

ANNUAL REPORT

2019



**SHELTER
ANIMALS
COUNT**

THE NATIONAL DATABASE

LETTER FROM THE CEO



As The National Database grows, so do the possibilities. Just a few years ago, there was no centralized data collection on a large scale – and the data that were collected were not publicly available beyond a national estimate.

Today, we've produced annual white papers to track trends, published a robust set of interactive dashboards available to animal welfare professionals and community members alike, and provided the full dataset to researchers nationwide to expand knowledge in the field.

Shelter Animals Count has been so successful in its data collection that the demand for data has grown. Looking ahead to 2020 and beyond, we will present a more holistic view of animal welfare through the creation of a new standardized data matrix for tracking community services. Access to such services can have a direct impact on whether a pet may need sheltering.

Data transparency and availability are always important and become critical in times of uncertainty. Shelter Animals Count provides access to actionable statistics, thanks to the shelters and rescues sharing data with us monthly and the sponsors that support The National Database.

With thanks,

Sara Kent
Chief Executive Officer

THE DATABASE AT A GLANCE



Participation in Shelter Animals Count is open to animal shelters and rescue operations taking in and sending out cats and dogs. Membership, the data platform and all associated data tools and resources are free for participating shelters and rescues.



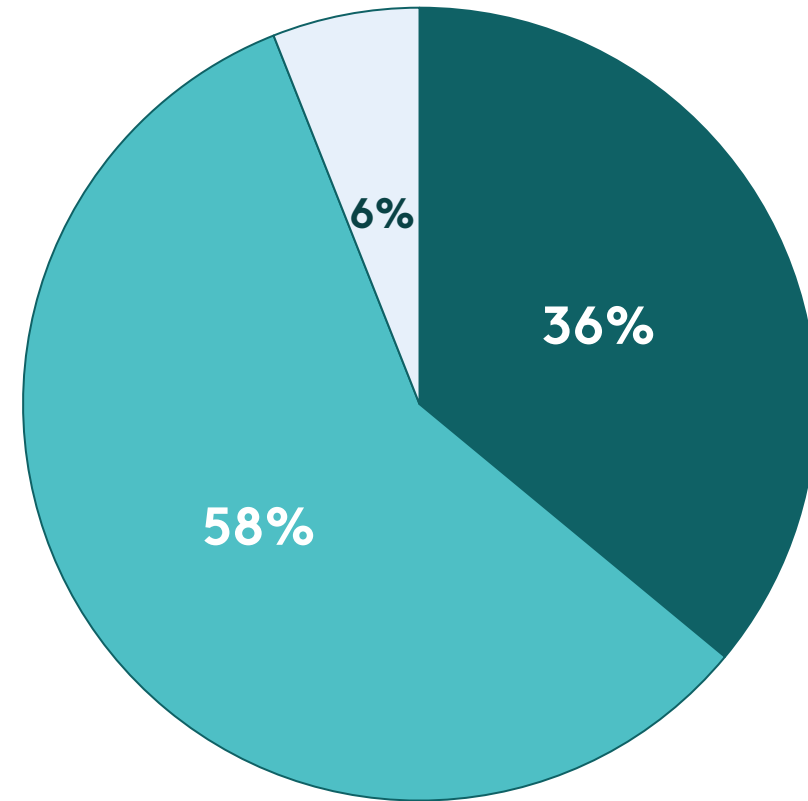
5,457
participants
total by the end of 2019

Shelters in the 100 Most Populous U.S. Counties

■ 2016-2018 Participation ■ 2019 New Participation ■ Total Potential



Composition



■ Shelter ■ Rescue ■ Unspecified

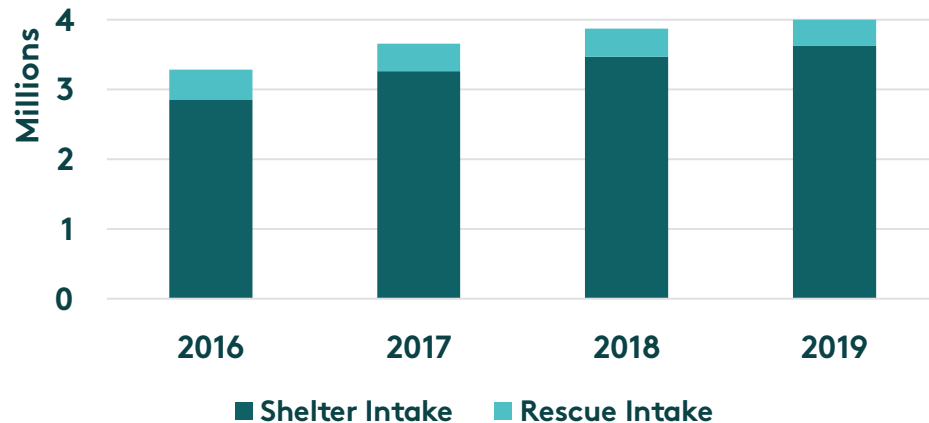
THE DATABASE AT A GLANCE

Data from municipal and private shelters grew, while some rescues became inactive or closed. Most animals are received by shelters. As shelter participation grows, The National Database becomes more accurate and representative of animal sheltering nationwide.

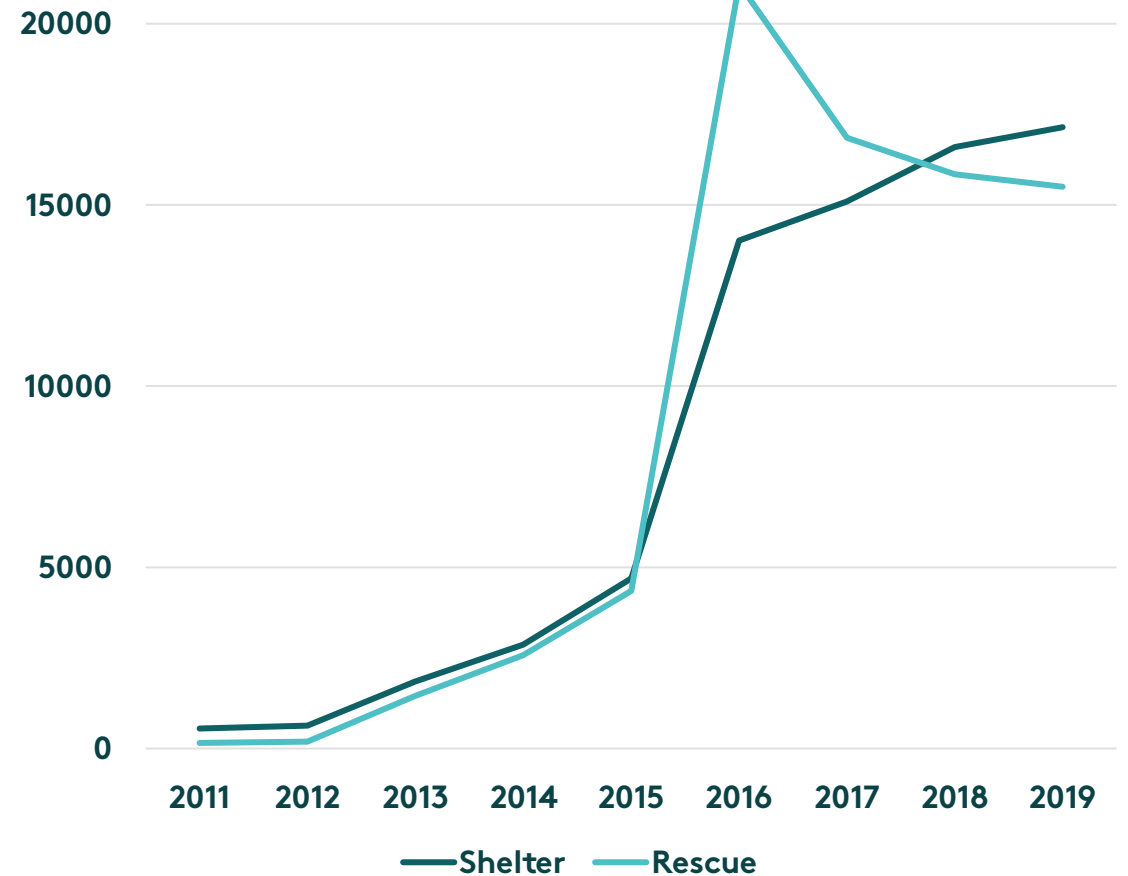


151,430
data records
through 2019

Animals Entering Shelters & Rescues



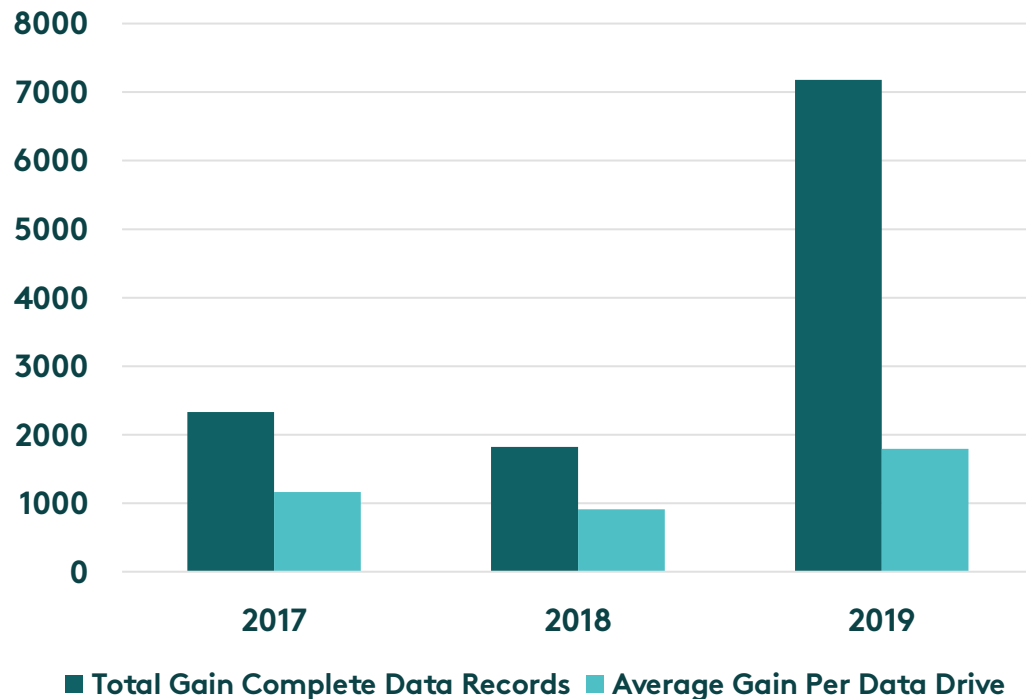
Annual Data Records



DATA DRIVES

Shelter Animals Count hosted four Data Drives in 2019 to incentivize data submission, an increase from the usual biannual campaigns. As a result, there was a significant gain in shelter data records overall and as a per-campaign average.

Data Drive Performance



\$50,000 in grants
awarded to 54 qualifying
shelters and rescues

Thank you
Data Drive Sponsors!

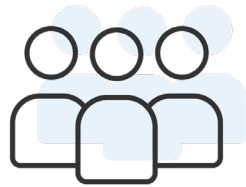
THE
RACHAELRAY™
FOUNDATION



**Maddie's
Fund**

ENGAGEMENT

To keep data flowing into The National Database, the Shelter Animals Count team stays in regular contact with current and prospective members. Membership growth, industry awareness and new tools and resources led to increased website use.



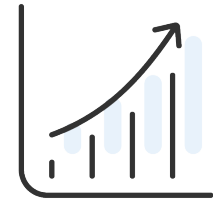
“Shelter Animals Count has made the management of intake/outcomes so efficient. The results at our fingertips for each month and each year make for easier and more accurate reporting.”

- SAC Member



Website Traffic 2019 vs. 2018

- ▶ **Site Users** ↑ 31%
- ▶ **Page Views** ↑ 16%
- ▶ **White Paper Views** ↑ 126%
- ▶ **Timeline Dashboard Views** ↑ 89%



BOARD OF DIRECTORS

Shelter Animals Count is governed by a Board of Directors from associations, academic institutions and national, regional and local animal welfare organizations. A minimum of 40% of the board is comprised of shelter executive leadership.



Jan McHugh-Smith, Chair
Humane Society of Boulder Valley

Janelle Dixon, Vice Chair
Animal Humane Society

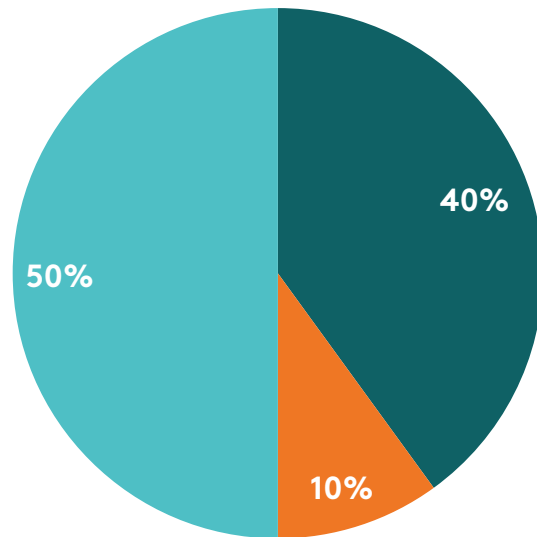
Jim Tedford, Secretary
The Association for Animal Welfare Advancement

Roger Haston, PhD, Treasurer
National Council on Pet Population

Jodi Buckman, CAWA, At-Large
American Society for the Prevention of Cruelty to Animals

Composition

■ Shelter Leadership ■ Academia ■ National Organizations



Michael Blackwell, DVM, MPH
University of Tennessee

Mary Ippoliti-Smith
Maddie's Fund

Lauren Bluestone
National Animal Care & Control Association

Ed Jamison
Dallas Animal Services

Alex Castelazo
PetSmart Charities

Michael Keiley
MSPCA-Angell

Christa Chadwick, CAWA
American Society for the Prevention of Cruelty to Animals

Vicki Kilmer
Best Friends Animal Society

Lena DeTar, DVM, DACVPM, DABVP
Association of Shelter Veterinarians

Amy Nichols
Humane Society of the United States

Michael Greenberg, DVM
Maddie's Fund

Anne Reed
Wisconsin Humane Society

Sharon Harvey
Cleveland Animal Protective League

Shelly Thompson
Maddie's Fund

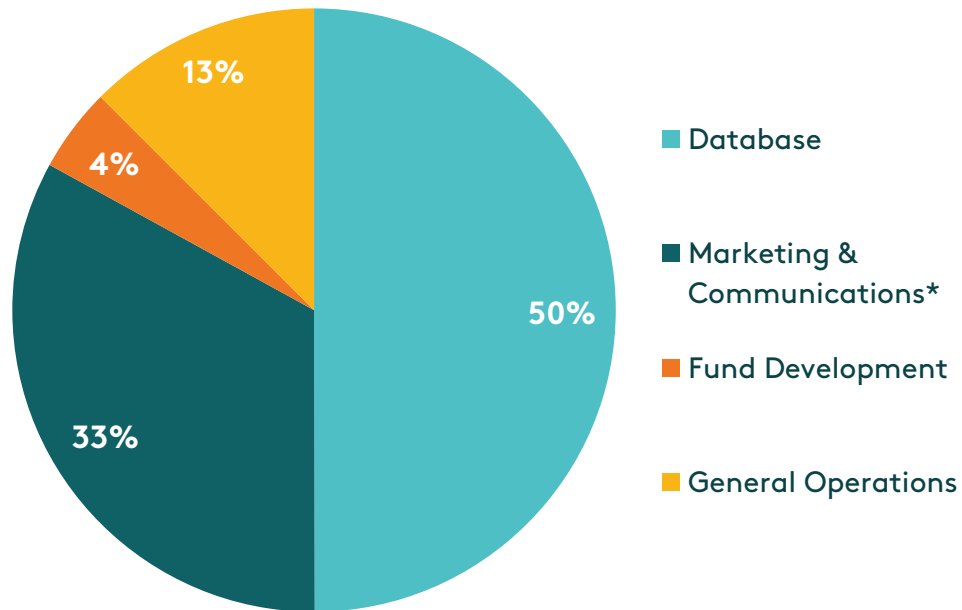
Gary Weitzman, DVM, MPH, CAWA
San Diego Humane Society

SPONSORS & FINANCES



Shelter Animals Count is a 501(c)(3) organization funded through grants, sponsorships and donations. We are thankful for the sponsors that make The National Database possible.

Financial Support at Work in 2019



*includes \$50,000 in Data Drive Grants

Platinum Sponsors

- ▶ Spring Point Partners
- ▶ Maddie's Fund
- ▶ ASPCA
- ▶ Petco Foundation
- ▶ PetSmart Charities

Gold Sponsors

- ▶ Best Friends Animal Society
- ▶ Humane Society of the United States

Bronze Sponsors

- ▶ The Association for Animal Welfare Advancement
- ▶ GS Humane Corporation

COMING IN 2020



- ▶ Updated Branding
- ▶ Mobile-Responsive Website
- ▶ Expanded Data Collection
- ▶ Updated Data Dashboards
- ▶ More Frequent Data Publishes
- ▶ Topic-Specific Data Dashboards
- ▶ New Annual White Paper
- ▶ New Reports and Blogs
- ▶ Social Media Presence
- ▶ Webinar Series

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