



PAST, PRESENT AND FUTURE

In 2021, North Bay Animal Services (NBAS) completed our third year of service to the City of Petaluma, and each year of our existence has brought surprises. In some cases, big ones!

We created this non-profit in 2018 and were honored to win the Petaluma animal services contract, launching our work in August of that year. Soon after, we also won the animal control contract with the City of Healdsburg, which affirmed that our efforts were being recognized. 2018 was a year of beginnings and new partnerships.

To our surprise, in 2019, the cities of Cloverdale and Calistoga heard about our work and approached us to ask for help. We responded by providing dog licensing services to Cloverdale and animal control services to Calistoga, while still maintaining a high level of service to our home base of Petaluma.

In 2020, more surprises were in store...and not always the good kind. We all know what March brought – Covid-19 and an ongoing pandemic. From that time until today, every quarter has thrown us a curve ball, and we've had to figure out how to keep connecting animals and families in a safe, effective way.

2021 proved to be more of the same, but with a twist. As the pandemic continued to unfold, county protocols changed, and our communities expressed a desire to “get back to normal.” In response, we not only maintained our service levels but added programs like a free microchip clinic and a new “Barks & Rec” play yard where families who are considering an adoption can safely interact with dogs. On top of that, two more cities heard about our reputation and came asking for help. In response, we welcomed the town of Windsor and the city of Clearlake to the NBAS family!

Looking forward, we anticipate more surprises and new opportunities. But one thing will remain unchanged: our commitment to the people and animals of Petaluma.



MICROCHIPS – Both Sides of the Story

One of our most important functions is reuniting lost pets with their families. Last year, we saw many of these reunions take place, often through our social media posts. We use Facebook, Instagram, Nextdoor, as well as our website, to spread the word when we have found a lost pet. Thanks to our supportive community, our reach is extended even further by their sharing and reposting of the information we provide.

But the most powerful tool we have in quickly reuniting pets and families is the microchip. These tiny chips are painlessly inserted under an animal's skin and registered with a unique number. Special scanners can pick up that identification number and trace it through national databases so that the proper owner can be found.

Here's one example of the microchip's power. In 2021, we found a cat, scanned the ID number, obtained the owner's contact info through the national database, and that cat was home within 24 hours. The amazing part? She had been missing for SEVEN years! The owner had moved away from the area but had kept her contact info current with the microchip company and never lost hope that she'd find her cat. We were overjoyed to play a small part in this emotional reunion.

We also held our first FREE microchip clinic in 2021. About 25 community members received free chip implant for their pets and chip registration. Our generous donors make this possible, so stay tuned as we rollout even more FREE clinics in our community.

ANIMAL CONTROL

At NBAS, we're used to corralling stray dogs, picking up deceased animals, rousting a raccoon from under a porch, or removing a skunk from a couch (true story!). But a bear up a tree? Yup, it really happened, on a residential street in a not-so-quiet neighborhood in Petaluma. Sonoma County Wildlife Rescue helped us remind everyone that the bear would only come down after the human commotion dissipated. After a couple days, Animal Control officers and trained volunteers watched as the bear descended from the tree and quietly made his way out of town. We've also had calls for ducks, snakes, sheep, owls, coyotes, badgers, and a mountain lion.



ADOPTIONS

A cornerstone to our life-saving services is finding new homes for pets in our care. In the past, an adopter had to come to the shelter to look for their new best friend. But with Covid restrictions, we pivoted to virtual adoptions. After completing an application, potential adopters and their whole household could have a video chat with our staff and the pet to determine if this was a good match.

Another way pets find their forever homes is through fostering. In these cases, an animal is temporarily cared for by a volunteer in their home. Ultimately, that person might decide to keep the pet, which is known as a "foster fail." In other cases, someone from the foster family's network falls in love with the animal and decides to adopt. These adoption ambassadors help us increase our reach into the community, locating adopters for us.

Such connections became doubly important during the pandemic, as we had to suspend our off-site adoption events. But in the latter part of 2021, we were able to participate in some great events, finding wonderful homes for so many of our pets. Bringing animals out into the community allows us to connect with people who might never visit the physical shelter.

Going forward, we'll continue to grow these programs, adapt to changing health mandates, and keep making adoptions happen!

PET PANTRY

People in our community face challenging times and sometimes struggle to provide for the pets in their families. This can add to the stress they are already feeling, so we support people and their pets by providing free resources. We have a table outside the shelter where people can pick up pet food and supplies with no questions asked, and we also work with Petaluma's Una Vida program to provide resources to Petaluma families. Anyone who needs a little extra help is welcome to give us a call.

Our ability to make these free resources available to families and rescue organizations last year was due to some very generous donations, and we will continue to operate by the principle that abundance is meant to be shared.



HUMANE EDUCATION

Even with mask mandates and school closures, our humane education program continued throughout the year, with nine in-person presentations and four via Zoom. Over 1,300 children were reached. We also hosted several girl scout troops, birthday parties, and we had some fun visits from first responders in need of furry stress relief.

BUDGET SUMMARY REPORT (Jan 1, 2021 - Dec 31, 2021)

In 2021, NBAS had an audit performed on our financial reports for the years 2018-2020. The audit was performed by Carolyn Mayes, CPA, and the audit report was submitted to the City of Petaluma. The table below provides a financial summary for our third year of operations. Please note that NBAS has contracts with other municipalities in Sonoma County. To the extent possible, the numbers in this table reflect income and expenses related to our Petaluma work only.

| REVENUE | YEARLY TOTAL | MONTHLY AVERAGE | ORIGINAL TARGETS |
|---|-------------------|-----------------|-------------------|
| INCOME BREAKDOWN | | | |
| Animal Licenses | \$57,198.00 | \$4,766.50 | \$8,300.00 |
| Humane Services - Adoption Fees | \$25,334.00 | \$2,111.17 | \$2,500.00 |
| Service Fees | \$42,360.25 | \$3,530.02 | \$2,333.33 |
| City Contract | \$478,200.00 | \$39,850.00 | \$39,850.00 |
| Donations/Events | \$217,728.24 | \$18,144.02 | \$8,000.00 |
| Other | \$15,001.55 | \$1,250.13 | \$750.00 |
| EXPENSE BREAKDOWN | | | |
| Salaries/Employee Benefits | \$497,334.97 | \$41,444.58 | \$34,172.67 |
| Employer Payroll Tax | \$38,928.53 | \$3,244.04 | \$2,800.00 |
| Workers' Compensation | \$8,721.94 | \$726.83 | \$2,300.00 |
| Human Resources Consultant | \$4,398.50 | \$366.54 | \$900.00 |
| Fundraising/Printing/Promo Costs | \$4,831.67 | \$402.64 | \$825.00 |
| Insurance | \$35,491.64 | \$2,957.64 | \$2,085.00 |
| Utilities | \$47,857.15 | \$3,988.10 | \$1,074.00 |
| Telephone/Internet/Cell | \$17,382.08 | \$1,448.51 | \$720.00 |
| Vehicle Repairs/License Tags | \$9,660.84 | \$805.07 | \$900.00 |
| Vehicle Fuel Costs | \$8,756.22 | \$729.68 | \$1,600.00 |
| Postage | \$4,120.55 | \$343.38 | \$668.00 |
| Facility Repairs/Misc/Equipment | \$27,399.47 | \$2,283.29 | \$1,500.00 |
| Accounting Fees | \$22,487.98 | \$1,874.00 | \$1,200.00 |
| Rent-Lease Option | \$1.00 | \$0.08 | \$0.08 |
| Vet Medical Services | \$79,266.19 | \$6,605.52 | \$6,250.00 |
| Expendables (pet food, litter, office supplies) | \$4,749.66 | \$395.80 | \$750.00 |
| Humane Education | \$4,662.00 | \$388.50 | N/A |
| Clinic and Program Expenses | \$16,886.62 | \$1,407.22 | N/A |
| BALANCE SHEET SUMMARY | | | |
| Income | \$835,822.04 | \$69,651.84 | \$61,733.33 |
| Expenses | \$832,937.00 | \$69,411.42 | \$57,744.75 |
| Budget Difference | \$2,885.04 | \$240.42 | \$3,988.58 |

Respectfully submitted by
Mark Scott, Executive Director

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