



# Annual Report

Fiscal Year 2013-14



**Doña Ana County Humane Society, Inc.**

**FY 2013-14**

# **Annual Report**

The Doña Ana County Humane Society is the area's oldest animal welfare organization, but with a new outlook and fresh ideas.

We are a 501(c)3 organization. We founded Las Cruces first-ever animal shelter in 1955, and operated the facility for many years. Many of you remember us as the shelter out on Hwy. 70, which was called the Doña Ana County Humane Society. It changed hands six years ago when DACHS opted not to renew the contract to run the shelter for the city/county. They hired director Dr. Beth Vesco-Mock, and changed the name of the facility to the Animal Service Center of the Mesilla Valley (ASCMV.)

Today, DACHS continues to operate as a 501(c)3, and we still support the shelter. But rather than operating the facility, our focus now is to simply save the lives of animals. We do that by administering a number of programs that help get pets out of the shelter and help keep them out of the shelter and in good homes.

Our motto is "Keeping Pets and People Together."

To that end, we address problems on multiple fronts, utilizing methods that have potential for making the greatest impact. For example, when parvovirus cases spiked this year, we collaborated with the Animal Service Center of the Mesilla Valley, Lamar Outdoor Advertising, Comcast, graphic designer Ashley Guillet and film producer Kyle Karges to produce a billboard and PSA campaign promoting education and low-cost parvo vaccinations. We worked with the same group to produce billboards promoting low-cost spay/neuter.

We also worked hard prior to and during this year's legislative session to educate the public on New Mexico's animal welfare laws and how they can get involved in strengthening those laws. Partnering with Animal Protection New Mexico, we hosted their workshop here for a discussion on how to effectively lobby. And again working with APNM, we helped craft a bill that would create a new felony penalty for animal abuse, and that would add definitions to help get convictions in abuse cases. We spent many hours at the Capitol in Santa Fe, talking to lawmakers and attending committee meetings in support of this legislation.

When the shelter made an appeal this year for people to adopt and treat the heartworm-positive dogs that were housed there, DACHS collaborated with them and ACTION Programs for Animals to publicize the dogs' plight and raise money through social media to help fund their treatment.

That effort continues today.

We work hard to maintain a presence in our community at events like the Pride Festival, Southwest Senior Expo, Salsa Fest, school presentations and more.

DACHS' mission is to serve as an advocate for the animals and their people in Dona Ana County and to maintain an environment of respect, responsibility and compassion through education, legislation and leadership. We are committed to reducing animal overpopulation and defending the abused. Here is what we do toward those goals:



**Animal Relief Fund (ARF):** exists to aid low-income pet owners with emergency veterinary bills. All cases must meet WIC income eligibility guidelines with proof of household income. Once approved, clients pay a \$50 co-pay to DACHS and in return receive a \$250 voucher that they can use at one of many participating veterinary offices in the area. If the bill is higher than the voucher amount, the client can purchase a second voucher for an additional \$50. The problem cannot be due to something that was preventable, such as pregnancy or parvo.

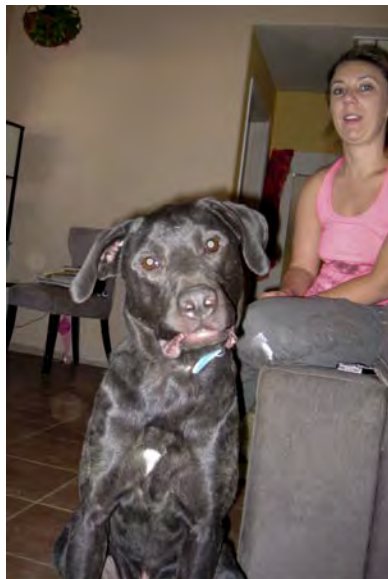
Among the veterinary clinics we work with are: Animal Hospital of Las Cruces, Arroyo Veterinary Clinic, Calista Animal Hospital, Jornada Veterinary Clinic, Mesquite Animal Hospital, Paws and Hooves mobile veterinary clinic, and Dr. William J. Schumacher, DVM.

Operated by DACHS when we ran the shelter, the ARF program went away when the shelter contract ended. Since the program was restarted in September 2010, ARF has helped more than 300 low-income pet owners. The program's original fiscal year 2013-14 budget was \$33,485, but the receipt of county RFP funding allowed us to increase the ARF budget to \$46,390. In addition to funding from our corpus, ARF is also funded by donations, a \$10,000 grant from Banfield Charitable Trust, and a \$5,000 grant from the ASPCA. The two grants allowed us to also aid pets with vaccinations and medications for long-term illnesses, and help pet owners who could not afford the ARF co-pay.

**Pets for Seniors:** This program provides vouchers good for \$50 off the cost of adopting a shelter pet for seniors age 60 and older. The purpose is to help alleviate the loneliness that seniors often suffer, and place pets in stable, forever homes. With a Pets for Seniors voucher, the cost of adopting a dog at the ASCMV is reduced to \$25, and the cost of adopting a cat, with a voucher, is zero. This program was operated by DACHS back when we ran the shelter and it went away after the shelter contract ended. We restarted in February 2011, using \$1,300 in leftover grant money from the Pets for the Elderly Foundation. The program was so popular that we ended up spending \$1,712 on Pets for Seniors by the end of that fiscal year, today have

allocated \$3,000 for this program. The Pets for the Elderly Foundation recently began funding the program once again with two grants totaling \$950. We have given out 175 Pets for Seniors vouchers since February 2011.

**Ruff-to-Ready Program:** This program offers training to shelter dogs as they go into their new adoptive homes so that they won't be returned to the shelter for behavioral issues. DACHS ran a pilot of the program in May 2012, with \$1,000 in grant funding from the Allstate Foundation. With that



funding, we hired a trainer who worked one-on-one with nine people and the dogs they were either fostering or adopting from the ASCMV. This trainer also worked with the adopting family members and other dogs in the families. She evaluated the dogs' behavior and their home situations, and worked with both the dogs and their owners/fosters on basic commands and on correcting problem behavior. The group was monitored for six months to see if any dogs were returned to the shelter, and none of them were.

Today the Ruff to Ready program has a new trainer, Hope Movsesian, who has to date trained 26 dogs, with only two of them returned to the shelter.

We have allocated \$5,000 for the Ruff-to-Ready program for the current fiscal year..

**A Home for the Holidays:** This is a free pet adoption event that is held the weekend prior to Christmas, with the goal of getting as many pets out of the Animal Service Center of the Mesilla Valley and into permanent homes in time for the holiday. The program is going into its third year after a hugely successful 2012 event, in which 117 shelter pets were adopted. DACHS funds this program through donations and through our corpus, and paid \$7,575 to cover last year's adoptions.

**Pet cemetery:** Improvements continue at the Alicia Melgaard Memorial Pet Cemetery, which DACHS has owned and operated since the mid-1980s. This year we invested in landscaping along the east fenceline, quarterly landscape maintenance, a small backhoe for digging graves and leveling dirt, and a storage shed for the backhoe. Cemetery operation relies on burial fees,

donations, and funding from our investments.

**Community Grant Program:** Implemented in fiscal year 2010-2011, this program operates as funding allows. It awards grants to area animal welfare organizations whose goals and missions align with ours.

There are no plans to fund this program in FY 2013-14.

**Ongoing projects:** In addition to these programs, we also produce the Critter Corner section of the Las Cruces Sun-News every two weeks. We are responsible for the editorial content on those two pages; the focus being getting animals out of the animal shelter and raising animal welfare awareness in the community.

Among our upcoming fund-raisers are the second annual pet calendar/planner/organizer, which will be available in mid-October. Also, the annual Critter Christmas gala, scheduled for Dec. 12 at the Las Cruces Convention Center, benefits DACHS, SNAP and the Animal Service Center of the Mesilla Valley. We also have Yappy Hour the third Wednesday of each month, March through October at St. Clair Winery & Bistro. Proceeds benefit DACHS and the Spay and Neuter Action Program (SNAP.)

#### **FINANCES (see attachment)**

Our FY 2013-14 budget includes program expenses and general expenses that include the lease that we share with SNAP for this office space, website, cemetery, office supplies, insurance, alarm system, accountant & bookkeeper, phone, and the executive director's salary; a contract position. DACHS has had increases in our property and general liability insurance costs and printing costs, along with general pet cemetery maintenance expenses.

Our total invested corpus with Morgan Stanley Smith Barney is \$393,132.94 as of 9/17/13. Some of this money came with us when we ended the shelter contract several years ago, and it is comprised of bequests and donations to DACHS, not to the city or county. Some of it is reimbursement that the city and county agreed that they owed DACHS for operating expenses incurred while under contract to operate the shelter: just under \$109,000 from the county and \$160,000 from the city. Some of it is \$27,000 in bequest money that we added to the fund so that it can grow until we utilize it. The fund is set up fairly conservatively as a long-term investment with the idea that the market fluctuates but will recover.

We set up the fund this way so that proceeds are automatically reinvested, and we keep a portion of it \_ approximately \$19,500 \_ in a cash account at Morgan Stanley so that we have operating funds to draw from.

We transferred \$65,000 from the account in FY 2010-2011 to help fund our programs and operations. In the FY 2012-13, we transferred \$47,500 to help fund our programs and operations.

Of the \$65,000 withdrawn in 2010-11, \$35,000 was paid out as grants and donations to other animal welfare organizations and the other \$30,000 was used for operating expenses. In 2011-12, \$29,500 of the \$47,500 withdrawn was paid out as grants and donations to other animal welfare organizations, including \$6,000 to the newly formed Coalition for Pets and People. The remainder went toward programs and operating expenses.

Our board has discussed this investment fund at length. Our goal is to protect the corpus so that we can continue to operate for the long term and focus on fund-raising via events, memberships, donations and grants to offset the cost of our programs and operating expenses, and keep from dipping further into the fund so that we can continue to do good work in our community.

## **Doña Ana County Humane Society, Inc.**

# **Board of Directors**

### **Officers**

Jerome Dodson, president

Mike Garcia, vice president

Ellie Choate, secretary

Rachel Schneider, treasurer

### **Board Members**

Angie Brown

Christi Getz

Dr. Julie Chamness Gray

## DONA ANA COUNTY HUMANE SOCIETY FINANCIAL STATEMENT AS OF

SEPT. 17,2013

BANK OF RIO GRANDE CHECKING	\$ 7,501.53
BANK OF RIO GRANDE SAVINGS	\$ 8,858.07
BANK OF RIO GRANDE CHECKING	\$ 917.08
MORGAN STANLEY CASH FUND	\$ 19,552.57
MORGAN STANLE MUTUAL FUND	\$ 393,132.94

PETTY CASH	\$ 20.00
------------	----------

PET CEMETERY (2)	\$ -
------------------	------

KUBOTA TRACTOR AND IMPLEMENT	\$ 6,000.00
------------------------------	-------------

OFFICE EQUIPMENT AND FURNISHINGS	\$ 1,150.00
----------------------------------	-------------

TOTAL	\$ 437,132.19
-------	---------------

## RESTRICTED ASSETS

STEINERT BEQUEST FOR ANIMAL MEDICAL USE	\$ 26,818.00
---	--------------

ASPCA FOR ARF	\$ 5,000.00
---------------	-------------

PETS FOR SENIORS GRANT	\$ 5,000.00
------------------------	-------------

BANFIELD GRANT FOR ARF	0
------------------------	---

TOTAL	\$ 36,818.00
-------	--------------

NET	\$ 400,314.19
-----	---------------



**DONA ANA COUNTY HUMANE SOCIETY  
2013-2014 BUDGET  
REVISED 8/26/2013 TO BALANCE**

<b>INCOME</b>	<b>PROJECTED</b>
<b><u>Fundraising/Donations</u></b>	
Misc. Fund Raising/Donations	44,112
Pet Calendar	9,000
Yappy Hour	5,400
Critter Christmas	9,000
Direct Mail/Holiday Appeal	4,000
A Home for the Holidays	0
ARF co pays	6,100
Membership Dues	4,000
<b><u>Cemetery</u></b>	
Cemetery burial fees	1,600
<b><u>Grants</u></b>	
Banfield	10,000
ASPCA	5,000
Pets for Seniors	500
<b>INCOME</b>	<b>98,712</b>
<b>EXPENSE</b>	<b>PROJECTED</b>
<b><u>Personnel</u></b>	
Executive Dir.	30,180
<b><u>Professional Services</u></b>	
Acct/audit	2,800
Bookkeeper	360
<b><u>Operations</u></b>	
Insurance – Board Liability	1,521
Insurance - General and Property	730
Office Equipment Repair/ Maintenance	1,000
Postage	852
Office Supplies	1,845
Membership Dues - Chamber	195
Website Maintenance	140
Security System	334
Office Lease/Rent	3,600
Building Maintenance - Cleaning	280
Storage shed	354
<b><u>Pet Cemetery</u></b>	
Maintenance	1,000
Utilities Water and Electric)	539
Liability Ins.	644
Other	71
<b><u>Travel</u></b>	
Mileage Reimbursement	250
<b><u>Fundraising</u></b>	
Printing – brochures/fliers	1,469
Printing -Pet Calendar	4,600
Printing/Mailing: Holiday Appeal Letter	2,208
Misc.	276
Critter Christmas	0
Donation disbursement	375
<b><u>Membership Expense</u></b>	
Printing – Quarterly newsletter	0
Awards	80
Misc	8
<b><u>Program Expense</u></b>	
ARF	33,495
Ruff to Ready	5,000
The Thor Corps	200
Pets for Seniors	3,000
A Home for the Holidays	0
Public Service - Advertising	1,000
<b><u>Training/Education</u></b>	
Conference fees	306
<b>TOTAL EXPENSE</b>	<b>98,712</b>
<b>SUMMARY</b>	<b>PROJECTED</b>
TOTAL INCOME	98,712
TOTAL EXPENSE	98,712
<b>OVER/UNDER</b>	<b>0</b>