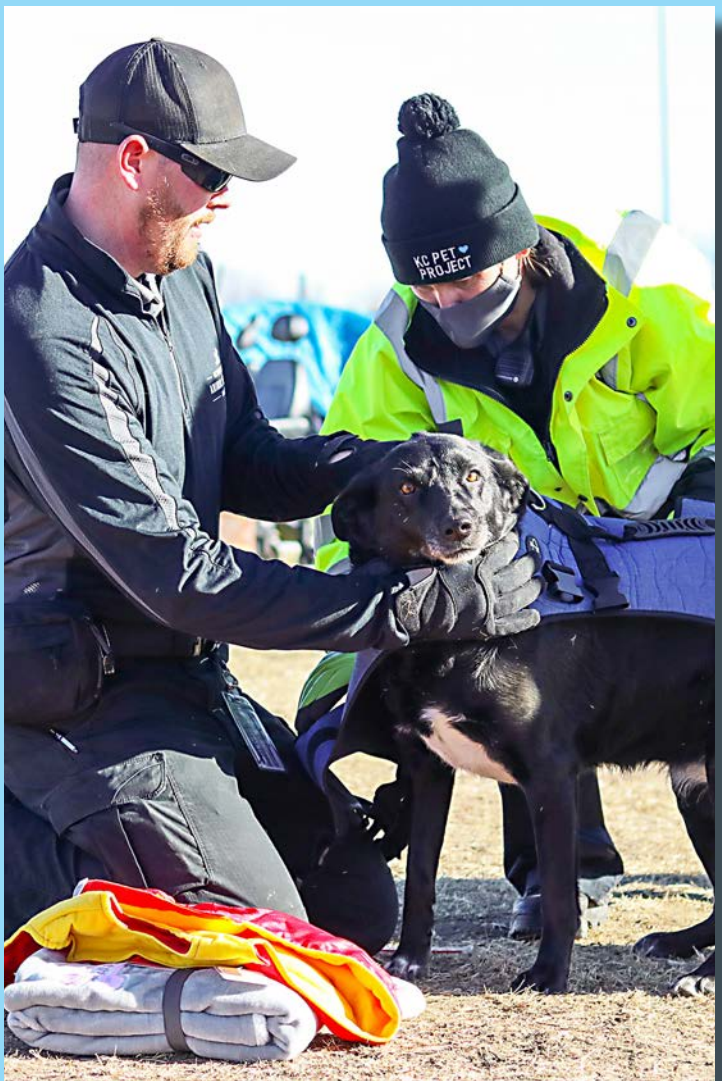


# Annual Impact Report 2021

NACCA



# ABOUT NACA



The National Animal Care & Control Association (NACA) is committed to setting the standard of professionalism in animal welfare and public safety through training, networking, and advocacy. NACA envisions a world in which all animal care and control professionals are respected as essential public servants and receive consistent support, resources, and training, allowing them to achieve the highest quality of life effectively and compassionately for the animals and citizens in the communities they serve. The National Animal Care & Control Association was formed in 1978 to provide resources, standardized training, and support for animal care and control professionals across the United States. Throughout the organization's history, NACA has been a leader in providing guidance for its members as the role of animal shelters and animal care and control staff has evolved.

NACA recognizes that today's animal field services officers provide a wide array of services to their communities, including saving pets in danger, protecting human health and safety, enforcing laws and ordinances, providing support and education to community members, disaster response, helping lost pets get home, and helping wildlife, livestock, and exotic animals in addition to cats, dogs, and other pets. NACA offers guidance and training on many of the most crucial responsibility areas for officers and is a leading voice in support of the community policing approach to animal control to prevent the root causes that lead to cruelty, neglect, and public safety issues.

NACA understands the unique role that animal care and control professionals play in each community and is dedicated to ensuring its members have the resources, tools, and training necessary to perform this role safely and effectively. NACA is loyal to its members and its organizational values. Check out just how we demonstrated each of these values this past year!

# 2021 BOARD MEMBERS

Dr. Josh Fisher  
Director of Animal Services  
Charlotte-Mecklenburg  
Animal Care & Control  
Charlotte, North Carolina

Ed Jameson  
CEO Operation Kindness  
Carrollton, Texas

Adam Leath  
Director, Volusia County Animal Services  
Daytona Beach, Florida

Audra Michael  
Director, Pinal County  
Animal Care & Control  
Casa Grande, Arizona

Kristen Hassen  
Director, American Pets Alive!  
& Human Animal Support Services

Michelle Dosson  
Best Friends Animal Society  
Mountain West, Utah

Spencer Conover  
Assistant Director, Pasco County  
Animal Services  
Land O Lakes, Florida

## INCOMING

Trevin (Tre') Law  
Director of Field Services  
LifeLine Animal Project  
at Fulton County Animal Services  
Atlanta, Georgia

Michele Shiber  
Sr. Animal Control Officer  
/Animal Control Supervisor  
Montclair Township, New Jersey

Alexis Pugh  
Director, Memphis Animal Services  
Memphis, Tennessee

Daniel Achuff  
Animal Protective Services Supervisor  
/Humane Society Police Officer  
Brandywine Valley SPCA  
West Chester, Pennsylvania

## RE-ELECTED

Mike Wheeler  
Director of Community Services  
City of Cabot, Arkansas

## OUTGOING

Leigh-Anne Wilson, ASPCA  
James Evans, CARE  
Adam Ricci, Animal Welfare  
Society, Maine  
Lauren Bluestone, Nashville, Tennessee



— **NATIONAL ANIMAL** —  
**CARE & CONTROL ASSOCIATION**

# FROM THE EXECUTIVE DIRECTOR



NACA celebrated tremendous growth and progress this year — what a year it has been! We kicked off 2021 with strong intentions to provide for the future of NACA. I was brought on board in April to support the trajectory, expand partnerships, and help bring NACA into the future of successful ACO programming. Looking back on 2021, I am pleased to say that even with the challenges of the pandemic, NACA has experienced tremendous growth, is proud of the impact of the past, and is looking forward to a successful 2022.

COVID had its ups and downs in 2021, all of which required NACA to pivot and ensure the needs of our communities and members were met. While our work continued, we knew that COVID-19 would also continue to create drastic changes and challenges for all — including financial instability, lack of resources, lower staffing levels, and expanding shelter animal numbers. NACA stood tall and ready to support each new change. Our engagement in membership, training revenue, and overall commitment has steadily increased with continued forward momentum since early 2021, and we have no plans for slowing down. We will continue to grow, adapt, and be the national leader for animal care and control professionals in our industry.

While this has been a challenging time for so many in our world, you made it possible for NACA to keep moving forward in our commitment. Every one of our accomplishments was made possible by you. Each NACA member and partner have all stepped up in incredible ways — supporting each other through tough and unprecedented situations, sharing programmatic successes, and providing a sense of stable community to lean on.

NACA has been here for 44 years, and we remain committed to being here for animal care and control professionals, government agencies, private entities, and the communities and pets they serve. With you by our side, we look forward to continuing to make a positive impact. We hope you enjoy this look back at the past year and all we've accomplished together.

As we look forward to 2022 and our goals for the future, we are focused on YOU. Animal care and control professionals across the country are the heartbeat of compassionate animal services. We know this job is tough, and we thank you for your service. We know that without you, our members, friends, and supporters, none of this is possible!

*Jerrica Owen*

# 2021 HIGHLIGHTS

## INTEGRITY

NACA has made a commitment to state association relationships. By working cohesively and with INTEGRITY, we are better able to support the officers of our great country.

## DIVERSITY

With our dedication to DIVERSITY, NACA launched the culture and collaboration council.

## ACCESSIBILITY

Standardizing ACO training via our online learning experience has created an ACCESSIBLE environment for learning across the country. ACO I and II online certifications continue to be successful.

## COMPASSION

To show the COMPASSION of all the work our members do, NACA launched a humane highlight blog, reinvented the monthly newsletter, and focused on getting quality content into our publications.

## INNOVATION

INNOVATIVE industry resources are being added to our resource library to support the members of NACA.

## DEDICATION

NACA is coming out of the COVID period in a stronger financial position thanks to the DEDICATION of our online training partnerships, industry partners, and devoted members. The Board recently voted to no longer move forward with the HRA strategic partnership.

## PROFESSIONALISM

With a focus on increasing the PROFESSIONALISM of our industry, NACA has expanded partnerships across the country to support bringing our members training, equipment, benefits, and more.

## LEADERSHIP

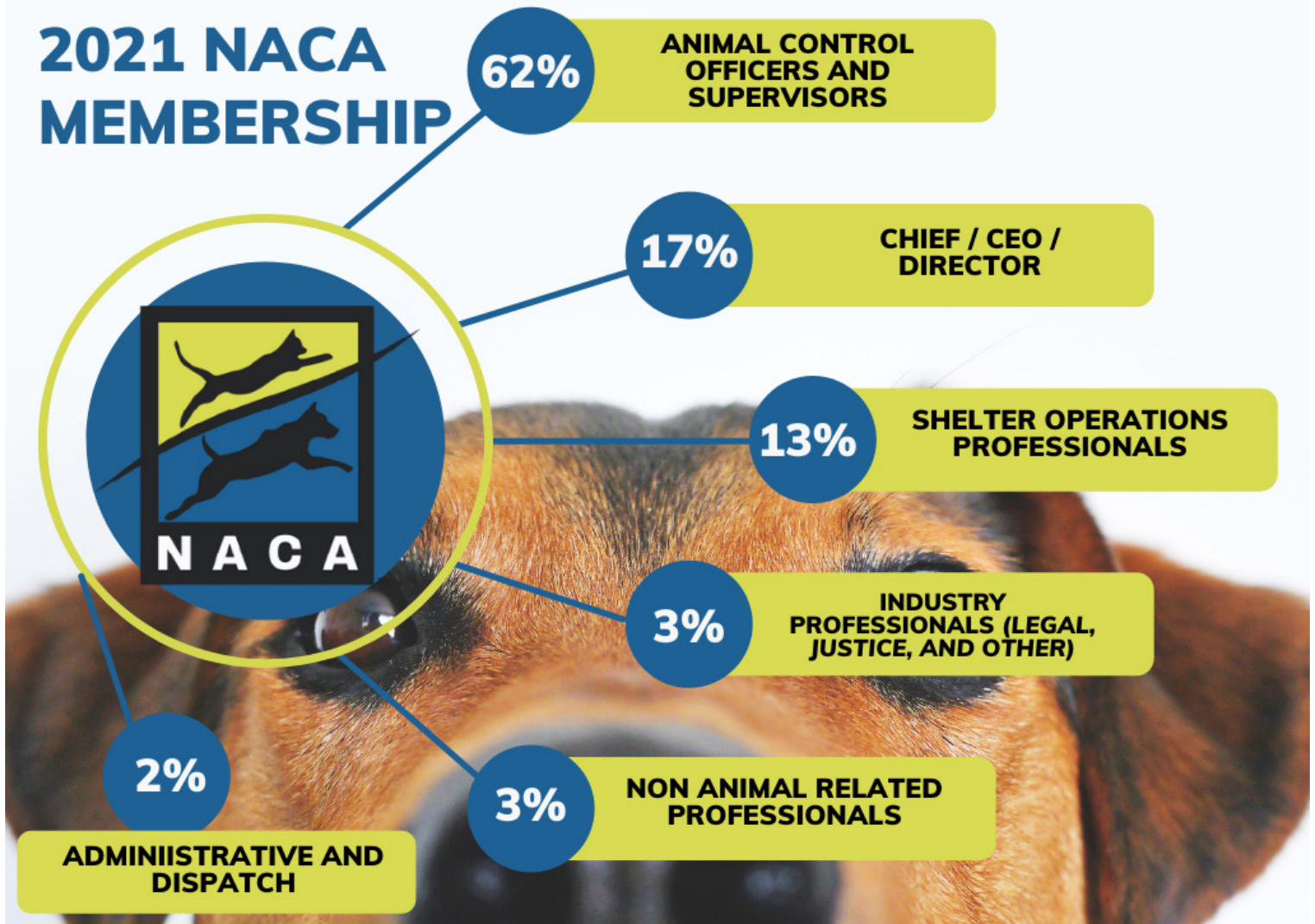
NACA is thriving and continues to demonstrate LEADERSHIP for animal care and control officers in our country! We owe a huge thanks to each of you who support us every day!



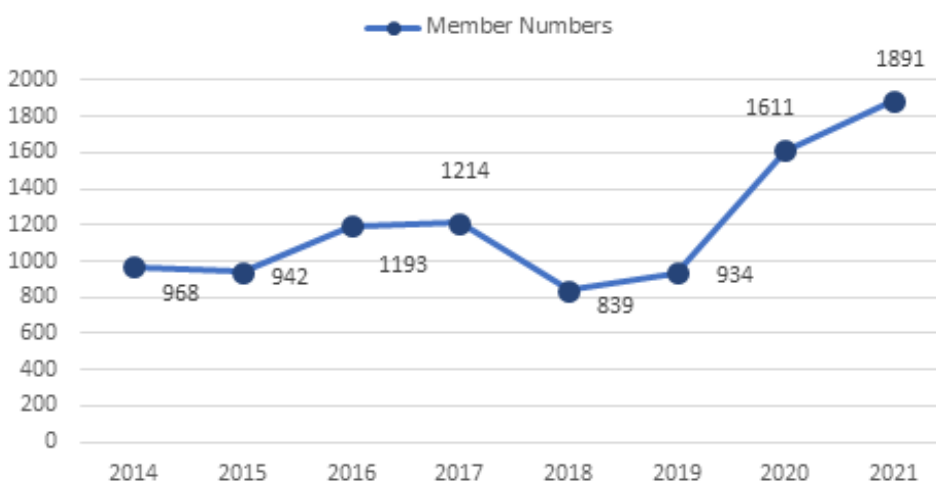


# BY THE NUMBERS...

## 2021 NACA MEMBERSHIP



Member Numbers



**1,891**  
**Total Active Members**



# ENGAGEMENT

## OUR 2021 IMPACT EXTENDED BEYOND MEMBERSHIP

NACA realized a total social engagement reach of 369,362, a 20 percent increase over the reaches of 2020 (307,756).

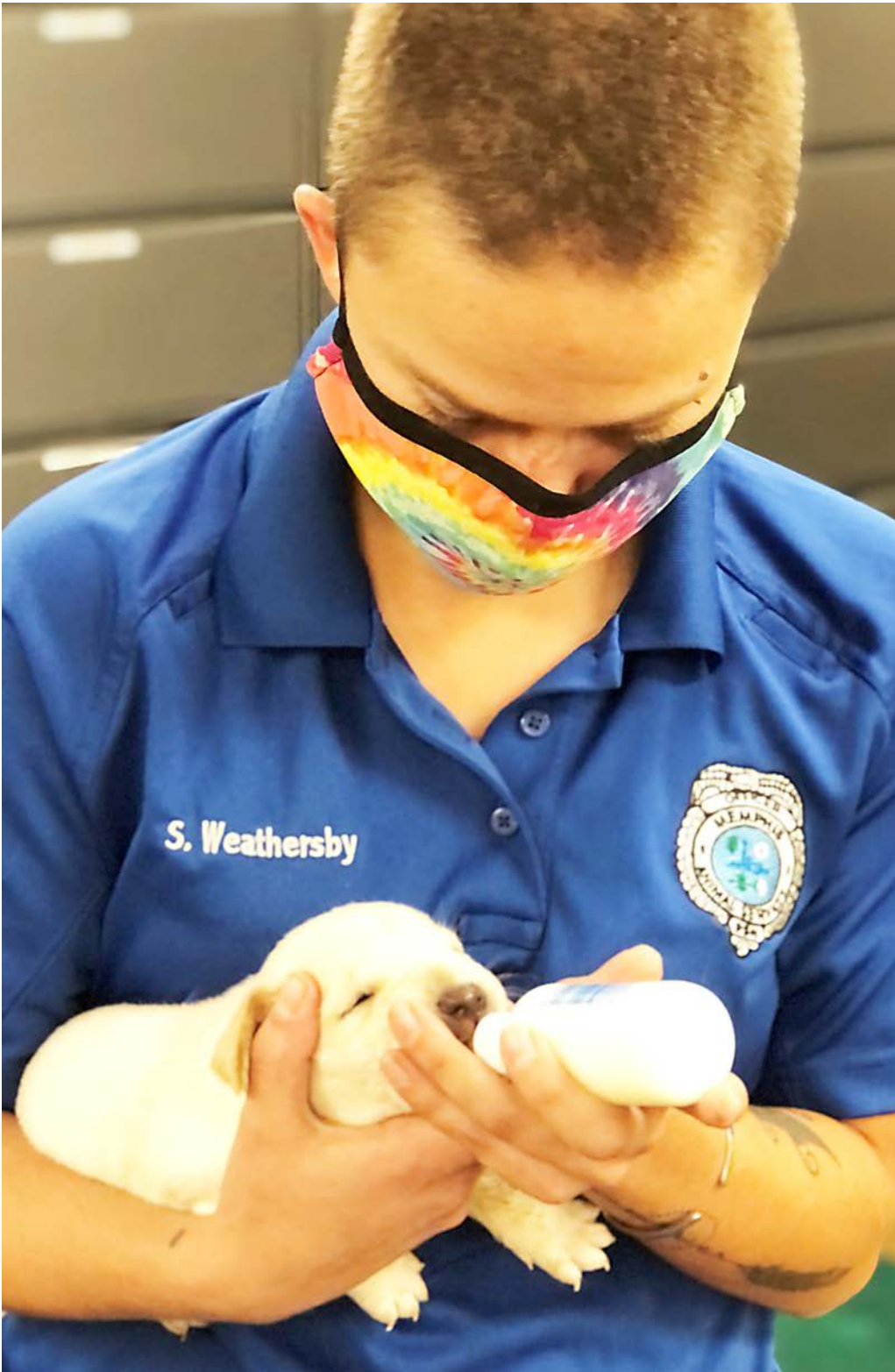
NACA Released three position statements in 2021:

- Animal Control Intake of Healthy Wildlife
- Animal Control Intake of Free-Roaming Cats
- Guidelines on Appointment Based Pet Intake into Shelters





## COVID-19 RESPONSE



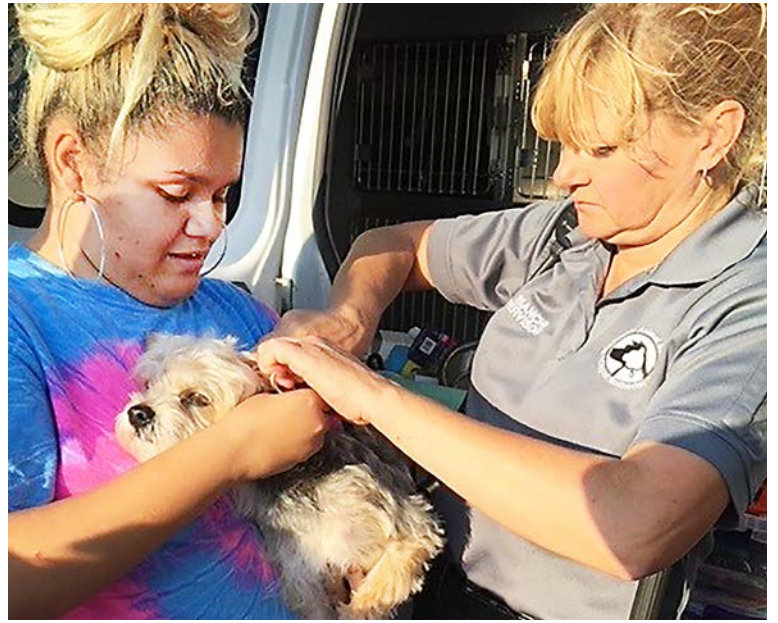
While the pandemic is undoubtedly the most significant challenge our industry has ever faced, it has never diminished our commitment to our mission. With the support from our members, partners like Maddies Fund®, Petco Love, and many more, NACA was able to quickly pivot to meet the needs of the changing world while ensuring the high safety standards for officers.

In 2020, NACA released a COVID-19 Toolkit, and in 2021 the need for it was equally in demand. The toolkit was accessed and implemented by agencies across the country.



# NACA SUPPORTS OFFICERS

In early 2021, a social media post surfaced of an officer who was recently hired by her local city government as the sole ACO in her community. She was provided “tools” by the city which consisted of a rusty catchpole and a dirty crate. Knowing this was not sufficient for her duties or the animals in her charge, NACA, along with her social community, quickly stepped in to support her. With the help of fellow ACOs and NACA, our association was able to provide her with resources to safely perform her job as well as a full scholarship to ACO I for her to begin her animal care and control journey safely and well trained.





# PARTNERSHIPS

In 2021, expanding partnerships and collaborative processes led to increased growth, aided sustainability, established resources, and extended visibility. Expanding existing relationships while growing into new ones allowed NACA to offer increased services and solutions that are tailored to the needs of today's animal care and control professionals. By working to strengthen partnerships, we combine skill sets, resources, and characteristics that directly support a wider spread and broader reach.

Being supportive at the national level requires an understanding of the state and local levels to be effective. While there are vast differences across the country for animal care and control professionals, having deep relationships with each state further supports increasing the profession. In 2021 NACA connected with 19 state associations across the country. Working together we built or rebuilt strong, successful relationships. Supporting scholarships, training, educational webinars, and advocacy, 2021 set the stage for a whole new level of strategic partnerships with measurable outcomes.



In addition to state associations, strategic partnerships extend beyond those doing the work to those who are supporting the work. Additional programmatic partnerships for training, education, scholarship support, and much more hit a rapid growth pace in 2021, unlike anything in years past. Corporate partnerships allowed NACA to bring exceptional benefits to our members for things ranging from vital safety tools and equipment to expanded resources and grant opportunities. Working together in 2021, NACA built strong, effective relationships within and beyond our industry with a collaborative approach to designing and delivering the very best services to our members and supporters.

# FOCUS: MEMBERSHIP

Since 2018, NACA membership numbers have steadily increased, and in 2022 our membership goal is 2,022! Our members are our lifeblood, and we are so thankful for everyone's dedication and loyalty to NACA over the past years and sticking with us when times were difficult and unpredictable.

- Launched in June 2021: Monthly NACA membership meetings focused on relevant and timely topics with 30 minute presentations from invited guest speakers. These presentations were well received and have continued into 2022 as an added membership benefit.
- 2022: Maddie's Pet Forum® increased activity and communication threads for field service-related content.
- 2022: Relaunched the NACA monthly newsletter.
- 2022: Bulk registration option for Justice Clearinghouse and NACA launched in June and has been hugely successful.
- 2022: Established regular communication strategy.
- 2022: Engagement on social media, email blasts, and the NACA magazine increased.
- June 2022: NACA website pages updated – Disaster, Awards, State Associations, etc.
- June 2022 and beyond: Continued exploration and expansion of membership perks.



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## #ThanksToMaddie



# TRAINING PROGRAMS

2021 was a critical year for training. As COVID restrictions continued to block hosting in-person educational opportunities, our focus was on the online NACA National Certifications ACO I and ACO II. Knowing that officers needed access to training while remaining aware of reduced or eliminated budgets, restricted travel, and unsafe gathering conditions, online training was key in 2021. By ensuring officers had access to updated, self-paced online education for national certifications, NACA worked hard to ensure the needs were met and officers had access to the training necessary to do their jobs successfully and safely. The impact that ACO I and ACO II had not only reached thousands across the U.S., but it was also accessed in Canada and Germany and will expand even further in 2022 to reach Australia.





NACA has continued to be extremely successful in our partnership with Justice Clearinghouse: in 2021 there were 32 animal welfare-related webinars available to help expand learning opportunities for members. And finally, NACA worked with Maddie's® University to add a certificate for enrollees to qualify for NACA CEs upon completion of their free Maddie's® University courses.

To wrap up 2021, ACO for the Law Enforcement Officer NACA-approved course was soft-launched with a full rollout scheduled for Q1 2022.

NACA spent 2021 steadily increasing access to resources for officers and collecting additional resources. These collected resources are available on our website and in the future will be added to a fully redesigned NACA Member Resource Center.

NACA is looking forward to a very fruitful year of training opportunities, including launching new certification courses, partnerships with state associations, and much more.



# 1,042

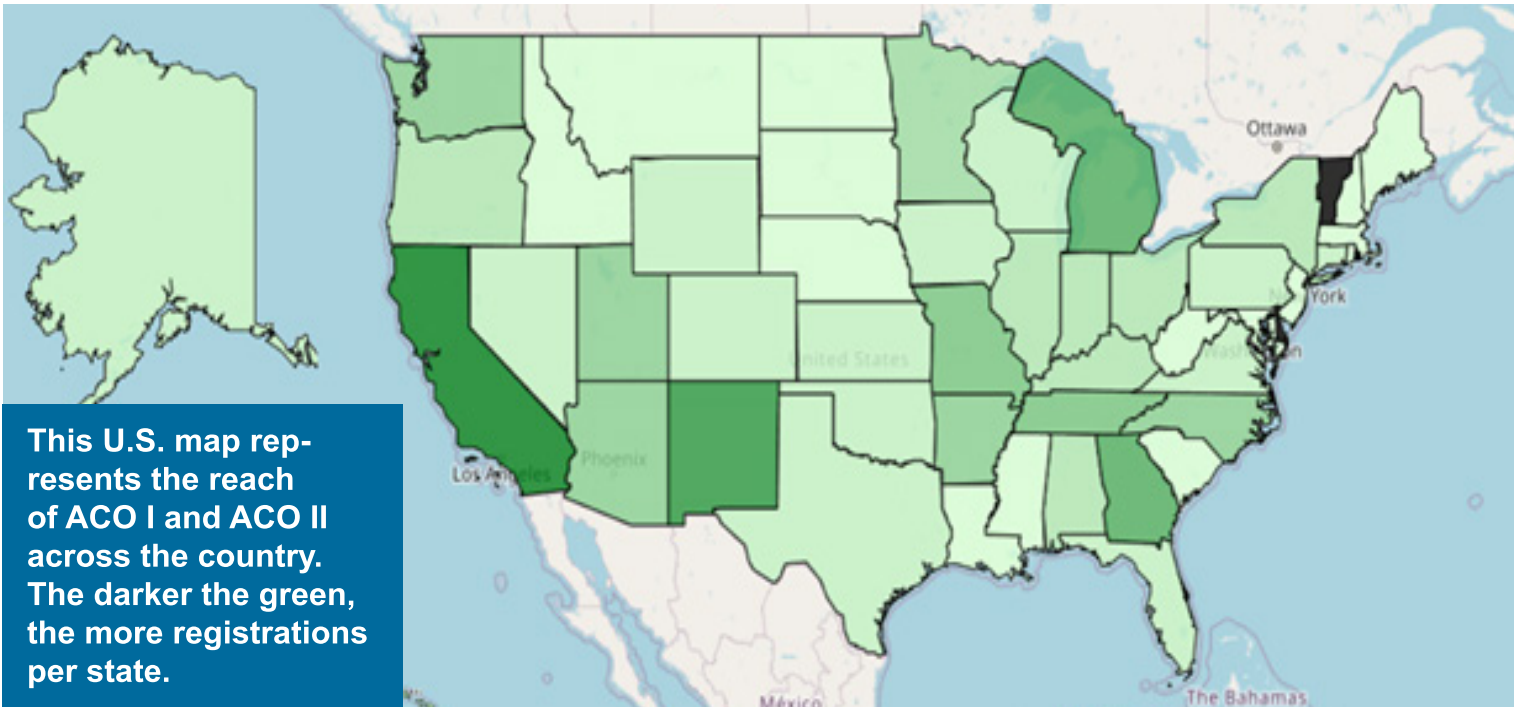
## ACO I and II Graduates

1,429 hours of live educational content

1,561 hours of recorded educational content

32 hours of education webinars were made available to NACA members

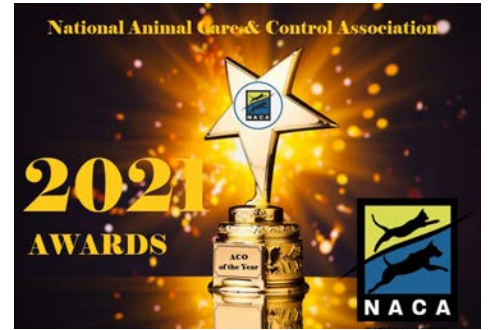
The online courses continue to be extremely successful and meet the needs of today's Animal Control Officer who are busy, on the go, and may have restricted or limited training budgets.





# MAKING AN IMPACT

- Maddie's Fund® course - \$10k grant approved for creation of a self-paced Future of Field Services course on Maddie's® University to be released in 2022.
- Successful 2021 election
  - 20 election candidates
  - 17% membership participation
- Disaster partnerships expanded and the webpage reimaged!
- Awards: 23 nominees submitted
- New partnerships, increasing membership, revenue, and overall engagement!
- NACA engaged and established connections with 13 state associations.





# FY 2021 FINANCIALS

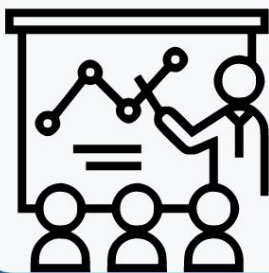
## Membership Income

Exceeded membership goals for every membership type



## Operations

Reduced overall operating costs while meeting the needs of our members and supporters



## Training Income

Exceeded expected training revenue by nearly \$150k



## Expenses

Reduced total expenses to finish the year \$15,000 under budget

Income	Actual	Budget	Delta
Memberships	\$71,407.93	\$42,628.16	\$28,779.77
Training	\$366,018.00	\$218,065.33	\$147,952.71
Operations	\$143,591.00	\$145,000.00	-\$1,409.49
<b>Total Income</b>	<b>\$581,016.93</b>	<b>\$405,693.49</b>	<b>\$175,322.99</b>
Expenses	Actual	Budget	Delta
Employee Fringe Benefits	\$17,456.07	\$12,200.00	\$5,256.07
Conference and Meeting Professional Fees	\$8,926.00	\$22,802.00	-\$13,876.00
Professional Fees	\$29,030.00	\$36,700.00	-\$7,670.00
General and Administrative	\$63,125.00	\$84,300.00	-\$21,175.28
<b>Total Expenses</b>	<b>\$80,580.79</b>	<b>\$96,500.00</b>	<b>-\$15,919.21</b>
	<b>Actual</b>	<b>Budget</b>	<b>Delta</b>
<b>Net Income</b>	<b>\$259,191.35</b>	<b>\$72,275.99</b>	<b>\$186,915.36</b>

# Core Values



Integrity

Diversity

Accessibility

Compassion

Innovation

Dedication

Professionalism

Leadership