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# MAUI HUMANE SOCIETY

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## FY 2019 ANNUAL REPORT

DEPARTMENT OF HOUSING AND HUMAN CONCERNS

PREPARED 8/22/19



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## EXECUTIVE SUMMARY

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Maui Humane Society, a 501(c)(3) non-profit organization, has been in existence for over 66 years and is the only open admission animal shelter on the island of Maui, Hawaii. Our mission is “to protect and save the lives of Maui’s animals, accepting all in need, educating the community, and inspiring respect and compassion towards all animals.” Each year we help thousands of animals, taking in over 5,600 animals to our shelter and serving many times that number through our community outreach programs. Equally important, through our programs and services we provide support for Maui’s approximately 90,000 pet owners as well as Animal Management Services for the County of Maui.

## OVERVIEW

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Maui Humane Society's mission is to protect and save the lives of Maui's animals; accepting all in need, educating the community, and inspiring respect and compassion towards all animals. This mission and the work we do is accomplished by approximately 58 compassionate, dedicated and skilled employees of Maui Humane Society's 7 different departments listed below.

- Animal Care
- Customer Service
- Development and Community Outreach
- Facilities
- Humane Enforcement
- Finance
- Veterinary Department and Community Spay/Neuter

## HIGHLIGHTS

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### ANIMAL CARE DEPARTMENT

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The animal care department meets the needs of all animals in the care of and being housed at Maui Humane Society. Staff provides daily feeding, cleaning, exercise, and monitors health and behavior to ensure standards of care are being met. Animals in need of behavioral or medical intervention are assessed and offered individualized care to address specific needs.

Staff works alongside volunteers to provide enrichment to help keep animals comfortable during their shelter stay. This team assists customers looking to add a pet to their family, offering information about individual animals, and facilitating meetings with family members.



CUSTOMER SERVICE DEPARTMENT

The customer service department provides direct assistance to our community to access services at Maui Humane Society. This team handles animal intakes, including relinquishment by owner, accepting found strays, and cremation services.

Other services provided include helping reunite pets and owners through lost and found services, expanding families through adoptions, and many other general inquiries. Additional resources offered include education on managing conflict with feral animals, offering spay/neuter services, and a free trap loan program.

Dog licensing is also handled by MHS's customer service team, including maintaining the database for all Maui County dog licenses, even those issued at DMV offices. As of FY19, dog license purchases can also be made on MHS's website.



DEVELOPMENT & COMMUNITY OUTREACH DEPARTMENT

The development department manages and coordinates all of the fundraising, marketing, volunteer, education, and outreach programs at Maui Humane Society. We held several successful fundraising events including our annual Fur Ball gala and the inaugural MHS Slumber Party. In FY19, MHS was proactive in messaging to our community about the services and programs that we provide. We used all available communication mediums including radio, tv, print, and social media. Educational programs such as animal camp, shelter tours, and school presentations teach our keiki about the important relationship between animals and people. Our outreach efforts expanded in 2019 and we participated in several community events, such as Friday Town Parties, Senior Fair, Made on Maui, and more. The Volunteer program is vital to the success of Maui Humane Society. In Fiscal Year 2019, our volunteer team logged in more than 18,300 hours with 494 active volunteers.



## HUMANE ENFORCEMENT DEPARTMENT

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Maui Humane Society (MHS) holds the County of Maui, Animal Management Contract and provides Animal Control/Humane Enforcement Services for the entire Island of Maui. The Humane Enforcement Department consists of 9 officers and 1 dispatcher under the supervision of the Director of Humane Enforcement and the MHS CEO. In addition to enforcement of Maui's animal related laws, this department works to investigate and prevent animal cruelty and to educate the public regarding best animal practices. Maui's 727 square mile size and population of almost 150,000 permanent residents plus thousands of tourists keep the officers very busy. Our caring officers are considered the first line of defense for animals in need of care, rescue, or removal from bad situations. Our officers have over 1,200 hours in combined training, which consists of cruelty investigation, emergency first aid, over-the-side rescue and animal care, husbandry, and education. The enforcement department utilizes 6 specially marked, fully equipped enforcement trucks and one stock trailer for animal removal, evacuations, and transportation.

The enforcement department received over 3,500 calls from the public during the last fiscal year. Their calls and the officers' diligence generated over 14,898 reports, which included follow-ups, impounds, rescues, and proactive preventative patrols. The officers investigated over 225 leash law complaints and brought 1,559 stray animals to the shelter.



## VETERINARY DEPARTMENT

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The veterinary department provides medical care for all the animals who arrive through the doors of Maui Humane Society. Basic veterinary care such as vaccinations, deworming medications, heartworm checks, microchip implantation, and flea and tick control are provided. More advanced medical care is given to help those that have illnesses and injuries.

Many animals are turned in to us because their owners cannot afford the cost of veterinary medical care. Medical issues such as skin conditions, infections, lameness, wounds, tumors, etc. are addressed and treated whenever possible. We are able to help these animals that have major issues thanks to the 100% donor funded Hope Fund. This fund allows us to perform dental cleanings, tooth extractions, eye enucleations, leg amputations, tumor removals and biopsies, hernia repairs, heartworm treatments, and many other procedures. We make every attempt to ensure that these animals leave the shelter in better health than when they arrived. For many, the transformation is so dramatic that the animals are almost unrecognizable after they have been treated. In Fiscal Year 2019 we helped 389 animals through our Hope fund; That is an increase of over a hundred animals compared to last fiscal year. It is remarkably rewarding to see these animals get a second chance at life in a new home.

The veterinary department also assists with cruelty and neglect investigations by performing veterinary exams, diagnostic testing, and necropsies when needed.

Maui Humane Society is the first and only veterinary clinic in the state of Hawaii to be certified in Merck's Heroes for Healthy Pets Infectious Disease Management Certification Program. This certification verifies that our clinic has been trained in best practices to help manage and prevent infectious disease.



COMMUNITY SPAY/NEUTER

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The Community Spay/Neuter Program provides spay/neuter surgery to publicly-owned dogs and cats in Maui County. In FY19 a total of 4,730 public animals (934 dogs and 3,796 cats) were spayed/neutered through this program. All animals are microchipped to provide a means of permanent identification, and a small tattoo is applied to indicate that the animal is spayed or neutered. In addition, feral cats are ear tipped to provide confirmation of spay/neuter status from a distance. Post-operative pain medication is provided at no additional cost. Of the 4,730 public animals who were spayed and neutered through our clinic, a grant from Maui County provided funding for 1,500 of them. Additional grant funding was secured to cover the remainder.



## MAUI HUMANE SOCIETY PROGRAMS

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- 1) **Hope Fund**—100% donor funded program that pays for lifesaving medical treatments and surgeries beyond what the shelter would normally provide. In FY19, 389 sick and injured animals received major life saving medical interventions plus hundreds of our shelter animals received antibiotics, heartworm therapy, and dental care paid for by Hope Fund.
- 2) **360 Committee**—program developed to meet the needs of each individual animal by identifying and responding to behavioral, medical or other barriers that prevent an animal from being an adoption candidate. A multidisciplinary approach is used with representatives from every department meeting bi-weekly to facilitate interdepartmental communication and access to resources needed to move the animal forward to a positive outcome.
- 3) **Relocation programs** that transfer shelter animals to adoption guaranteed rescues and shelters both locally and, via Wings of Aloha, on the Mainland. Since 2012 over 3,000 dogs, cats, and kittens have been relocated with 99% placed in lifesaving adoptive homes while at the same time creating space for other homeless Maui animals in need of shelter.
- 4) In FY19 **foster families** provided 23,253 days of care to shelter animals needing special medical treatments, post-operative rehabilitation, additional socialization, a break from the stress of the shelter environment, or time for kittens and puppies to reach the required age for spay/neuter surgery, a prerequisite for adoption.
- 5) **Enrichment programs** for both cats and dogs. For cats, comfort and play time with volunteers. For dogs, daily walks, dog playgroups using the “Dogs Playing for Life” protocol, agility training, and “Beach Buddies” day at the beach. These enrichment programs give caregivers the chance to learn more about each individual animal while giving shelter animals the mental stimulation, exercise, and socialization they need.
- 6) **The Volunteer Program** is vital to the success of Maui Humane Society. In Fiscal Year 2019, our volunteer team logged in more than 18,000 hours. Our program is open to all ages 15 and up, and to those ages 5 to 14 who volunteer with an adult guardian. We promote volunteering on our website and through social media, as well as through community outreach events. Potential volunteers sign up online for an initial orientation where they are able to learn about MHS and the volunteer opportunities that are available. Once they have completed the initial training, they are then directed to find a way to get involved, depending on their interest. We offer many options including Cat Care, Dog Walking, Fostering, Facilities Maintenance, Administrative Help, Veterinary Assistance, and more. If a volunteer is going to be working in a specialized area (such as dog walking, cat care, or fostering), they will be provided with additional training by the appropriate staff member. We also provide “peer to peer” mentorship for new volunteers in some areas (like dog walking) where they might need a bit more

support. We are extremely proud of the powerful difference our volunteers make in our shelter, with our animals, and throughout the community.

7) **Our adoption program** enables us to match an animal needing a home and an adopter looking to add a pet to their family. Maui Humane Society specializes in best friends and is here to help potential adopters connect with a furry friend that fits their lifestyle, interests, and ideals.

8) **Animal Camp** is a very popular keiki program at MHS. This humane education program encourages campers to consider the many different ways we share the world with other living things. Our goal is to inspire respect and appreciation for all life and encourage conscientious decision making. Maui Humane Society's Animal Camp is an educational camp where every day is filled with hands on learning, fun games, crafts, activities, guest speakers, and time with the animals! Campers explore all aspects of the human/animal bond, and practice positive reinforcement training, socialization, and grooming of shelter pets. This allows for a cultivation of compassion and encourages campers to grow into responsible pet owners and advocates for the animals they love!

9) Maui Humane Society's **Community Spay & Neuter Program** provides low-cost sterilization for owned pets in our community. Pet overpopulation affects the wildlife on our island, exposes our pets to disease, and forces us into an ethical conflict over the growing number of animals looking for homes and possibly suffering from neglect.

## STAFFING

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With over 5,600 animals coming to us annually it requires a staff large enough to care for the animals and assist the community with their various animal related needs. We have 58 employees, spanning 7 different departments.

## FINANCIAL OVERVIEW

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Updated by DHHC

## GOALS AND OBJECTIVES

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Live Release Rate (LRR) is a common way for animal shelters to measure the percentage of animals who leave the organization for a positive outcome. At MHS monitoring our LRR is critical and allows us to gage how successfully we are in saving animal lives. We have made dramatic improvement in our LRR these past couple of years and will continue to make every effort to see our LRR continue to improve.

Our outreach and educational messaging continues to improve as we gain a greater social media presence. We are also putting much of our focus this year towards educating students in our community.

We strongly believe that all companion animals should have permanent identification in the form of a microchip, this enables us to get lost/stray animals back home as quickly and efficiently as possible. For FY20 we will continue to offer low cost microchip clinics to community owned animals.

Six of our Humane Enforcement vehicles are extremely old with high miles and visible wear and tear. Therefore, it is not uncommon to consistently have at least one vehicle out of service. Being short an enforcement vehicle means one less officer on the road responding to both routine and emergency requests from the public.

In FY19 a new truck was purchased, and we hope to continue receiving additional funding each year allocated to purchasing new enforcement vehicles until the entire fleet has been replaced.



See next page for Goals/Objectives table.

GOALS/OBJECTIVES	SUCCESS MEASUREMENTS	FY 2019 ESTIMATE	FY 2019 ACTUAL
<b><i>Goal #1: Find homes for all healthy and treatable pets and euthanize fewer healthy and treatable animals.</i></b>			
<b>1. Increase the % of live dogs and cats released via increased adoptions, reclaims and/or transfers</b>	% of live released dogs and cats via increased adoptions, reclaims and/or transfers	<b>90% dogs 75% cats</b>	<b>97% dogs 82% cats</b>
<b>2. Decrease the % of dogs and cats euthanized annually</b>	% change in # of dogs and cats euthanized as compared to previous year	<b>-10% dogs -10% cats</b>	<b>-51% Dogs -44% Cats</b>
<b><i>Goal #2: Promote responsible pet ownership by providing programs and services that assist in creating awareness and understanding of caring for pets, and by providing spay/neuter programs to assist pet owners with preventing unwanted litters.</i></b>			
<b>1. Increase the # of people provided with direct educational messaging per year by 1000</b>	# of people reached with direct educational messaging	160,000	83,677
<b>2. Increase in total # of spay/neuter surgeries per year</b>	# of spay/neuter surgeries conducted per year	6,100	7,494
<b><i>Goal #3: Provide assistance and support to the community, including investigation and enforcement of animal related issues, and promote proper identification for all dogs.</i></b>			
<b>1. Increase the # of lost and stray animals reunited with their owners</b>	# of animals reclaimed annually	1000	843
<b>2. Increase preventative patrols by Humane Enforcement officers to gain compliance for animal related laws</b>	# of officer initiated patrols	6,790	8,518
<b>3. Increase the # of dog licenses sold annually</b>	# of dog licenses sold annually	4,300	4,196
<b>4. Issue citations when needed to ensure compliance with animal-related ordinances</b>	# of citations issued annually, as appropriate	250	213

## MAJOR ACCOMPLISHMENTS

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### ANIMAL CARE & CUSTOMER SERVICE DEPARTMENT

- Received 5,631 animals in need of sheltering services, a 10% drop from FY18
- Live release rates continue to improve in FY19:

Live Release Rate	FY16	FY17	FY18	FY19
Cats	33.5%	44.6%	69.5%	82.8%
Dogs	84.4%	92.0%	95.4%	96.8%

- Euthanasia of cats dropped by 44% compared to FY18
- Euthanasia of dogs dropped by 51% compared to FY18
- Adopted out 2,282 animals (1,309 cats, 666 dogs, and 307 critters)
- Reunited 997 animals with their families
- Transferred 888 animals to other organizations, an 8% increase compared to FY18. The majority of these animals flew to shelters and rescues on the mainland through our Wings of Aloha program for guaranteed adoption.
- With continued expansion of our foster program, we were able to expand our lifesaving efforts by placing 2,030 animals into foster homes, a 14% increase from last year.

### DEVELOPMENT

- Executed several successful fundraising and community events in FY19 including large scale fundraising events: The Fur Ball and the First Annual Sleepover. We also held an island-wide Dine Out event with 18 restaurants/bars donating a portion of their proceeds to MHS.
- Through direct mail, monthly giving and business partnership programs, unrestricted donations increased by 9.5% to budget and 9.4% increase to FY18
- Increased outreach efforts in FY19 by attending multiple community events, including Maui County Fair, Holo Holo Kaa, Made on Maui, Senior Fair, Maui Pride, and several Friday Town Parties. In partnership with Petco, MHS also held 3 in-store adoption events.
- In FY19, we hired a Full Time Education & Outreach Coordinator with the goal of educating Maui's next generation of animal owners about the importance of responsible pet ownership
- Finished front office remodel project to create an even friendlier and more welcoming environment to the public

## HUMANE ENFORCEMENT

- Officers rescued an elderly woman's dog which had fallen into a ditch and she was unable to help her dog. Officers climbed into the ditch and rescued her dog.
- An officer found a puppy entangled and unsheltered in the sun. The officer untangled the puppy and removed it from the property. The owners never came forward and the puppy went to a forever home.
- In the morning before MHS was open, a man was driving his truck and had stopped at a red light. A kitten ran across the road and jump into the underside of his truck. Unable to get the kitten out without being scratched further, he drove to the shelter and an officer was able to tranquilize the kitten and remove it. The man and his family came back and adopted the kitten.
- Officer "raided" a residence in Wailuku where there had been repeated calls of the residents beating their puppy. Each time, they hid the puppy and denied having a dog. On this occasion, they found the dog in a small carrier without food and water and seized the puppy who then went on to be adopted.
- Humane Enforcement Officers responded to a report of a deceased dog. Upon arrival, it was discovered the deceased mom had puppies who were still feeding on the mom. The puppies were rescued, fostered until old enough, and all adopted to forever homes.
- Officers responded to help a young mother whose piglet had escaped. After chasing the little piglet around the neighbor's yards, the officers utilized an extension net to trap and catch the piglet and get it back home.
- Officers observed a loose dog running with a broken leash. While loading that dog, they discovered 4 dogs living in horrible conditions. They were all impounded. Prior to returning the dogs to the owner, officers required them to clean their yard and build dog houses.

## VETERINARY

- Helped 389 shelter animals through our Hope Fund that is over and above our routine preventative procedures. This includes such things as removing cancerous masses and submitting them for biopsy, sending injured animals to a private vet clinic for x-rays, dentistry, and performing additional surgical procedures as described.
- Through grant funding Maui Humane Society was able to purchase a centrifuge to be able to do hematocrits and an incubator to do urine and fungal cultures. Knowing an animal's hematocrit allows us to diagnose anemia quickly and at a minimal cost. Urine cultures allow us to diagnose a urinary tract infection. Fungal cultures help us to not only diagnosis dermatophyte (ringworm) infections but also allows us to determine when treatment has been successful.

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- Through our community cat program, we assisted multiple Maui homeowners and more than 40 businesses with feral cats. This was done through education on TNR (trap-neuter-return), as well as trapping, sterilizing, and returning cats to where they were trapped.
- Several grants allowed us to provide free cat vaccinations to thousands of cats who came in through our MASH program. Vaccines are critical to keeping our Maui cats safe from Panleukopenia, a deadly cat disease that was first diagnosed in Maui a few years ago.

### COMMUNITY SPAY/NEUTER

- Total of 7,494 animals spayed/neutered in Fiscal Year 2019:
  - 3,796 public cats
  - 934 public dogs
  - 1,975 MHS cats
  - 710 MHS dogs
  - 79 MHS rabbits

### FISCAL YEAR 2020 GOALS

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1. Continue to focus and improve on our community cat programs aimed at saving more lives while decreasing the number of free roaming cats in our community.
  - Sterilize over 2,500 free-roaming cats on Maui (grant-funded)
  - Continue to expand public engagement with TNR (trap-neuter-return) efforts to achieve a broader impact.
2. Implement new outreach strategy aimed at increasing community education and support.
  - Expand on our outreach programs and develop new curriculum for our Education Program.
  - Design and launch new MHS website with improved online presence
3. Continue to improve our live release rate (LRR).
  - Implement improvement on both existing and new platforms to continue progress towards desired outcomes for increased LRR.
  - Continue to expand partnerships for off island transfers to get animals to adoption guaranteed placement.