TO OUR SHELTER ANIMALS COUNT SPONSORS AND SUPPORTING ORGANIZATIONS:

We had an extremely successful initial year of the National Database! After a mid-November 2015 launch, Shelter Animals Count started 2016 with 124 registered groups and ended the year with 4,183 organizations participating across every state in the country!

We’ve been encouraged to see the commitment to transparency from our participating rescues and shelters, with only 2% opting out of sharing data publicly.

Thanks to Maddie’s Fund, we had a dramatic surge in registrations during April as a result of their generous grant promotion to encourage both SAC registrations and referrals.

Maddie’s extended the grant, as well, for the NACA, SAWA and FACA conferences, as incentive for on-site registrations.

Post-promotion, we’ve continued to maintain an average of 47 groups signing on per month, with no incentive.
The highest participation in 2016 came from these top 10 states, accounting for nearly half of total SAC membership:

1. California
2. Florida
3. Texas
4. New York
5. Georgia
6. North Carolina
7. Arizona
8. Pennsylvania
9. Tennessee
10. Virginia

### Participation by Organization Type through 2016

- **Government**: 8.3%
- **Private with Gov. Contract**: 8.3%
- **Private**: 83.4%

### Annual Estimated Intake of Participants through 2016

- **< 100**: 2%
- **100 - 999**: 1%
- **1,000 - 5,999**: 15%
- **6,000 - 11,999**: 32%
- **12,000+**: 50%
STRONG PROGRESS WAS MADE IN THE TARGETED 50 MOST POPULOUS U.S. COUNTIES
We’ve continued to expand and enhance the data portal since launch as a result of user feedback and our own management needs, adding data fields, increasing user functionality (reports/exports), incorporating dashboard alerts for when organizations are unconfirmed or information needs to be updated, and more.

In addition to those continued improvement releases, we had two large launches in 2016:

- In late September we published the first round of data with 1Q data sets from nearly 2800 groups, and
- In October we released a beta version of the Coalition Builder tool, providing value-add functionality and aiding in recruitment as coalition leaders urge their local partners to join SAC for single-source coalition reporting. We have 21 coalitions participating in our public beta release, and identifying opportunities for enhancements which will be released before Expo 2017.

CONTINUOUS IMPROVEMENT & VALUE CREATION

PUBLIC WEBSITE RELAUNCH
- Upgraded website platform and modified/updated UI design
- Introduced participating shelter map & listing showing nationwide participation

PUBLIC WEBSITE
- Introduced a participating shelter counter widget on home page
- Content updates & enhancements

PUBLIC WEBSITE + DATA PORTAL RELEASE 2 & 3
- Introduced demo videos and Sponsors & Supporters page
- UI & performance enhancements
- Expanded registration process and data model for Maddie’s Fund grant promotion

DATA PORTAL ADMIN RELEASE 2
- Introduced deeper functionality and reporting for control over animal data and user data

DATA PORTAL ADMIN RELEASE 3
- Introduced new tools for improved data reporting and meeting compliance requirements
- Added News & Updates and Resources pages to website

PUBLIC WEBSITE + DATA PORTAL
- Content updates & enhancements

LAUNCH OF THE DATA PORTAL AT SAWA

PUBLIC WEBSITE
- Performance optimization of key public-facing website experiences
- Content updates & enhancements

DATA PORTAL UPDATE
- Introduced new custom password recovery functionality

COALITION BUILDER PRIVATE BETA RELEASE
- Coalition Builder was published for private beta among coalitions. Testing and feedback took place over a 4-week period. Updates and modifications were applied to the platform based on feedback.

PUBLIC WEBSITE + COALITION BUILDER PUBLIC BETA RELEASE + DATA PORTAL
- Introduced 1st data set (Q1 2016) on the website integrating Tableau
- Added robust reporting capability and enhanced ability for organizations to self-manage users
- Reworked registration and login user flows for the 2 different user groups
- Introduced ability for organizations to search for coalitions and request to join

DATA PORTAL + COALITION BUILDER
- Imported 5 years of historical data for 700+ BFAS Network Partners
- Introduced website badges experience with embed codes
- Functional updates and enhancements were enabled for coalitions

DATA MODEL UPDATES + DATA COMPLIANCE PROGRAM
- 2016 Data Drive launched
- Expanded organization type classification and implemented reclassification widget in Data Portal
ENCOURAGING ENGAGEMENT & DATA COMPLIANCE

2016 DATA DRIVE
As we prepare for our next data publish of full-year 2016 data, we implemented a Data Drive campaign to encourage data completion. Thanks to your quick and generous response, we offered over $20,000 in grants and gifts as incentives. The campaign succeeded in nearly tripling the number of shelters with full-year 2016 data, while also generating over 200 new SAC registrants during the four-week duration.

Ongoing Interest and Incentives
Our board funding organizations have committed to incorporating SAC participation into their respective grant requirements, which will further aid in recruitment and growth as these policies are implemented. Additionally, Watershed Animal Fund has incorporated SAC participation as a grant requirement, The Bissell Foundation has expressed intent, and the Wagmore Foundation has shifted to SAC-only reporting from its grantees, utilizing the new Coalition Builder.

We’ve also had a wide array of interest expressed from universities to the National Conference of State Legislatures in working with SAC, and expansion requests from Puerto Rico, Canada and the UK.

And to comply with the recent Louisiana Animal Shelter Registry, the Louisiana Animal Welfare Commission is instructing shelters to submit their statistics into the Basic Animal Data Matrix through the Shelter Animals Count database.
Since our initial incorporation, we've been pleased to welcome the National Council on Pet Population and the PETCO Foundation as nominating organizations. Our total list of actively engaged associations, academic institutions and national, regional and local organizations is seventeen (listed below); and our work is governed by a board of directors of 16, and supported by 8 advisors who bring particular skills and expertise to our work.

### GOVERNANCE AND BOARD COMPOSITION

- American Society for the Prevention of Cruelty to Animals
- Animal Humane Society
- Association of Shelter Veterinarians
- Best Friends Animal Society
- Humane Society of the Pikes Peak Region
- Humane Society of the United States
- Maddie’s Fund
- National Animal Care and Control Association
- National Council on Pet Population
- PETCO Foundation
- PetHealth
- Petsmart Charities
- Society of Animal Welfare Administrators
- SPCA Tampa Bay
- University of Florida College of Veterinary Medicine
- University of Wisconsin School of Veterinary Medicine
- Wisconsin Humane Society

Representation on our board of directors continues to diversify.
2016 was a strong year financially for Shelter Animals Count as we continued to receive significant support from our national partners; the American Society for the Prevention of Cruelty to Animals, Best Friends Animal Society, the Humane Society of the United States, Maddie’s Fund and PetSmart Charities, Inc.

We were glad to also welcome the PETCO Foundation as a funder in 2016.

2017 has started off strong as we’ve received confirmation of a gift from a private family foundation to support the recruitment and first year’s salary for SAC’s first staff leadership position.

More news coming on that front soon!

We’re thrilled to see the momentum and wide-spread interest in this initiative and want to thank you again for your support that has made it all happen!
Data was extremely hard to find when I got into this field just a few short years ago. When I did finally find some it was generally limited to individual shelters, cities and, in one case, the state of CA.

A more substantially complete national database will help tremendously when it comes to developing policy going forward. Thank you for what you’re doing to help make this happen.

- Bobbi Yeo, PAWS Humane, Inc.

We are very excited to participate in the testing and Shelter Animals Count overall. This could be the biggest thing to happen to animal welfare...The coalition builder tool will be a huge help in working with coalitions. The website looks great and the data part of it seems to be very easy to use. Very Impressive!

Thanks again to the great team behind Shelter Animals Count, it will make a big difference!

- Rick DuCharme, First Coast No More Homeless Pets

Shelter Animals Count has brought to our attention the importance of tracking every single result and how our tiny numbers fit in to the grand scale of overall animal welfare.

We are also excited that we will have access to this data which will enhance our reporting to our stakeholders. That data will also lend itself to our strategic planning and development processes.

- Mary T. Flores, Arizona Greyhound Rescue

For advocates working to help companion animals, 2016 was an important year. From developments in non-surgical spay/neuter to innovations in helping free-roaming cats to the official launch of Shelter Animals Count, things are clearly moving in the right direction.

- Faunalytics