



## ANIMAL CARE COMMUNITY OUTREACH COMMITTEE ORANGE COUNTY, CALIFORNIA

*Wednesday, July 28, 2021  
At 11:30 a.m.*

Kim Kane, Chair, 3rd District  
Peter Amundson, Vice Chair, 2nd District  
Dr. Leslie Malo, Committee Member, 1st District  
Danielle Thomas, Committee Member, 4th District  
April Josephson, Committee Member, 5th District

*Pursuant to the provision of California Governors Executive Order N-29-20, issued on March 17, 2020, the Animal Care Community Outreach Committee will be conducting its meeting remotely. While there will not be a physical location for the meeting, the public is invited to observe the meeting by dialing +1-415-655-001, using Access Code 177 616 7955.*

*Any member of the public wishing to speak should submit the following information no later than 9:30am the day of the meeting to [Ariana.Mandujano@occr.ocgov.com](mailto:Ariana.Mandujano@occr.ocgov.com) or 714-796-6415:*

- 1. The email subject line or voicemail must state the following:  
Request to Provide Public Comment at Animal Care Community Outreach Committee Meeting on Specific meeting date.*
- 2. Name of Person Requesting to Speak*
- 3. Organization Represented or City of Residence*
- 4. **Phone Number that will be used to call into the meeting** (important)*
- 5. Specify Agenda Item Number or Topic*

*In compliance with the Americans with Disabilities Act, those requiring accommodation for this meeting shall notify OC Animal Care at 714-796-6415 or [Ariana.Mandujano@occr.ocgov.com](mailto:Ariana.Mandujano@occr.ocgov.com) by 5pm on Monday preceding the meeting. Please provide your name and contact phone number or email.*

All supporting documentation is available for public review at <https://www.ocpetinfo.com/involve/outreach> under the Agendas and Minutes link or by calling 714-796-6415.

# AGENDA

## I. Call to Order

## II. Roll Call of Members

Dr. Leslie Malo, Committee Member, 1<sup>st</sup> District  
Peter Amundson, Committee Member, 2<sup>nd</sup> District  
Kim Kane, Committee Member, 3<sup>rd</sup> District  
Danielle Thomas, Committee Member, 4<sup>th</sup> District  
April Josephson, Committee Member, 5<sup>th</sup> District

## III. Minutes

Regular Meeting, January 27, 2021

Recommended Action: That the Committee approve the minutes of the January 27, 2021 regular meeting.

## IV. Regular Business

### 1. Community Outreach Team Goals for 2021

This report summarizes the OC Animal Care Community Outreach Team 2021 goals, which includes overall team goals, Public Education Program goals, Volunteer Program goals, and Adoption Partner Program goals.

Recommended Action: Committee approves the COT 2021 goals and files the report.

### 2. Adoption Partner Program Administrative Report

This report summarizes the OC Animal Care Rescue/Adoption Partner program. Through cooperative actions, the Adoption Partner program places injured and un-adoptable animals with organizations that specialize in their rehabilitation and placement. This report also reviews steps being taken to increase and improve adoptions and communication between OC Animal Care and Adoption Partners.

Recommended Action: Committee receives and files the report.

# AGENDA

## 3. Public Education Program Report

This report summarizes the OC Animal Care Public Education Program, which includes Community Outreach, Public Awareness, Shelter Tours, Shelter and Community Events and Program Updates.

Recommended Action: Committee receives and files the report.

## 4. Volunteer Program Administrative Report

This report summarizes the third quarter activities for OC Animal Care's Volunteer Program.

Recommended Action: Committee receives and files the report.

## 5. Foster Program Report

This report summarizes the third quarter for OC Animal Care's Foster Program.

Recommended Action: Committee receives and files the report.

## 6. Director's Update

OC Animal Care Director, Andi Bernard, will provide information on the shelter, recent news, events and facility updates.

Recommended Action: No action necessary.

## 7. Selection of Animal Care Community Outreach Committee Chair and Vice Chair

To select a member of the Animal Care Community Outreach Committee to serve as Chair and Vice Chair for the next twelve months

Recommended Action: The pleasure of the Committee.

# AGENDA

## V. Public Comment

At this time, members of the public may address the Committee regarding any items within the subject matter jurisdiction of the Committee provided that no action will be taken on any items not on the agenda, unless authorized by law. Comments shall be limited to five (5) minutes per person, and twenty (20) minutes for all comments, unless different time limits are set by the Chairperson, subject to the approval of the Committee.

## VI. Board Comments

## VII. Adjournment

The next regular meeting will be October 27, 2021 at 11:30 a.m., this meeting will be held remotely.



## SUMMARY ACTION MINUTES

### ANIMAL CARE COMMUNITY OUTREACH COMMITTEE ORANGE COUNTY, CALIFORNIA

*Wednesday, January 27, 2021*

*At 11:30 a.m.*

Kim Kane, Chair, 3rd District  
Peter Amundson, Vice Chair, 2nd District  
Dr. Leslie Malo, Committee Member, 1st District  
Charice King, Committee Member, 4th District  
April Josephson, Committee Member, 5th District

*Pursuant to the provision of California Governors Executive Order N-29-20, issued on March 17, 2020, the Animal Care Community Outreach Committee will be conducting its meeting remotely. While there will not be a physical location for the meeting, the public is invited to observe the meeting by dialing +1-415-655-001, using Access Code 177 852 3556.*

*Any member of the public wishing to speak should submit the following information no later than 9:30am the day of the meeting to [Ariana.Mandujano@occr.ocgov.com](mailto:Ariana.Mandujano@occr.ocgov.com) or 714-796-6415:*

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*In compliance with the Americans with Disabilities Act, those requiring accommodation for this meeting shall notify OC Animal Care at 714-796-6415 or [Ariana.Mandujano@occr.ocgov.com](mailto:Ariana.Mandujano@occr.ocgov.com) by 5pm on Monday preceding the meeting. Please provide your name and contact phone number or email.*

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# SUMMARY ACTION MINUTES

## I. Call to Order

The meeting of the Animal Care Community Outreach Committee was called to order at 11:40 am this meeting was conducted remotely via phone.

## II. Roll Call of Members

### Present:

Dr. Leslie Malo, Committee Member, 1<sup>st</sup> District  
Peter Amundson, Committee Member, 2<sup>nd</sup> District  
Kim Kane, Committee Member, 3<sup>rd</sup> District

### Absent:

Charice King, Committee Member, 4<sup>th</sup> District  
April Josephson, Committee Member, 5<sup>th</sup> District

Staff Present: Andi Bernard, Director; Jessica Novillo, COT Manager; Dr. Jennifer Hawkins, Chief Veterinarian; Tammy Osborn, Adoption Partner Specialist; Alexina Estrada, Foster Coordinator; Jill Prout, COT Supervisor and Ariana Mandujano, Staff Specialist.

## III. Minutes

Regular Meeting, October 28, 2020

The Committee approved the minutes of the October 28, 2020.

It was moved by Committee Member Dr. Malo, seconded by Committee Vice Chair Amundson.

## IV. Regular Business

### 1. Community Outreach Team Report

This report summarizes the fourth quarter activities for OC Animal Care's Community Outreach Team and includes: Public Education Outreach, Volunteer Services, Foster Program and Adoption Partners. Also included is a summary of Community Outreach Team (COT) goals and results for 2020 and discussion of the 2021 COT goals.

Committee Chair Kane inquired about the rescues working with OCAC.

Committee Chair Kane commented she would encourage the community to review the documents of this meeting and participate in this meeting.

It was moved by Committee Member Dr. Malo, seconded by Committee Vice Chair Amundson.

## SUMMARY ACTION MINUTES

AYES: 3

NOES: 0

The motion passed

### 2. Director's Update

OC Animal Care Director, Andi Bernard, will provide information on the shelter, recent news, events and facility updates.

Committee Member Dr. Malo inquired about the cost of housing each animal in the shelter.

Recommended Action: No action necessary.

### 3. Selection of Animal Care Community Outreach Committee Chair and Vice Chair

To select a member of the Animal Care Community Outreach Committee to serve as Chair and Vice Chair for the next twelve months

Recommended Action: Item was moved to the following meeting.

### V. Public Comment

Member of the Public inquired about starting the TNR program again.

### VI. Board Comments

Committee Member Dr. Malo inquired about the date for the next meeting.

### VII. Adjournment

The meeting adjourned at 12:36pm. The next meeting will be on April 28, 2021 at 11:30 a.m., in the Learning & Training Center Room 100 located at 1630 Victory Rd. Tustin CA 92782.



## OC Animal Care

*Wednesday, April 28, 2021*



### **Staff Report**

**Department:** Community Outreach Team

**Prepared By:** Jill Prout, Community Outreach Team Supervisor

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#### **Report Highlights:**

- To improve the Foster Program by reaching more shelter pets and ensuring Foster Caretakers have a positive experience
- To improve the Volunteer Program post-COVID-19 by increasing community engagement
- To revamp the Adoption Partners Program by updating and relaunching program materials
- To complete the OC Animal Care website updates and migration to a new updated platform and design
- To continue to connect to our community by sharing educational and helpful information





## Staff Report

**Department:** Community Outreach Team  
**Prepared By:** Jill Prout, Community Outreach Team Supervisor  
Jessica Novillo, Community Outreach Team Manager

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### Staff Report Summary:

This report summarizes the 2021 OC Animal Care Community Outreach Team goals. It includes Public Education Program goals, Volunteer Program goals, Foster Program goals and Adoption Partner Program goals.

**Subject:** Community Outreach Team 2021 Goals

### Foster Program

1. **Goal – To increase the shelter pet population positively impacted by the foster program by maximizing efficiency and developing new opportunities and tools.**

**Success measure:** Increase the percentage of shelter pets fostered by 10%

#### Goal Actions:

- Review and update the process to identify shelter pets eligible for foster placement
- Hold regular foster pathway meetings to ensure pets in foster have a plan and are on track
- Provide training for foster caretakers on how to promote their foster pet for adoption
- Develop and implement a solution to after-hours foster pick up for Guardian Fosters
- Develop and manage a system to track big-ticket supply items that would enable foster caretakers to take on additional foster pets

2. **Goal – To provide foster caretakers a positive program experience by promoting communication and providing support**

**Success measure:** Increase average program rating by 1 point on a 10-point scale

#### Goal Actions:

- Conduct a survey in the first quarter of 2021 and in December of 2021 of all foster caretaker so they may share their comments and suggestions as well as rate their experience
- Host two virtual events in 2021 to help fosters connect and ask questions
- Work with OCIT to launch automatic notices and update requests to caretakers
- Create and distribute species specific foster manuals
- Create a Foster Resource webpage for fosters that includes links to important resources



## Staff Report

### 3. Goal – To increase the number of foster homes available to the foster program.

**Success measure:** Increase the number of foster homes by 10%

**Goal Actions:**

- Update the Foster Caretaker application so program staff have a better understanding of the applicants and their capabilities
- Host three virtual foster informational events to educate interested community members
- Create a virtual orientation video for new foster caretakers
- Audit foster caretaker files to ensure accurate records of current fosters

## Volunteer Program

### 1. Goal – To grow the volunteer program through outreach, marketing and education.

**Success measure:** To increase the volunteer team by 20% by the end of 2021

**Goal Actions:**

- Host virtual orientations monthly within COVID-19 guidelines
- Collaborate with other departments to develop and implement new volunteer positions and training procedures
- Train lead volunteers to support volunteer program orientations and trainings

### 2. Goal – To develop and launch an under-18 volunteer program for community members.

**Success Measure** – To launch an under-18 volunteer program

**Goal Actions:**

- Identify needs and develop materials, policies and processes
- Engage other volunteers and staff with informational training about the program
- Outreach and educate the public about the program and launch

### 3. Goal – To develop and relaunch a formalized safety program for volunteers.

**Success Measure** – Maintain a low level of injuries to volunteers

**Goal Actions:**

- Identify safety needs and develop needed materials and SOPs for different scenarios
- Engage and train lead volunteers to assist in the trainings for handling shelter pets
- Use Volgistics to streamline the documentation process as volunteers progress through safety training



## Staff Report

### 4. Goal – To increase volunteer engagement and retention by providing a positive program experience and promoting communication

**Success measure:** To increase volunteer hours contributed by 20% by the end of 2021

#### Goal Actions:

- Audit the current assignments to ensure volunteers have the opportunity to serve in the area they are most interested in
- Launch ways for Volunteers to get OC Animal Care gear
- Foster the bond between staff and volunteers by developing a way to identify volunteers and staff by name
- Identify new ways to regularly recognize and celebrate volunteers' contributions

### 5. Goal – Increase the opportunities for internships in different shelter departments

**Success Measure** – Host at least 15 interns throughout 2021

#### Goal Actions:

- Identify new opportunities in other departments that would benefit OCAC and provide interns an educational opportunity
- Reevaluate and update current intern openings on the government jobs website
- Create SOP/desk manuals for specific assignments that help expedite the training process

## Adoption Partners Program

### 1. Goal - Update and launch new Adoption Partners Program guidelines and materials for 2021 partnership program renewals.

**Success Measure** – Process renewals for all current adoption partners by the end of 2021

#### Goal Actions:

- Update the Rescue Manual and other program materials with any program changes
- Create updated and easy to access online application and change forms
- Announce and roll-out new materials and other changes to all current adoption partners for partnership renewals



### **Staff Report**

- 2. Goal – Increase the number of shelter pets positively impacted by the Medical Pets Program by increasing the scope of the program.**

**Success Measure** – Increase the number of pets entered in the program by 20%

#### **Goal Actions:**

- Identify new ways for the Medical Pets Program to impact shelter pets (Ex. New partnerships to provide extra care such as dental work for shelter pets)
- Increase awareness of the program via educational posts and articles
- Increase funding opportunities by forming new partnerships
- Create updated SOP/guidelines for the Medical Pets Program

- 3. Goal – Increase the number of registered Adoption Partners to provide additional resources to our special-needs pets**

**Success Measure** – Increase registered Adoption Partners by 10%

#### **Goal Actions:**

- Outreach to other agencies for recommendations and develop a referral process
- Identify ways to improve incentives for registered Adoption Partners
- Revamp the sign-up process for an easy and efficient way to register

- 4. Goal – To increase Adoption Partner engagement by providing a positive program experience and promoting communication.**

**Success Measure** – Recognize at least 20 partners throughout 2021

#### **Goal Actions:**

- Identify different ways to recognize and promote adoption partners for their support
- Host at least 2 Rescue Roundtables get feedback from our rescue partners
- Create an OCAC webpage to promote and recognize partners interested in participating

## **Public Education Program**

### *Communications/Online Presence*

- 1. Goal – To complete the website redesign and migration to the Drupel platform.**

**Success Measure** – Launch updated OC Animal Care website

#### **Goal Actions:**

- Review and update current pages prior to migration in March 2021
- Attend IT training for the new platform and create OCAC website training manual
- Create an approved Policy and Protocol for website changes and requests



**Staff Report**

**2. Goal – To amplify impact of educational campaigns by growing the audience and strengthening the connection to the community through engaging educational content.**

**Success Measure** – Increase the number of followers on all Social Media platforms by 15%

**Goal Actions:**

- Share biweekly educational and relevant ‘Lets Paws’ content with our audiences
- Increase interactions with followers using tools such as comments, messages, and tags
- Continue to share content with community partners and stakeholders for distribution
- Increase the use of YouTube channel by creating and sharing creative content such as instructional or informational videos and shelter event promotional or recap videos

**3. Goal – To improve and promote the use of the mobile OC Animal Care Pet Tack App.**

**Success Measure** – Increase OC Pet Track App downloads by 10% by the end of 2021

**Goal Actions:**

- Identify possible improvements by reaching out to app users
- Work with OCIT to implement approved changes
- Promote the application through our media resources to increase users

*Events/Partnerships*

**4. Goal – To participate in events targeted to specific demographics and creating partnerships with large and small outside organizations**

**Success Measure** – Host or partner for at least 10 community events through 2021

**Goal Actions:**

- Identify event opportunities within COVID-19 guidelines
- Create virtual event guidelines and opportunities
- Promote event opportunities to OC Animal Care stakeholders
- Create an easy way for community partners to inquire about partnerships and events

**5. Goal – To connect the community with resources by partnering with organizations to host COVID-19 compliant events designed to support pet owners.**

**Success Measure** – Host and/or promote at least 20 events throughout 2021

**Goal Actions:**

- Partner with an organization to host and promote regular low-cost veterinary clinics
- Partner with an organization to host regular Pet Food Pantry events for the community
- Create materials to promote the events (flyers, banners, webpages etc.)
- Explore options for local organizations to sponsor the low-cost spay/neuter mobile clinics to offer even greater reductions in spay/neuter costs to the community



## Staff Report

### *Public Engagement/Outreach*

- 6. Goal – To partner with OC Animal Care staff to create content to engage the community to learn about the services and resources we provide.**

**Success Measure** – Release five videos throughout 2021

**Goal Actions:**

- Create a process so that members of the community can submit questions to an OC Animal Care staff member i.e. “Ask the Veterinarian?”, or “Ask an officer”
- Create content that take community members on a journey through our programs such as an “A Day in the Life Of” series that follows staff or volunteers during a regular day

- 7. Goal – To continue to use Public Education Programs to connect with and educate the community about animal welfare and responsible pet ownership**

**Success Measure** – Host at least 30 educational presentations

**Goal Actions:**

- Design a version of the Katy Cares program to meet Common Core standards in order to increase our participation in local public schools
- Update materials and presentations with a virtual option
- Create and implement an easy-to-use online request process for efficient scheduling
- Update relevant webpages with program information and processes
- Promote the program website and opportunities to potential audiences

- 8. Goal – To expand the reach of all OC Animal Care’s messaging by complying with the newly implemented Orange County Language Access Policy.**

**Success Measure** – Be fully compliant by the end of 2021

**Goal Actions:**

- Identify and then update all handouts, signs and other materials that need translating
- Create a process to ensure all new materials and communications comply with the policy
- Outreach to, and train bilingual volunteers in order to connect with our community’s diverse populations

**Recommendation:** Committee receives and files the report.



## Staff Report

**Department:** Community Outreach Team – Adoption Partner Program

**Prepared By:** Tammy Osborn, Adoption Partner Coordinator

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### Staff Report Summary

#### Program updates

- COVID-19
- Website Updates
- Adoption Partner Renewals and Updates
- Partner Acknowledgement

#### Adoptions

- Adoption Partners and local veterinarians adopted 517 animals (129 dogs, 349 cats, 39 exotic/other animals). These totals do not include shelter to shelter transports and adoptions to non-registered organizations. An additional 931 animals (149 dogs, 250 cats, 478 exotic/others) went to non-registered organizations and other animal shelters.
- 61 Registered Organizations adopted from us this quarter.

#### Shelter Medical Program

- 9 Pets selected for the Medical Program this quarter.

#### Success Story

- 19 feral cats



Wednesday, July 28, 2021



## Staff Report

**Department:** Community Outreach Team – Adoption Partner Program

**Prepared By:** Tammy Osborn, Adoption Partner Coordinator

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### Staff Report Summary:

This report summarizes the OC Animal Care's Adoption Partner program. Through cooperative actions, the Adoption Partner program places injured and un-adoptable animals with organizations that specialize in their rehabilitation and placement. This report also reviews steps being taken to increase and improve adoptions and communication between OC Animal Care and Adoption Partners.

**Subject:** Adoption Partner Program

### Adoption Partner Program Updates

#### COVID-19

We continue to operate in accordance with our COVID-19 requirements. Our current procedure is to make appointments to visit any special needs pets our partners are interested in. We also continue to provide special information like additional photos, video and medical histories when possible. If the partner is ready to adopt a pet they have seen on our webpage, we arrange an appointment for pick up and aim to have everything ready when they arrive so there is limited interaction with others. As with all businesses we are practicing social distancing and requiring all visitors to wear masks when on site.

#### Website Updates

We are current working on updating our Adoption Partner page on our website. This page has all the information a partner needs to join our program. It also includes copies of necessary forms that can be printed up and a copy of the the Adoption Partner Manual. The Adoption Partner manual is also being updated to reflect our current policies and will include more information about how to access OC Rescue Track and other information that may be important to the partners.

#### Adoption Partner Renewals and Audits

We are currently going through all of our Adoption Partner files and auditing them for state and federal compliance. We will be removing any partners from the program who are not in compliance. Once they correct the problem and can show us documentation that they have done so, we are happy to add them back to our program. We realize with how busy our partners are there can be oversights and in most cases they have been actively working to correct the issues. We will also be sending out requests for renewals soon. We do this so we can update our partner accounts to reflect their most current information.





## Staff Report

### Partner Acknowledgement

Every day our partners, staff and volunteers go above and beyond to help the pets in need at OC Animal Care. There is nothing more exciting than to come in and see an list of emails from Frosted Faces Foundation committing to taking all the senior dogs in the shelter or when the Southern California Herpetology Association and Rescue says they will be there in ten mins to pick up the three hundred eight three fancy guppies that just came in. We also love those calls from Meowwz Rescue and other cat groups that offer to take our sick and underage cats and kittens and we occasionally get great surprises when we call an out of state shelter like Blackfoot Animal Shelter and Rescue to take one dog and they decide to take thirteen. Behind all of these wonderful requests is a great group of staff members and volunteers that tirelessly work to be there for these animals until they can find placement, even if it means dropping everything at 7am in the morning to be sure the Idaho transport gets an early start. We just want to say thank you to all those that help make saving lives possible.



### Partner Adoptions

In the first half of 2021, OC Animal Care Adoption Partners and local veterinarians adopted 517 animals (129 dogs, 349 cats, 39 exotic/other animals). These totals do not include shelter to shelter transports and adoptions to non-registered organizations. An additional 931 animals (149 dogs, 250 cats, 478 exotic/others) went to non-registered organizations and other animal shelters. We welcome all groups and encourage them to become part of our Adoption Partner team.



**Staff Report**

During the past six months, 61 registered organizations adopted from OC Animal Care. Many non-registered groups also adopted from us. Although, some groups have more resources to help than others, we sincerely appreciate everyone’s efforts.

OC Animal Care continues to proactively work with the Adoption Partners who are promoting our animals through social media networks, such as Facebook. All sources of social media are welcomed as a means to promote our animals to rescue organizations and adopters.

**Mailchimp Outreach**

From January to June 173 promotional email requests were sent out to our adoption partners.

**Petco**

Petco started allowing us to bring kittens back in April. We have transferred and adopted out 88 kittens between April and June. We are taking in a lot of kittens as this time and many fosters are returning their babies for adoption. We know what a valuable resource this location is for us.

**Shelter Medical Program**

We continue to use the Shelter Medical Pets Program to help injured pets that come into OC Animal Care. We continue to outreach veterinarians and welcome their interest in participating.

Social networking continues to be a very important part of this program. We continue to rely on support from local rescue organizations and our Facebook followers. We promote these pets on our Facebook page so their progress can be followed from intake at the shelter to adoption. People enjoy seeing follow-up pictures and stories posted about them. With an amazing amount of networking all over the world, we are able to raise the funds to make these procedures possible.

From January to June nine pets were helped through our Shelter Medical Program. Several of or previous quarters pets were still receiving care and were able to come back for adoption:

Pet's Name	Medical Condition	Estimate for Medical Care
Sparky	severe injuries from car	\$2,500
Maximilian	fractured leg	\$2,600
Fritter	fractured leg and jaw	\$2,500
Archie	fractured leg	\$1,500
Tazzy	fractured leg	\$1,200
Lucky	severe injury to leg	\$1,200
Ninja	multiple fractures	\$1,900
Athena	fractured leg	\$1,500
Sparky	injuries from car	\$2,500



**Staff Report**

**Success Story**



Sometimes it really takes a village to make good things happen. In March OC Animal Care received a call to help nineteen feral cats who needed a new caregiver. After taking in all the cats, we immediately reached out to our Rescue Partners for assistance in finding opportunities for them. Their need was shared on social media and caught the attention of Last Chance Horse Rescue in Agua Dulce. The staff and volunteers there knew that feral cats need to be introduced slowly to their new environment. The Last Chance Horse Rescue team worked together to convert one of their small buildings into an indoor/outdoor cattery so they could take ALL nineteen cats and be able to keep them together!

While they were finalizing renovations on the new space for the kitties, our veterinary team was getting them ready for the big move by making sure each one was up to date on vaccines, spaying/neutering them, and microchipping them for identification purposes. When everyone was ready, they drove 160 miles round trip to pick up the cats and deliver them to their new home. Once they settle in and get to know their surroundings they will eventually be allowed to live as barn cats on the property. Last Chance Horse Rescue has a large variety of rescued animals, from pigs, turkeys, chickens, ducks, dogs, llamas, goats, sheep and cows.

**Recommendation:** Committee receives and files the report.



## Staff Report

**Department:** Community Outreach Team - Public Education Program

**Prepared By:** Jill Prout – Community Outreach Team Supervisor

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### Staff Report Highlights:

- Education Through Social Media
- Promoting Pet Adoption
- Promoting Animal Health & Safety
- Community Events & Partnerships





## Staff Report

**Department:** Community Outreach Team - Public Education Program

**Prepared By:** Jill Prout – Community Outreach Team Supervisor

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### Staff Report Summary:

This report summarizes the first quarter activities for OC Animal Care's Public Education Program. This includes Public Education & Outreach, Promoting Pet Adoption & Health, and Community Events & Partnerships.

**Subject:** Public Education Program

The primary focus of public education outreach is to foster a relationship with the Orange County community in order to effectively share valuable information regarding disaster response, animal welfare, proper animal care, and responsible pet ownership.

### Education Through Social Media:

OC Animal Care recognizes the importance of providing essential resources to our community. We continue to enhance OC Animal Care's main website, Facebook, Twitter and Instagram pages to make shelter announcements, promote education & adoption, community outreach and animal safety.

We launched our new website platform on May 10<sup>th</sup> of this year. The new site has a much more uniform and modern look. It also has a user-friendly interface, which helps us to share information with the public clearly and concisely. It also has the option to translate the website into Vietnamese, Chinese (traditional), Korean and Spanish! Our homepage featured our events and newsworthy items with the use of the slideshow, calendar and newsfeed. We have multiple rotating slides on the slideshow, highlighting adoptable pets, upcoming events and shelter programs and services.

We also featured these major online announcements:

**01/28/2021-** Large Animal Owners Advised to Relocate Pets Before Rainfall

**02/23/2021-** 2020 At-A-Glance Here is our year in review!

**03/10/2021-** Mandatory Evacuation Order for Pets Impacted by Mudslides and Burn area

**06/26/2021-** Promotion of July 4<sup>th</sup> Safety Tips

These announcements showcase OC Animal Care's continued support for the community and their animal companions, commitment to promoting animal safety, and providing essential programs and information to the public regarding animal welfare.



## Staff Report

**Department:** Community Outreach Team - Public Education Program

**Prepared By:** Jill Prout – Community Outreach Team Supervisor

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Our “Year in Review” posted on OC Animal Care’s main page includes a report of last year’s live release statistics in order to continue transparency with the public:

Save Rate of 96.47% for Dogs and 81.64% for Cats. The Pet Food Pantry Distributed 25,324 lbs. of food and fed 2,144 pets last year. Despite the Covid-19 pandemic, OC Animal Care remained Open for Intake, receiving 7,590 Dogs and Cats. Our Foster Program fostered out almost 2,000 shelter pets, and we provided 9 vaccine clinics for the public!

OC Animal Care’s Facebook/Twitter/Instagram pages play an integral part in promoting our shelter pets for adoption and disseminating essential information to pet owners and the public. We continue to reach and engage thousands of viewers on our social media platforms.

### Media Resources -

In an effort to continue to promote our shelter events as much as possible, staff worked with the CEO/Media Relations department to post upcoming shelter events on the County of Orange website (ocgov.com). We also featured some of our adoptable pets in the Orange County Register newspaper!

Board of Supervisors’ offices have been instrumental in the promotion of our shelter events and adoptable animals. This past quarter they posted our event details as well as featured animals on their twitter pages, websites and newsletters. Additionally, the Board of Supervisors and our contracted cities are provided information about upcoming events and featured pets for their weekly newsletter. In fact, the supervisors even support us by adopting! See Fifth District Supervisor Lisa Bartlett below with her new forever family member, adopted from OCAC!





Staff Report

Department: Community Outreach Team - Public Education Program

Prepared By: Jill Prout – Community Outreach Team Supervisor

Promoting Pet Adoption:

Let's Paws –

Our Let's Paws posts continue to educate pet owners and the community. These quarters we featured Rabbit Care Basics, Rabbit Hemorrhagic Disease (RHDV2), Opossum Facts, Coyotes Awareness, Did You Find Lost Kittens/Baby Bird, Microchips Save Lives, Memorial Day Safety Tips and Firework Pet Safety Tips!

OC Animal Care Let's Paws PET SAFETY TIPS FOR EASTER

- Resist the urge to get a pet on impulse. Bunnies, chicks, ducks and other small animals are adorable, but they quickly grow into adults and require daily specialized care.
Don't leave your chocolate at paws reach! The caffeine and theobromine in chocolate can cause vomiting, diarrhea, seizures and even death when pets ingest it.
Easter decorations such as plastic grass are dangerous to animals if ingested.
Be sure to remember where you hide your plastic and real eggs so your pet doesn't ingest them causing upset tummies or potential intestinal blockages.
Many types of lilies, including Easter lilies, are severely toxic to cats and can be fatal if ingested!



For more information visit, www.ocpetinfo.com

OC Animal Care Let's Paws DID YOU FIND KITTENS!? REMEMBER TO WAIT, WATCH, & WIN! FOLLOW THE STEPS BELOW SO THAT EVERYONE IS A WINNER!
WAIT! Don't move the kittens just yet!
WATCH! To keep the kittens safe, keep an eye on them but don't get too close.
IF MOM RETURNS IF MOM DOES NOT RETURN

OC Animal Care Let's Paws OPOSSUM FACT CHECK
Just one opossum will eat up to 5,000 ticks in a year!
They have a prehensile tail that's like an extra hand!
95% of opossums are naturally immune to rabies.
Opossums are immune to the venom of rattlesnakes!
They are North America's only marsupial!
They only live 1-2 years!
Mother opossums often leave their babies as they forage for food.
Babies can survive on their own when they are approx. 5 inches long - or roughly the size of the palm of your hand (not including the tail).

OC Animal Care Let's Paws I FOUND A BABY BIRD... NOW WHAT?
FIRST, SEE IF THE BABY BIRD HAS VISIBLE INJURIES (UNABLE TO FLUTTER WINGS, BLEEDING, WEAK OR ATTACKED BY ANOTHER ANIMAL).
IF IT APPEARS INJURED, CALL OC ANIMAL CARE AT (714) 935-6848.
NESTLING: Baby birds unfeathered or covered in fluffy down.
FLEDGLING: Feathered juvenile birds typically seen 1-2 days hopping on the ground.



### Staff Report

**Department:** Community Outreach Team - Public Education Program

**Prepared By:** Jill Prout – Community Outreach Team Supervisor

#### Pet of the Week -

The Pet of the Week is promoted on all our social media platforms and website pages, to include our main page, Facebook and Instagram. In addition to this, the Pet of the Week information and flyer is sent to the Community Outreach Team Supervisor who then sends an email to all our volunteers and foster caretakers to enjoy and further promote.



**OC Animal Care**  
 Pet of the Week  
**Garbanzo!**

8,573 People Reached    868 Engagements    [Boost Post](#)

186    18 Comments 67 Shares



**OC Animal Care**  
 Special Pet of the Week  
**Willow!**



**OC Animal Care**  
 Published by Jill Prout · February 8 ·

Cleo was brought to OC Animal Care by a concerned neighbor after her owner passed away. Cleo, along with her two sweet sisters, had been surviving without their owner for an unknown length of time. Upon arrival to the shelter, 8-year-old Cleo was scared, her coat was matted and she was very thin—just under 8 lbs! She was also noted by our clinic staff to have a few missing teeth and advanced dental tartar. Despite everything she had been through, Cleo blossomed while in o... See More

**CLEO**

16,180 People Reached    1,993 Engagements    [Boost Post](#)

334    36 Comments 149 Shares



**OC Animal Care**  
 Published by Jill Prout · May 10 ·

Meet our Pet of the Week, Fergie! Fergie the parakeet was found flying around the city of San Juan Capistrano by a Good Samaritan who swiftly brought her to the shelter. Upon arrival to OC Animal Care, it was discovered that 1-year-old Fergie had a band on... See More

**Pet of the Week Fergie!**

4,869 People Reached    350 Engagements    ↑ +1.1x Average Distribution Score    [Boost Post](#)

90    3 Comments 31 Shares





**Staff Report**

**Department:** Community Outreach Team - Public Education Program

**Prepared By:** Jill Prout – Community Outreach Team Supervisor

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**Promoting Animal Health & Safety:**

OC Animal Care has partnered with H.E.A.R.T. to provide a Low-Cost Vaccination Clinic on the first Thursday of each month and a Low-Cost Dental Clinic for Dogs & Cats on the third Wednesday of each month.



**Orange County Mandatory Evacuations –**

Silverado Canyon, Modjeska Canyon, and Williams Canyon were under a mandatory evacuation order due to heavy rainfall and mudslides. OC Animal Care urged animal owners to follow their plans to move their pets before additional rainfall arrives to mitigate the danger to their pets. The below graphic and hashtags #silverado#mudslide were used to help notify owners of relevant news/updates



Additionally, we monitored Facebook and Twitter for the following accounts and retweeted any of the flooding and mudslide evacuation information that the following accounts posted:

*Facebook and Twitter following @OCSheriff, @OCFA\_PIO, @OCPublicWorks*



**Staff Report**

**Department:** Community Outreach Team - Public Education Program

**Prepared By:** Jill Prout – Community Outreach Team Supervisor

**Community Events & Partnerships:**

Community Service Projects -

We continue to collaborate with several Girl Scout/Boy Scout troops, schools and community organizations, all of which have held donation drives on behalf of OC Animal Care. In addition to monetary donations, they create “kitten bags,” blankets, care packages and benches for our patrons.

Donations -

Throughout most of the two quarters, in-person donations had been suspended due to COVID-19. This past quarter we continued to promote our Amazon Wishlist(s) to help get the supplies we need for our shelter pets and for our community pet food pantry. Our Foster Program Wishlist helps with donations of basic needs of foster-care supplies needed in our Foster Care program. Our Pet Food Pantry Wishlist provides food donations for our monthly pet food pantry for the community. Additionally, our non-profit partner The Noble Friends Foundation for OC Animal Care assisted OCAC by purchasing over \$1,800 worth of enrichment items for our shelter guests!





**Staff Report**

**Department:** Community Outreach Team - Public Education Program

**Prepared By:** Jill Prout – Community Outreach Team Supervisor

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Family Fur-st Drive-Thru Pet Food Pantry –

OC Animal Care continued to host the Family Fur-st Drive-Thru Pet Food Pantry held on the second Saturday of the month. We received thousands of pounds of pet food donations and we were able to support hundreds of families during this challenging time. These past two quarters we distributed close to 50,000 lbs. of pet food, helping thousands of pets and families in a total of six events.

We are so appreciative to everyone who made these events possible. Special thanks to our non-profit partners SCART, Animal Assistance League of Orange County, Shamrock Rescue Foundation, Helen Sanders Cat PAWS and many more!

**Pet Food Pantry Stats**

Event Date	Total # of Cars	Sml Dog	Lrg Dog	Puppy	Cat	Kitten	Rabbit	Bird	G-Pig	Total LBS Food Passed Out
01.09.2021	168	126	144	27	136	56	18	15	3	6,500 LBS
02.13.2021	193	130	162	23	148	43	22	20	2	7,200 LBS
03.13.2021	233	203	289	46	245	82	44	67	6	9,020 LBS
04.10.2021	170	164	134	22	249	40	20	56	0	6,500 LBS
05.08.2021	164	155	133	28	232	46	19	41	0	6,181 LBS
06.12.2021	173	150	125	20	268	89	13	43	0	6,565 LBS





Wednesday, July 28<sup>th</sup>, 2021



## Staff Report

**Department:** Community Outreach Team - Public Education Program

**Prepared By:** Jill Prout – Community Outreach Team Supervisor

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### Community Partnerships -

We received a substantial grant from Amazon of \$5,000. These funds helped support the refurbishment of OC Animal Care's rabbit room – complete with brand new kennels, water bottles, housing and enrichment!

Additionally, OC Animal Care received another generous grant from Greater Good Charities. Items ranged from stainless steel pet bowls and large dog crates to toys and enrichment items for the shelter pets.

The Lucy Pet Foundation kindly donated over 500 lbs. of pet food for our Pet Food Pantry, Walmart donated \$500 towards pet food and PetSmart donated over 200 stuffed animals to provide our shelter pets comfort and security.

Our friends at CatPaws generously donated over 30 Kitten Care Kits! These kits were provided to our Animal Control Officers to give to the community when they are out working in the field. The kits provide all the necessary supplies and instructions to help care for bottle baby kittens.





Wednesday, July 28<sup>th</sup>, 2021



### Staff Report

**Department:** Community Outreach Team - Public Education Program

**Prepared By:** Jill Prout – Community Outreach Team Supervisor

We developed a new partnership with the NFL team the Los Angeles Chargers this past quarter. Ten of our dogs were selected for their “Doggie Draft” event, which gave our shelter a national platform to showcase our adoptable K9s. Additoanlly, we were invited to bring adoptable pets to their training facility for a photoshoot last month. The photos that were taken will be used in their promotional calendar; the proceeds of which go to local spay/neuter efforts. OCAC will also have access to the photographs for promotional use as well!



Presented By **Lazy DOG**  
EAT. DRINK.



#### OC Animal Care

**CHRIMHANA MIX FEMALE**  
**ELLIE MAE**

This sweet senior girl is patient, loves everyone and will do anything for some treats! She may be retired from her job of working, but she is wanted to curl up on the couch and watch TV with you!

POSITION - LEGEND AGE - 10 YRS WEIGHT - 5

40-10 DASH 1.50

VERTICAL JUMP 40.0"



**PITBULL MIX FEMALE**  
**MONA LISA**

Mona Lisa has been at the shelter for over a year and is ready for her future forever family. This sweet girl makes a great friend and is a huge snuggler and would be a great companion for social media!

POSITION - TE AGE - 6 YRS WEIGHT - 70

40-10 DASH 1.25

VERTICAL JUMP 44.0"



**PITBULL MIX MALE**  
**WILSON**

Wilson came to the shelter with a skin issue but it is healed up now! He is a very friendly soul and would make an excellent doggie buddy!

POSITION - C AGE - 1 YR WEIGHT - 65

40-10 DASH 3.10

VERTICAL JUMP 37.0"



**Recommended Action:** The Committee receives and files the report.



Wednesday July 28th, 2021

**Volunteer Program Staff Report**



**Department:** Community Outreach Team - Volunteer Program

**Prepared by:** Jill Prout – Community Outreach Team Supervisor

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**Staff Report Highlights:**

- Volunteer Manual & Streamlining Programming
- Enrichment and Behavior Program Enhancements
- Volunteer Engagement and Exciting Opportunities
- Virtual Outreach Ventures





Wednesday July 28th, 2021



**Volunteer Program Staff Report**

**Department:** Community Outreach Team - Volunteer Program

**Prepared by:** Jill Prout – Community Outreach Team Supervisor

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This report summarizes the first and second quarter’s activities for OC Animal Care’s Volunteer Program and includes: Contribution Hours, Program Enhancements/Opportunities and Virtual Event Participation.

**Subject:** Volunteer Services

**Contribution Hours:**

January 2021 – June 2021

Total Volunteers with Service	88
On Site Volunteer Hours	3,261.66

Volunteers contributed to exercising, handling, grooming, training/socializing available animals, cleaning and socializing kittens in the nursery. This does not include hours contributed by our foster caretaker volunteers.

**Volunteer Program Organization:**

We are in the process of updating our volunteer manual. The manual will cover all aspects of the OCAC volunteer program and will help define all policies/procedures surrounding the program. In addition, we continue to update our volunteer system and are in the process of transferring our volunteer orientation over into a digital/virtual platform. All future trainings will be done in small groups and volunteers will be required to book in advance. Due to current COVID19 restrictions, we have temporarily suspended new orientations. Volunteers that previously completed orientation and simply missed their initial training are carefully being integrated into our program. We look forward to bringing new volunteers aboard when the county advises that it is safe to continue. In response to COVID19 concerns, all volunteer systems are being evaluated to maximize safety.



Wednesday July 28th, 2021



**Volunteer Program Staff Report**

**Department:** Community Outreach Team - Volunteer Program

**Prepared by:** Jill Prout – Community Outreach Team Supervisor

**Volunteer Program Updates & Highlights:**

TLC Program – The TLC program is exclusively focused on dogs who need more time and effort to become adoption candidates. Our volunteer coordinator and kennel team managers have been working in conjunction to create a better means of communication plan for our experienced dog volunteers who are currently working under the TLC program. The new Chameleon generated “TLC Notes” page will be printed for each dog who falls under the program. When volunteers begin seeing changes in behavior, they now have a sharable space to report their findings with staff! The previously created TLC Facebook group will remain active but will now be a volunteer specific platform for participants to discuss the dog’s daily routines, share photos/videos etc. In addition, we have updated the kennel cards to reflect handling recommendations for our volunteers. We are also looking to expand how we document our enrichment notes to not only ensure that dogs are getting their enrichment but also to help streamline communications between staff and volunteers.



**DOG VOLUNTEER COLORS**

- WHITE CARD**  
NOT AVAILABLE
- BLUE CARD**  
OK TO WALK
- GREEN CARD**  
JUMPY/MOUTHY -  
EXP HANDLERS ONLY
- ORANGE CARD**  
TLC - MUST CONSULT WITH STAFF FIRST

**TLC NOTES**  
09/24/2020

218	MEATBALL	PIT BULL	OBSERVE
M		FAWN AND WHITE A1694485 09/17/2020	TLC2
3Y	NOTES		





Wednesday July 28th, 2021

**Volunteer Program Staff Report**



**Department:** Community Outreach Team - Volunteer Program

**Prepared by:** Jill Prout – Community Outreach Team Supervisor

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Doggie Playgroups & Grooming - Small dog playgroup continues to occur 3 times weekly. This volunteer run enrichment activity is a great place for our Level 2 (shy/fearful) dogs to come out of their shy shells and blossom into stellar adoption candidates! Our kennel team continues to host large dog play groups and volunteers are utilized as ‘runners’ to ensure the most dogs get out to play as possible! Our volunteers also take both playgroup and non-playgroup pups to our grooming ‘salon’ area for refreshing baths and doggie pedicures!





Wednesday July 28th, 2021

**Volunteer Program Staff Report**



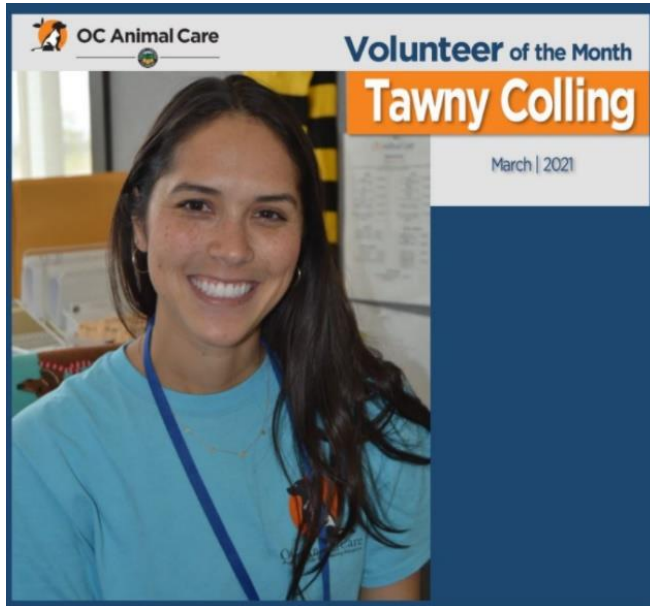
**Department:** Community Outreach Team - Volunteer Program

**Prepared by:** Jill Prout – Community Outreach Team Supervisor

Volunteer Facebook Page – We continue to utilize the Volunteer Facebook Page as a place to communicate directly with our volunteers as well as allowing volunteers to connect with one another! We recently performed an audit of the page and there are 112 volunteers subscribed to our Facebook group and an additional 37 who participate on our dog TLC page.



Volunteer of the Month – We continue to recognize the great work of our dedicated volunteers each month both on our social sites as well as in our lobby! We have updated our VOM graphics and have added a slideshow to our main page on [www.ocpetinfo.com](http://www.ocpetinfo.com)





Wednesday July 28th, 2021

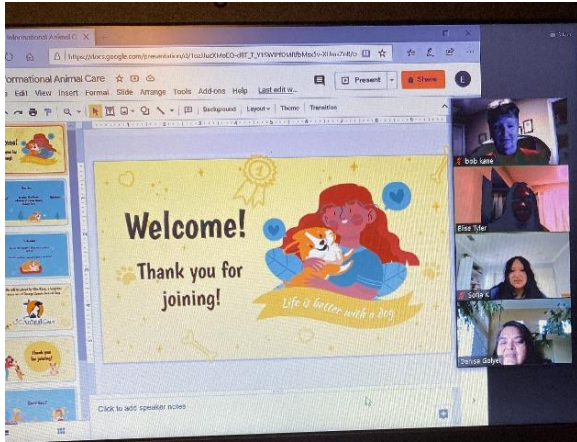


Volunteer Program Staff Report

Department: Community Outreach Team - Volunteer Program

Prepared by: Jill Prout – Community Outreach Team Supervisor

Virtual & In-Person Volunteer Events – With the assistance of a dedicated volunteers, were able to host 6+ educational outreach events for local scout troops and children’s groups. The participants were presented with information on OC Animal Care Services and as well as some educational information about spay/neuter etc. In addition, the troops were then given an interactive activity of creating kitten heat socks and blankets for the shelter pets! The in-person events focused on reading with the dogs and proper pet care. These events typically fall under our Katy Cares and Books with Woofs programs. It was wonderful that these programs were still able to reach our community despite the pandemic!





Wednesday July 28th, 2021



**Volunteer Program Staff Report**

**Department:** Community Outreach Team - Volunteer Program

**Prepared by:** Jill Prout – Community Outreach Team Supervisor

Additionally, the COT Supervisor hosted several Virtual Volunteer Meetups over the two quarters! There was a meet-n-greet with staff, happy rescue updates segment, volunteer of the month reveals and an interactive project/activity that could be done from home. Another lecture focused on what to do if you find lost kittens and another was focused on dog behavior/body language. The Meetups were recorded and shared via our volunteer social media Facebook page.



Welcome Back - Most exciting news of all... we were able to welcome back our 65+ and more at-risk volunteers in June. These folks had previously been asked to suspend their on-site volunteering. We now have more active participants at the shelter daily, providing enrichment and care to the animals as well as customer service to the public!



**Recommended Action:** The Committee receives and files the report.



Wednesday July 28<sup>th</sup>, 2021

### Staff Report

**Department:** Community Outreach Team – Foster Program

**Prepared By:** Alexina Estrada, Foster Coordinator

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#### Report Highlights:

- Between January through June we fostered out 723 animals. There were 12 puppies, 17 dogs, 693 kittens, and 1 cat.
- A Kitten Shower Donation post on our social media helped to attract new foster caretakers and bring in \$1,295.95 of donations for kitten season.
- In preparation for kitten season, staff sent out an email to all foster caretakers with resources and information to assist in either caring or learning about kittens. This included the launch of our manuals for bottle kittens and kittens 5 weeks and up, as well as a Levels of Emergency chart.



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**Department:** Community Outreach Team – Foster Program

Foster Program



Wednesday July 28<sup>th</sup>, 2021

**Staff Report**

**Prepared By:** Alexina Estrada, Foster Coordinator

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**Staff Report Summary:**

This report summarizes the last quarter of activities for OC Animal Care’s Foster Care Program and includes: Foster Program Overview, Foster Program Enhancements and Updates, and COVID-19 related items.

**Subject:** Foster Program

**Foster Program Overview:**

	January – June 2021
Total New Animal Fostered	723

Animals are placed into foster homes for a variety of reasons; they are too young or too sick for adoption, they are receiving treatment for an injury; recovering from surgery or may just need a break from the shelter environment. OC Animal Care’s foster caretakers take these animals into their homes and provide food, shelter, socialization, and affection until the animal is ready to be made available for adoption. The foster caretakers are credited with the success of the foster program as their efforts continue to save lives. Kittens remain the most common shelter pet placed into foster homes as the vast majority of cats impounded at the shelter during the summer months continue to be underage kittens. They are not old enough for adoption and need specialized care for several weeks until they are adoptable, the only option other than euthanasia for these kittens is to find placement in a foster home.

OC Animal Care foster caretakers also continued to partner with Tammy Osborn, the Adoption Partner Coordinator, to care for recovering animals that are part of the Medical Pets Program funded by the Noble Friends Foundation. Pets that have recently undergone surgery, usually orthopedic in nature, are sent into the home of a foster caretaker for recovery. These foster caretakers are educated about any special treatment or medication the animal is to receive. Once the pet has fully recovered, they are made available for public adoption and placed into adoptive homes.

**Foster Program Enhancements & Updates:**

**Pre-Kitten Season Email**

As the year started, staff began preparing as much as possible for this year’s kitten season. While unsure what this year’s season might hold, foster coordinators gathered and put together as many resources as possible to prepare foster caretakers for kittens as young as newborns and up. Resources found by foster staff as well as other departments were compiled into an email. This email was sent out to all foster caretakers so that anyone interested but unsure about kittens, could have more information or to share with anyone they might know.

Included in this email were updated documents from our veterinary staff, other accredited organizations that have a plethora of both visual and text resources, and new materials that the foster staff has put together. We



Wednesday July 28<sup>th</sup>, 2021

### **Staff Report**

launched two new manuals, one for bottle kittens and one for kittens who are 5 weeks and up. These new manuals will help our current bottle feeders of all experiences as well as those who later will want to learn how to bottle feed. These two manuals are given to foster caretakers in addition to the general Foster Manual that the program has used before. Another great new resource is the Levels of Emergency chart. This chart will help foster caretakers to know what to do should they find themselves in an unfamiliar situation with the foster animals. In the past, we have had foster caretakers call the after-hours emergency line for something that could have waited until the morning, or foster caretakers who did not realize they were seeing a symptom of a small growing medical concern. With this chart, foster caretakers will be better prepared and know what signs to look out for should they or the foster animal need assistance.

#### Facebook Group for Foster Caretakers

While the Foster Caretaker Facebook group has been utilized in the past, we have updated it with new group rules. These rules have assisted in keeping the group relevant, friendly, and a place where foster caretakers can get support. Staff monitors this group as much as possible making sure that all information is accurate and that foster caretakers are adhering to the new rules.

Staff also went through the group and removed anyone who was not a foster caretaker. Any new members who are now invited or would like to join are also asked to answer questions including if they are an approved foster caretaker. By monitoring, providing group rules, and only allowing current foster caretakers, this group can continue to function as a place of support and where foster caretakers for OC Animal Care can find helpful information, content, and an exclusive community.

#### Guardian Foster Program

Our Guardian program has continued to grow. When we sent out our Pre-Kitten Season email, we invited more foster caretakers to join. We have had quite a few new foster caretakers and more seasoned ones, who reached out about becoming Guardians. This list has helped save so many kittens in the past, assisted staff tremendously, and helped our program to succeed. This program also allows foster caretakers who cannot commit to long-term fostering to still make a difference and take kittens overnight or through a weekend.

On June 22<sup>nd</sup> we posted on our social media pages a call for experienced bottle foster caretakers to apply and join our program. Those who were experienced were invited to join our Guardian Foster list. Some new applicants applied to only be Guardian Fosters for OC Animal Care. Having more Guardian foster caretakers assists to have more guardians who are available any given night and so that the same guardians are not used multiple times in a row. These guardians also have been added to an email group so that foster staff can reach out to them easier and earlier in the day if needed, and to reach out to in advance of a holiday or day that staff will be limited.

#### Social Media Presence

Fridays are our favorite days in the foster department because we have begun posting on OC Animal Care's social media platforms. On Fridays, staff will do their best to put together a quick post for Instagram, Facebook, and Twitter that will either highlight the program, a foster animal returning for adoption, or a foster program-related announcement. Our posts aim to educate people about the program and how they can assist. Thus far, we have shared a long-term foster dog, animals who have been in foster and were adopted, kittens as they have been growing, a call for kitten season donations as well as foster caretakers. Each post is created to draw attention and offer insights that people may not be able to get about the program without an example. Thus far, the posts have been getting positive feedback and attention. As kitten season has progressed foster staff has



Wednesday July 28<sup>th</sup>, 2021

### **Staff Report**

been limited in postings but are partnering with interns and foster caretakers to create/ prepare posts for future Fridays.

#### Interns and Volunteers

The foster program has had an intern and a volunteer in the office assisting staff. Both were trained and assisted the foster staff by checking in appointments, bottle feeding kittens who were waiting for placement, speaking with foster caretakers who were both new or new to bottle kittens, scheduling appointments, and maintain an organized and clean office. With the assistance, the foster staff can respond to emails in a shorter time frame and place animals in need of foster sooner between appointments.

#### COVID-19 Related:

##### Foster Appointments

For the safety of everyone, foster caretakers have been instructed that when they arrive for an appointment, they can check in with the Intake doorbell. From there, they are asked to wait in front of the building under the large tree for someone to come meet them. This helps to reduce the number of people that may be waiting at intake for assistance, keep social distancing, and provide the privacy that may be needed for the appointment. Once foster staff has checked in the foster animals, the caretaker is asked to wait in their car. This allows the caretaker to comfortably and safely wait while the appointment is running.

##### Kitten Season Donation Post

Due to COVID-19, we were unable to host a virtual kitten shower. However, we still wanted to get the word out about the season, our program, and donating to our program. This year, we engaged the community via a social media post. As mentioned, on Fridays we will post foster-related content. On Friday, April 2<sup>nd</sup>, we posted a photo of a bottle kitten being fed with text explaining what kitten season is and sharing our Amazon Wishlist specifically created for our bottle kittens, our Lets Paws post on what to do if you find kittens, and the link to our website page for our foster program. This post reached 10,711 people, had 739 engagements, and was shared 90 times.

A week after our Kitten Shower Donation post went up, we had \$1,295.95 worth of bought off our Amazon Wishlist. Items such as kitten formula, miracle nippers, blankets, and kitten food were donated to us. Every item purchased goes towards helping the smallest and most vulnerable of lives. We also had a few people with bottle feeding experience email us and apply to be a foster caretaker and ask about our Guardian foster program.

##### Adoptions Through Foster Caretakers

We have amazing foster caretakers who will promote their foster animals for adoption before returning them to OC Animal Care. By doing this, animals return for a shorter amount of time to get spayed/ neutered and then return home. Foster staff has collaborated with our Customer Service staff to find a process that works for both departments. Now when a foster caretaker finds an adopter for their animals, they coordinate with foster staff who then reached out to the adopters with paperwork and next steps. From there foster staff gives paperwork to Customer Service once the foster animals have returned and are cleared for adoption; the adoption is then finalized over the phone. This has been a process that has slowly evolved and has been a great process not only for the foster caretakers, staff, and adopters but most importantly the foster animals as well. Between January 1<sup>st</sup> and June 30<sup>th</sup>, 102 foster animals have been adopted with this method.

**Recommendation:** Committee receives and files the report.