



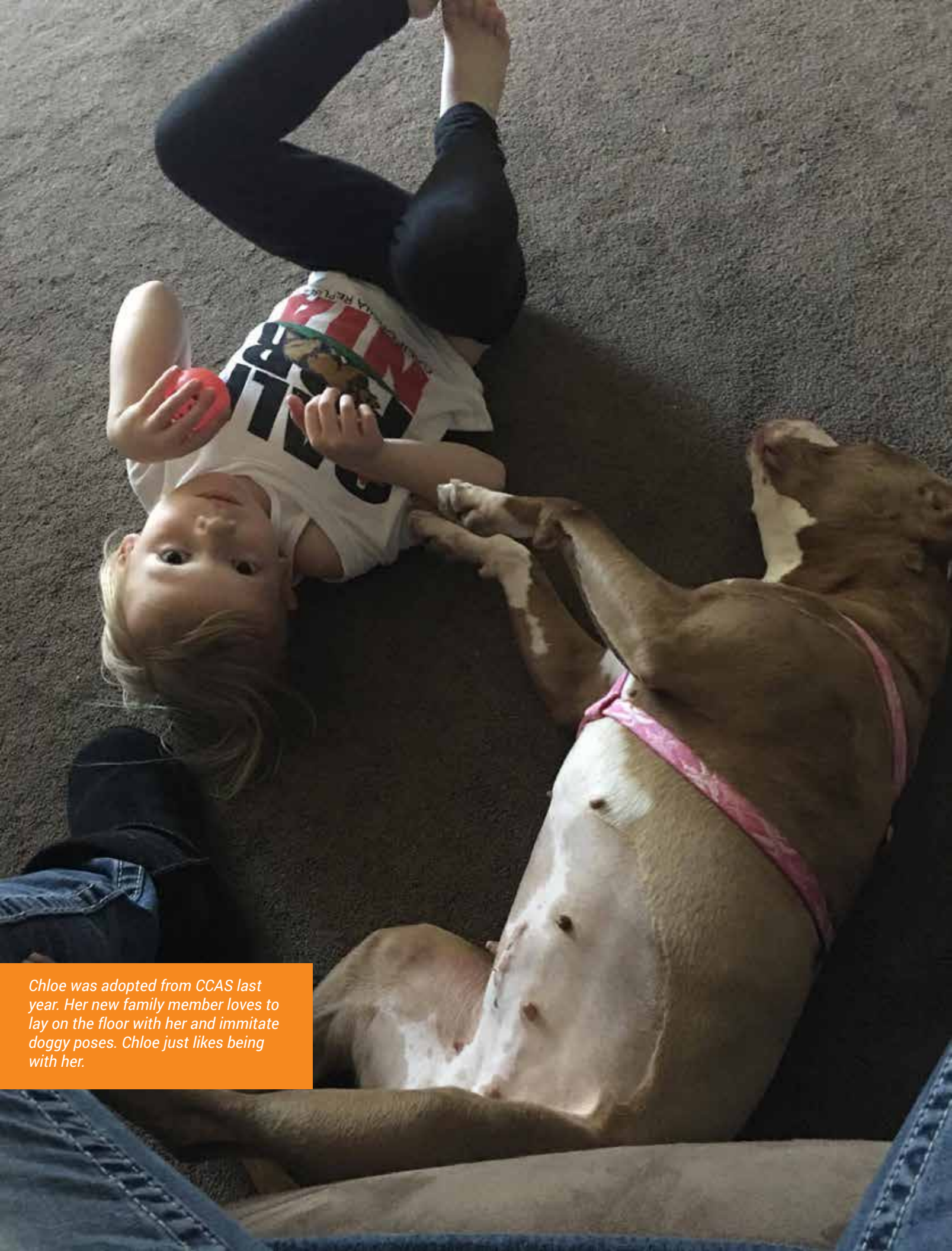
Contra Costa Animal Services

Animal Benefit Fund Report



September 2017

4800 Imhoff Pl
Martinez, CA 94553
www.ccasd.org



Chloe was adopted from CCAS last year. Her new family member loves to lay on the floor with her and immitate doggy poses. Chloe just likes being with her.

Introduction

It is our pleasure to present Contra Costa Animal Services' (CCAS) annual report for the Animal Benefit Fund (ABF). This is the first time we have published a comprehensive review of the ABF's activities, and it marks the progress we believe we have made in strengthening and modernizing our ability to care for the animals in our shelters.

The Animal Benefit Fund was established by the Contra Costa Board of Supervisors in 1986 as a way to accept monetary donations from compassionate individuals who wanted to help our shelter animals. All funds are used to enhance the care and well-being of animals in our shelters, and to enhance programs of humane welfare and education for the residents of Contra Costa County.

In FY16/17, ABF funds were allocated to a range of projects and initiatives geared towards enhancing the care and enrichment of our animals. Propelled by the collective generosity of nearly [XXX] donors who contributed, CCAS was able to make significant improvements in the areas of increasing adoptions, enabling families to retain their pets (thus keeping them out of the shelter), augmenting spay and neuter services in the County and amplifying awareness of CCAS and the importance of licensing and microchipping among other things.

Behind every number is a story. This report highlights a few of those that touched and inspired us, and spurred us to action. For that, our thanks go to the community, adopters, transfer partners, staff and volunteers who either contributed to the fund, adopted an animal into their home or organization, or who gave their time or talent to ensure the best outcomes possible for the animals in our care. The heart-warming results you will read about here are testament to the spirit of compassion, innovation and hard work exhibited by CCAS in the last fiscal year.

The Smith-Cash family adopted Oso (now Sammy) and they say he is the love of their lives! He loves to play and cuddle with his lil Chihuahua sister. "To the volunteer who sat in the main lobby with Oso in January. I was there to meet a different dog, but you said "Oso is great, don't you want to meet with him?" I thought, maybe. My son and I ended up meeting with him last out of 3 other dogs and we knew he was the one. He has completely changed my life and brings me joy every second of every day. So much so, I volunteered to foster Calgary (another dog at the shelter). I am committed to saving and being the voice of such beautiful animals. Sammy is amazing and the aloof and shy Calgary is now nestled up with a loving heart, kisses and full belly. Thank you who ever you are! You changed my life!!"

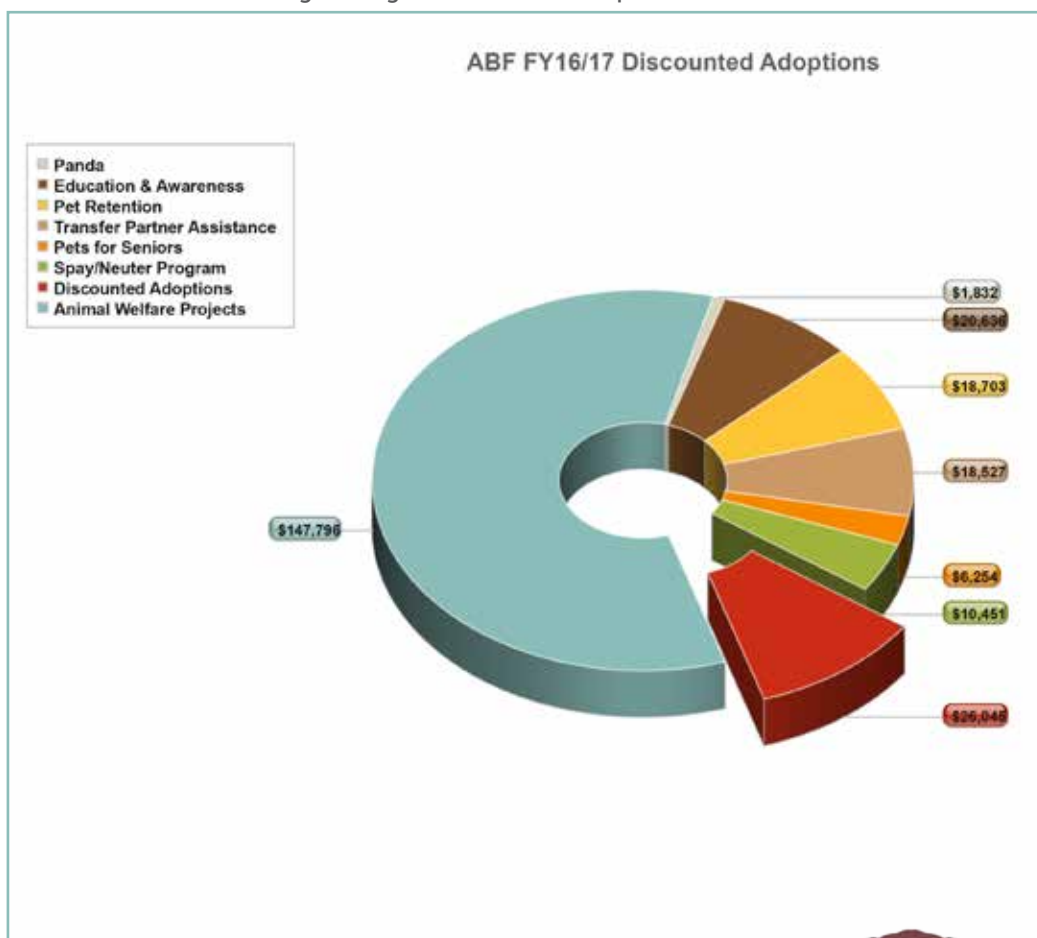




At the time of adoption, Lapin, the adorable grey kitty, had been the longest resident at the shelter.

Adoptions

The ABF supported a range of free and reduced fee adoption promotions in FY16/17 to remove financial barriers to adoption. These promotions were a significant contributing factor to CCAS achieving its largest number of adoptions in the last decade.



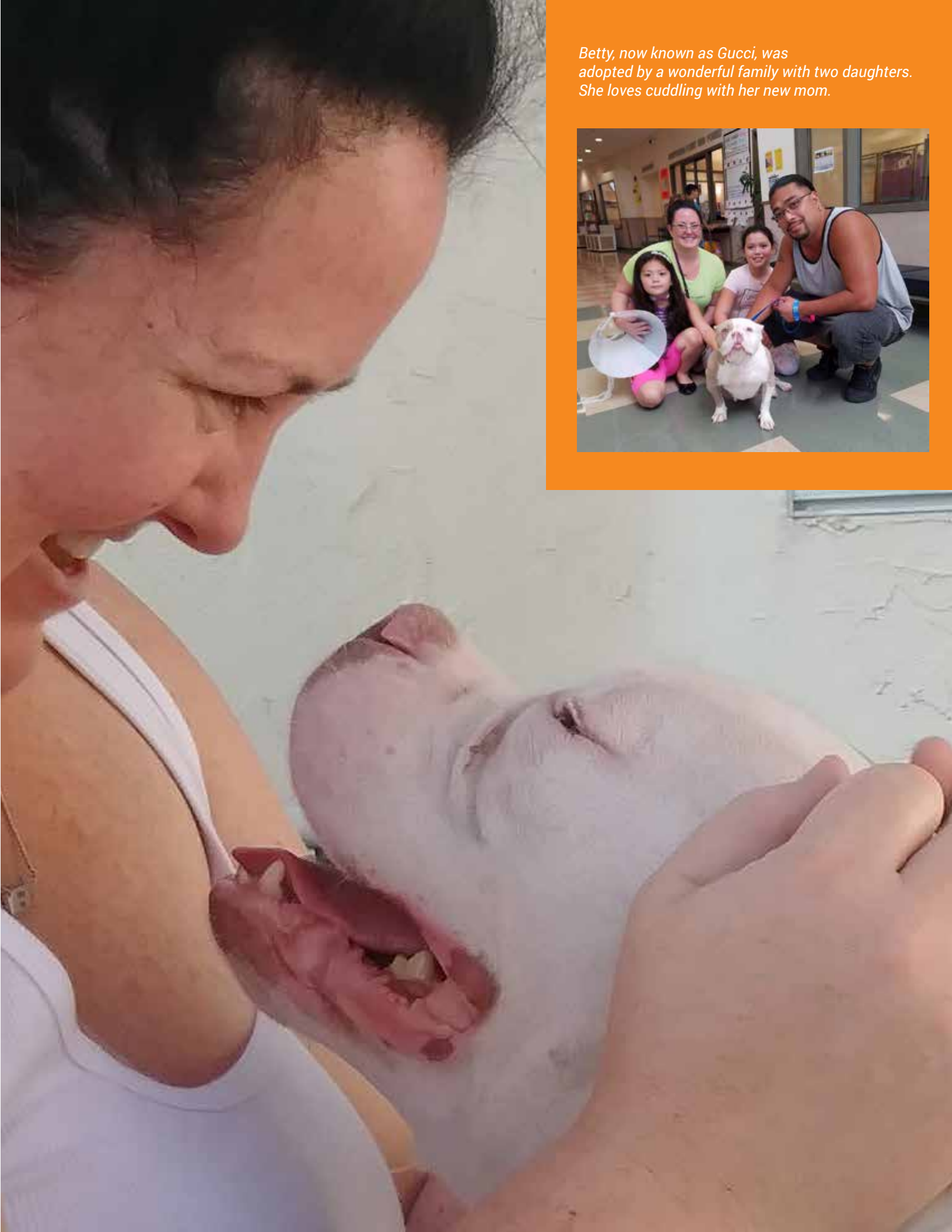
Discounted Adoption Programs Supported by the Fund

- Barkers Dozen (July-September 2016)
- Clear the Shelter (July 2016)
- June Extended Special (June 2017)
- Senior for Senior Special (2016-present)
- 2 for 1 Cat Special (Need to get date)
- 9 Lives Cat Special (August 2016)
- Adopt A Bull Dog Special (March 2017)



\$26,045

allocated to Discounted Adoptions and promotions resulted in 721 animals being placed in loving homes.

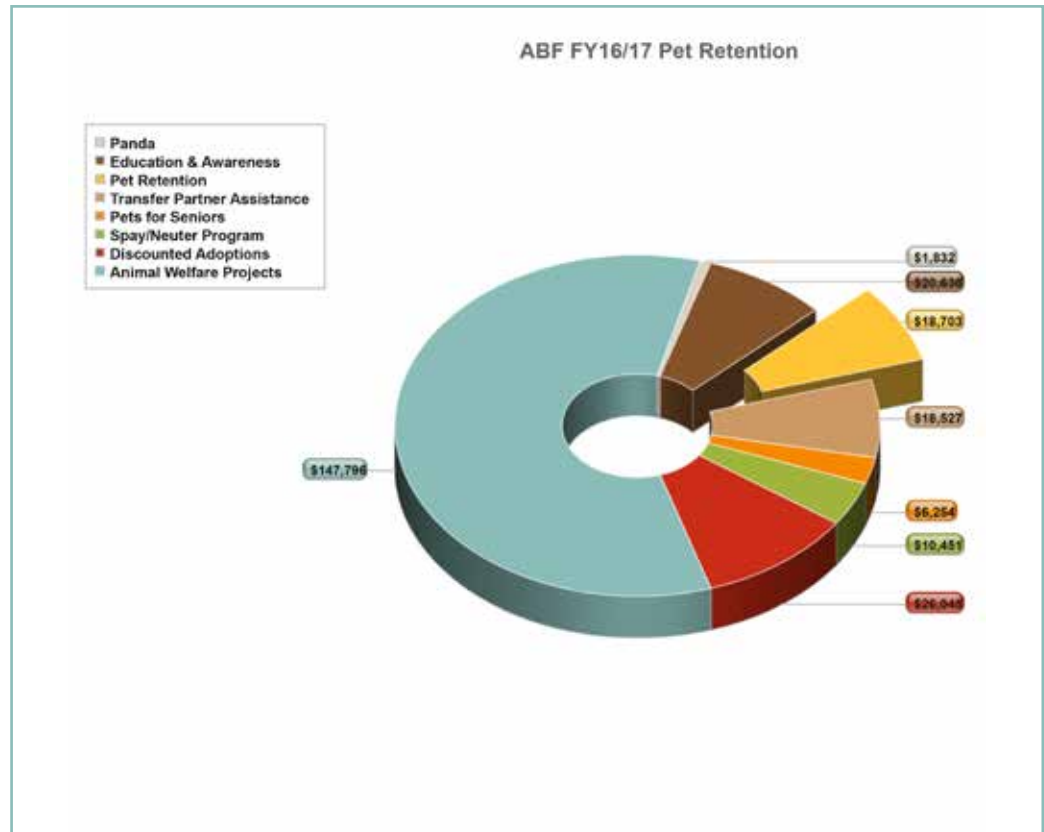


Betty, now known as Gucci, was adopted by a wonderful family with two daughters. She loves cuddling with her new mom.



Pet Retention Program

A truly innovative and effective program, CCAS' Pet Retention Program has proven wildly effective in keeping animals in their homes and out of our shelters. In FY16/17, ABF funding supported the development of this new program – a partnership between Tony La Russa's Animal Rescue Foundation and CCAS - in its first full year of operation.



Pet Retention Allocation

- Medical Assistance - 80%
- Training & Behavior - 10%
- Other (pet deposits, boarding, food) - 10%



\$18,701

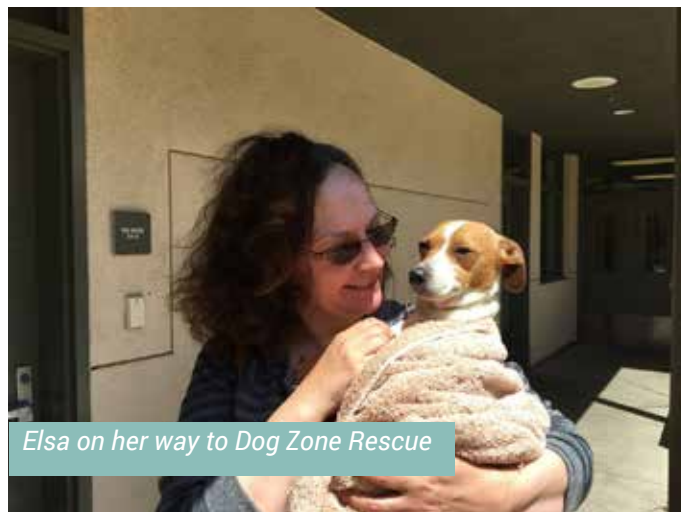
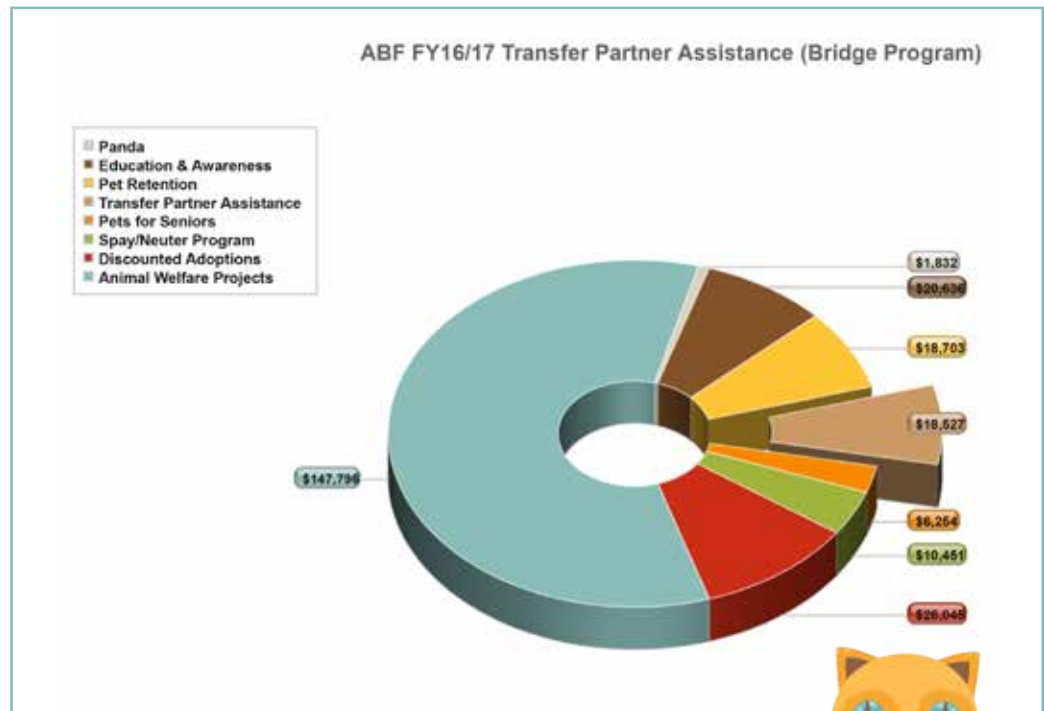
Allocated to Pet Retention to keep pets in their homes.



This is one of 14 dogs San Jose Animal Care Services transferred to their facility in just one day.

Transfer Partner Assistance

Launched in 2016, the CCAS Bridge Program was developed as a mechanism to assist our transfer partners in adopting more animals, particularly those with medical or behavioral issues, by providing financial assistance that will help to alleviate the costs of medical and other services transfer partners incur as a result of pulling special needs animals. In addition to removing financial barriers that often prevent transfer partners from pulling special needs animals, the Bridge Program has also helped to foster stronger relationships with local vet hospitals and veterinarians.



\$18,527

Allocated to assist transfer partners with transferring animals from the shelter.

Over a dozen transfer partners utilized fund

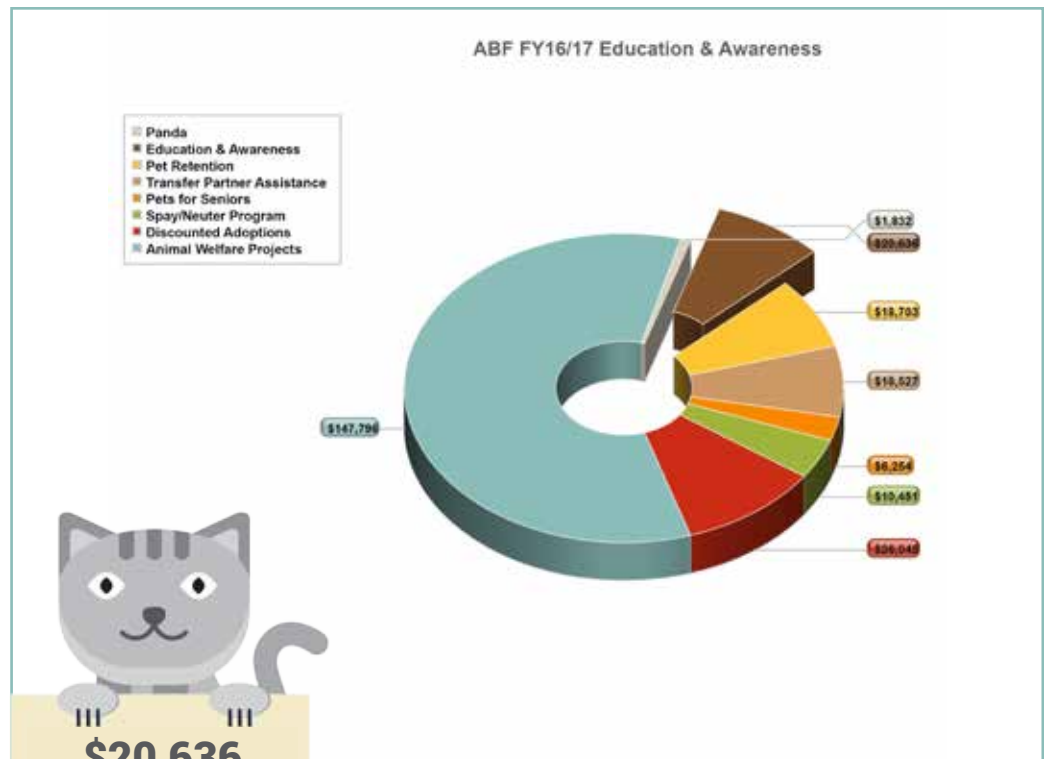
15 animal hospitals



Spending time reading to animals allows children to build a connection with the animals while also improving the child's reading skills. The animals get the benefit of companionship and a warm lap.

Education & Awareness

Ensuring that our community is aware and educated about CCAS and the benefits of adoption is a key element in engaging residents in meaningful ways. Over the last fiscal year, ABF funds supported an array of projects that sought to increase awareness and garner goodwill towards the department. From developing television PSAs highlighting the compassion of our department and the importance of licensing, to strategic use of social media to engage underserved communities, ABF funds have allowed CCAS to take our marketing and public education game to the next level.



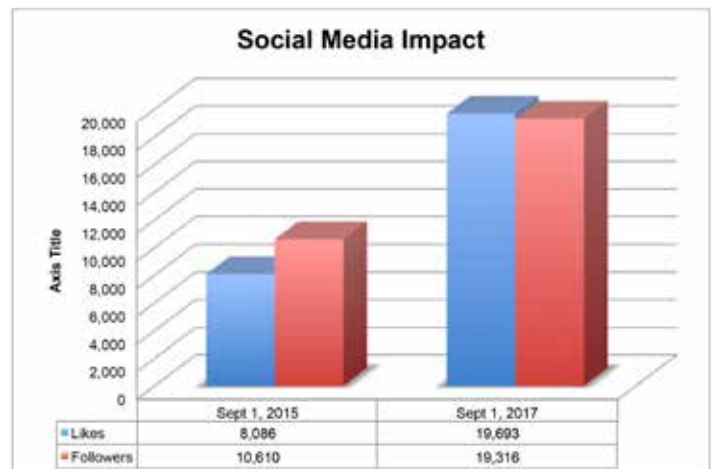
\$20,636

Allocated to education and awareness.

Two TV PSAs for CCAS Goodwill and Licensing.

FB ads to boost adoption specials.

Quantify success with FB metrics, video views, and other tracking mechanisms.

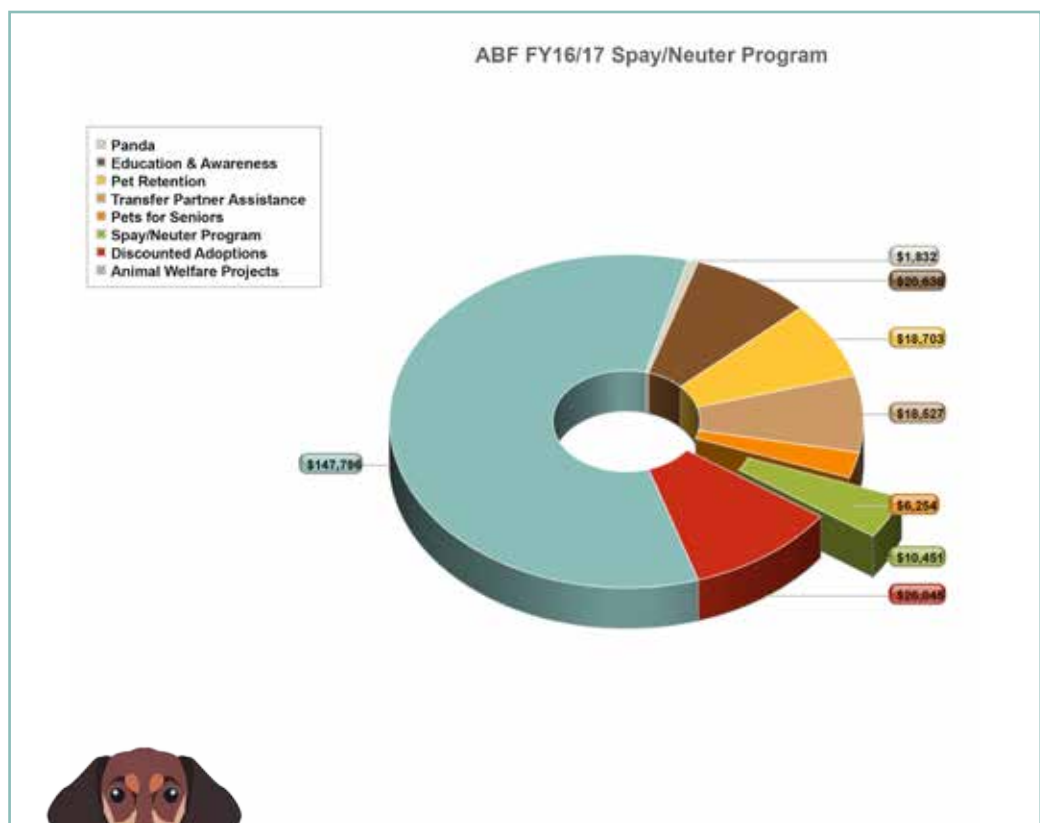




Monte was adopted to a wonderful couple who live in Napa. Monte (now Jem) has a huge yard to run in, goes on 2-3 mile walks and has a sister Maple. "It's as if they've always known each other." Jem's Momma, Betsy, said when she checked in to say that he is doing great. She sent photos of Jem living the good life, being loved by his very own family in his very own home.

Spay & Neuter Programs

In FY16/17, CCAS allocated over \$10,000 in ABF funds to address the dearth of low-cost spay and neuter services in Contra Costa County. Through strategic partnerships with Fix our Ferals, SNIP and others, CCAS was able to support the spaying and neutering of many animals that would have not have otherwise been altered due to cost. From dogs and cats, to rabbits and potbellied pigs, CCAS is always seeking new ideas and partnerships to increase low-cost spay and neuter programs in Contra Costa County.



\$10,451

Allocated to Spay & Neuter Programs.

4,726 surgeries

Four hospital partners

List of Partners

- Animal Rescue Foundation
- Sacramento SPCA
- California Pot Bellied Pig
- SNIP

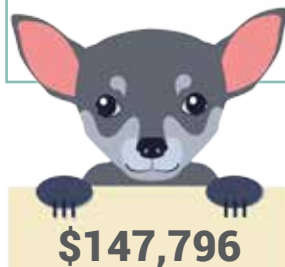
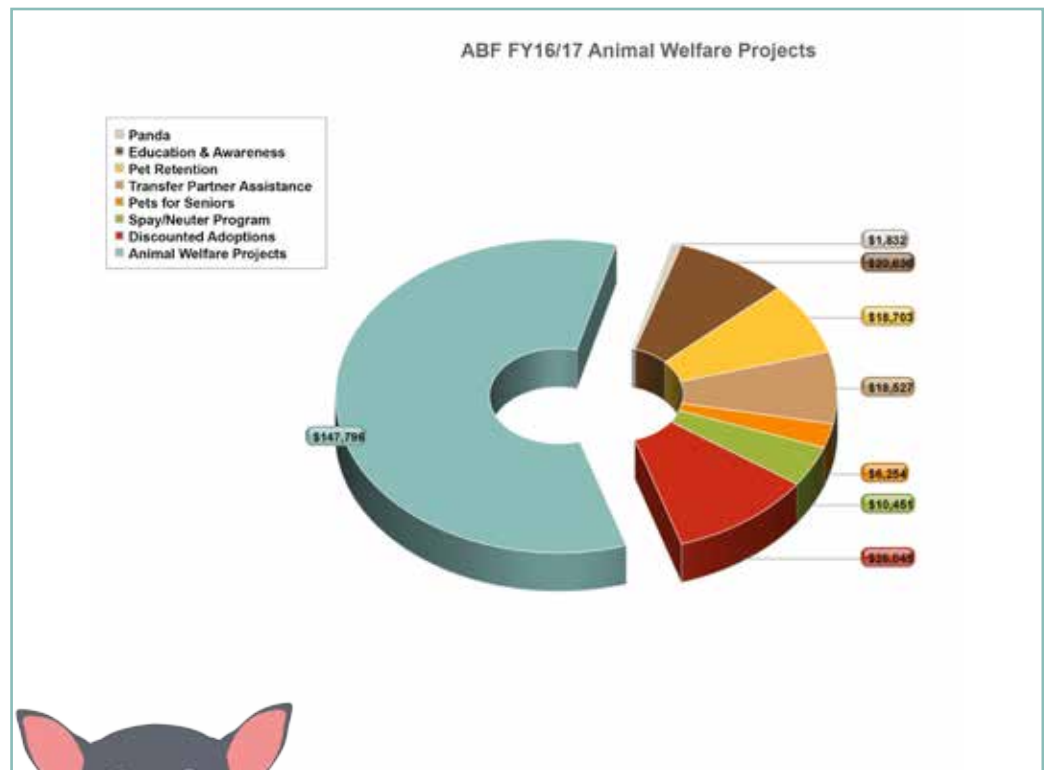


One of our Running Dog Little Wheels alumni, Mikey was adopted to a loving family who shared this update with us:

"Mikey loves hiking, exploring, and running (Mikey was previously a member of Little Wheels Running Club). Mikey loves his roommates, a Greyhound and a Husky. Mikey is doing great in the Contra Costa County Small Dog Class. I can't imagine my life without Mikey."

Animal Welfare Projects

The majority of ABF expenditures in FY16/17, CCAS implemented numerous animal welfare projects and initiatives geared towards enhancing the direct enrichment and care of CCAS animals. From new “cat condos,” enrichment and agility equipment for dogs, to a new outside exercise space for quarantined animals and a feral cat environment, CCAS improved enrichment opportunities by leaps and bounds.

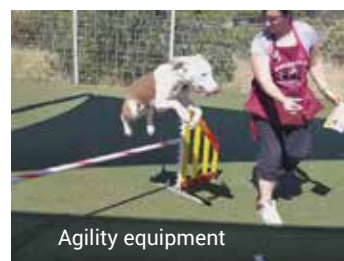


Allocated to animal enrichment and care projects.

Cat condos

Agility equipment

Animal Transport Vehicle



Financials

Animal Benefit Fund Totals

ABF FY 16/17 Totals:				
	Amount Spent	Amount Budgeted	Variance	Recommendation for next year
Panda	\$1,832.00	\$5,000.00	\$3,168.00	\$5,000.00
Education & Awareness	\$20,636.32	\$5,000.00	(\$15,636.32)	\$25,000.00
Pet Retention	\$18,702.51	\$50,000.00	\$31,297.49	\$30,000.00
Transfer Partner Assistance	\$18,527.02	\$25,000.00	\$6,472.98	\$25,000.00
Pets for Seniors	\$6,254.00	\$10,000.00	\$3,746.00	\$10,000.00
Spay/Neuter Program	\$10,451.04	\$45,000.00	\$34,548.96	\$45,000.00
Discounted Adoptions	\$26,045.00	\$30,000.00	\$3,955.00	\$75,000.00
Animal Welfare Projects	\$147,796.00	\$10,000.00	#REF!	\$85,000.00
Totals	\$250,243.89	\$180,000.00	#REF!	\$300,000.00

Discounted Adoptions

Vender:

Discounted Adoption Program

2 for 1 Cat Special	\$3,079.00
9 Lives Cat Special	\$250.00
Adopt-A-Bull Dog Special	\$4,726.00
Barkers Dozen	\$534.00
Clear the Shelter	\$16,136.00
June Extended Special	\$575.00
Senior for Senior Special	\$745.00
2 for 1 Cat Special	\$3,079.00
9 Lives Cat Special	\$250.00
Adopt A Bull Dog Special	\$4,726.00

Fund is \$30,000	\$26,045.00
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Vendor:	Reason	Jan-17	Feb-17	Apr-17	Jun-17	Cost
Comcast Spotlight	Marketing	\$2,578.50				\$2,578.50
Castaway Creative	Marketing	\$2,985.00				\$2,985.00
Comcast Spotlight	Marketing	\$1,021.50				\$1,021.50
Comcast Spotlight	Marketing		\$5,656.00			\$5,656.00
Print/Mail Coloring Books	Volunteer -marketing		\$2,395.32			\$2,395.32
The Path Ahead	Marketing- Mission Reunite			\$6,000.00		\$6,000.00
					Total:	\$20,636.32

Financials

Spay/Neuter Program

Vender:	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Apr-17	Total
Animal Rescue Foundation	\$850.00	\$1,695.00	\$2,571.99	\$1,534.64	\$615.00		\$651.20		\$7,917.83
Sacramento SPCA			\$870.00						\$870.00
California Pot Bellied Pig				\$253.43	\$390.00				643.43
SNIP			\$150			\$457.39	\$105.00	\$457.39	\$1,019.78
Homeless spay/neuter Noell									
Total									\$10,451.04

Animal Welfare Projects

Animal Benefit Funds Already Allocated		Date 1/24/2017
Vendor	Cost	
Affordable Agility	\$100.71	
Affordable Agility	\$1,415.52	
Clean Run Productions	\$277.96	
Discount Playground Supply	\$1,724.92	
Max 200 Performance Dog Equipment	\$594.98	
Paul Cesare installer	\$6,200.00	
Shor-line	\$22,551.88	
Shor-line	\$20,225.04	
Shor-line	\$20,225.04	
Shor-line	\$1,575.98	
Fencing/Material/Installation		
Doggie Pot Signs	\$1,395.99	
Water spigots/pipes install/insulation cost		
Total:	\$76,288.02	