



Humane Society of Southern New Mexico
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Humane Society of Southern New Mexico 2014 Annual Report on Programs/Services

Background Information:

The work of the Humane Society of Southern New Mexico (HSSNM), a non-profit 501c3 organized in 2007, pertains directly to the following position statements. The position statements address community needs with regard to animal welfare topics and concerns and are designed to assist the municipal shelter "Animal Services Center of Mesilla Valley" in meeting its responsibility and goals as a county and city animal shelter.

HSSNM Position Statements:

1. The welfare of companion animals is the primary concern of HSSNM, and that concern is most effectively addressed by advocacy and dissemination of humane education throughout the community.
2. The entire community shares responsibility of humane treatment of companion animals; such responsibility includes but is not limited to increasing adoption from shelters, widespread and affordable spaying/neutering of companion animals, facilitating implementation of best practices and responsible pet ownership, and ensuring best practices in the operation of our public animal welfare systems.
3. Discharge of community responsibility rests not only on awareness of needs but also on equitable public and private funding and on timely justice for abuse.
4. HSSNM demands public accountability in meeting industry standards of best practices on the part of all involved in animal stewardship.

HSSNM Advocacy Work for ASCMV & Community:

HSSNM assists the municipal shelter and the community by reducing intake of animals to the Animal Services Center of Mesilla Valley through programs/services and preemptive work with weekly adoption promotions of rescue animals, fostering and re-homing of cats and dogs, support and provision for low-cost spay-neuter and micro-chip clinics, pet help call line services (assistance by phone and internet, including website postings), and humane education services for youth and adults.

In addition to the organization's work during the year in programs/services, HSSNM demonstrated strong advocacy as members of the Coalition for Pets & People in getting passage of Trap-Neuter-Return ordinances in both the City and County, legalizing TNR for management of feral cat colonies. HSSNM purchased micro-chip scanners to increase Return-to-Owner by private citizens and rescue organizations. HSSNM was instrumental in securing sites in underserved areas for low cost spay-neuter clinics and increased micro-chip implanting for pets. HSSNM saw gains in the organization's adoption rate by more than 60 animals with almost 200 adoptions (combined HSSNM and HSSNM-facilitated adoptions) for the year's total. HSSNM increased work with adoption partners. HSSNM also saw increases in event hosting with people and pet socials, photo ops with pets, fundraising work, education presentations to community groups, tabling and outreach to advance animal welfare.

Statistics Summary for January-December 2014:

Foster-Adoption Program - animals adopted

- HSSNM: 84 cats, 15 dogs
- Enchanted Pass Rescue (adoption partner): 2 cats, 47 dogs
- Cherished K-9s (adoption partner): 26 dogs
- Broken Promises (adoption partner): 8 cats
- Authorized Fosters: 12 cats & 4 dogs

Adoption totals: 198 animals (92 dogs & 106 cats)

Pet Help Line & Web Page

- Pet Help Call Line: 345 total number of calls
86 average number of calls/monthly
- Web Page Postings
 - Re-home category: Outcomes known for 50% adopted or rescued in listing; 60 animals/116 total.
 - Lost/Found category: Outcomes known for 19% returned to owner or adopted by finder/rescuer in listing; 22 animals/121 total.

Cans 4 Critters Fund

- \$859.12 awarded for the year 2014; 19 animals assisted
- \$3,297.63 awarded for June 2011- Dec. 2014; 65 animals assisted

Humane Education

- "On The Positive Side" newspaper column: 25 articles on animal welfare topics, authored by HSSNM president & community members, published twice-monthly in the "Critter Corner" section of the Las Cruces Sun-News
- Diggity Dog Learning: 40 sessions, 1.5 hour each, 2 elementary school classrooms, weekly sessions, 20-25 children per session
- Critter Connection: 36 sessions, 1.5 hour each, youth at Boys & Girls Club, adults at Tresco & Montana Meadows, monthly sessions, 6-18 individuals per session
- On-Request Critter Connection: 5 sessions, 1.5 hour each; for youth at 3 locations with the City of Las Cruces After-School Program, 1 session for "Career Day" at Hillrise Elementary School, 1 session for youth & adults at La Frontera; 20-40 individuals per session
- Presentations & Outreach: 4 talks/presentations on animal welfare, 5 information tables, 1 demonstration ("Chain-Off")

Events

- "Happy Tails" adoption promotions: 54 events at PetSmart featuring HSSNM foster animals & adoption partners with their foster animals
- Micro-Chip clinics/'parties': 4 events, at business locations & private homes for neighborhood/invited guests
- Fundraise events: 28 total:
 - Red Brick Pizza 12 events, Cruces Canines people & pet socials 7 events, photo ops with pets 3 events, holiday events 2, theater event 1, special event 1, yard sales 2