




**Young-Williams
Animal Center**

FEBRUARY 2025 IMPACT REPORT

FEBRUARY 2025 STATS

 Young-Williams Animal Center	YTD 2025	YTD 2024	Animal Increase/ Decrease	% Increase/ Decrease
Intake: Domestic (owner requested euthanasia not included)	1,316	1,335	-19	-1.42%
Intake: Wildlife	112	53	59	111.32%
Adoptions	889	795	94	11.82%
Return to Owner	188	245	-57	-23.27%
Rescue: Domestic	75	129	-54	-41.86%
Rescue: Wildlife	2	-	2	0.00%
TNVR cats	123	120	3	2.50%
Total Live Outcomes	1,277	1,289	-12	-0.93%

Bulbasaur

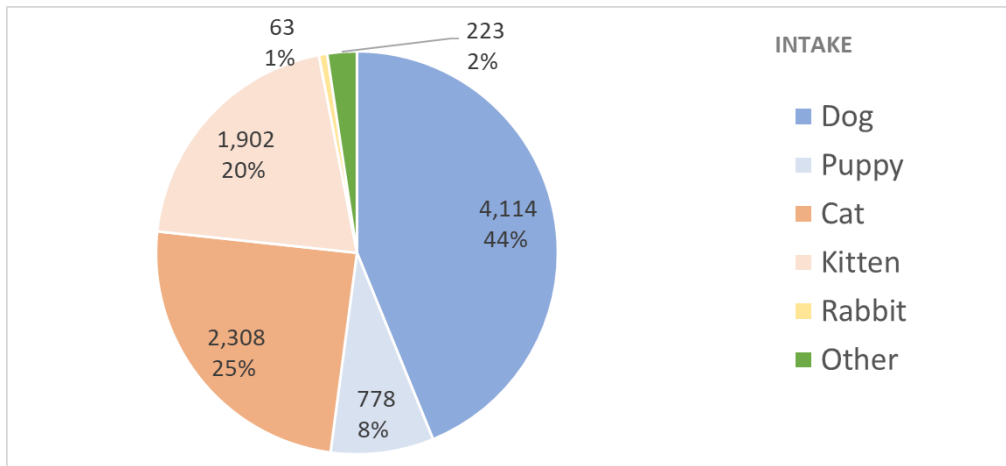
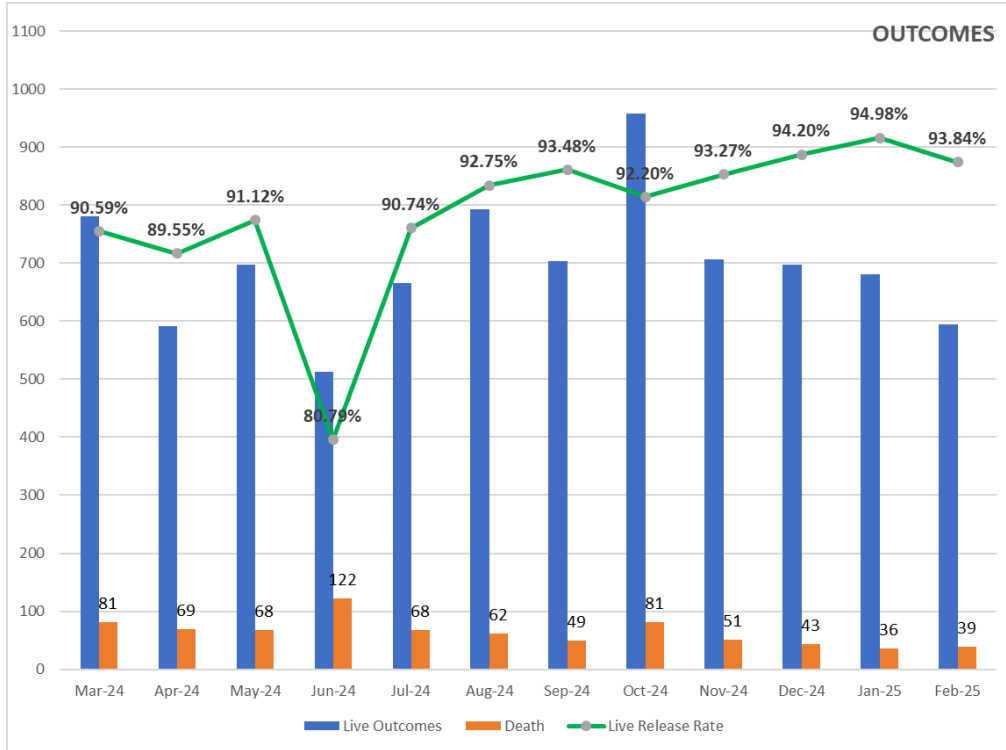


**Average length of stay in February
(excluding time in foster)**
Dogs (11.2 days)
Cats (8.1 days)

Sadie



FEBRUARY 2025 STATS



OPERATIONS HIGHLIGHTS

INTAKE

We took in 609 animals in February including a porcupine! Wildlife: We took in 66 wild animals in February, mostly raccoons and skunks.

ADOPTION

There were 396 adoptions in February with 62 from foster homes, 30 from the Village and 7 from Petco stores.

RETURNED TO OWNER

105 animals were reunited with their owners from the shelter with an RTO rate of 17%. Another 43 were returned in the field by Young-Williams Animal Services.

COMMUNITY CATS

73 cats were altered and returned to field.

FOSTER

There were 176 animals sent to foster homes in February, including 118 dogs. Another record month for dogs going to foster!

PET RESOURCE CENTER

PRC helped more than 1,600 pets through the food pantry and other assistance to avoid surrender. PRC gave out more than 6,500 pounds of food in February.

PETS FOR LIFE OUTREACH

PFL met 84 new animals in February. There were 34 vet visits, 65 vaccines given, 30 microchips and 18 Spay/Neuter surgeries. We delivered more than 3,000 pounds of food including 2 remote food pantries, located at the Western Heights Baptist Center and Care Cuts of Knoxville.



Snow

Spay/Neuter Solutions Stats



Young-Williams
Animal Center

Medical Team

Village Spay/Neuter

	Public/Knox Co.	Public/Out of County	Shelter/ Adoption	2025 Total	% Owned & in County	2024 Total	%increase
January	560	213	6	779	71.9%	577	35.0%
February	489	225	26	740	66.1%	492	50.5%
March							
April							
May							
June							
July							
August							
September							
October							
November							
December							
	1049	438	32	1519	71.9%	1069	39.7%

over last ytd 450

Spay Shuttle

	Public/Knox Co.	Public/Out of County	Shelter/ Adoption	2025 Total	% Owned & in County	2024 Total	%increase
January	98	19	0	117	83.8%	1	11600.0%
February	197	40	26	263	74.9%	313	-16.0%
March							
April							
May							
June							
July							
August							
September							
October							
November							
December							
	295	59	26	380	83.8%	314	12.7%

over last ytd 66

Combined Program

	Public/Knox Co.	Public/Out of County	Shelter/ Adoption	2025 Total	% Owned & in County	2024 Total	%increase
January	658	232	6	896	73.4%	886	1.1%
February	686	265	52	1003	68.4%	853	17.6%
March							
April							
May							
June							
July							
August							
September							
October							
November							
December							
	1344	497	65	1899	72.8%	1739	6.2%

Total Public 1841

over last ytd 160



Lima Bean



Simon

MARKETING HIGHLIGHTS

ADVERTISING:

Knox News Ad (standing in-kind spot)

- Adoption: Who needs Cupid? Adopt your match today.
- Foster: Our foster families save lives. Open your home to an animal in need by fostering.

BROADCAST MEDIA:

- Total reach: **200M**
- News Stories mentioning us: **311**

Highlights:

- In addition to weekly segments, a story of an escaped porcupine, named Cactus Jack that was brought to the shelter, went viral. The porcupine was reunited with their owner.
- The annual Mardi Growl event was featured in several news outlets, including a WBIR segment on the history of Mardi Growl.
- YWAC received a spike in coverage due to collaborating with PetSafe to predict the winner of the Super Bowl with shelter pets.

SOCIAL MEDIA: (Estimated Audience: 240M-290M)

Best performing post: With **31,173 views** – We posted a Great Pyrenees in our care named Reilly. His post gained more than **232 shares**. Reilly got adopted.

Facebook – Views: **445,169** Reach: **92,636**

Instagram – Views: **189,742** Reach: **28,337**

Total Followers:

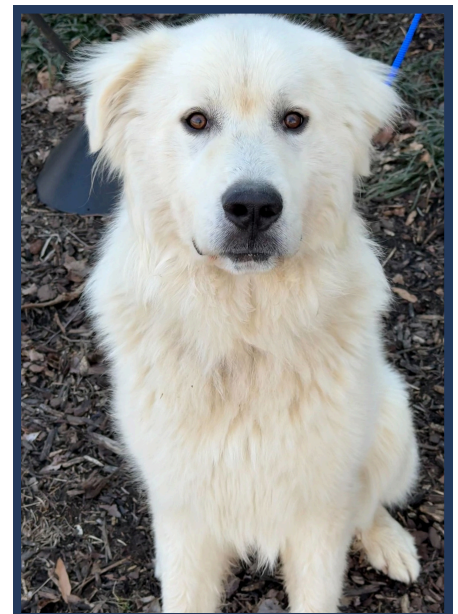
- Facebook: **92,692**
- Instagram: **21,659**
- TikTok: **2,975**
- X: **3,617**

WEBSITE:

- New users: **33K**
- Average engagement time per active user increased: **4m 8s**
- Page views: The dog adoption page remains the highest at about **219k** views.
- The Mardi Growl page had an increase in views in February as expected leading up to the event.



PetSafe



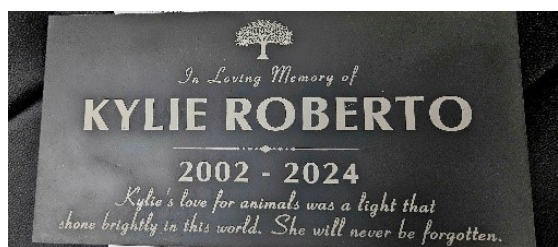
DEVELOPMENT HIGHLIGHTS

Highlights:

- The Kylie Roberto Memorial Fund was created to celebrate the exceptional life and legacy of Kylie Veronica Roberto, who tragically passed away on April 14, 2024. She was 21 years old. Though her time with us was short, Kylie embodied a spirit of boundless love, kindness, and compassion. Known as an animal whisperer, Kylie was a devoted animal lover. This fund aims to support cats in need in honor of Kylie's pride and joy—her two rescue cats, Gretta and Beaz.
- Memorial for Kylie Roberto - April 14, 2025 for dedication. Kylie's love for animals was a light that shone brightly in this world. She will never be forgotten.
- We started implementation and training with FreeWill. FreeWill lets you make your last will and testament quick, easy, and completely free. It is a simple online legal will maker that helps you compile will forms to print and sign, or to take as a basic will template to an estate planning lawyer. FreeWill is built alongside will making experts.

Grants:

- ASPCA (Granted \$19,200)
- Best Friends (Granted \$10,000) Animal Services Radios
- Banfield (Granted \$27,500) 500 Spay/Neuter Surgeries



FEBRUARY EVENTS



Young-Williams Animal Center hosted Doggie Date Trips on Valentine's day



In honor of our 18th Annual Mardi Growl Pet Parade, Young-Williams Animal Center celebrated with \$18 adoption fees for adult dogs and puppies.



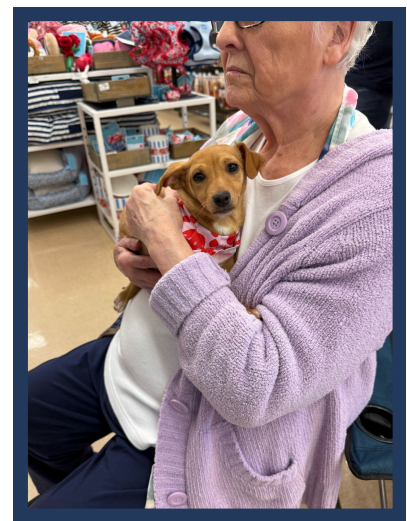
Petco Adoption Events:
Petco Bearden - February 1
Petco Farragut - February 15



Mannie



Cube



Trixie

ADOPTION SPOTLIGHTS

TOREO

Adopted February 18, 2025

Toreo came to us in April of 2023 as a stray. Toreo became a long-term resident and had a long history of jumpy-mouthy behavior, along with resource guarding her food. After working with our behavior team and My Curious Canine, Toreo showed signs of improvement and became a staff and volunteer favorite. After several adoption attempts and being in and out of foster care, Toreo's foster parents decided to adopt her.



VARIANT

Adopted February 28, 2025

In the shelter, Variant was very nervous meeting new people and extremely barrier reactive when new people tried to enter his space. Our behavior team worked with Variant on slow introductions and trusting new people. His adopter said, "We have renamed Variant to Ozzie. He slept at the foot of our bed last night from 9:30p.m. until 6:30a.m. Perfect first night. Exploring and sniffing on our 2 acres of property without hesitation. Just got back from the Petco store and bought many toys, treats, dog paraphernalia, and food."





YOUNG-WILLIAMS

ANIMAL SERVICES

February IN REVIEW

2006 total calls

964



dispatched for service

335 animals brought to YWAC for shelter and care,

181 of which were strays. 22 had an ID trace.

148 cruelty calls investigated

24

Online complaints received and responded to.

15

Citations Issued

9479

Miles driven; That's driving East Coast to West Coast and back again!

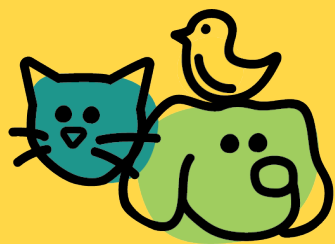
43

Lost pets were returned to their owner through Animal Services



Special Highlights:

- Captured an African Crested Porcupine
- Online animal permits live on website
- TWRA gave a private training for our officers



YOUNG-WILLIAMS ANIMAL SERVICES

Community Highlights



YWAS REPRESENTED YWAC AT A JOB FAIR.



YWAS PARTICIPATED IN A TRAINING WITH TWRA.



AFRICAN CRESTED PORCUPINE NAMED
CACTUS JACK WAS CAPTURED AT
FOUNDERS PARK.



Young-Williams Animal Center

Volunteer



RESCUE ROOFERS DONATED 1,500 LBS OF DOG
FOOD ON VALENTINE'S DAY



YWAC VOLUNTEER LARRY TOOK ACADIA ON
A WONDERFUL DOGGIE DATE TRIP



YWAC VOLUNTEERS HELPED WITH SWAG
BAG PICKUP FOR MARDI GROWL



Special Highlights:

- Volunteers signed up for “one-on-one time with stressed dogs” and many stressed dogs saw improved kennel presentation and better outcomes (Davenport left for foster, and Ed and Starry Night have been adopted).



Young-Williams Animal Center

Foster

176 Foster Placements

20 Dogs Sent to Rescue



Foster puppies



Davenport was on the high priority list to get into foster care, and he finally found a foster match.

Special Highlights:

- The foster department opened positions for volunteer Foster Office Assistants.
- There were 176 animals sent to foster homes in February, including 118 dogs. Another record month for dogs going to foster!
- As more puppies come into our care, our foster department put out a call for more potty pad donations.