



**GULFPORT-BILOXI TEAM**

**Gulfport-Biloxi Partners:**

Humane Society of South Mississippi (HSSM)  
Mississippi Spay and Neuter (MS SPAN)  
City of Gulfport Police Department Animal Control  
City of Biloxi Police Department Animal Control  
Harrison County Sheriff's Department Animal Control



**Gulfport-Biloxi Team:**

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# MORE ANIMALS SAVED in 2008

**786** Fewer animals surrendered  
to area shelters

**7,443** Spay/neuter surgeries  
performed

**1,537** Microchips issued

**ASPCA**<sup>®</sup>  
MISSION: ORANGE™



**ASPCA® MISSION: ORANGE™ IS DEDICATED TO SAVING ANIMAL LIVES. AM:O FOCUSES ON TWO STRATEGIES: REDUCING THE NUMBER OF ANIMALS ENTERING THE COMMUNITY SHELTERS AND INCREASING THE NUMBER OF ANIMALS THAT LEAVE THE SHELTERS ALIVE.**

### **Increasing Positive Outcomes:**

#### **Return to Owner**

- Using ASPCA AM:O funding for marketing programs, HSSM placed billboards around Harrison County with return-to-owner messaging. These billboards advise residents where to look for a lost pet.
- Through the same AM:O marketing funding, HSSM placed billboards with microchip messaging.
- Animal Control Officers from Harrison County, Biloxi and Gulfport have been trained in the use of the PetPoint database and are equipped with microchip scanners. They can now scan strays in the field and return them to their homes without the need for them to enter the shelter. Since receiving the scanners, 34 dogs were returned directly to their owners without entering the shelter.
- HSSM increased the number of pets microchipped within Harrison County by implanting 1,537 low-cost and free microchips at various clinics.

#### **Adoption**

- HSSM implemented the ASPCA's Meet Your Match® Canine-ality™ Adoption Program in February and received additional training in May. The Humane Society is participating in the ASPCA MYM "Rock the Adoptions" program in 2009. This program will work with HSSM to boost adoption of cats and dogs.
- HSSM adoption staff has attended "customer care boot camp" and are continually assessed through a "secret shopper" program.
- HSSM has extended its closing time to 7:00 pm on Thursdays.
- HSSM implemented the ASPCA Meet Your Match® SAFER™ behavior assessment tool and several staff have earned their certification.
- HSSM continues to conduct off-site adoptions at the PetSmart store.
- As part of the AM:O-funded marketing campaign, billboards with adoption messaging have been placed around Harrison County.
- HSSM is designing and implementing regular adoption promotions for cats such as "Fat Cat Fridays", senior cat adoption incentives, etc. Some of these programs will include no-fee adoptions.

#### **Transfer Out to Placement Partners**

- HSSM continues to transfer animals to organizations which can successfully place them in homes. Transfers have been made to organizations in California, Colorado, Florida, Georgia and New York utilizing the Wild Animal Orphanage transport program and the HSSM in-house transport system. HSSM has been accepted into the PetSmart Charities Rescue Waggin' Program and is currently completing their training requirements in preparation for their first transport with this program. The Rescue Waggin' hopes to transport an additional 60 dogs per month from HSSM to communities where they can be adopted into homes.

### **Reducing Intake:**

#### **Spay / Neuter**

- HSSM's clinic continues to offer special rates and promotions, such as "Unfather's Day" and "Feline First Fridays" to increase the number of spay/neuter surgeries.
- As part of the AM:O-funded marketing campaign, billboards with spay/neuter messaging have been placed around Harrison County.

## Trap-Neuter-Return (TNR)

- HSSM is offering affordable spay/neuter to those willing to trap then return the animals after the surgery is complete.
- HSSM signed a TNR agreement with Northrop-Grumman to spay/neuter any cats the corporation can trap and return on its property. 130 feral cats have been altered and returned to their colonies. The hope is to TNR the estimated 500 cats on the corporation's property.

## Safety Net Programs

- HSSM is working with the Richmond SPCA to design and implement a resource program for pet guardians modeled after RSPCA's "Project Safety Net" program. The HSSM "Forever Home" program is designed to offer behavior and animal care support to residents in need, preventing the pet from being surrendered to the shelter. This program will include a phone line dedicated as the "Behavior Help Line." The Pet Retention Manager has been hired and is scheduled to start January 1, 2009.
- The HSSM spay/neuter clinic has begun to contact guardians listing pets "free to good home" in the newspaper to encourage the altering of the parent pets.
- HSSM has begun to offer dog obedience classes and puppy kindergarten classes to the public.
- The local newspaper, The *Sun-Herald*, has partnered with HSSM to brainstorm ways to raise awareness of companion animal issues in Harrison County and to raise awareness of the services available to the public and their pets. The paper has begun to publish a series of articles regarding these issues.
- HSSM has implemented the AM:O-funded Wag 'N Train community outreach program. The mobile program is designed to bring pet care support and guidance to residents in low-income neighborhoods. The program also provides spay/neuter and microchip vouchers at low or no cost. To date 527 chips and 522 free spay and neuter surgery vouchers were issued and redeemed.

2008 has been a challenging year for the community for various reasons including: HSSM is the only shelter in the region and has limited resources for placement partners; difficulty in getting the public to utilize low cost spay/neuter services; FEMA discontinued its housing for residents displaced by Katrina, forcing them to find alternative housing that in most cases were not pet friendly, thereby increasing surrender of animals to the shelter. Also HSSM has been without an Executive Director since the fall and is currently conducting a national search to fill the position.



## TARGET COMMUNITY INDICATORS AND SUMMARY DATA

	January 07 - December 07	January 08- December 08	Increase/ Decrease
<p><b>TOTAL INTAKE</b></p> <p>The total number of animals entering partner facilities, except transfers between partners.</p>	15,350	14,564	(786) (5.1%)
<p><b>LIVE RELEASE RATE</b></p> <p>The rate expresses as a percentage the number of animals returned to owner, adopted, or transferred outside the partner organizations divided by the total number of animals received (total intake).</p>	43.7%	38.3%	(5.4%)
<p><b>TOTAL LIVE RELEASE</b></p> <p>The total number of animals returned to owner, adopted, or transferred outside the partner organizations.</p>	6,707	5,575	(1,132)
<p><b>TOTAL ADOPTIONS</b></p> <p>This number includes final adoptions and transfers outside of partnership; it does not include animals placed in foster care.</p>	4,684	3,660	(1,024) (21.9%)
<p><b>TOTAL TARGETED SPAY/NEUTER</b></p> <p>The total number of animals altered through low-cost spay/neuter services or a TNR program.</p>	12,353*	7,443	(4,910) (39.8%)

\*The total animals who benefited from the targeted spay/neuter program in 2007 includes animals adopted through HSSM. The total for 2008 does not include the HSSM adoptable animals.

## Gulfport-Biloxi, MS Indicators & Summary Data: Year to Date-2008

Indicators - Year to Date (YTD)	YTD Total	Rate/000 People	YTD Dogs	YTD Puppies	YTD Cats	YTD Kittens
Live Release Rate (Percent of Intake)	<b>38.3%</b>		50.7%	55.5%	18.2%	23.4%
Total Live Release (net adoptions)	<b>5,575</b>	31.66	2,436	1,765	573	801
Total Intake	<b>14,564</b>	82.70	4,808	3,183	3,150	3,423
Euthanasia	<b>8,789</b>	49.91	2,377	1,412	2,449	2,551
Targeted Spay/Neuter	<b>7,443</b>	42.26	3,204	659	2,711	869
Financial Support (reported annually)	n/a	n/a				

Intake, Adoption, Transfer, Euthanize, Died/Lost	Dogs				Total
	Q1	Q2	Q3	Q4	
Number entering partner facilities except transfers between partners	1,196	1,218	1,300	1,094	<b>4,808</b>
Number entering partner facilities through partner transfers	0	0	0	0	<b>0</b>
Number returned to partner facilities within 30 days of adoption	64	34	32	30	<b>160</b>
Number returned to owner	237	200	194	207	<b>838</b>
Number adopted (minus returns within 30 days)	398	271	248	287	<b>1,204</b>
Number transferred to partners	0	0	0	0	<b>0</b>
Number transferred out of your partnership	27	129	144	94	<b>394</b>
Number euthanized per owner request	22	41	41	38	<b>142</b>
Number euthanized other than owner request	478	609	691	457	<b>2,235</b>
Number died in care	5	1	1	8	<b>15</b>
Number lost in care	1	19	97	3	<b>120</b>

Intake, Adoption, Transfer, Euthanize, Died/Lost	Puppies				Total
	Q1	Q2	Q3	Q4	
Number entering partner facilities except transfers between partners	925	982	654	622	<b>3,183</b>
Number entering partner facilities through partner transfers	0	0	0	0	<b>0</b>
Number returned to partner facilities within 30 days of adoption	56	27	19	30	<b>132</b>
Number returned to owner	22	46	22	22	<b>112</b>
Number adopted (minus returns within 30 days)	387	338	267	288	<b>1,280</b>
Number transferred to partners	0	0	0	0	<b>0</b>
Number transferred out of your partnership	56	127	83	107	<b>373</b>
Number euthanized per owner request	0	2	7	2	<b>11</b>
Number euthanized other than owner request	405	475	317	204	<b>1,401</b>
Number died in care	6	6	4	2	<b>18</b>
Number lost in care	4	21	80	5	<b>110</b>

	Cats				
<b>Intake, Adoption, Transfer, Euthanize, Died/Lost</b>	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>	<b>Total</b>
Number entering partner facilities except transfers between partners	613	824	967	746	<b>3,150</b>
Number entering partner facilities through partner transfers	0	0	0	0	<b>0</b>
Number returned to partner facilities within 30 days of adoption	11	8	8	9	<b>36</b>
Number returned to owner	13	19	14	17	<b>63</b>
Number adopted (minus returns within 30 days)	151	92	76	139	<b>458</b>
Number transferred to partners	0	0	0	0	<b>0</b>
Number transferred out of your partnership	0	0	51	1	<b>52</b>
Number euthanized per owner request	10	16	12	11	<b>49</b>
Number euthanized other than owner request	401	695	732	572	<b>2,400</b>
Number died in care	1	0	1	0	<b>2</b>
Number lost in care	1	18	81	16	<b>116</b>

	Kittens				
<b>Intake, Adoption, Transfer, Euthanize, Died/Lost</b>	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>	<b>Total</b>
Number entering partner facilities except transfers between partners	289	1,443	1,056	635	<b>3,423</b>
Number entering partner facilities through partner transfers	0	0	0	0	<b>0</b>
Number returned to partner facilities within 30 days of adoption	10	10	8	17	<b>45</b>
Number returned to owner	1	3	1	7	<b>12</b>
Number adopted (minus returns within 30 days)	113	177	218	210	<b>718</b>
Number transferred to partners	0	0	0	0	<b>0</b>
Number transferred out of your partnership	0	0	58	13	<b>71</b>
Number euthanized per owner request	0	0	0	0	<b>0</b>
Number euthanized other than owner request	165	1,118	776	492	<b>2,551</b>
Number died in care	1	15	7	7	<b>30</b>
Number lost in care	8	25	136	11	<b>180</b>

<b>Targeted Spay/ Neuter and TNR</b>	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>	<b>Total</b>
How many low cost S/N conducted on dogs?	959	585	773	887	<b>3,204</b>
How many low cost S/N conducted on puppies?	91	213	187	168	<b>659</b>
How many low cost S/N conducted on cats (other than TNR)?	644	434	388	893	<b>2,359</b>
How many low cost S/N conducted on kittens (other than TNR)?	47	101	315	366	<b>829</b>
Number of cats TNR?	33	76	117	126	<b>352</b>
Number of kittens TNR?	0	13	15	12	<b>40</b>
<b>Total Spay/Neuter and TNR</b>	<b>1,774</b>	<b>1,422</b>	<b>1,795</b>	<b>2,452</b>	<b>7,443</b>

\*Note: Lost in care includes animals for whom there were data issues.

## ASPCA Dashboard Definitions of Indicators and Data Collected

**Live Release Rate** This rate expresses as a percentage the number of animals returned to owner, adopted, or transferred outside the partner organizations divided by the total number of animals received (total intake). Transfers between partners are excluded from this calculation.

**Total Live Release** The total number of animals returned to owner, adopted, or transferred outside the partner organizations.

**Total Intake** The total number of animals entering partner facilities, except transfers between partners. Partner transfers are netted out (excluded) to avoid double-counting.

**Euthanasia** The total number of animals in partner facilities that were euthanized, including by owner request.

**Targeted Spay/Neuter** The total number of animals altered through free or low-cost spay/neuter services or a TNR program. Targeted includes:

- Low-income by actual level or entitlement qualification OR
- Low-income / high-risk by zip code of residence OR
- Unlikely to have altered in the absence of low-cost program OR
- Impounded one or more times as a stray OR
- Feral animal

**Note:** Targeted Spay/Neuter is a program output where it will be easier to see results sooner. However, it is not a bottom-line outcome like the other indicators. A good dashboard may include both outcomes and outputs.

**Financial Support** For the year shown, the total dollars that partner organizations obtained through municipal funding and private fundraising.

Funding sources for nonprofits (including affiliates of municipal organizations):

- Donations excluding bequests (mail, Internet, major donors, events, etc.)
- Local corporate donations
- Foundation grants (not from the ASPCA® or ASPCA® Mission: Orange™ community partner organizations)

Funding sources for municipal organizations:

- Budget: fixed allocation and license/citation allocations

This information is collected annually and is reported in the year-end summary.

**Rate per 000** For **Intake**, **Euthanasia**, and **Financial Support**, the rate is calculated by dividing the value for the total number by the human population (in thousands) for the target community. The result is the rate per thousand people.

Human population is shown on the Community Descriptors tab.

**Dogs** Adult dogs are over 6 months of age.

<b>Puppies</b>	Puppies are up to and including 6 months of age.
<b>Cats</b>	Adult cats are over 6 months of age.
<b>Kittens</b>	Kittens are up to and including 6 months of age.
<b>Number entering partner facilities except transfers between partners</b>	This number includes animals entering partner facilities because they are: surrendered, stray, in protective custody, or transferred in from agencies that are not ASPCA® Mission: Orange™ partners.
<b>Number entering partner facilities through partner transfers</b>	This number includes animals entering partner facilities from agencies or organizations that are ASPCA® Mission: Orange™ partners.
<b>Number adopted</b>	This number includes final adoptions only. It does not include animals placed in foster care.
<b>Number transferred to partners</b>	This number includes animals sent to other agencies or organizations that are ASPCA® Mission: Orange™ partners.
<b>Number transferred out of the partnership</b>	This number includes animals who are sent to agencies or organizations that are not ASPCA® Mission: Orange™ partners in the community.
<b>Free or Low cost S/N ... other than TNR</b>	This number includes only owned animals. It does not include shelter animals altered before adoption, or cats or kittens altered through a TNR program.
<b>Cats/kittens TNR</b>	This number includes strays and ferals, including shelter cats/kittens who will be returned to a colony. It does not include owned animals or shelter cats or kittens who will not be returned to a colony.