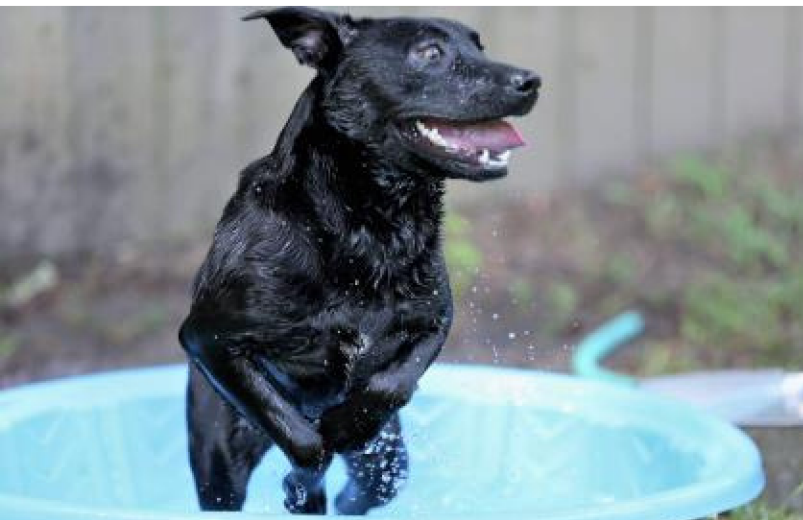




# SPCA

of Polk County



# Annual Report

## 2022

# A MESSAGE FROM RON



Friends,

I have had the privilege of serving as the Executive Director since 2021, where we saw tremendous strides within the organization, having implemented new systems and tools to better serve the community. Increased our presence in the community through events and marketing and introduced recurring sponsorship opportunities to support the ongoing needs of the organization.

Our organization along with others continues to face difficulties with the slowing adoption trend and fewer donations being received due to today's economic downturn, a trend we foresee as continuing for some time; however, we continue to push forward and find new ways to support the great work we do, through more frequent events, offering products to adopters, providing more services to the community and introducing new ways that help us generate and retain revenue long term.

With a dedicated team such as we have, we have been able to achieve much this year, through hard work, group effort and a determination to succeed. Without all these animal loving individuals we would be lost and ultimately the animals would suffer. Since 1978, animal loving people have joined the SPCA of Polk County to provide a safe haven for those who desperately need it and do their part for the community and improve the lives of animals. A simple "thank you" could never come close to the appreciation they absolutely deserve.

A handwritten signature in black ink, appearing to read 'RH' with a flourish.

Ron Hornsby  
Executive Director



# MISSION STATEMENT

*Our mission is to engage with the community to encourage responsible pet care, including the benefits of spay and neuter to reduce overpopulation; reunite lost animals with their owners and provide humane care while seeking loving, compatible forever homes for animals under our guardianship*



## WHY IT MATTERS



### "DOZER"

Dozer's tale is one of abandonment, rejection and depression. Having been rescued as a stray, Dozer thought he found his forever home but soon was returned a much changed dog, being more aggressive than prior to his adoption, he spent the next year and a half caged and his spirit left him, he was a shell of his former self. Through dedicated individuals who covered the cost of his rehabilitation with a trainer, Dozer became happier, vibrant and more engaged with life, he soon found a wonderful forever home in Canada!

### "PRINCESS"

Princess arrived to us as a stray, found by a caring individual, who fostered her. Princess suffered with a bad skin infection and could not walk on her front leg due to an old injury that made her front foot protrude outwards at an odd angle.

Princess was sent to a vet who performed specialized surgery to correct the injury and treated her other ailments. It's been a long road to recovery but she is certainly much improved and adopted by her wonderful foster, who could not bear to part with her.



# ACHIEVEMENTS IN 2022

Our achievements in 2022 have continued with positive outcomes following on from the successes of 2021.

The Rotary Club of Livingston awarded the SPCA of Polk County a grant to improve the front facade of the facility, whereby they came out in force, covered the costs and sealed the front of the building, repairing, replacing and painting the front.

The kennels themselves were painted through a very generous donation of Sherwin-Williams paint, a much needed make-over!

The City of Onalaska engaged with the SPCA of Polk County and established a Memorandum of Understanding (MOU), that we house, care and adopt animals that are found by their animal control. With this agreement came financial compensation.

We completed our renovation of a new Quarantine space within the facility through a Petco grant, allowing us to triple the size of the space in a more suitable environment with the potential to expand in time.

In October, the SPCA of Polk County lost the use of its transport vehicle, with repairs being far too costly for the age and condition of the vehicle, we were left without one for quite some time, until an estate opportunity presented itself, allowing us to invest carefully into a new vehicle, that aims to generate income, meaning the vehicle would pay for itself within 14 months and allow for partial income to be placed into a transport program, allowing it to become self-funded going forward.

In November, we implemented a new Microchip program, where 20% of the sale of all microchips would be placed into a fund to support a free community program, to double our ability to microchip animals in the community at no charge, this program reduces our microchip costs by up to \$9,500 per year and generates up to \$7,600.

We also implemented a new pet management software that will cover most processing fees and allow for additional donations and improve our adoption methods and go paperless, to date it has been a resounding success. Increasing our revenue and reducing our operating costs.



# OBJECTIVES FOR 2023

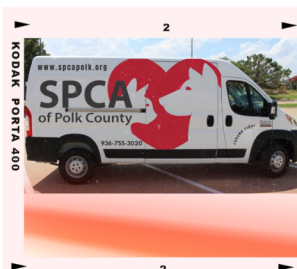
We have many opportunities for the year ahead that will elevate the standing of the SPCA of Polk County within the community and beyond. With our efforts increasing our marketing by 50% or more through social media apps like TikTok and Instagram and improved mobile functionality of our website, we aim to grow our online presence to generate additional support via donations, volunteers, fosters and more.

In addition, we aim to expand our product sales by offering a "one stop shop" for all things animal related, such as leashes, collars, bowls, bedding etc. that will supplement our income and retain animal related product sales within the organization.

Our biggest challenge and most rewarding will be developing a new spay, neuter and wellness clinic for the community, that will offer low cost spay and neuter; help reduce our medical costs drastically by performing surgeries in-house, more frequently and at cost. This will vastly improve our medical care at an affordable rate and enable revenue generation through veterinary services to the community.

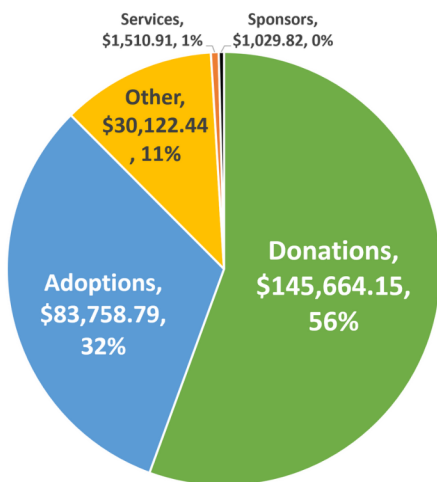
We aim to increase our event capacity in 2023 by implementing four major events for the year and setting up a weekly off-site adoption event at four locations within an hour of our location, to improve adoption rates, which in turn allows us to clear valuable shelter space to allow more regular admissions and also generates adoption income, where we aim to improve that income by 16% by end of year.

Finally, by setting up and offering a grooming service for the community, we enable ourselves to provide a service in growing demand which we will be able to financially benefit from and allow us to groom our in-care animals more often, making them as presentable and adoptable as possible.



# BY THE NUMBERS

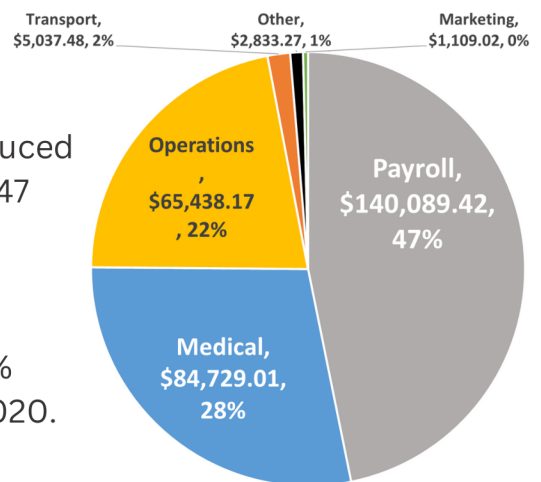
Expenses reduced by **25%** (\$100k+) since 2020



2022 Revenue Breakdown

Payroll has been reduced by 30.48% (\$61,407.47 since 2020).

Donations have decreased by 32.60% (\$70,443.33) since 2020.



2022 Expenses Breakdown

Data includes forecasted data for December 2022



# BY THE NUMBERS



Give Lively is a free donation platform that processes donation payments, manages campaigns and text codes through our website and more..

Since its implementation on April 1st, 2021, Give Lively has processed \$66,214.51 of donated funds, of that \$45,330.61 were one time donations and \$20,883.90 were monthly recurring donations.



Amazon Smile donates a small percentage of all eligible sale item users purchase on Amazon Smile and have us as their charity. To date we have raised \$4,483.55 through this program.

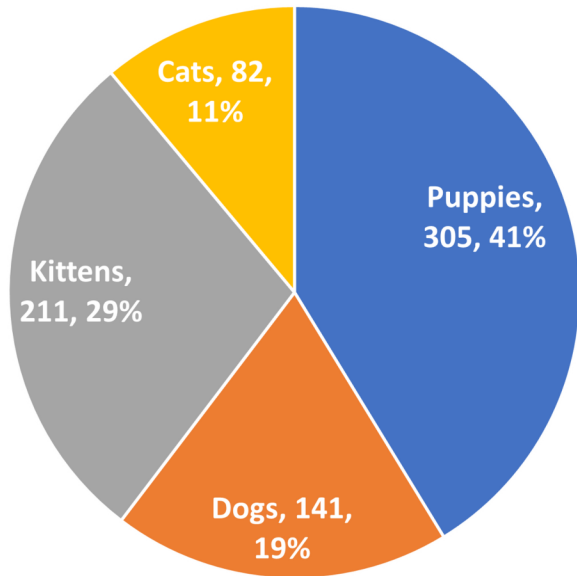
## SHELTERLUV

Shelterluv is a pet management database that processes animal records and statuses and allows for adoptions, transfers and more to take place.

Since November 22, 2022, we have processed 25 adoptions through the system, it generated \$168.19 in additional donations, with 96% of adopters covering the processing fee costs.



# ADOPTIONS

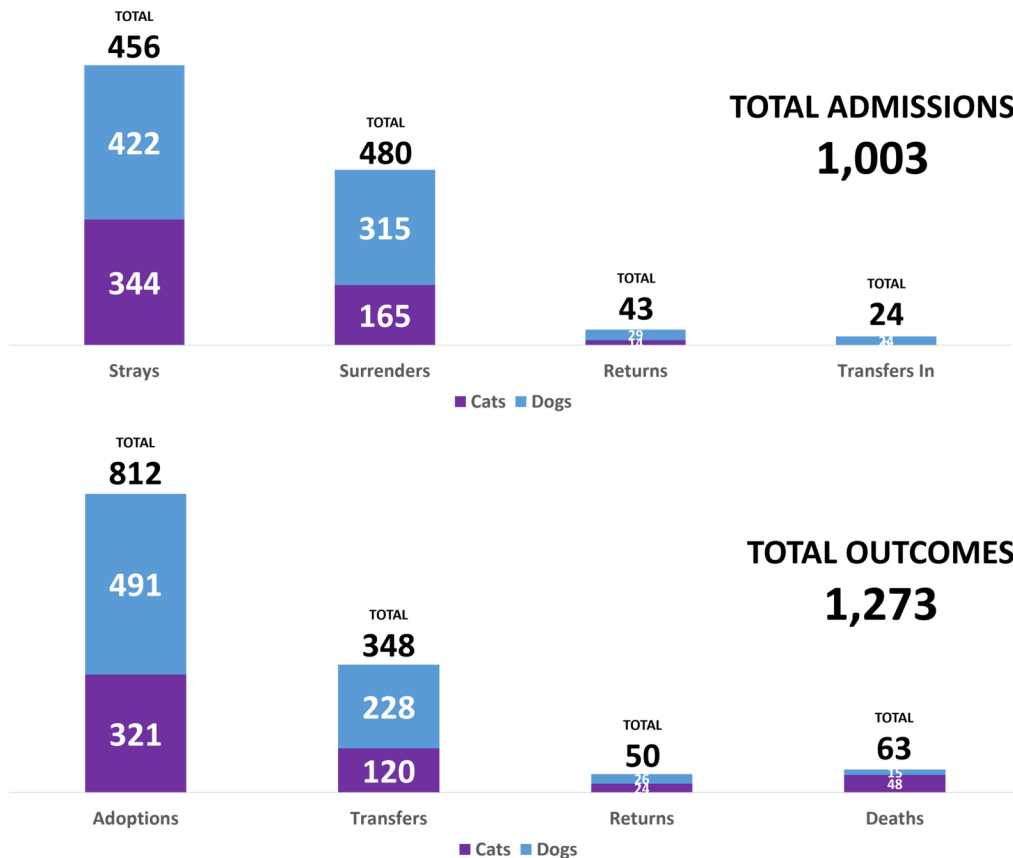


Our adoption numbers have declined since 2020, however, we are in line with achieving very similar numbers or exceeding them, based on 2019 and 2021 data.

We have seen a small increase in dog outcomes compared to 2021 (1%) but have seen a very healthy increase in cat outcomes (31%).

Three cats and 1 dog were euthanized due to medical reasons and at the behest of the veterinary doctor.

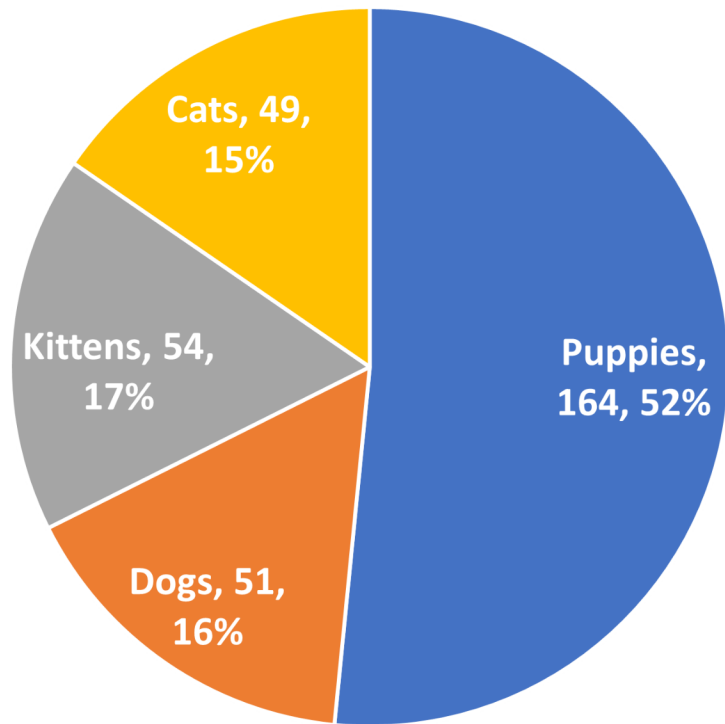
*Data covers period of January 1st to November 30th, 2022.*



*Data includes forecasted data for December 2022*



# TRANSPORT



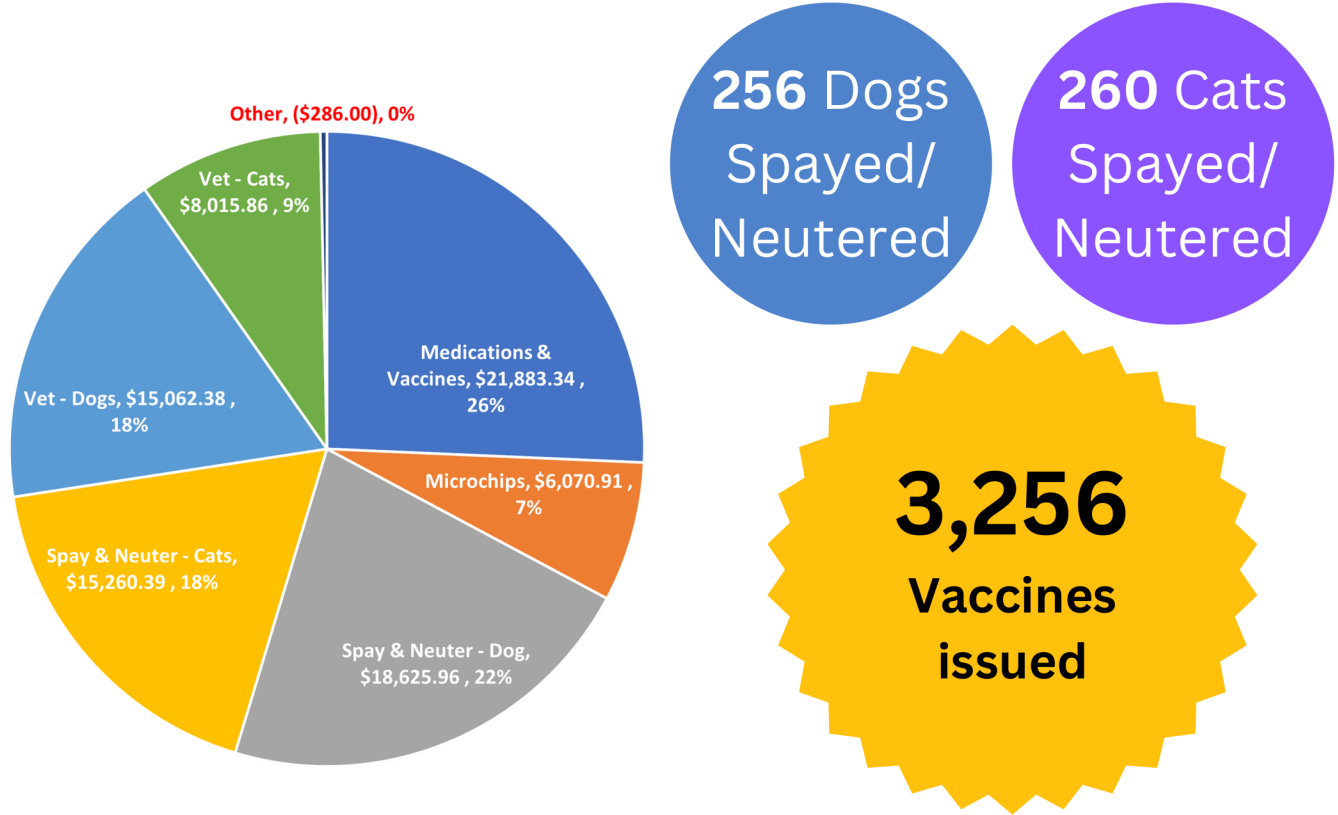
The transport program has served a vital function for the organization by relocating those hard to adopt cases to locations that achieve a much higher rate of adoption or who have fosters or adopters already waiting for them.

The benefits of transporting ensure animals find a new home quicker, keeping them out of facilities that are not designed for long term care. It also provides additional housing space to allow us to bring in more admissions to our facility more often, without it, our facility would be at capacity or more for longer, leaving countless animals uncared for for extended periods of time.

With our new weekly adoption events, using the new transport vehicle, it will allow the transport program to become self-sufficient through a dedicated program fund to pay for fuel, maintenance, insurance etc.

It may even allow us to transport to far reaching locations, providing more opportunities to adopt ourselves at no cost to the program.

# MEDICAL



The SPCA continues to participate in the Merck Animal Care Company's shelter vaccine pricing program which allows us to vaccinate SPCA animals at a greatly reduced cost. Vaccines are administered immediately when age-appropriate animals enter the facility to reduce the potential for disease transmission. We follow the vaccine protocols recommended for shelter animals by Austin Pets Alive which has become the gold standard of care for shelter animals. Our vaccine protocols and preventative medication practices provide the animals in our care with quality care. Our partnership with Austin Pets Alive has also allowed us to save numerous litters of puppies who tested positive for Parvo. Many of these puppies would probably not have survived without their expertise and intervention. Austin Pets Alive provides this life-saving service to the SPCA at no cost which has saved this organization thousands of dollars in medical bills. They also assume complete responsibility for the puppies future needs, including spay/neuter surgeries, adoption expenses, etc.

In 2022, the SPCA was awarded a free vaccine grant for publicly owned animals. The Petco Love Foundation in partnership with Merck Animal Care provided free Canine DAPPv vaccines and Feline HCP vaccines which have been provided to the public at no charge. Many of these animals would probably not have been vaccinated without this program and may have eventually died from a preventable disease. As of December 8, 2022, the SPCA staff has administered 437 free Canine DAPPv vaccines and 92 Feline HCP vaccines.



# Board of Directors



Ron Hornsby  
Executive Director



Paulette Frenyea  
Finance Director



Linda Burnett  
Medical Director



Sheri Grounds  
Transport Director



Kevin Swackhamer  
Operations Director



Carolyn Davis  
Director



Dorene Philpot  
Fundraising Director



Dustin Brown  
Director

## Officers



Linda Eckert  
Foster Coord.



Portia Hebert  
Finance Officer

## Staff



Christina Ross  
Operations Coord.



Johnnie Jimenez  
Adoption Coord.



Lisa Criswell  
Animal Care Lead

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ANIMAL WELFARE  
ORGANIZATION



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of Polk County

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SPCA of Polk County  
PO Box 1403  
Livingston, TX 77351

**Visit:**

SPCA of Polk County  
802 S. Houston Ave.  
Livingston, TX 77351

**DONATE**



**(936) 755-3020**