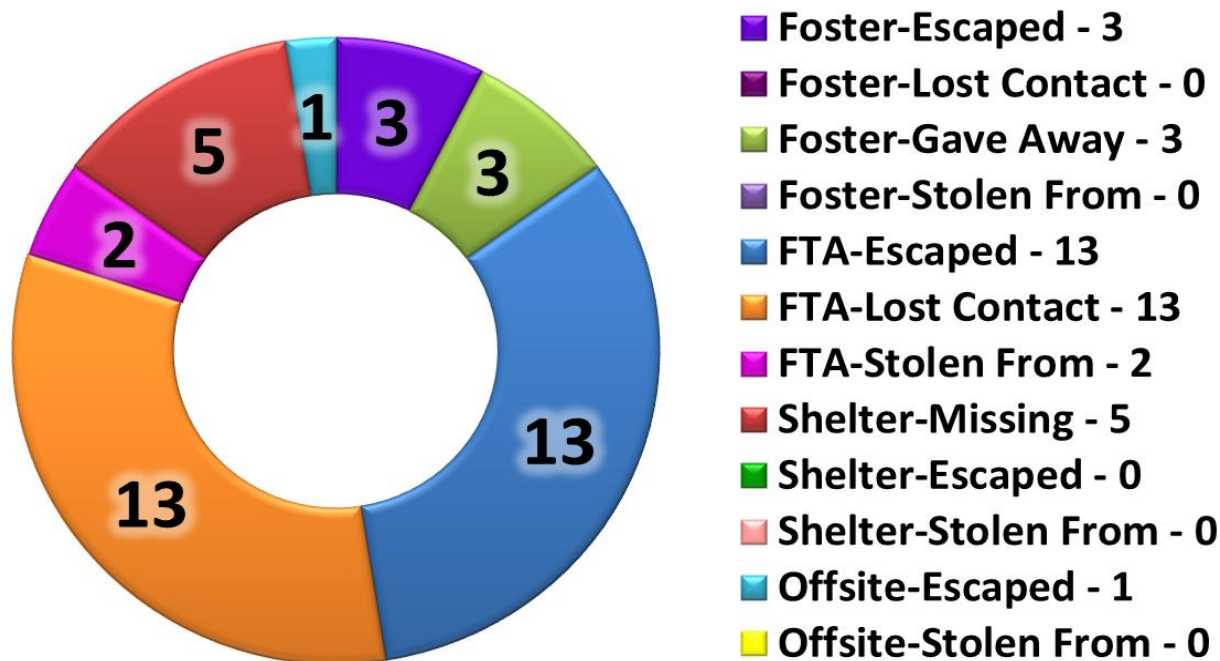


The percentage of animals **Euthanized** out of the **Overall Intake** numbers **decreased** by approximately 5.34%; from 57.34% in **2011** to 52% in **2012**.

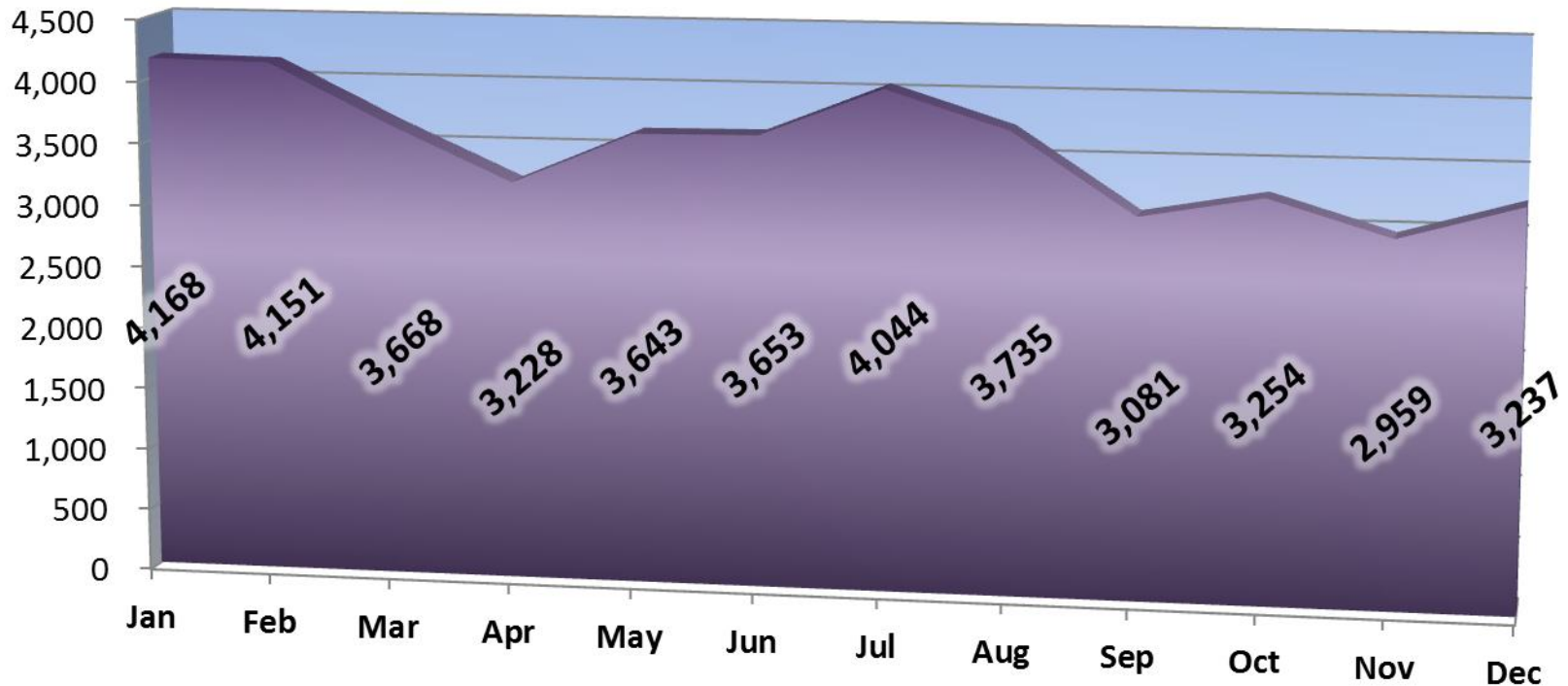
The actual number of animals **Euthanized** **decreased** by approximately 17.06%; from 8,455 in **2011** to 7,013 in **2012**; for a total of 1,442 less animals **Euthanized**.

## 2012 – Stolen/Missing Animals

The number of animals **Stolen/Missing** from the **ASCMV** **decreased** by 32.2%, from 59 animals in **2011** to 40 animals in **2012**. Virtually all shelters have a small number of **Stolen or Missing** animals. Most shelters bundle these numbers along with the animals that have passed away while in shelter care, which also occurs at virtually all animal shelters.

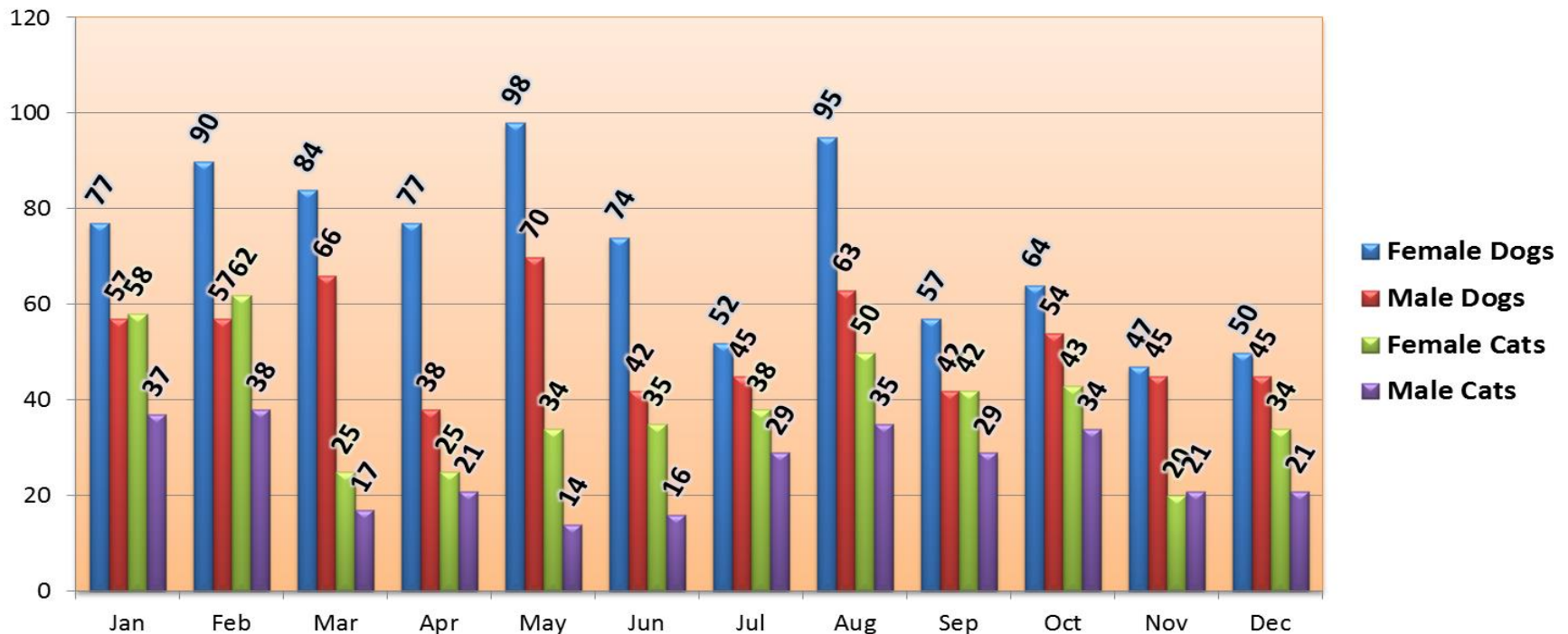


# 2012 - Public Attendance at the ASCMV



The ASCMV averaged approximately 117.32 visitors through the facility each day. **Public Attendance** was **highest** in **January** with 4,168 visitors and **lowest** in **November** with 2,959 visitors. These numbers do not include the attendance of members of the public at **Off-site Adoption Events** and other events not held at the ASCMV facility.

## 2012 - Affordable Pet Sterilization Surgeries



The ASCMV's **Medical Facilities** performed a total of **2,267** **Affordable Sterilization Surgeries** for the public in **2012**. **129** were performed in association with the local **Spay and Neuter Action Program (SNAP)**, **69** for **Action Program for Animals (APA)**, and **4** for **Coalition for Pets and People**. **936** of the Surgeries performed were **Neuters** and **1,331** were **Spays**.



# 2012 – Community Outreach

## Pet-of-the-Week:

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. In addition, the ***Pet-of-the-Week*** is introduced at **Las Cruces City Council** meetings each Monday, and bimonthly at the **Doña Ana Count Commission** meetings. The City and County Information Officers receive the ***Pet-of-the-Week*** bios and distribute the information through their respective channels as well.

## Radio:

Local radio stations **KSNM 570AM**, **KVLC 101Gold**, and **KMVR Magic 105**, continue to host regularly scheduled spots for the ASCMV to come in and discuss the ***Pet-of-the-Week*** and other happenings at the ASCMV. The Executive Director periodically guests on the **KSNM 570AM** Thursday evening ***Drive Home with the Bulletin***.

## Publications:

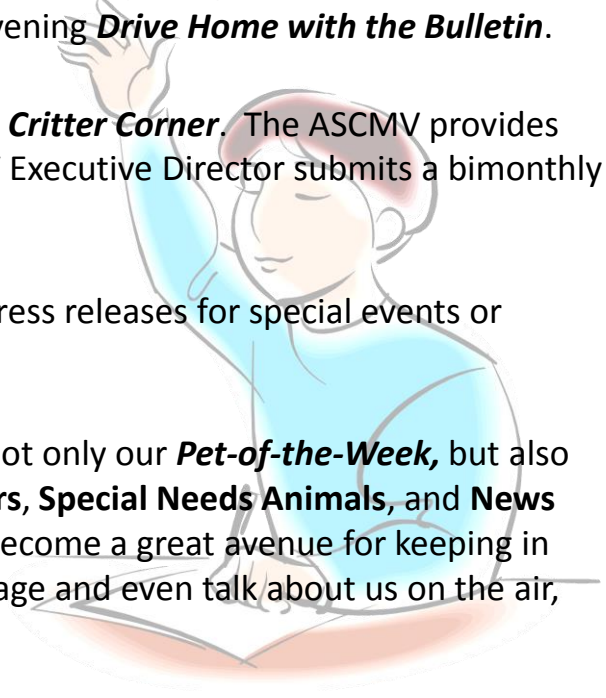
The **Sun-News** continues to publish a biweekly section on Fridays called ***Critter Corner***. The ASCMV provides pictures and bios of six adoptable animals for each edition. The ASCMV Executive Director submits a bimonthly article for this section concerning **Pet Ownership Responsibilities**.

## Television:

**ABC**, **FOX**, and **NBC** news crews frequently respond and cover ASCMV press releases for special events or special needs animals.

## Online:

The ASCMV continued to maintain a **Facebook** page, which promotes, not only our ***Pet-of-the-Week***, but also our **Off-Site Adoption Events**, **Special Adoption Events**, **Rescue Transfers**, **Special Needs Animals**, and **News Articles** related to **Pet Ownership Responsibilities**. The page has also become a great avenue for keeping in contact with the local radio stations. Some of the local DJs follow the page and even talk about us on the air, using the information gleaned from the **Facebook** page.



# 2012 – Community Outreach

## Special Adoption Events and Programs:

The ASCMV hosted and participated in numerous events such as the **Adopt a Furry Valentine** event (all adoptions for \$14), **Senior Expo** adoption event, **Spring Fest** adoption event, **Cinco De Mayo** adoption event (all adoptions for \$18.62), **Fetch-a-palooza** adoption event in Albuquerque NM, **Mutt-Show** adoption event, **Health Fair** adoption event, **Pride Festival** adoption event, **Gold Group** adoption event, **Adopt a Cat Month** event (free cat adoptions for the whole Month of June), **4<sup>th</sup> of July** adoption event (all adoptions for \$17.76), **Tax-Free Weekend** adoption event (free adoptions all weekend), **Woofstock** adoption event in Edgewood NM, **October Free Pitbull Month** event (adoptions of all Pitbull dogs for free, any dogs with us more than 6 months for free, all adult dogs for \$50), **Pits for Peace** adoption event, **Dog Lovers Fair** adoption event in El Paso, **Lions Gun Show** adoption event, **Renaissance Faire** adoption event, **Black Friday** adoption event (all black animals for free and everything else half-off), **Project Save a Kitten: Whiskers in Wonderland** adoption event, **Home for the Holidays** free adoption event sponsored by DACHS, and a **Free Rabies Clinic** event.

ASCMV volunteers began the new Adopt a Kennel program.

The ASCMV participated in the **DACHS Senior Program**, which connected approximately **61** seniors with free adoptable dogs.

## Education:

The ASCMV participated in the **Humane Society International's Expo Internship Program**.

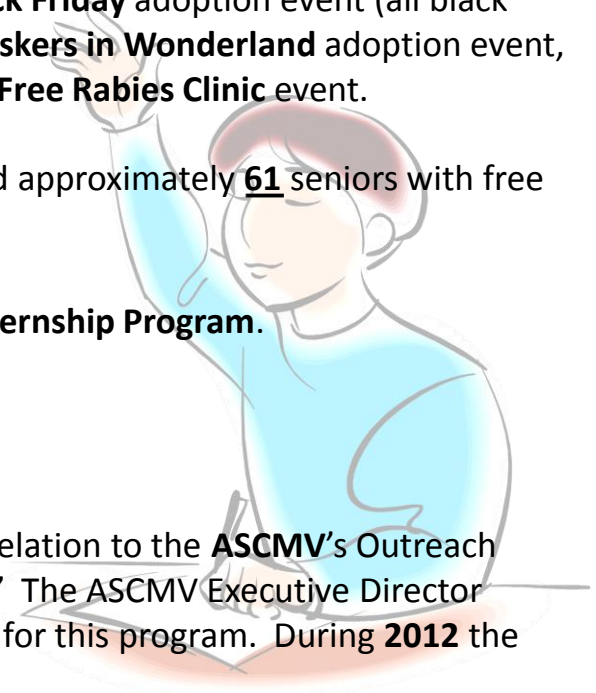
The ASCMV attended **Career Day** at the **Chaparral High School**.

The ASCMV attended the **City of Las Cruces Health Fair**.

The ASCMV hosted the **NMSU ACES** group.

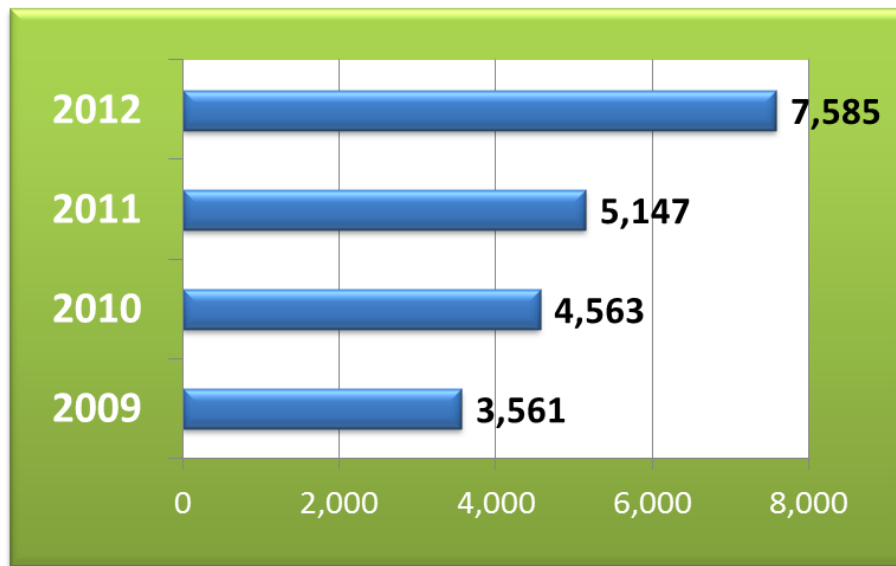
The ASCMV attended **Career Day** at the **Loma Linda Elementary School**.

The ASCMV continued its coordination with the local school districts in relation to the **ASCMV's Outreach Program, "Operation: Alter Doña Ana County Classroom by Classroom."** The ASCMV Executive Director continued presenting educational lectures to the **6<sup>th</sup> grade** level classes for this program. During **2012** the entire **6<sup>th</sup> grade** level classes were reached in **Lynn Middle School**.



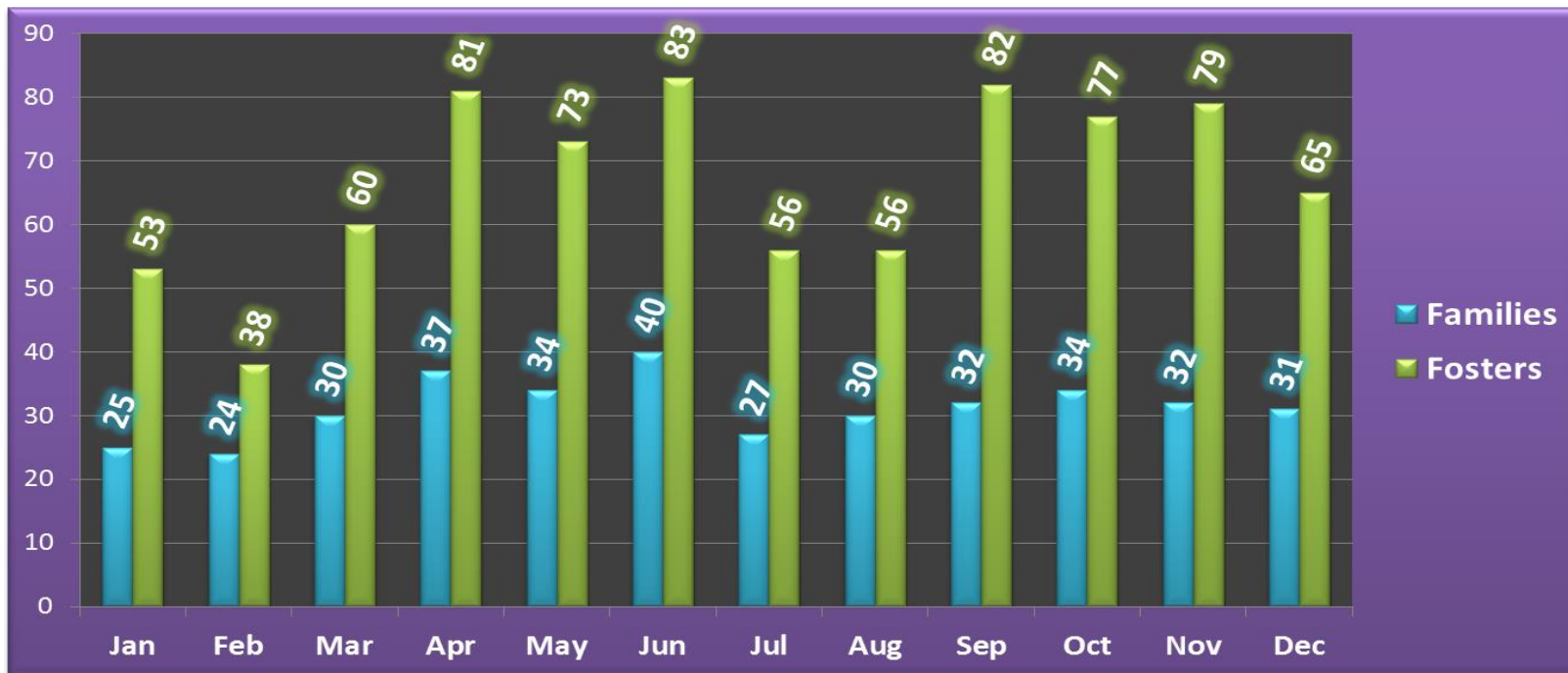
# 2012 - Volunteer Program

The ASCMV **Volunteer Program** had a total year-to-date hours of **7,585**; an **increase** of **47%** from **2011**. We averaged **429** hours per month in **2011**; compared to last year's monthly average of **632** hours. Along with our regular weekly **Off-Site Adoption Events**, our Volunteers also made possible our **Special Adoption Events**, including traveling and assisting with out-of-town events in **El Paso, TX**, and **Albuquerque** and **Edgewood, NM**.



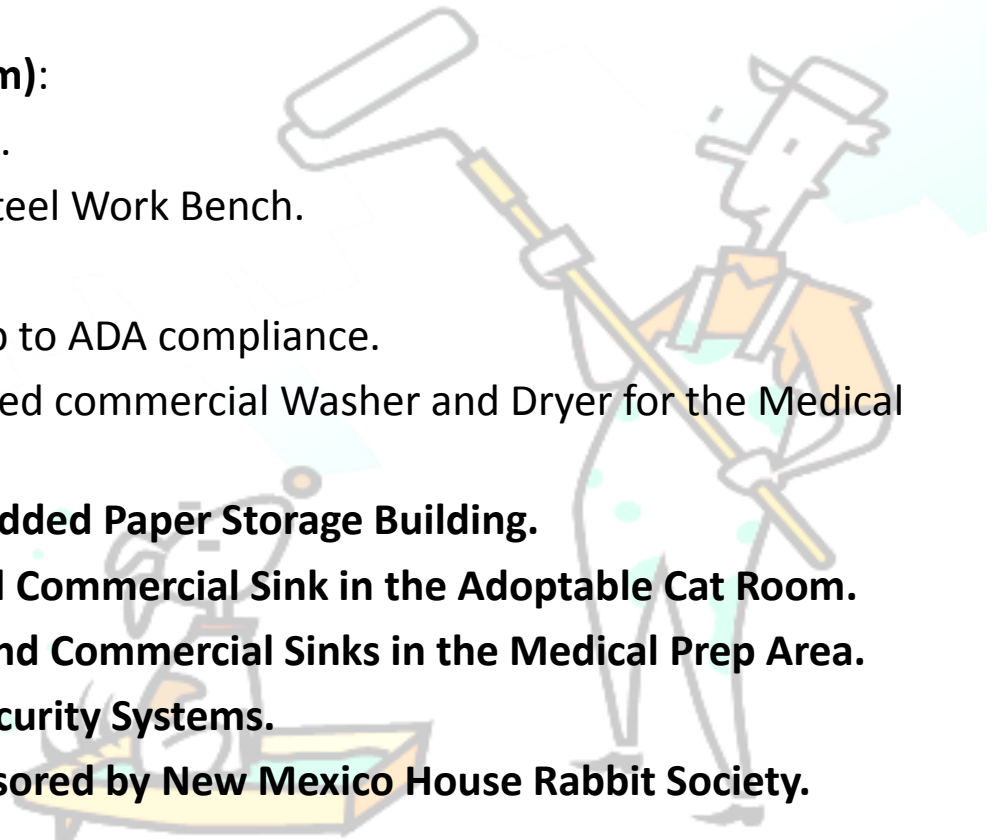
# 2012 – Foster Animals and Foster Families

Under the **Foster Program** many **Volunteers** are able to remove an animal from the shelter environment and temporarily place him or her in their own home, while the animal recovers from an injury or illness or often just until the animal can find his or her new **forever home**. Many of these **Foster Parents** are able to not only provide these animals with the additional time and care they need and **deserve**, but are also often able to promote these animals and actively seek their new **forever home**.



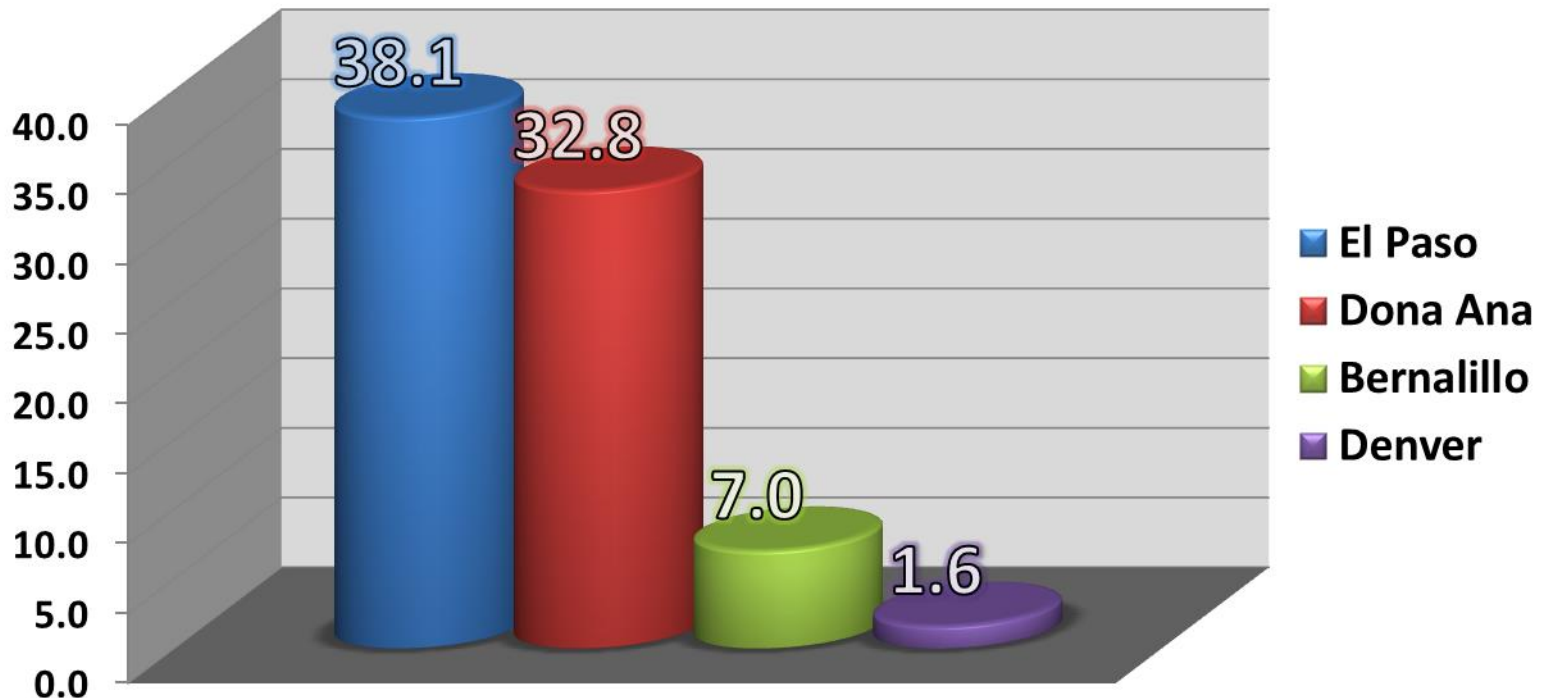
# 2012 - Facility Improvements

- **Q and AD Kennel Renovations:**
  - Resealing the kennel floors and walkways.
  - Painting.
  - Installation of paneling on the walls.
  - Installation of new doors.
- **Euthanasia Room (A.K.A Blue Room):**
  - Installation of new Ventilation.
  - Installation of new Stainless Steel Work Bench.
- **Staff Restroom:**
  - Brought the Staff Restroom up to ADA compliance.
  - Creation of an area for a stacked commercial Washer and Dryer for the Medical Dept.
- **Replacement the door on the Shredded Paper Storage Building.**
- **Installation a new Counter Top and Commercial Sink in the Adoptable Cat Room.**
- **Installation of new Counter Tops and Commercial Sinks in the Medical Prep Area.**
- **Upgrades to the Telephone and Security Systems.**
- **New Rabbit Housing Cages – Sponsored by New Mexico House Rabbit Society.**



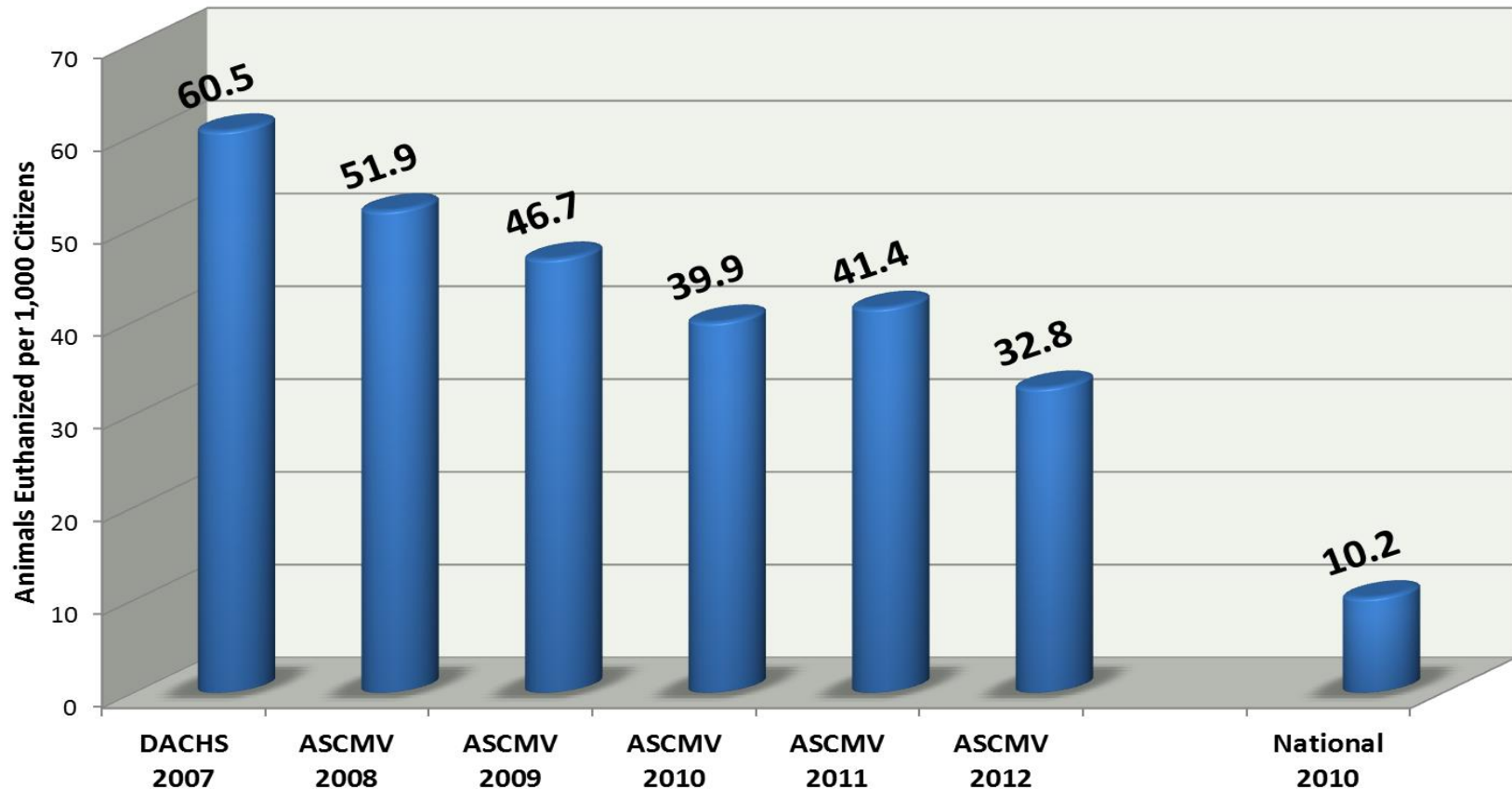
## 2012 – Community Euthanasia Rate

The industry standard for calculating a **Community's Euthanasia Rate** is the number of animals **killed** per every **1,000 residents**. The following graph compares the **Community Euthanasia Rate** for **Doña Ana County** with the rates of **El Paso, TX**; **Albuquerque, NM**; and **Denver, CO**. As you can see, our community is in poor shape and our closest neighbor to the South is in even worse shape.



# 2007-2012 – Community Euthanasia Rate

In **2011** the **ASCMV** euthanized approximately **41.4** animals for every **1,000** residents of **Doña Ana County**, while the national average, as of **2010**, was reportedly at **10.2**. The **Euthanasia Rate of Doña Ana County** continues to be one of the worst in the nation, at nearly **4 times** the **national average**.



Thank You!