

**SACRAMENTO SPCA
BOARD OF DIRECTORS' MEETING
7801 Folsom Blvd. #102
Friday, January 12, 2018**

- | | |
|---|---------------|
| 1. CALL TO ORDER | Jordan |
| 2. INTRODUCTION OF GUESTS | |
| 3. APPROVAL OF MINUTES, <i>December 20, 2017</i> | Jordan |
| 4. PRESIDENT'S REPORT | Jordan |
| 5. CHIEF EXECUTIVE OFFICER'S REPORT | Altine |
| 6. COMMITTEES | |
| A. Finance Committee | Peno |
| * <i>2018 Budget</i> | |
| 7. OLD BUSINESS | |
| 8. NEW BUSINESS | |
| 9. COMMENTS | |
| 10. ADJOURNMENT – | |

Next Meeting:
Wednesday, February 21, 2018

Upcoming Events (*mobile adoption events are listed on our website*)

1/18 - Yappy Hour | Fort Rock Brewing 6pm - 8pm
2/15 - Yappy Hour | Big Sexy Brewing Co 6pm - 8pm
4/28 - 25th Anniversary Doggy Dash

**Items for Board Approval*

MINUTES OF THE MEETING OF THE BOARD
OF DIRECTORS OF THE SACRAMENTO SPCA
DECEMBER 20, 2017

DIRECTORS

PRESENT: GUTHRIE, MORGAN, CLEARY, CHRISTIE, STARR, PENO,
ALTAVILLA, SUMMERS, MUSALLAM, CRAWFORD

ABSENT: GRAY, LELEVIER, JORDAN, HEALY

STAFF: SALLE, OEI, ALTINE, LARSON, ARONOW, FOSTER, HANEY

GUEST: NONE

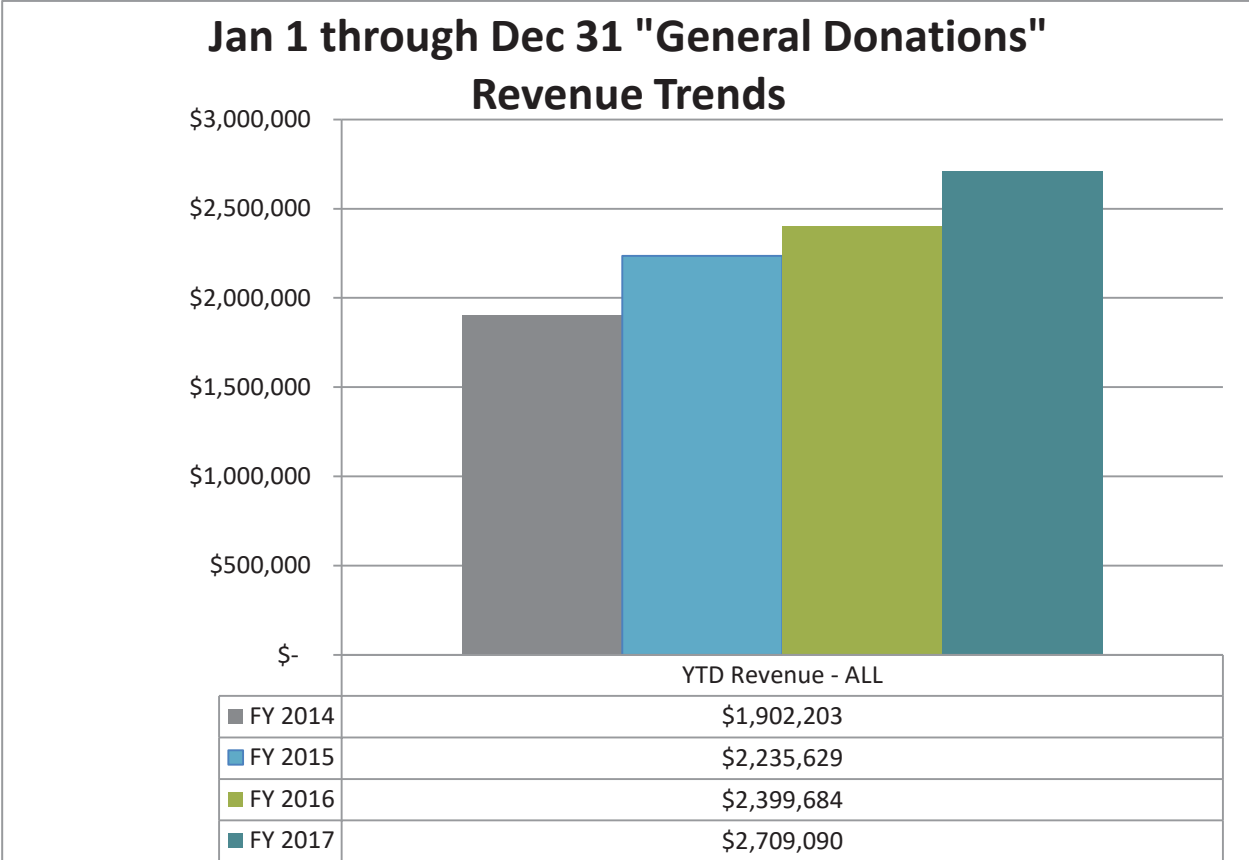
1. CALL TO ORDER:
Starr, at 6:34 P.M.
2. GUEST:
None.
3. APPROVAL OF MINUTES:
November 15, 2017 minutes approved without exception.
4. PRESIDENT'S REPORT:
Starr reported all is well.
5. CHIEF EXECUTIVE OFFICER'S REPORT:
Altine reported strong finish to 2017; great publicity on the Shepard/Husky puppies.
Discussed the theory of our improving reputation driving more traffic to the shelter.
Larson reported on the wellness clinic offered to staff earlier this week; big hit.
Altine reported the compensation study rolled-out today and tomorrow; Oei elaborated.
DREAMS concept roll-out is also going well.
6. COMMITTEES:
 - A. FINANCE:
Peno reported highlights. The committee reviewed the 2018 budget this past Monday; intending to present at the retreat on 1/12/18.
Sale of the E Street/16th lot to close on 2/26/18.
Aronow reported on current open positions.
 - B. SHELTER:
Summers reported no meeting.
 - C. BOARD DEVELOPMENT:
Starr reported no meeting.
Altine reported on meeting with Heather Candy.

- D. FUND DEVELOPMENT:
Altavilla reported a good year of fund raising and happy to have Haney on board.
- E. MARKETING:
Cleary reported met with Foster; discussed marketing budget and presence.
Foster reported choosing a potential firm for strategic marketing and creative support; Cleary reported the firm is to present at the retreat.
Foster reported on recent walk-in donors and how it is driven home by DREAMS.
7. OLD BUSINESS:
None.
8. NEW BUSINESS:
Starr reported busy at Adoptable Goods.
9. COMMENTS FROM GUESTS, STAFF AND/OR BOARD MEMBERS:
Starr thanked Susan and Dave for hosting tonight.
10. ADJOURNMENT:
Starr declared the meeting adjourned at 7:00 P.M.

Respectfully submitted,

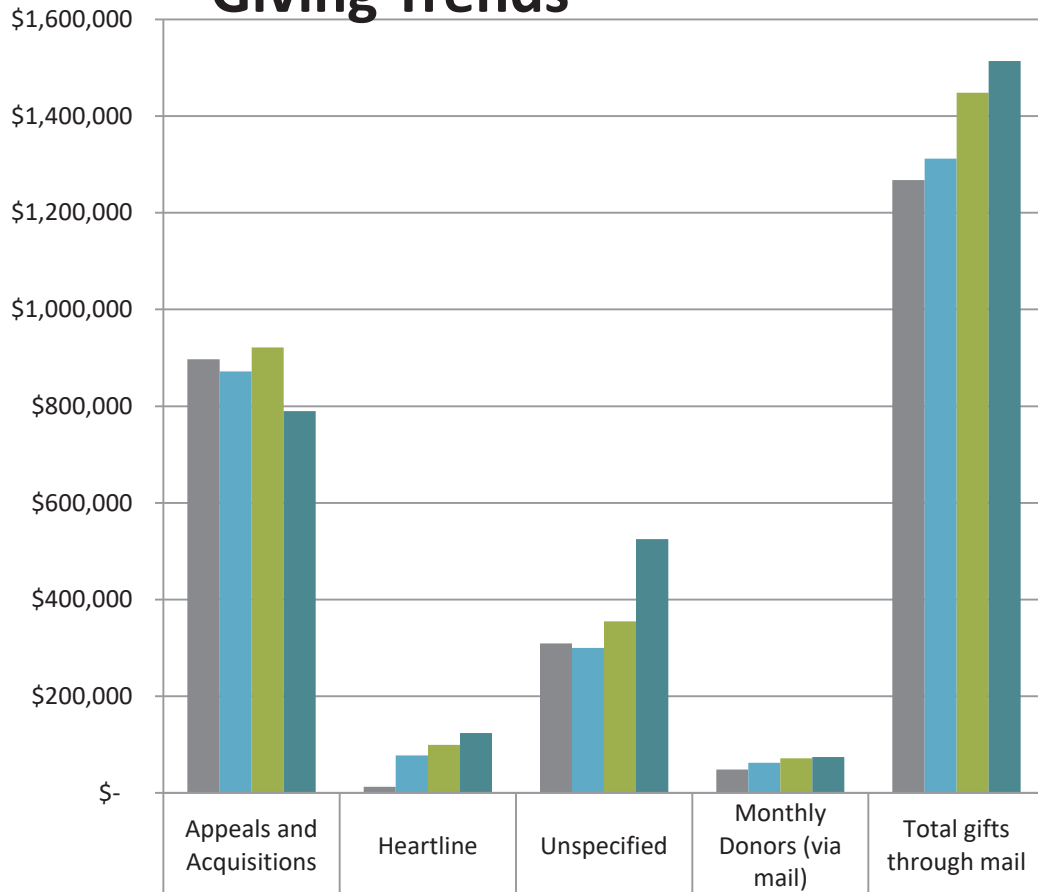
Linda Salle

Fiscal Year 2017 Development Department Report



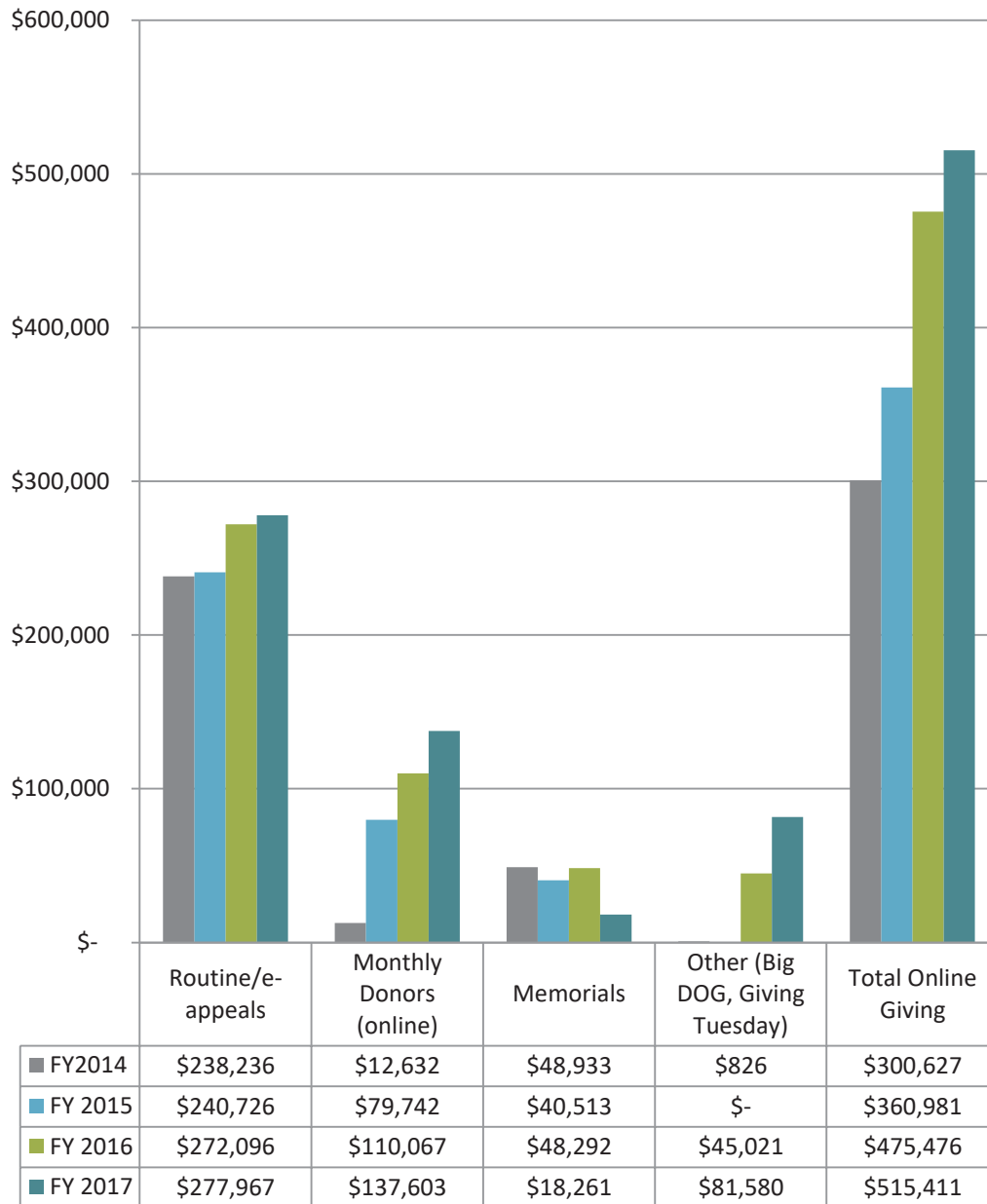
This chart represents "General Donations" Year-to-Date, excluding Bequests, Special Events and Grants.

Jan 1 - Dec 31 "Direct Mail" Giving Trends

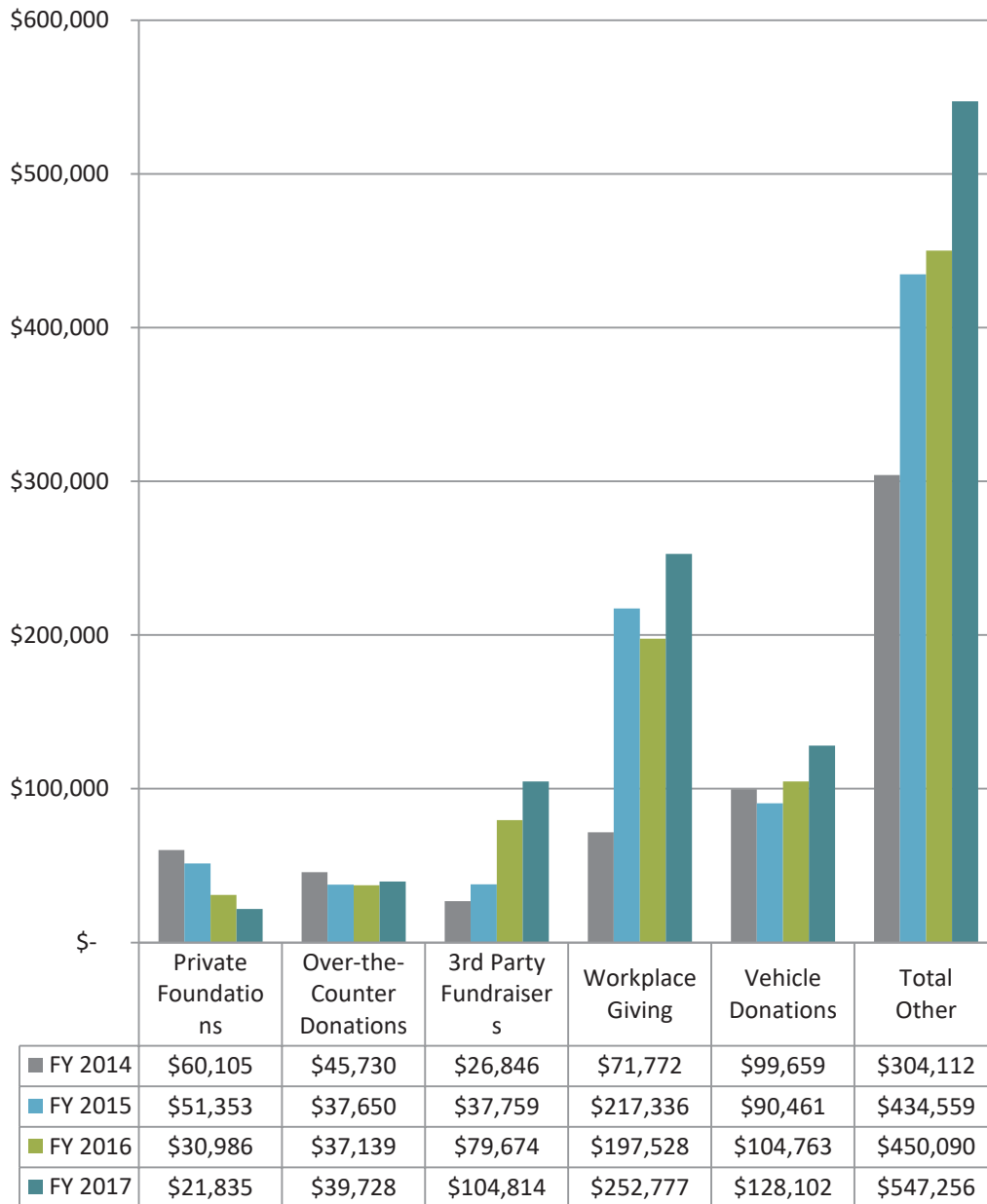


■ FY 2014	\$896,908	\$12,694	\$309,402	\$48,591	\$1,267,595
■ FY 2015	\$872,018	\$77,433	\$299,905	\$62,533	\$1,311,889
■ FY 2016	\$921,703	\$99,605	\$354,911	\$71,840	\$1,448,059
■ FY 2017	\$790,070	\$124,295	\$524,880	\$74,526	\$1,513,771

Jan 1 - December 31 "Online" Giving Trends

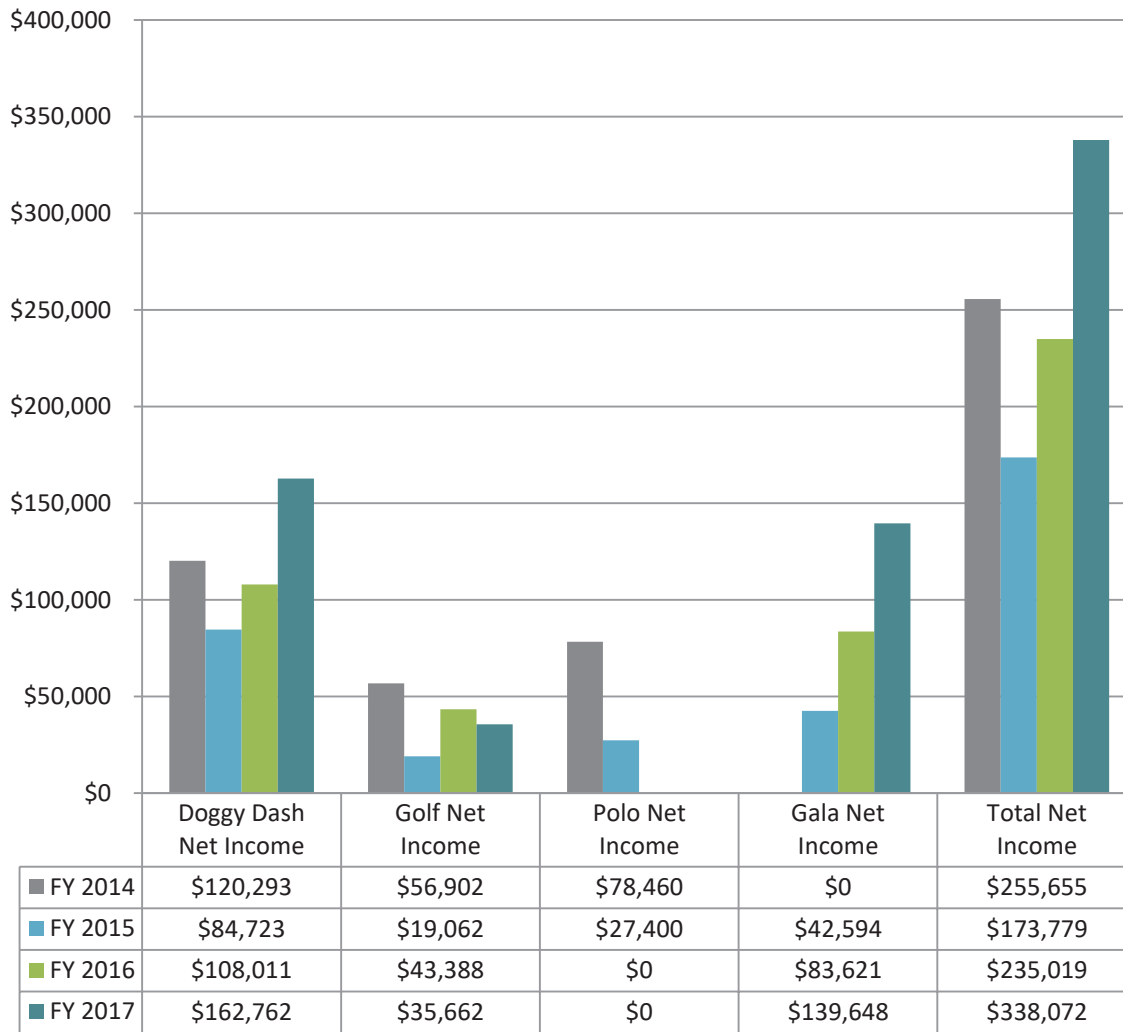


Jan 1 - Dec 31 "Other" Revenue Trends



Third Party Fundraisers exceeded its goal for 2017, and is one area where we expect to see significant growth in 2018. Workplace Giving saw significant growth, thanks to several large gifts by individuals. (Workplace Giving includes United Way campaigns and other employee giving vehicles.)

Special Events - Net Income Trends



Special Events:

Both Doggy Dash and the Gala exceeded their 2017 net revenue goals, thanks to the generosity of board members, friends of the SSPCA, and our events team and volunteers.

In addition to this year's two signature events, the events team also managed the **Spring and Fall Book Sales**, which netted \$69,138 combined. These figures are not reflected in the graph above.



COMMUNICATIONS BOARD REPORT – DEC 2017/JAN 2018

MEDIA COVERAGE

Pawspice Program	12/20/17	Sacramento Bee	http://www.sacbee.com/news/local/article190846564.html
	12/20/17	Sacramento Bee	http://www.sacbee.com/entertainment/living/pets/article190841349.html
	12/20/17	Sacramento Bee	http://www.sacbee.com/news/local/article190859309.html
Duckie (Lab with Swimmers Syndrome)	12/13/17	KCRA3 - FB	https://www.facebook.com/KCRA3/videos/10156001256451514/
	12/15/17	Sacramento Bee	http://www.sacbee.com/news/local/article189994909.html
	12/27/17	Sacramento Bee	http://www.sacbee.com/entertainment/living/pets/article191762094.html
	12/29/17	Women's World	http://www.womansworld.com/posts/sacramento-sPCA-duckie-lab-puppy-150098
	1/4/18	Good Morning America - FB	https://www.facebook.com/GoodMorningAmerica/videos/10155974373247801/
	1/4/18	The Mercury	http://www.themercury.com.au/news/national/rescue-puppy-born-with-swimmer-syndrome-learns-to-walk-credit-sacramento-sPCA-via-storyful/video/48a141cec607d658795322fbfecc8f03
	1/4/18	Fox13 News Tampa Bay	http://www.fox13news.com/trending/watch-rescue-pup-born-with-swimmer-syndrome-learns-to-walk
	1/4/18	Herald Sun Melbourne	http://www.heraldsun.com.au/news/national/rescue-puppy-born-with-swimmer-syndrome-learns-to-walk-credit-sacramento-sPCA-via-storyful/video/48a141cec607d658795322fbfecc8f03
	1/4/18	The Australian	http://www.theaustralian.com.au/video/id-5348771529001-5701927195001/Rescue-Puppy-Born-With--Swimmer--Syndrome-Learns-to-Walk--Credit---Sacramento-SPCA-via-Storyful
	Tax Bill / Charitable Giving	12/16/17	Sacramento Bee
12/29/17		ABC10	http://www.abc10.com/news/new-gop-tax-bill-removes-incentives-for-charitable-giving/503089544

Kitten Adoptions	12/14/17	Sacramento Bee	http://www.sacbee.com/entertainment/living/pets/article189749084.html
Low Cost Vaccinations	12/26/17	Sacramento Bee	http://www.sacbee.com/entertainment/living/pets/article191656944.html
Shelby (Rehab Pittie Mix)	1/5/18 1/11/18	Sacramento Bee Good Day Sacramento	http://www.sacbee.com/entertainment/living/pets/article193006744.html http://gooddaysacramento.cbslocal.com/video/3791056-im-cute-adopt-me-special-needs-animals/
Adoptable Goods (Golden Globes Fashion Finds)	1/6/18	Good Day Sacramento	http://gooddaysacramento.cbslocal.com/video/3788781-golden-globes-fashion/

PUBLICATIONS

Sprint/Summer Heartline - in outline stages, will drop first week of April.

eTales Newsletter

December/January – Adoption sponsorships (Cheryl Lynn Kaey & Taylor Morrison Homes, Giving More Than Shelter - Paws for Health and Pawspice programs, Upcoming Events, Register for Early Bird Doggy Dash, Yappy Hours, 2017 Impact - Animal Stats.

The Scoop

December/January – Why Media coverage is important, Office Movement, Impact Report - 2017 Stats, Adoption Fees increasing for 2018, Birthday recognition, The Biggest Loser Employee Weight Loss Competition, Pawspice Progra, Animal Transfers and helping other shelters, Open Positions at the SPCA, Holiday Hours, Holiday Message (Staff Singing All I want for Christmas to their pets), Volunteer Highlight: Nancy Vice, Husky/Shepherd Puppy Craze, Special Edition: DREAMS Reveal & Commitment to Core Values.

Website

Donor sponsored adoptions, Doggy Dash, Low-Cost Vaccinations, Holiday Giving, Vehicle Donations & Community Events

SOCIAL MEDIA SUMMARY

FACEBOOK

- **80,084 LIKES!!!**
- Post reach – 682,640
- Video Views – 209,329
- Post engagement – 275,823



Sacramento SPCA's FB posts and reach soared above Front Street this week.

INSTAGRAM

- **17,000 followers**

TWITTER

- 3,852 followers



YOUR SUPPORT SAVED LIVES

THANK YOU FOR HELPING US GIVE MORE THAN SHELTER TO THOUSANDS OF ANIMALS IN 2017

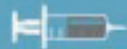


200,000

LOW-COST SPAY/NEUTER SURGERIES PERFORMED SINCE 2007 

It is estimated that one unaltered female dog and her offspring can produce 67,000 unwanted dogs over a 6 year period. One unaltered female cat and her kittens can lead to 370,000 unwanted cats...


SPAYING/NEUTERING PETS PREVENTS **MILLIONS OF ANIMALS** FROM ENTERING SACRAMENTO AREA SHELTERS



13,963

LOW-COST OR FREE VACCINATIONS ADMINISTERED

18,231 ANIMALS SPAYED/NEUTERED

3,648 COMMUNITY CATS WERE ALTERED, VACCINATED AND RETURNED TO THEIR COLONIES 



459 ANIMALS TRANSFERRED IN FROM OTHER LOCAL SHELTERS

INCLUDING SACRAMENTO CITY & COUNTY, STOCKTON AND MANY OTHER SHELTERS IN THE NORTHERN CALIFORNIA REGION

NEW PROGRAMS

- PAWSPICE
- BEHAVIOR MODIFICATION



3,472

ANIMALS ADOPTED



639

ANIMALS HELPED THROUGH FOSTER CARE



240

ANIMALS PLACED THROUGH USADOPE

2017

GIVING MORE THAN SHELTER

DIRECT SERVICE VOLUNTEER REPORT 2017

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
Number of Volunteer Orientations	1	1	1	1	1	1	1	1	1	1	1	0	11
Total Attendance at Orientations	23	17	50	45	35	45	50	43	45	38	34	0	425
Total New Vol. Completed Training	2	12	11	3	6	5	19	11	10	15	13	8	115
Total Active Volunteers In Data Base	2880	2900	2902	2910	2934	2939	2888	2850	2820	2850	2880	2760	/
Number of Vol. Worked This Month	253	269	273	241	251	253	277	260	262	273	263	262	/
Possible Average Hours <small>(# of volunteers x 8 hrs.)</small>	2024	2152	2184	1928	2008	2024	2216	2080	2096	2184	2104	2096	23072
Actual Direct Service Vol. Hours	3156	3251	3750	3387	3824	3310	3758	3543	3304	3923	3410	3129	41745
Percentage Achieved	156%	151%	172%	176%	190%	133%	170%	170%	158%	180%	162%		
Value of Wages Saved (@ \$17.55) **	\$55,388	\$57,055	\$65,813	\$59,442	\$67,111	\$58,091	\$65,953	\$62,180	\$57,985	\$68,849	\$59,846	\$54,914	\$ 732,625
Number of Mobile Van Events	4	2	4	7	5	4	6	5	5	5	4	5	54
Number of Street Team Events	2	1	0	0	0	1	0	0	1	1	0	0	6
Number of Information Tables	0	0	0	0	0	0	0	0	0	1	1	0	2
													62
<i>Volunteer hours and new volunteer numbers do not include special events, Love on Loan or foster parents</i>													
<i>Volunteers who have completed training includes only dog, cat, small animal socializers and Adoptable Goods volunteers</i>													

Sacramento SPCA

(** Based upon AFP Research Statistics http://www.independentsector.org/programs/research/volunteer_time.html)