



Humane Society of Southern New Mexico
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Humane Society of Southern New Mexico 2015 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 has taken a very strong organizational role in providing programs to residents of Las Cruces and Dona Ana County through preemptive work with adoption events for rescued 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 and internet services with website postings, and humane education services for youth and adults. These programs have the immediate effect of reducing intake and lowering euthanasia rates at the municipal shelter, the Animal Services Center of Mesilla Valley .

In addition, HSSNM has demonstrated strong advocacy as a member organization of the Coalition for Pets & People in a wide range of policy, program and grant operational changes and implementation. This work has resulted in passage of Trap-Neuter-Return ordinances in the City and County, legalizing TNR for management of feral cat colonies. HSSNM has avidly pursued implementation of increase of Field-Return-to-Owner by city and county animal control departments while assisting private citizens and rescue organizations with micro-chip scanners and micro-chip resources at low cost. Almost 1300 micro-chips have been implanted in the past year through HSSNM's involvement and support.

HSSNM has been instrumental in securing sites in underserved areas for low cost spay-neuter clinics. As adoption options with other organizations have advanced, HSSNM reduced frequency of adoption events to focus on preventing unwanted pet litters and abandonment, return and retention of pets, and pet owner responsibility. HSSNM continues to work with adoption resources, including management of the cat adoption program at the PetSmart store in Las Cruces.

Statistics Summary for August 2014-July 2015:

Foster-Adoption Program w/PetSmart Charities - animals adopted

- 163 adoptions total
- 110 cats
- 53 dogs
- adoption partners: Cherished K-9s, Enchanted Pass, Broken Promises SW

Pet Help Call Line & Web Page Postings for Animals in Need

- Pet Help Call Line:
884 total number of calls received; 73 average number of calls/monthly
- Web Page Postings: 100 re-home, 68 lost/found =168 postings total

Re-home category: Outcomes known for 40% adopted or rescued in listing; 40 animals/100 total.

Lost/Found category: Outcomes known for 22% returned to owner or adopted by finder/rescuer in listing; 15 animals/68 total.

Cans 4 Critters Fund

Cans 4 Critters is an ongoing HSSNM project with aluminum cans donated for reclamation by area businesses and individuals. Discarded aluminum cans are also collected from road sides and clean-up sites with proceeds from reclamation going to help animals in need.

- \$915.00 awarded August 2014-July 2015, assisting 21 animals
- \$3,937.63 awarded June 2011- July 2015, assisting 86 animals total

Humane Education

- "On The Positive Side" newspaper column: 23 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" w/animal themed stories & activities: 60 sessions, 1 hour each, 4 elementary school classrooms, weekly sessions, 20-25 children per session
- "Critter Connection" w/TheraPaws & canine ambassadors: 22 sessions , 1 hour each, youth at Boys & Girls Club, adults at Tresco & Montana Meadows, monthly sessions, 6-25 individuals per session
- On-Request "Critter Connection" w/animal-themed books & activities: 6 sessions, 1 hour each, 20-25 children, Las Cruces After-School Program & Gadsden Schools (Mesquite, San Miguel, & Chaparral)
- Presentations & Outreach: 1 talk/retrospective on animal welfare progress in Las Cruces, 5 information tables, 1 demonstration ("Chain-Off")

Events

- "Happy Tails" adoption promotions: 35 events at PetSmart featuring HSSNM foster animals & adoption partners with their foster animals
- Micro-Chip clinics: 12+ events; since 2014 almost 1300 microchips registered by HSSNM
- Fundraise events: 30 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 3, yard sales 2