

Sacramento SCPA Board of Directors

AGENDA

September 19, 2018, 6:00 p.m.

Location: Adoption Building Multipurpose Room, 6201 Florin Perkins, Sacramento CA

1. 6:00 Call to Order
2. 6:01 Approval of the Minutes
3. 6:05 Board President Report - Gray
 - 10/27/18 GALA-Board sponsorship
 - Changes to adoption process
 - Volunteer orientation
 - Feasibility Study meetings
4. 6:15 CEO Report – Altine
 - Capital Campaign Feasibility Study
 - Adoptable Goods business plan
5. 7:00 Committee Reports
 - Finance - Healy
 - Shelter - Morgan
 - Fund Development - Altavilla
 - Board Development – Crawford
 - Marketing – Cleary
6. 7:45 Old Business
7. 7:50 New Business
8. 7:55 Adjournment

Next meeting date October 17, 2018

UPCOMING EVENTS (*mobile adoption events are listed on our website*)

9/20 - Yappy Hour | Urban Roots | 6 - 8 pm

10/2 - Pasta and Pups | Old Spaghetti Factory (1625 Watt Ave.) | 11:30 am - 9 pm

10/18 - Yappy Hour | Howl-o-ween | Fountainhead | 6 - 8 pm

10/27 – Hound Dog Hop Gala | Shelter | 5 -10 pm

11/7 – Yappy Hour | Paws Giving @ New Helvetia Brewing Co. | 6 - 8 pm

11/8 – 11/11 – Fall Book Sale

11/11 – Veterans Day Adoption Event

11/27 – Giving Tuesday

12/8 – Pup Crawl

12/TBD – Taylor Morrison Adoption Event

12/1 – Share the Love Adoption Event | Lasher’s Elk Grove Subaru | 11 – 6 pm

MINUTES OF THE MEETING OF THE BOARD
OF DIRECTORS OF THE SACRAMENTO SPCA
AUGUST 15, 2018

DIRECTORS

PRESENT: MORGAN, GRAY, CLEARY, STARR, PENO, ALTAVILLA, HEALY,
CRAWFORD, MUSALLAM, CANDY, LELEVIER

ABSENT: CROOKS, CHRISTIE

STAFF: SALLE, OEI, ALTINE, HANEY, ARONOW

GUEST: NONE

1. CALL TO ORDER:
Gray, at 6:02 P.M.
2. APPROVAL OF MINUTES:
The July 18, 2018 minutes were approved without exception.
3. PRESIDENT'S REPORT:
Gray reported the annual Board retreat is scheduled for November 16th; pending securing a location. Led to discussion about December meeting/party; Candy volunteered her home on December 19th.
Gray proposed the Board sponsor the Gala as a group; all agreed \$200 per member who wishes to partake will suffice.
Gray introduced a policy to address staff complaints to the Board. Members are asked to direct staff to their supervisor or Altine if not satisfied.
4. CHIEF EXECUTIVE OFFICER'S REPORT:
Altine reviewed lessons learned during the disaster handling in Redding.
Altine explained temporary changes in Adoptions (closing on Thursday, etc.) to assist with staff training, team building, s/n catch-up and general chaos control; Aronow elaborated.
Feasibility study proposals are in; two or three really good choices.
Altine reported on Animal Spay Neuter "divorce"; the new non-profit and the issues involved. Recommends we do not get involved in more than advice; Board supports Altine's position.
Altine presented the P&L for in-house Wellness Clinic; we are happy with the progress. Also reported mobile clinics doing well.
5. COMMITTEES:
 - A. FINANCE:
Healy reported highlights, as well as \$30K monthly income from partial ownership of an oil well that is now producing. Finance Committee recommends directing the funds towards the capital campaign; discussion ensued. Cleary moved to follow Finance Committee recommendation;

seconded by Starr. Additional discussion; nine in favor, two opposed; motion passed.

- B. SHELTER:
Morgan reported highlights. Aronow and Altine elaborated on Koret's recommendations regarding the reduction of length of stay.
 - C. FUND DEVELOPMENT:
Altavilla reported highlights. Reminded all of September 13th event. Haney reported updates on Gala; also reported hiring a new Development Coordinator. Plugged Chipotle event on August 17th and noted change of venue for the September 20th Yappy Hour to Urban Roots.
 - D. BOARD DEVELOPMENT:
Crawford reported no meeting, but did buy a new car.
 - E. MARKETING:
Cleary reported highlights and status of web-based portal as a Board resource; questions/suggestions to Cleary and Foster. Investigation of improved street-front signage continues. Reported the FB post regarding kitten, Lucinda is credited with more than \$5K in donations. Cleary reported meeting with Oei, Chouinard and Hitch concerning the Volunteer Committee; Starr has joined. Intending to meet quarterly, beginning in October.
- 6. OLD BUSINESS:
None
 - 7. NEW BUSINESS:
Peno reported Sandra Dee's was featured by Gordon Ramsay show.
 - 8. ADJOURNMENT:
Gray declared the meeting adjourned at 7:30 P.M.

Respectfully submitted,

Linda Sallé

We await several accountings from Trustees to be able to record several estates.

Estate Name	Date Notified	Receivable	Amt. Paid Year-to-Date	Month Paid	Status Update
Barbara Jean Hansen Irrevocable Charitable Remainder Unitrust Agreement (CRUT)	9/13/2005	245,583	-		Expected in 2020; There is a lag of usually one year for the reporting.
Pioneer Natural Resources (from Dracy estate)	Recurring	-	215,488	Various	
Patricia A. Hagen estate	12/2015	14,717	10,990	04/2018	Expected in 2018
Margaret Adams estate	12/2016	-	123,500	Various	
Madeleine P. Moseley estate	10/2017	126	5,811		Expected in 2018
Louise Hope Lockhart estate	01/2018	-	111,957	01/2018	
Peter Gagliardi estate	03/2018	-	573,368	03/2018	
Scott Family estate (Gordon and Susan)	02/2018	-	10,000	07/2017	
June (Jensen) Thomas estate	02/2018	-	1,000	07/2017	
Frank A. Pereira and Amelia K. Pereira estate	03/2018	-	173	03/2018	
Trademann (Horst and Kirsten) Family estate	03/2018	-	5,000	04/2018	
David H. and Ruth L. Gill estate	4/1/2018	-	32,982	04/2018	
Steven J. Otis estate	5/1/2018	-	310,397	05/2018	
Sandra D. Roland estate	05/2018	-	5,700	05/2018	
Dolores Wilcox estate	05/2018	-	3,047	05/2018	
Thomas R. Labrie estate	7/2018	-	50,000	07/2018	
Kelly Thome estate	7/2018	-	60,000	07/2018	
Dixie Stultz estate	8/2018	-	1,000	08/2018	
Estate of Arlynn R. Buder Trust	8/2018	-	40,000	08/2018	
Emmi Maria Krauss estate	08/2018	-	225	08/2018	
Yvonne L. Kowalczyk estate	08/2018	-	46,667	08/2018	
		<u>260,426</u>	<u>1,607,304</u>		
	Proof	-	OK	OK	OK

Number of irrevocable estates that we expect to record in the future in addition to above: 29

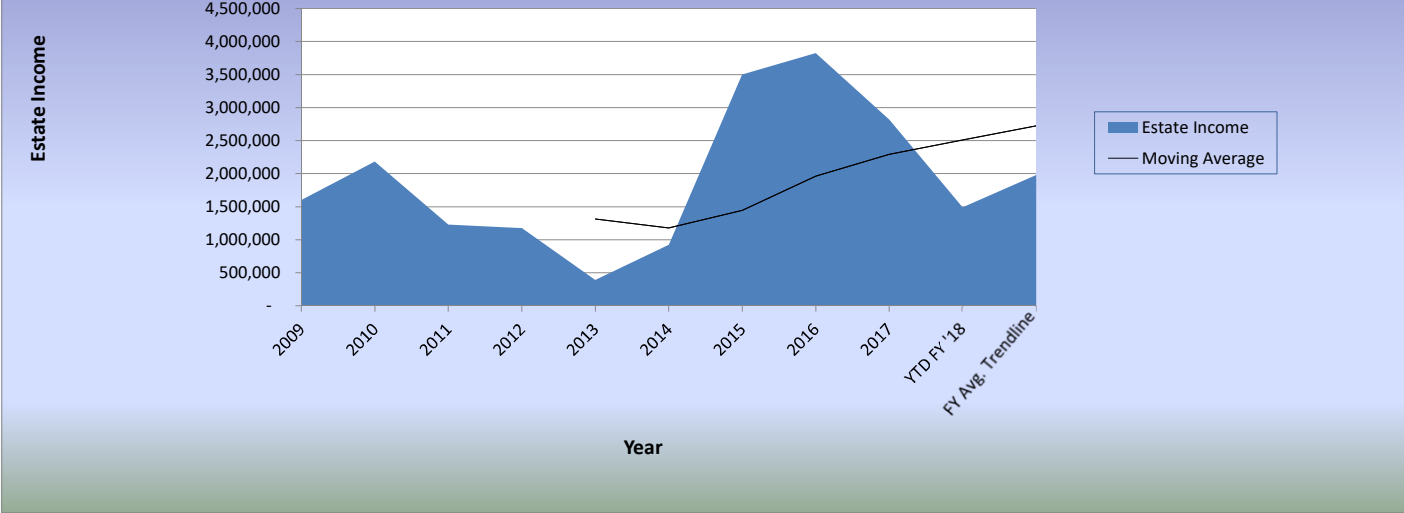
Reconciliation of 'Receivable' to August 2018 Balance Sheet:

'Balance Receivable' total	260,426
<u>Add -- Receivables Paid in September 2018:</u>	
	-
<u>Less -- September 2018 Receivables Outstanding:</u>	
	-
August 2018 Estates Receivable	260,427
Proof	(0) (rounding diff.)

Reconciliation of 'Amt. Paid' to YTD August 2018 Income Statement:

'Amount Paid' total		1,607,304	
<u>Add -- 2018 Receivables Outstanding through August 2018:</u>			
	_____	-	
<u>Less -- Prior Year Receivables Paid or 'Income Recorded after August 2018':</u>			
Patricia A. Hagen estate	10,990		
Margaret Adams estate	100,000		
Madeleine P. Moseley estate	5,811		
	_____	116,801	
<u>Add -- Write-offs of 2018 Receivables through August 2018:</u>			
	_____	-	
YTD August 2018 Estate Income		<u>1,490,504</u>	
	Proof	(0)	(rounding diff.)

10 Years of Estate Income (with FY Average Trendline)



Sacramento SPCA
Balance Sheet
As of August 31, 2018

	<u>Aug 31, 18</u>
ASSETS	
Current Assets	
Checking/Savings	
0990 · Paypal Account	2,847
0994 · North. CA Natl. Bank--CD(s)/MMA	240,551
0997 · First Fdtn. Bank--CD(s)/MMA	406,911
1011 · Wells Fargo-General Checking	2,261,845
1014 · Wells Fargo-Cafeteria Plan Acct	26,341
1023 · 'Adopt. Goods' SAFE Money Mkt	74,613
1024 · 'Adopt. Goods' SAFE CU Cking	4,459
1026 · 'Adopt. Goods' SAFE Savings	501
1040 · Petty cash	1,830
Total Checking/Savings	<u>3,019,898</u>
Accounts Receivable	
1110 · Accounts receivable	176,431
1120 · Estates Receivable	260,427
1215 · Doubtful pledges allowance	(12,215)
1225 · Discounts - long-term pledges	(23,435)
Total Accounts Receivable	<u>401,208</u>
Other Current Assets	
1375 · COBRA Receivable	146
1377 · Other Receivables	36,015
1390 · Prepaid expenses	38,409
1500 · MS Short-Term - Investments	3,400,916
1502 · MS Short-Term Invests. - Cash	2,671
1507 · MS Medium Tranche - Investments	256,975
1509 · MS Medium Tranche - Cash	22,548
1517 · MS Fixed Income - Investments	1,094,896
1519 · MS Fixed Income Invest - Cash	867
1525 · MS Socially Responsible Invests	2,360,260
1527 · MS Socially Resp. Invest. Cash	120,329
Total Other Current Assets	<u>7,334,032</u>
Total Current Assets	<u>10,755,138</u>

Sacramento SPCA
Balance Sheet
As of August 31, 2018

	<u>Aug 31, 18</u>
Fixed Assets	
1610 · Land - operating	1,285,339
1620 · Buildings & Improvs.- operating	10,193,255
1625 · Accum depr - building	(5,189,697)
1640 · Furniture & fixtures	80,848
1645 · Accum deprec- furn & fixtures	(59,715)
1650 · Vehicles	222,160
1655 · Accum deprec - vehicles	(153,971)
1660 · Equipment	595,528
1665 · Accum deprec- equipment	(527,468)
1670 · Software & Systems Dev Costs	76,050
1675 · Accum depr - software & sys dev	(66,025)
1690 · Construction in progress	12,368
Total Fixed Assets	<u>6,468,672</u>
Other Assets	
1360 · Deposits	5,313
1380 · Inventories for sale	20,735
1570 · Bene. Interest in Assets at SRF	10,902
Total Other Assets	<u>36,950</u>
TOTAL ASSETS	<u><u>17,260,760</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2010 · Accounts payable	110,563
Total Accounts Payable	<u>110,563</u>
Other Current Liabilities	
2105 · 403B Payable	5,721
2107 · Health Savings Account Payable	570
2109 · Flexible Spending Account Pay.	205
2115 · Sick Bank	15,005
2120 · Accrued Vacation	177,869
2150 · Accrued expenses - other	47,994

Sacramento SPCA
Balance Sheet
As of August 31, 2018

	Aug 31, 18
Total Other Current Liabilities	<u>247,364</u>
Total Current Liabilities	<u>357,927</u>
Total Liabilities	357,927
Equity	
3000 · Unrestricted net assets	(6,192,802)
3001 · Opening Bal Equity	11,548,994
3010 · Unrestrict (retained earnings)	4,443,434
3020 · Board-designated net assets	5,791,994
3100 · Temporarily restrict net asset	390,807
3200 · Permanently restrict net assets	10,000
Net Income	<u>910,406</u>
Total Equity	<u>16,902,833</u>
TOTAL LIABILITIES & EQUITY	<u><u>17,260,760</u></u>

Sacramento SPCA Profit & Loss Budget Performance August 2018

	Aug 18	Budget	\$ Over Budget	Jan - Aug 18	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4100 · General Donations	172,937	188,471	(15,534)	1,372,931	1,473,261	(100,330)	2,660,367
4200 · Grants & Foundations	0	11,506	(11,506)	102,027	101,316	711	175,500
4300 · Estate Income	103,937	157,000	(53,063)	1,490,504	428,296	1,062,208	1,600,000
5000 · Program Income							
5009 · City of Citrus Heights Income	10,955	8,583	2,372	81,262	68,667	12,595	103,000
5011 · City of Folsom Income	6,141	5,500	641	60,886	44,000	16,886	66,000
5016 · City of Rancho Cordova Income	26,356	23,756	2,600	197,069	190,045	7,024	285,068
5200 · Vet Clinic Income	126,920	116,595	10,325	932,075	907,121	24,954	1,378,000
5300 · Surrenders Income	18,939	30,326	(11,387)	154,477	188,067	(33,590)	268,000
5800 · Comm. Svcs. Income							
5803 · Adoptions Income	15,284	16,308	(1,024)	99,096	109,674	(10,578)	155,000
5806 · Volunteer Income	0	0	0	4,689	0	4,689	0
5809 · Humane Education Income	102	71	31	37,217	66,227	(29,010)	69,620
5812 · Behavior Income	2,235	5,225	(2,990)	34,714	46,937	(12,223)	64,560
5813 · Retail Store Income (Net Total)							
5815 · Retail Store Income	4,994	1,128	3,866	36,840	16,637	20,203	21,000
5817 · Cost of Goods Sold	(4,425)	(597)	(3,828)	(33,606)	(13,650)	(19,956)	(18,000)
Total 5813 · Retail Store Income (Net Total)	569	531	38	3,234	2,987	247	3,000
Total 5800 · Comm. Svcs. Income	18,190	22,135	(3,945)	178,950	225,825	(46,875)	292,180
Total 5000 · Program Income	207,501	206,895	606	1,604,719	1,623,725	(19,006)	2,392,248
5400 · Special Event - Net Inc./(Exp)							
5402 · Special Events Income	25,352	19,834	5,518	351,429	465,253	(113,824)	595,500
5415 · Special Events - In-Kind Income	0	0	0	26,585	25,500	1,085	51,000
5422 · Spec. Events-Rental Expense	(139)	0	(139)	(38,781)	(20,474)	(18,307)	(57,315)
5424 · Spec. Events-Event Suppl. Exp.	0	(14)	14	(30,722)	(29,497)	(1,225)	(36,240)
5426 · Spec. Events-Food & Bevg. Exp.	0	0	0	(318)	(1,817)	1,499	(1,850)
5428 · Spec. Events-Design Exp.	0	(1,047)	1,047	(9,287)	(12,628)	3,341	(18,100)
5430 · Spec. Events-Printing Exp.	(1,478)	(969)	(509)	(11,955)	(10,164)	(1,791)	(14,500)
5432 · Spec. Events-Postage Exp.	0	(288)	288	(1,649)	(5,045)	3,396	(5,850)
5434 · Spec. Events-Entertainment Exp.	0	0	0	0	(594)	594	(1,000)

Sacramento SPCA
Profit & Loss Budget Performance
August 2018

	Aug 18	Budget	\$ Over Budget	Jan - Aug 18	YTD Budget	\$ Over Budget	Annual Budget
5436 · Spec. Events-Audio Visual Exp.	0	0	0	(4,891)	(3,739)	(1,152)	(21,000)
5438 · Spec. Events-Lic. & Bus. Fees	(570)	(480)	(90)	(9,091)	(17,916)	8,825	(21,920)
5450 · Spec. Events- In-Kind Expenses	0	0	0	(26,585)	(25,500)	(1,085)	(51,000)
Total 5400 · Special Event - Net Inc./Exp	23,165	17,036	6,129	244,735	363,379	(118,644)	417,725
5460 · 'Adoptable Goods' income	31,993	25,000	6,993	234,081	219,000	15,081	339,000
5463 · In-Kind materials/facilities	0	0	0	39,602	37,891	1,711	75,781
5466 · In-Kind professional services	0	0	0	17,452	13,100	4,352	26,200
5700 · Interest/Dividend Income	8,962	1,976	6,986	51,329	18,518	32,811	30,000
5720 · Capital gains/(losses)	0	0	0	(468)	1,800	(2,268)	3,300
5740 · Realized gain/(loss) on invests	21,533	570	20,963	118,705	26,551	92,154	60,500
5750 · Unrealized gain/(loss) on invst	52,423	0	52,423	144,223	40,000	104,223	80,000
5920 · Miscellaneous revenue	0	0	0	0	0	0	0
Total Income	622,451	608,454	13,997	5,419,840	4,346,837	1,073,003	7,860,621
Gross Profit	622,451	608,454	13,997	5,419,840	4,346,837	1,073,003	7,860,621
Expense							
6000 · Salaries & Personnel Expenses							
6010 · Executive Salaries	11,539	11,923	(384)	111,307	101,346	9,961	155,000
6020 · Salaries & Wages - Others	296,242	325,388	(29,146)	2,470,526	2,765,799	(295,273)	4,230,045
Total 6000 · Salaries & Personnel Expenses	307,781	337,311	(29,530)	2,581,833	2,867,145	(285,312)	4,385,045
6100 · Employee Benefits							
6110 · Retirement plan contributions	5,250	5,250	0	42,000	42,000	0	63,000
6120 · Medical Insurance Expense	19,035	43,540	(24,505)	182,749	218,959	(36,210)	292,561
6130 · Dental Insurance Expense	4,000	2,696	1,304	24,202	26,374	(2,172)	41,000
6140 · Vision Insurance Expense	778	725	53	5,971	5,560	411	8,500
6150 · Vacation Expense	0	0	0	6,784	2,500	4,284	5,000
6160 · Payroll taxes	22,492	24,922	(2,430)	190,628	211,838	(21,210)	323,988
6170 · State Unemployment Insurance	9,084	250	8,834	18,891	6,600	12,291	12,200
6180 · Worker's Compensation	13,949	14,106	(157)	82,831	99,087	(16,256)	150,700
6100 · Employee Benefits - Other	0	155	(155)	1,115	1,082	33	1,700
Total 6100 · Employee Benefits	74,588	91,644	(17,056)	555,171	614,000	(58,829)	898,649
6200 · Other Human Resources Costs							
6220 · Staff Training	808	1,651	(843)	2,880	17,359	(14,479)	24,649

Sacramento SPCA Profit & Loss Budget Performance August 2018

	Aug 18	Budget	\$ Over Budget	Jan - Aug 18	YTD Budget	\$ Over Budget	Annual Budget
6225 · Employee Relations	0	629	(629)	1,571	5,033	(3,462)	7,550
6230 · Employment Advertising	0	25	(25)	0	200	(200)	300
6240 · Hiring Expense	896	275	621	5,202	2,200	3,002	3,300
6250 · Payroll Fees	1,328	843	485	10,487	7,774	2,713	12,955
Total 6200 · Other Human Resources Costs	3,032	3,423	(391)	20,140	32,566	(12,426)	48,754
7000 · Program-Specific Exps.							
7010 · Outside Vet Services	1,224	625	599	10,157	5,000	5,157	7,500
7020 · Medical Services	0	2,583	(2,583)	15,785	20,667	(4,882)	31,000
7030 · Animal Food	3,012	1,903	1,109	16,274	13,247	3,027	21,200
7040 · Medical Supplies	47,232	34,690	12,542	303,937	327,100	(23,163)	482,000
7050 · Kennel Supplies	9,572	11,667	(2,095)	51,231	53,705	(2,474)	70,500
7060 · Animal Removal	2,520	2,789	(269)	28,021	30,461	(2,440)	45,000
7070 · Retail Store Exp	(530)	0	(530)	0	0	0	0
Total 7000 · Program-Specific Exps.	63,030	54,257	8,773	425,405	450,180	(24,775)	657,200
8000 · Genl. Oper. Exps.							
8010 · Rent - storage/space	129	114	15	1,518	944	574	1,400
8020 · Furniture/equip purch-<thresh	152	267	(115)	3,054	2,133	921	3,200
8025 · Equipment leasing/ rental	584	2,121	(1,537)	8,508	12,379	(3,871)	18,600
8030 · Bldg. & Grounds Maintenance	4,942	4,216	726	94,436	54,803	39,633	93,500
8050 · Equip. & furn. repair	0	396	(396)	3,535	3,217	318	4,800
8100 · Utilities	19,527	25,826	(6,299)	127,914	120,133	7,781	183,000
8110 · Telephone	3,081	3,194	(113)	23,832	23,369	463	40,700
8200 · Office Supplies	2,278	2,282	(4)	16,862	16,105	757	27,300
8203 · Food & Beverage	937	950	(13)	14,281	13,101	1,180	16,850
8205 · Design	2,581	1,158	1,423	9,114	12,367	(3,253)	20,369
8210 · Printing	6,137	395	5,742	97,722	106,797	(9,075)	234,234
8220 · Postage	4,144	46,571	(42,427)	45,682	119,709	(74,027)	135,511
8230 · Advertising (agency)	1,402	11,310	(9,908)	12,580	79,485	(66,905)	138,100
8240 · Entertainment	9	25	(16)	202	200	2	300
8245 · Audio-Visual	0	17	(17)	49	133	(84)	200
8300 · Computer/Software Expenses	1,088	3,486	(2,398)	65,489	69,385	(3,896)	92,185
8410 · Gas & oil - autos	105	167	(62)	1,351	1,376	(25)	2,100

Sacramento SPCA
Profit & Loss Budget Performance
August 2018

	Aug 18	Budget	\$ Over Budget	Jan - Aug 18	YTD Budget	\$ Over Budget	Annual Budget
8420 · Auto Repair	100	438	(338)	2,806	3,500	(694)	5,250
8430 · Mileage Reimb.	0	225	(225)	238	1,800	(1,562)	2,700
8440 · Travel	124	1,213	(1,089)	3,871	12,851	(8,980)	16,825
8500 · Subscriptions & Dues	494	272	222	11,475	9,255	2,220	10,485
8510 · Licenses & bus. fees	1,017	715	302	4,841	5,661	(820)	8,587
8520 · Taxes - Property	221	0	221	18,792	18,985	(193)	35,000
8575 · Insurance - non-employee	5,543	3,823	1,720	53,149	44,688	8,461	60,000
8600 · Legal fees	0	83	(83)	498	667	(169)	1,000
8610 · Audit fees	0	0	0	16,500	26,200	(9,700)	28,000
8620 · Outside services	0	1,662	(1,662)	30,724	21,157	9,567	40,850
8700 · Miscellaneous expenses	0	0	0	36	0	36	0
Total 8000 · Genl. Oper. Exps.	54,595	110,926	(56,331)	669,059	780,400	(111,341)	1,221,046
8860 · 'Adoptable Goods' Exp ('Other')	2,214	5,980	(3,766)	18,906	25,942	(7,036)	37,850
8863 · In-Kind Expense (offsets rev.)	0	0	0	57,054	50,991	6,063	101,981
8900 · Financial Fees/Exp.							
8910 · Investment manager fees	0	0	0	18,014	18,679	(665)	28,800
8920 · Bank fees & charges	312	369	(57)	3,775	4,442	(667)	6,000
8925 · Credit Card Fees	2,719	3,423	(704)	21,913	27,385	(5,472)	46,010
8940 · Doubtful Pledges expense	0	333	(333)	0	2,667	(2,667)	4,000
Total 8900 · Financial Fees/Exp.	3,031	4,125	(1,094)	43,702	53,173	(9,471)	84,810
9000 · Depreciation & amortization exp							
9010 · Deprec & amort - allowable	35,955	34,024	1,931	270,585	274,321	(3,736)	420,537
Total 9000 · Depreciation & amortization exp	35,955	34,024	1,931	270,585	274,321	(3,736)	420,537
Total Expense	544,226	641,690	(97,464)	4,641,855	5,148,718	(506,863)	7,855,872
Net Ordinary Income	78,225	(33,236)	111,461	777,985	(801,881)	1,579,866	4,749
Other Income/Expense							
Other Income							
9700 · Gain on Fix. Asst Disposal/Sale	0			132,421			
Total Other Income	0	0	0	132,421	0	132,421	0
Net Other Income	0	0	0	132,421	0	132,421	0
Net Income	78,225	(33,236)	111,461	910,406	(801,881)	1,712,287	4,749

Fixed Income Holdings of the Sacramento SPCA -- by Maturity Date

SSPCA Account	Principal Invested	Book Value	Description*	Rate	Rate Fixed (y/n)	Purchase Date	Maturity Date**	Maturity Term	Est. Maturity Value	Notes
SSPCA GENERAL FIXED-INCOME INVESTMENTS										
0997-First Foundation Bank	402,709	406,911	Money Market account	0.60%	N	3/31/2016	8/31/2018	1	406,911	Yvonne LeMaitre estate funds acct.
0994-Northern California National Bank	240,000	240,551	Money Market account	0.90%	N	5/1/2018	8/31/2018	1	240,551	
1500-MS Short-Term Investments	2,504,280	2,504,280	Money Market account	1.78%	N	7/20/2018	8/31/2018	1	2,504,403	
1500-MS Short-Term Investments	595,500	592,714	iShares Short Maturity Bond (NEAR)	1.88%	N	12/20/2017	8/31/2018	254	592,714	
1500-MS Short-Term Investments	303,926	303,921	Pioneer Multi Asset Ultra ShortInc. A (MAFRX) Mut. Fund	2.10%	N	12/20/2017	8/31/2018	254	303,921	
1517-MS Fixed Income Investments	913,000	912,535	Certificate of Deposit Portfolio at Morgan Stanley	1.97%	N	12/19/2017	8/31/2018	255	912,535	
1517-MS Fixed Income Investments	182,366	182,361	Pioneer Multi Asset Ultra ShortInc. A (MAFRX) Mut. Fund	2.10%	N	12/19/2017	8/31/2018	255	182,361	
	<u>5,141,782</u>	<u>5,143,273</u>		<u>1.72%</u>	<Weighted-Average Rate		Weighted-Average Maturity (Days)>	<u>99.37</u>	<u>647,462</u>	
		Balance Sheet Balance for Acct. #0997	406,911							
		Balance Sheet Balance for Acct. #0994	240,551							
		Balance Sheet Balance for Acct. #1500 (less fair-market value of non-fixed income donated assets)	3,400,916							
		Balance Sheet Balance for Acct. #1517 (less fair-market value of non-fixed income donated assets)	1,094,896							
		Fixed Income Portion	(5,143,273)							
		Difference	-							Rounding

SSPCA THRIFT STORE FIXED-INCOME INVESTMENTS										
1023-Thrift Store SAFE Money Market	74,405	74,613	SAFE C.U. Money Market account	0.25%	N	1/21/2010	8/31/2018	1	74,613	
	<u>74,405</u>	<u>74,613</u>		<u>0.25%</u>			Weighted-Average Maturity (Days)>	<u>1</u>	<u>74,613</u>	
		Bal. Sheet Bal. for Acct. #1023	74,613							
		Fixed Income Portion	(74,613)							
		Difference	-							Rounding

* Local (Sacramento region) investments are in bold

** Bold fonted dates indicate no maturity date applicable but can be withdrawn immediately.

Sacramento SPCA Shelter Committee Meeting
September 12, 2018

Members present: Candy, Guthrie, Larson, Altine, Musallam, Braun, Fields, and Morgan.
Absent: Aronow, Crawford.

Meeting was called to order at 5:30pm

August was a good month for our monthly stats.

Live animals in are up. Live intake for dogs, cats, and others are up for the month and the year. Combined intake for all of the animals is 551 for the month as compared for the August 2017. For the year, we are at 3925, as compared to a year ago which was 3343, an increase of 582.

Live animals that were adopted, rescued, and redeemed, owners that came in to pick up their pet are up for dogs, cats, and others. For the year so far the combined number is 498, as compared to a year ago 369. For the year we are ahead by 291.

In summary we have taken in more animals, and thus we have more animals adopted out.

Out euthanasias are about the same. For dogs it was 58 as compared to 55 a year ago at this time, and for cats 37 last month as compared to 41 a year ago. Overall euthanasia of dogs is up for the year by 63, and down by 2 for cats.

For the month of August, we have a combined release rate of 84%, (83.98%), and holding at 81% for the year. A year ago in August, 2017, live release rate was 79.35%, for the whole year it was 81%, (80.88%).

All around the numbers are strong, more animals in, more out, live release rate is up, with euthanasia's holding steady.

Out stats for the clinics are also doing very well. Dog, cat, rabbits, and feral cat spay and neuters are up by 211 surgeries being done as compared to a year ago in the month of August. And overall we are up 355 total for surgeries, with 12,281 surgeries done so far, as compared to a year ago, 11,926.

Last Sunday, 9/9/18, the SSPCA did #117 feral cats. It is getting to be the norm now for feral cat surgeries to be over 100. This is quite an accomplishment for all of the people working on Sundays.

Dentals are about the same for the month of August in 2017 and 2018, but up in total by 10 for the year.

Vaccine clinic had increase by 305 vaccines given more for the month of August and way up for the year by 2731.

Wellness clinic, clients coming in by an appointment, includes exams, rechecks at a no charge, and vaccines. With the number of animals serviced, it dropped by 30, from last month. We saw in July 192 animals, and last month, 162. This is most likely due to clients getting ready for school, and vacations during the month of August. However we did increase our average transaction fee by \$4.99.

A long discussion was had on determining a correct cost on our project for the feasibility study. We need to have a correct number and Kenn presented several options to the committee which will be discussed at the BOD meeting.

Kenn also presented numbers on the income and expenses for the Adoptable Goods store. Numbers were from the year 2015 to 2017, with a projection for this year and beyond to the year of 2019. Options were also discussed on how to increase the income. This included being open for business on Mondays, increasing the prices of clothing by one dollar, and having a “pop-up boutique” at the book store sales. A projection was 10% in 2017, 13% in 2018, this year, and 15% net in 2019. The goal is to get \$100,000 net per year. However after the year 2019, and reviewing the numbers, a decision will have to be made what to do with the adoptable goods store.

A motion was made by Heather to adjourn and seconded by Barbara at 6:50pm.

Submitted respectively,

Zack R Morgan



COMMUNICATIONS BOARD REPORT – AUGUST 2018

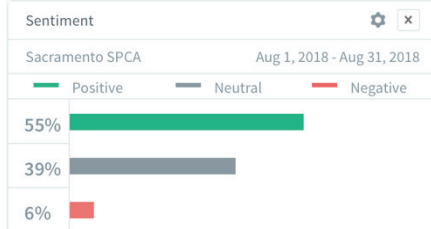
MEDIA

Trendkite Reporting



● Sacramento SPCA	32%
● Front Street Animal Shelter	54%
● Sacramento County Bradshaw Animal Shelter	13%

● Sacramento SPCA	32%
● Front Street Animal Shelter	54%
● Sacramento County Bradshaw ...	13%

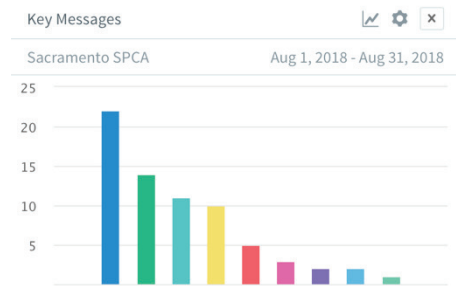


Ad Equivalency ⚙️ ✕
 Sacramento SPCA Aug 1, 2018 - Aug 31, 2018

Total Ad Equivalency	\$57,584
📰 Online News	\$36,334
📝 Blogs	\$1,490
📺 Television	\$19,760

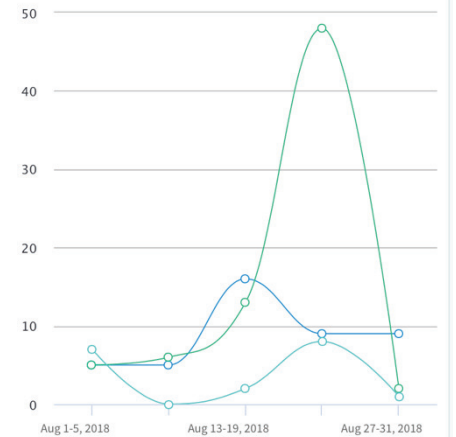
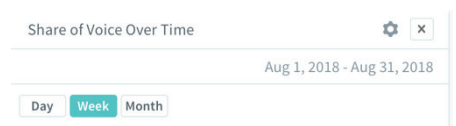
Aggregate Readership ⚙️ ✕
 Sacramento SPCA Aug 1, 2018 - Aug 31, 2018

Aggregate Readership	20,232,723
📰 Online News	19,326,762
📝 Blogs	793,078
📺 Television	112,883



Enter key message here 🔍 +

● Adoption	22
● Cats	14
● Free	11
● Dogs	10
● volunteer	5
● Chipotle	3
● wellness	2
● Chipotle-Day	2
● Clear the Shelter	1



● Sacramento SPCA	44
● Front Street Animal Shelter	74
● Sacramento County Bradshaw Animal Shelter	18

Top Publishers by Impact ⚙️ ✕
 Sacramento SPCA Aug 1, 2018 - Aug 31, 2018

1	The Sacramento Bee	7 mentions	Medium
2	San Francisco Chronicle	1 mentions	Medium
3	CBS Sacramento	3 mentions	Medium
4	KCRA Channel 3	1 mentions	Low
5	kncifm.com	2 mentions	Low

Main stories that influenced media coverage in July 2018:

- Sacramento SPCA - Chipot-DAY fundraiser (Aug 14), Clear the Shelter event (Aug 18)
- Front Street - Abandoned pig found in apartment (Aug 22-spike in coverage), Closing doors to incoming cats (Aug 23)
- Bradshaw - Closing doors to incoming cats (Aug 23)

PRINTED PUBLICATIONS

Fall/Winter Issue of Heartline – Partnering with our community focus (youth programs, wellness check-up & mobile wellness launch, Mark Drobny partner feature), animal adoptions, upcoming events (gala and pup crawl features), Subaru Share the Love adoption event, vehicle donations, Adoptable Goods donations and Facebook Birthday Fundraisers.

ONLINE PUBLICATIONS

e-Blasts – 5 emails

- eTales (August 8)
- Estate Planning Seminar (August 9)
- Chipot-Day Fundraiser Save the Date (August 14)
- Chipot-Day Fundraiser (August 17)
- Rivercats Wet Nose Wednesday Ticket Sales (August 21)

eTales – (once or twice monthly)

Clear the Shelter adoption event, announcing mobile pet wellness, Splashy Hour, Chipot-DAY, River Cats Wet Nose Wednesday, Hound Dog Hop tickets, upcoming behavior seminars, foster orientation, Estate Planning Seminar.

The Scoop – (every other week)

Soley gets adopted, Lucinda the dumpster kitty (her story), announcing Mobile Pet Wellness, enjoying the last Splashy Hour, Sacramento SPCA helps Haven Humane Society with Carr Fire relief efforts, special adoption center hours, Chipot-Day fundraiser, Clear the Shelters adoption event, camp kindness thank you to humane education team, upcoming events.

Website

Empty the Shelter adoption event, Wellness Clinic, what to do if you find a cat or kitten, Hound Dog Hop, Chipot-Day Fundraiser, Wet Nose Wednesdays, Bark to School, Vehicle Donations

SOCIAL MEDIA SUMMARY

FACEBOOK

- Likes - 82,525
- Post reach – 326,850 (up 47%!)
- Video Views – 143,577 (up 10%)
- Post engagement – 144,558 (up 11%)

INSTAGRAM

- Followers – **20,504!!!**

TWITTER

- Followers - 4,303

WEBSITE

PERFORMANCE

- Users – 50,408 (up 5.14%)
- Sessions – 89,863 (up 10.45%)
- Bounce Rate – 36.69% (up 5.18%)
- Pageviews – 250,198 (up 8.16%)
- Average Session Duration – 2:28 minutes (up 3.94%)

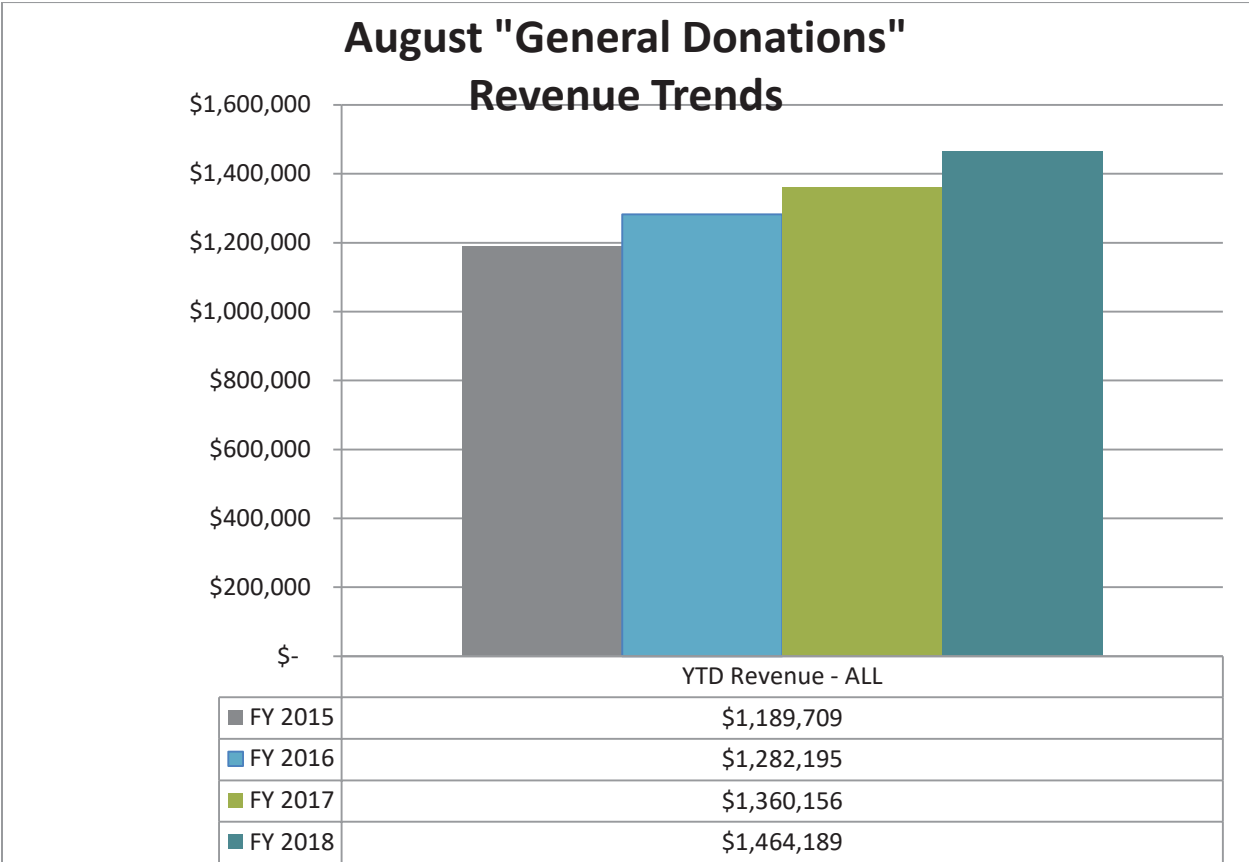
SESSIONS BY CHANNEL

- Organic Search – 65.85%
- Direct – 20.61%
- Other – 13.54%

COMMUNITY OUTREACH

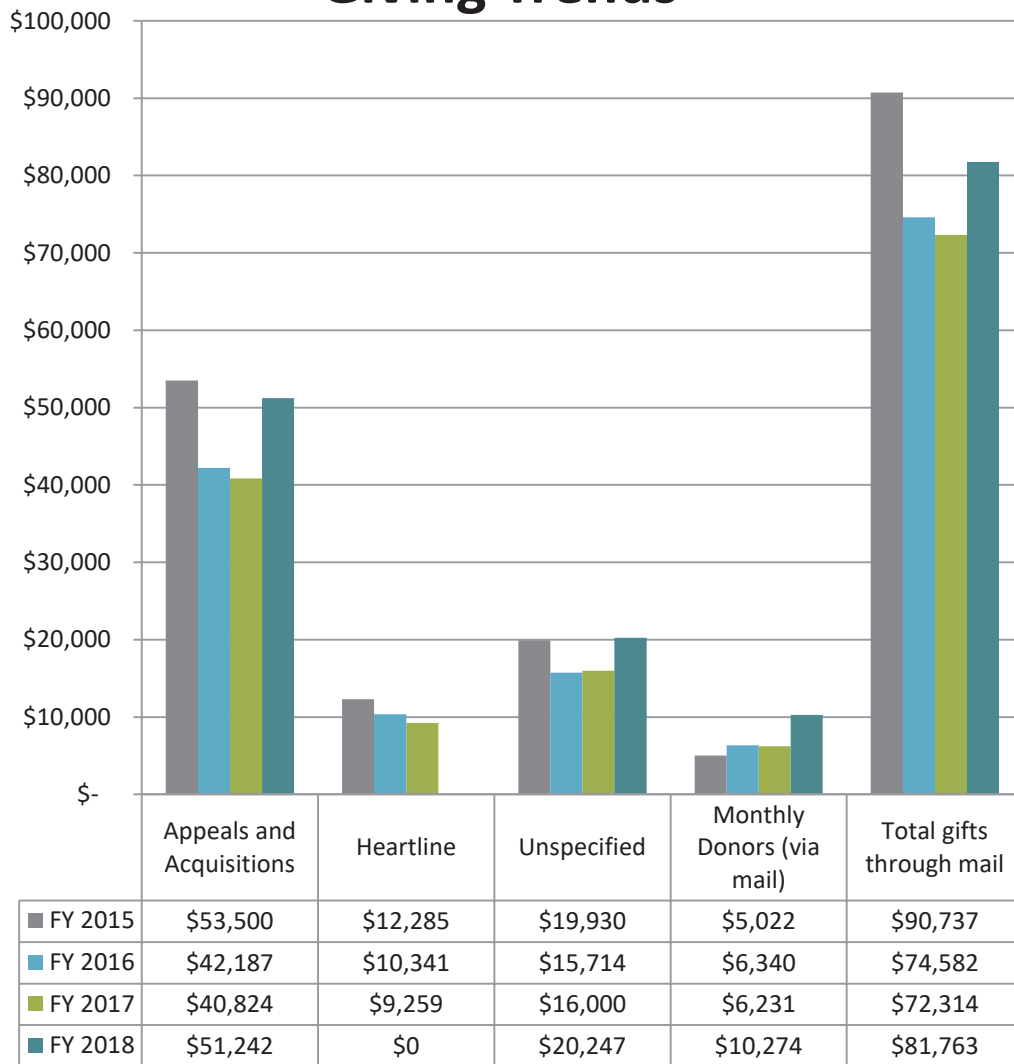
	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
Mobile Adoption Events	1	0	5	10	7	9	3	5					40
Information Tables	0	0	1	2	2	2	0	5					12
Love on Loan Visits	10	10	13	12	12	10	9	10					86
Street Team Events	0	0	1	0	0	1	0	0					2
Yappy Hours Involving Animals	1	2	0	1	1	0	1	0					6
Total	12	12	20	25	22	22	13	20					146

August 2018 Development Department Report



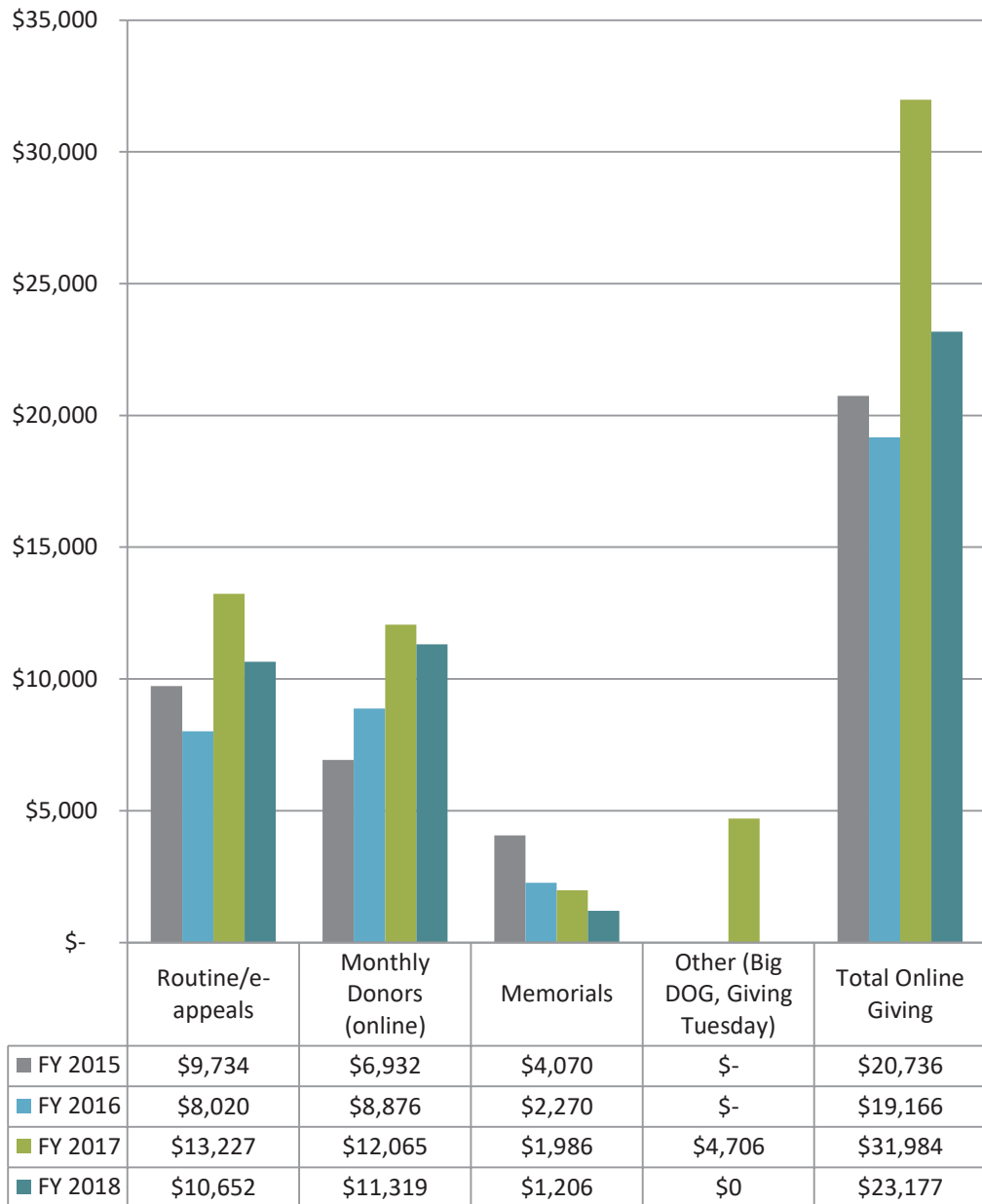
This chart represents "General Donations" Year-to-Date, excluding Bequests, Special Events and Grants.

August "Direct Mail" Giving Trends

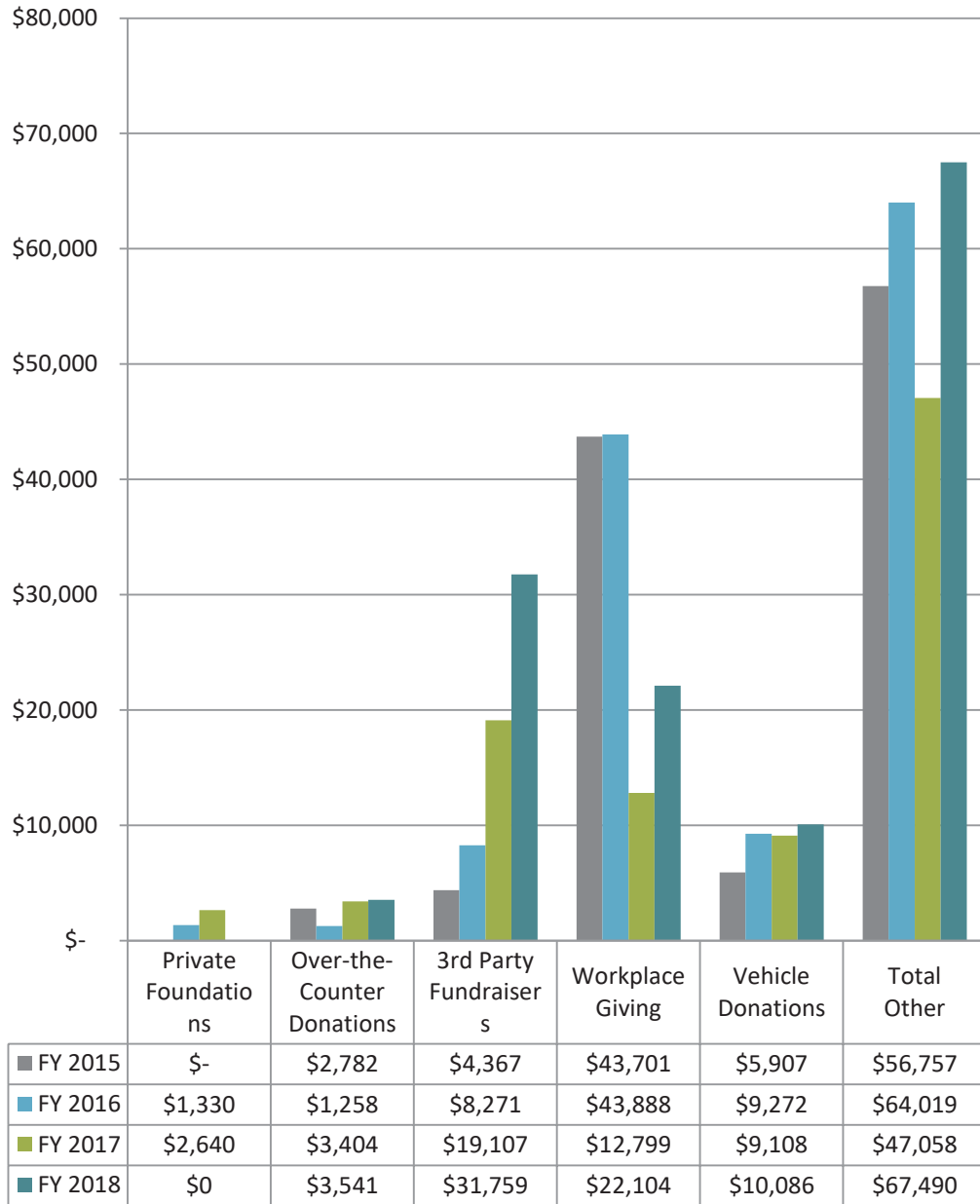


Our Heartline revenue is low due to the fact that we changed the 2018 drop date of the magazine. We also changed it to a bi-annual publication (as opposed to several times a year.) Our next edition will hit mailboxes in October.

August "Online" Giving Trends



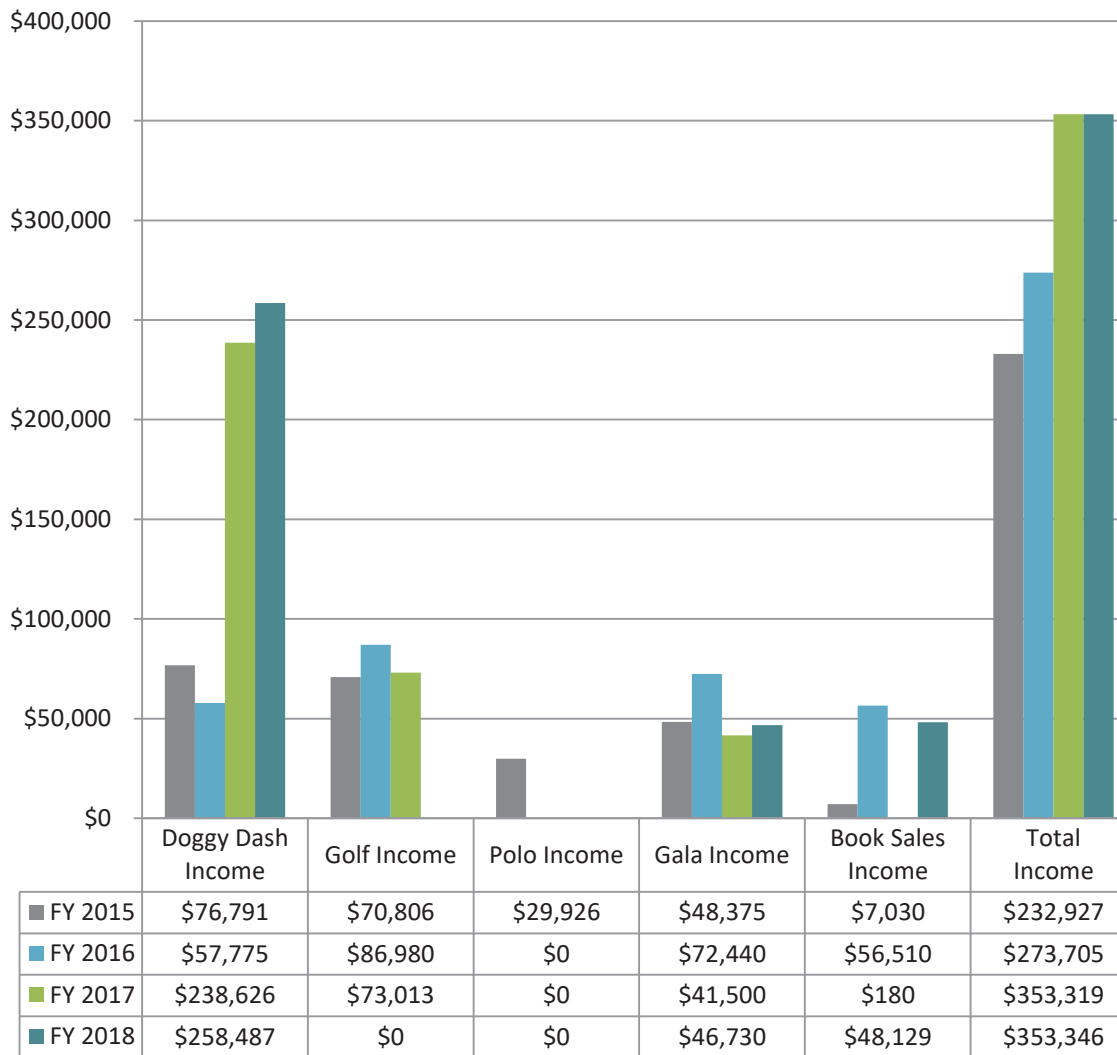
August "Other" Revenue Trends



Other revenues are funds generated from a variety of sources besides direct mail or online giving.

As expected, 3rd Party revenue is increasing as we approach 4th quarter.

Special Events - Income Trends



Numbers are gross.

*All totals listed for special events are year-to-date. All numbers are cash only; committed pledges not included.

DIRECT SERVICE VOLUNTEER REPORT 2018

	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					8
Total Attendance at Orientations	41	32	51	36	41	27	35	43					306
Total New Vol. Completed Training	25	8	20	17	13	18	12	19					132
Total Active Volunteers In Data Base	2640	2558	2550	2566	2590	2604	2618	2447					/
Number of Vol. Worked This Month	274	280	273	294	282	283	280	277					/
Possible Average Hours <small>(# of volunteers x 8 hrs.)</small>	2192	2240	2184	2352	2256	2264	2240	2216					17944
Actual Direct Service Vol. Hours	3521	3364	3561	4025	3734	3792	3834	3840					29671
Percentage Achieved	161%	150%	163%	171%	166%	167%	171%	173%	#DIV/0!	#DIV/0!	#DIV/0!		
Value of Wages Saved (@ \$17.55) **	\$61,794	\$59,038	\$62,496	\$70,639	\$65,532	\$66,550	\$67,287	\$67,392	\$0	\$0	\$0	\$0	\$520,726
<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)