



NATIONAL ANIMAL
CARE & CONTROL ASSOCIATION

2025 Annual Report

*Strengthening the Profession.
Building Leadership. Preparing for
the Future.*



A Message from Leadership

A Year of Intentional Growth and Strong Foundations

2025 was a pivotal year for the National Animal Care & Control Association (NACA). We focused not just on growth, but on strengthening the foundation of our organization—our programs, our people, and our internal systems—to ensure long-term impact and sustainability.

Throughout the year, we aligned our work with the evolving needs of the profession by expanding in-person training through the return of Animal Control Officer I (ACO I), launching the first-ever Field Forward leadership program, and introducing ShelterSafe, a new training initiative focused on safety, professionalism, and risk reduction in shelter environments.

We also deepened support for state associations through the Second Annual State Association Summit. #ThankstoMaddie we also continued our investment in the State Association Initiative, reinforcing peer collaboration, national unity, and long-term capacity building at the state level.

Internally, 2025 reflected a deliberate focus on organizational maturity. We doubled our staff, strengthened financial and operational controls, refined internal policies, and initiated major infrastructure investments, including a website redesign, mobile app, and learning management system, all planned for release in 2026.

Together, these efforts reflect NACA's ongoing commitment to professionalism, accountability, and national leadership in animal care and control—and to the professionals and partners who carry this work forward every day.





2025 Highlights at a Glance

First-ever **Field Forward** program launched

ShelterSafe online certification released

ACO I returned to in-person training

Second Annual **State Association Summit** hosted

Staff **doubled** to support national growth

Financial systems and safeguards **strengthened**

Internal policies **updated**

Website redesign initiated for **2026 release**



Advancing the Profession

Training, Leadership, and Workforce Development

In 2025, NACA made significant strides in strengthening professional development pathways across the animal care and control field.

Launch of Field Forward

In 2025, NACA launched the first-ever **Field Forward** program, a new initiative designed to support field supervisors, managers, and emerging leaders within animal care and control agencies. The program was developed in response to a long-standing gap in leadership development opportunities that reflect the real-world challenges faced by animal control professionals.

Field Forward focused on building **practical, applicable leadership skills**, including effective communication, sound decision-making, situational awareness, and professional accountability. Rather than relying on abstract leadership theory, the program centered on day-to-day operational realities—equipping participants with tools they could immediately apply in the field and within their teams.

Through this approach, Field Forward helped strengthen leadership capacity at the supervisory level, supported career development, and reinforced NACA's commitment to elevating professionalism and sustainability within the animal care and control workforce.



Return of ACO I In-Person Training

In December, Animal Control Officer I (ACO I) returned to an in-person format. This shift responded directly to feedback from the field and reinforced hands-on learning, peer connection, and foundational skill-building for new officers entering the profession. Officers spent three full days completing NACA's ACO I curriculum, followed by dedicated instruction with state experts and experienced practitioners to focus on Oklahoma-specific laws, procedures, and real-world expectations of the role. Twenty-five officers successfully graduated from the program.

Together, these efforts reflect NACA's continued commitment to meeting professionals where they are while raising expectations for training quality, leadership readiness, and accountability.



NACA
SHELTERS SAFE™



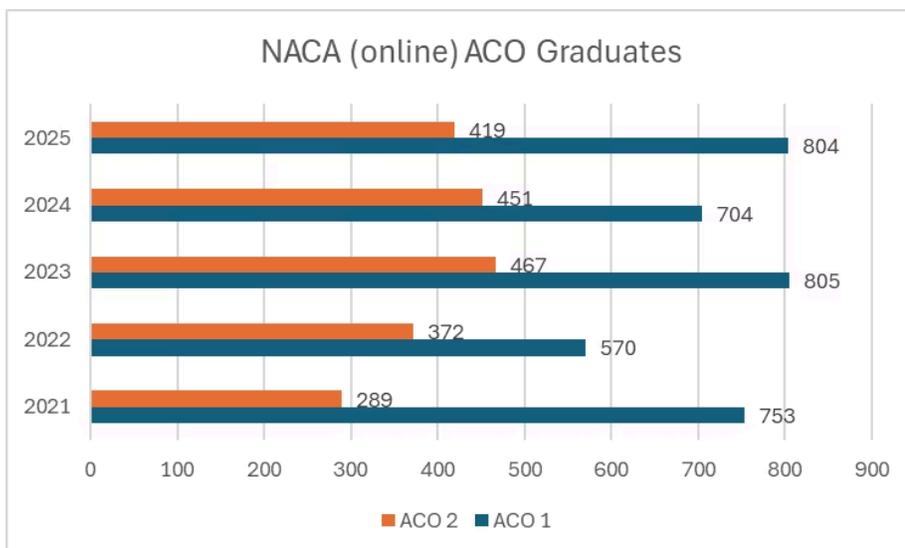
Advancing Safety and Standards in Sheltering

Launch of ShelterSafe

In October 2025, NACA expanded its impact beyond field services with the release of **ShelterSafe**, a new training program focused on improving safety, professionalism, and operational consistency in animal shelter environments.

ShelterSafe was developed to address real-world risks faced by shelter staff, volunteers, and animals. The launch of ShelterSafe represents an important step toward strengthening safety culture, reducing incidents, and supporting staff well-being across the broader animal care and control ecosystem.

ACO I Certified (Online)	802
ACO I Certified (In Person)	25
ACO II Certified Officers	419
ShelterSafe Graduates (<i>Launched Sept 2025</i>)	31
Dispatch Essential Graduates	157
Mental Health First Aid	209



This graph shows steady year-over-year demand for NACA's ACO I and ACO II online training. ACO I graduates remained consistently strong, while ACO II graduates increased over time, reflecting a growing pipeline of both new and advancing professionals.



Strengthening State Associations

Collective Leadership and Shared Solutions

Supporting strong, effective state associations remains a cornerstone of NACA's mission.

Second Annual State Association Summit

In 2025, NACA hosted the **Second Annual State Association Summit**, bringing together over **120** state leaders from across **39** states for focused conversations on governance, sustainability, leadership development, and shared challenges. The summit reinforced the value of peer-to-peer learning and collective problem-solving among state associations.

State Association Initiative

Through the **State Association Initiative**, NACA continued to invest in conference support, scholarships, and leadership capacity-building. In 2025, this work increasingly shifted from one-time support toward long-term empowerment – providing state associations with tools, connections, and resources to strengthen their own infrastructure and expand training access within their states.

State Association Initiative Impact

Total presentations delivered	100
Estimated ACOs and professionals reached	5,000
Total certification-hosting conferences/workshops represented	34 Distinct Events
Total unique states NACA attended	29 U.S. states
Multi-state regional conferences	7 regional conferences served multiple states at once

National Leadership & Collaboration



Disaster Response and Coordination

NACA remained actively engaged in national disaster preparedness and response efforts, working alongside federal, state, and nonprofit partners to support animal response, sheltering, and reunification during emergencies. These efforts reinforced NACA's role as a trusted national partner and highlighted the importance of coordination, preparedness, and professional standards in animal disaster response.

Building the First National Picture of Field Services

NACA partnered with **Shelter Animals Count** to publish the first-ever Field Services Data Report, providing a national snapshot of animal control activity. Drawing on more than 344,000 field activities across 35 states, the report established a baseline for understanding workload, outcomes, and system pressures in field services. This collaboration produced actionable, data-driven insights that support better decision-making, inform training priorities, and elevate the visibility of animal control work nationwide.



Expanding Training Through Partnership with Maddie's Fund

NACA continued its partnership with **Maddie's Fund** to expand access to high-quality training across the profession. Support from Maddie's Fund enabled online course creation, live virtual instruction, and an in-person training event in Tucson. Together, these efforts increased access to practical, field-focused education while reinforcing shared commitments to professionalism, safety, and sustainable systems.

Investing in People

Organizational Growth and Capacity

In 2025, NACA made a significant investment in internal capacity by **doubling its staff**, allowing the organization to better support growing programs, partnerships, and member needs.

NACA welcomed two key team members:

Ashley Kuzma, Business Services Manager

Spencer Conover, Chief Operating Officer

These additions strengthened NACA's capacity to deliver high-quality training, streamline business services and internal processes, manage increasingly complex initiatives, support state associations, and maintain consistent communication with members and partners. Investing in people remains essential to sustaining long-term impact and organizational resilience.





Financial Stewardship and Long-Term Sustainability

Ensuring NACA's long-term stability was a major focus in 2025.

Throughout the year, NACA implemented **significant improvements to financial systems and safeguards**, including updates to banking relationships and internal financial processes. These changes strengthened internal controls, improved oversight, and enhanced transparency.

By proactively tightening financial practices, NACA reinforced responsible stewardship of resources and positioned the organization for sustainable growth – ensuring continued trust from members, partners, and funders.

2025 Financial Snapshot

Total Income	\$785,353
Total Expenses	\$589,754
Net Revenue	\$195,599
Scholarship Funds Distributed	\$83,327
State/Regional Sponsorship Investment	\$67,173



Strengthening Internal Operations and Infrastructure

Behind the scenes, 2025 was a year of intentional organizational strengthening.

NACA reviewed and tightened internal policies to improve clarity, consistency, and alignment with best practices. These efforts supported more efficient operations and stronger internal accountability.

What we Strengthened

1

Governance and internal policy review

2

Financial controls and operational safeguards

3

Cross-team workflows and documentation

4

Digital infrastructure and data management

5

Member-facing systems and platforms

Dispatch Digest



Feb 5th

Chance: AAWA Speakers: [The Association for Animal Welfare](#) [ment Learning Center. Call For Speakers](#)
Deadline: Feb 6th

The Association for **Animal Welfare Advancement**

Upcoming JCH Webinars

Jury Selection
Picking Jurors for Your Case
03/19/2026

Learn What the Monster Feed It: Bridging the Rights/Welfare/Control
Focusing on The Link Animal Abuse and Harm
03/26/2026

Mental Health First Aid Training
Our February class is already full, grab now for **March 18**.
Seats are limited, so early registration encouraged.

[Register Here](#)

The 2026 Roadshow is on a Roll!

[Kansas Animal Control Association](#)
Heading to McPherson on Wednesday, 25th for great conversations, connection, and fresh ideas.
We be presenting **Using AI to Strengthen Animal Control Operations** with board member [Jedema](#).
It wait to connect with everyone and momentum going.

Want to see more upcoming trainings?

View the [NACA Calendar](#) [HERE!](#)

Thank You to Our Operational Sponsors



Communications, Engagement, and Visibility

Dispatch Digest

NACA's 2025 weekly newsletter averaged a ~35% open rate, exceeding the nonprofit industry benchmark of 25–30%.

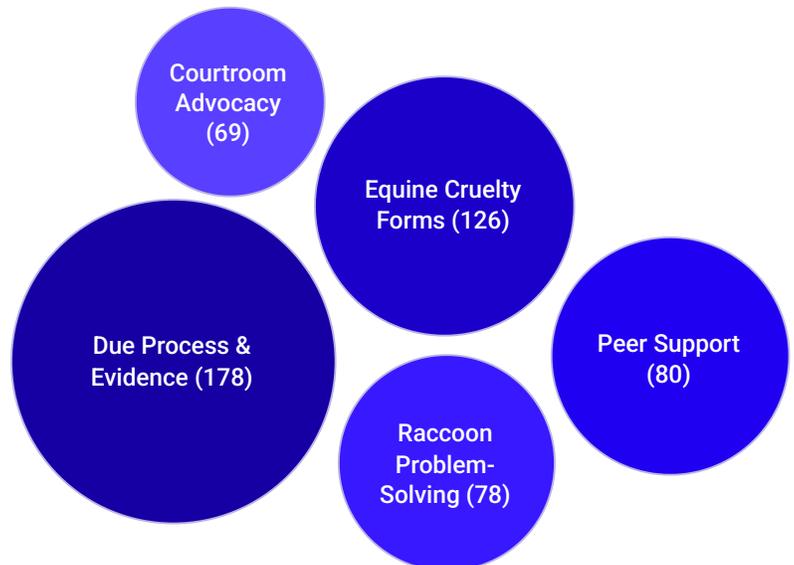
Leading the Conversation

NACA's monthly *Leading the Conversation* webinars brought together **522 professionals** and partners throughout 2025 to share best practices, discuss emerging issues, and support ongoing learning across the animal care and control field.

Justice Clearinghouse Webinars

- Live Webinar Total Hours Attendance: 1,697 Hours
- Recorded Webinar Enrollments: 2,413

Top 5 webinars:





Communications, Engagement, and Visibility

In 2025, NACA strengthened member engagement and national visibility through expanded communications and digital outreach. Growth across social platforms reflected increased awareness of NACA's work, higher engagement with training opportunities, and stronger connection with professionals across the country.

Social Media Audience

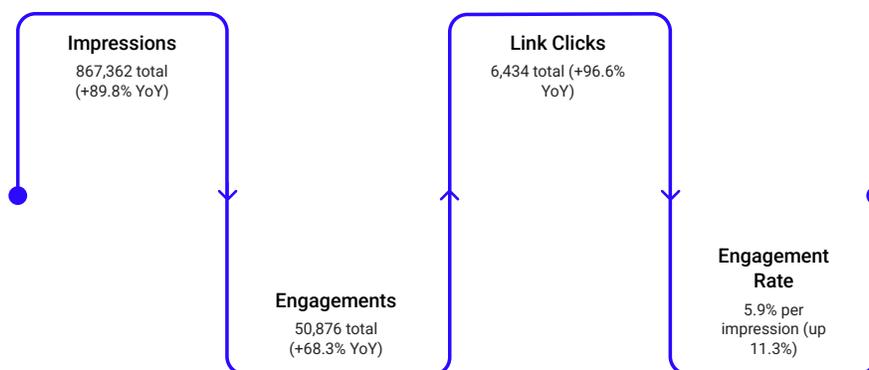
Audience growth accelerated across all platforms, with particularly strong gains on Facebook and LinkedIn—reflecting increased engagement from professionals, partners, and state associations.

- **Total audience:** 15,269 followers (+11%)
- **Net audience growth:** +1,540 (+109%)

By platform:

- **Facebook:** +961 followers (+120%)
- **LinkedIn:** +497 followers (+91%)
- **Instagram:** +82 followers (+110%)

Overall (Social) Digital Reach & Engagement



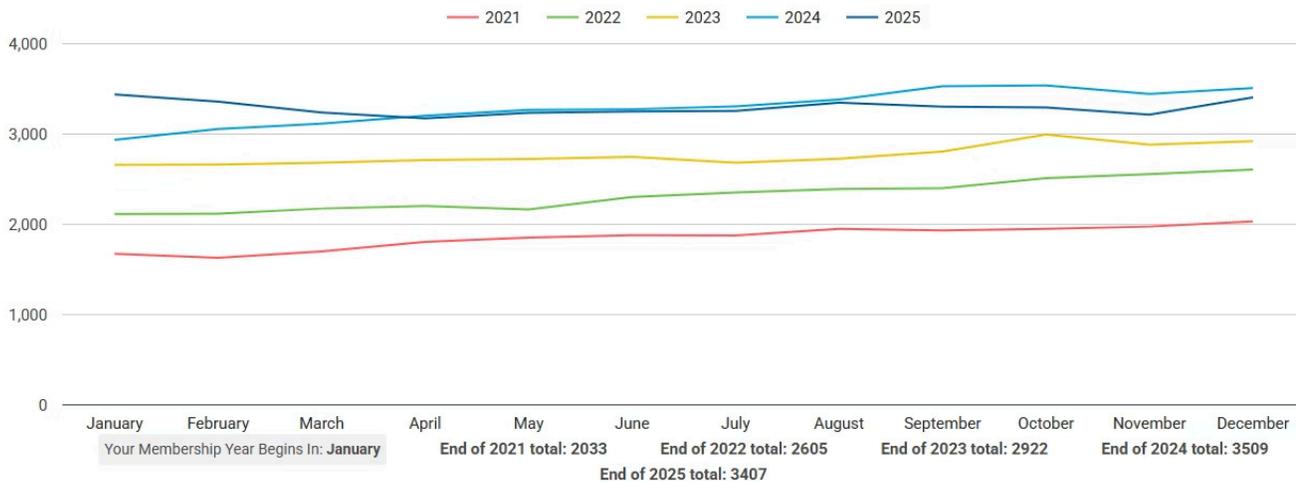


Membership Growth & Engagement

A Stronger, More Connected Community

Following steady growth through 2024, overall membership experienced a modest dip in 2025 and remained slightly below 2024 levels. This shift was identified early and reflects a period of intentional transition rather than disengagement. In response, NACA has been focused on strengthening the overall membership experience, enhancing value, engagement, and usability across our programs and platforms.

The 2025 data helped highlight areas where members are seeking more connection, clarity, and support. These insights are directly informing our 2026 strategy, which prioritizes membership expansion through improved onboarding, clearer benefits, stronger engagement pathways, and long-term retention efforts. We are actively addressing the dip and expect these investments to support renewed growth and sustainability moving forward.





Looking Ahead

Building on a Strong Foundation

The progress made in 2025 created a strong foundation for the future.

With expanded staff capacity, strengthened financial safeguards, new leadership and safety programs, and deeper engagement with state associations, NACA enters the coming year well-positioned to continue advancing professionalism, access to training, and national leadership in animal care and control.

As the organization looks ahead, NACA remains committed to thoughtful growth, collaboration, and the continued elevation of the profession.

With Gratitude to Our 2025 Operational Funders



Petco Love

Petco Love's operational support played a critical role in strengthening NACA's national capacity in 2025. Their investment helped sustain core operations while supporting initiatives focused on access to care, professionalism, and community impact. Through this partnership, NACA was better positioned to respond to emerging needs, support state associations, and advance programs that elevate animal care and control across the country.



Maddie's Fund

Maddie's Fund's operational funding was instrumental in expanding NACA's training, leadership development, and state association support efforts in 2025. Their continued commitment to access to care and professional development aligned closely with NACA's mission to strengthen the field from the ground up. This support helped NACA move beyond one-time programs toward sustainable, capacity-building initiatives that benefit communities nationwide.



DocuPet

DocuPet's support in 2025 helped NACA continue building modern, forward-looking infrastructure that supports agencies and professionals nationwide. Their partnership reinforced the importance of innovation, data-informed decision-making, and practical tools that improve efficiency and outcomes for animal services organizations. DocuPet's investment supported NACA's ability to grow responsibly while remaining focused on real-world impact.