

2025

ANNUAL REPORT



Radar



Sweet Pea



Fresa



Dorito



Smokey



The Mission of the Animal Service Center of the Mesilla Valley is to provide safe shelter for all lost, mistreated, and abandoned animals of the Mesilla Valley and surrounding communities. The Center utilizes all avenues available to it in placing each animal into a safe, loving, and permanent home whenever possible. We strive to meet the highest standards of humane animal care and husbandry, and to promote responsible pet ownership through public education and outreach.

Background

The municipal animal shelter facility located in Las Cruces, NM is the only open-admission animal shelter operating in Doña Ana County. The original building located at 3551 Bataan Memorial W, was built in 1985 and operated by a third-party contractor, the Doña Ana County Humane Society (DACHS). The second building which was completed in 2023 is now the main Adoption and Reclaim Center, and is located at 3543 Bataan Memorial W, right next to the original facility. The City of Las Cruces (City) and Doña Ana County (County) have been the primary financial supporters of this facility.

On January 29, 2008, the City and County entered into a Memorandum of Agreement (MOA) to temporarily operate the animal shelter after DACHS notified the City and County that it would no longer operate the animal shelter. The City and County determined it was imperative to enter into a Joint Powers Agreement (JPA) to create an independent public agency to provide animal sheltering and related services. The City and County executed the MOA on August 4, 2008 to create the public agency known as the Animal Service Center of the Mesilla Valley (ASCMV). The JPA and the City MOA were updated in April 2024.

With the update of the JPA, the board charged with governing this agency now consists of local officials and public representatives from both the City and County.

This will be the 16th comprehensive annual report released by the ASCMV, highlighting the progress being made by the agency towards achieving the goals of community education and pet ownership responsibilities during the past year.



Reviewing 2025

2025 was a year of change, adjustment, and forward movement for the Animal Services Center of the Mesilla Valley. While transitions shaped much of the year, our commitment to the animals and community we serve never wavered. The dedication of our staff, volunteers, rescue partners, and supporters carried us through both challenges and meaningful successes.

Throughout the year, ASCMV operated under an Interim Director, Liz Seely, while the search for a permanent leader was underway. Change at the leadership level can be demanding, but our team remained steady. By the end of 2025, the selection of a new Executive Director brought renewed energy and excitement, opening the door to new ideas and the next chapter for the organization.

We also said farewell to a longtime employee as our Admin Operations Manager retired after 17 years of service. This milestone marked a major shift in daily operations and required significant internal adjustments. Even so, the transition created opportunities to strengthen processes and bring fresh perspectives to our administrative work.

Animal welfare work always comes with emotional highs and lows, and 2025 was no exception. A bright spot this year was an increase in adoptions, the highest we've seen in five years. Social media outreach and adoption fee changes in early 2025 played a key role in helping more pets be seen, shared, and ultimately welcomed into new homes.

We also strengthened our medical capacity in 2025 by welcoming a new veterinarian to the team, an important first step toward expanding our spay and neuter capabilities. In addition, ASCMV was awarded state grant funding for spay/neuter services in the fall, further increasing our ability to grow surgery numbers and serve more animals in our community.

Our volunteer program continued to expand in both size and skill. A new Volunteer Coordinator brought fresh ideas and training options to help volunteers grow in confidence and stay engaged longer. This change directly supported consistent and well-managed weekly dog playgroups that improved quality of life for animals in our care.

Through staffing changes, leadership transition, and the day-to-day realities of sheltering, ASCMV remained adaptable and mission driven. As a new chapter begins, we look toward 2026 with openness to change and a continued focus on compassionate care.

Statistical Reports

1. Intake Statistics

- **Total Intake**
- **Monthly Intake**
- **Species Intake**
- **Methods Of Intake**

2. Outcome Statistics – Adoptions, Euthanasia, Reclaims by Owners, Rescue Transfers, etc.

- **Overall Outcomes**
- **Euthanasia**
- **Rescue Transfers**
- **Adoptions**
- **Live Release Rate**

3. Public Services and Community Outreach

- **Public Attendance**
- **Pet Sterilization Surgeries**
- **Community Cat (TNR) and Working Cat Program**
- **Vaccination & Microchipping Clinics**
- **Community Outreach & Public Services**

4. Foster Program

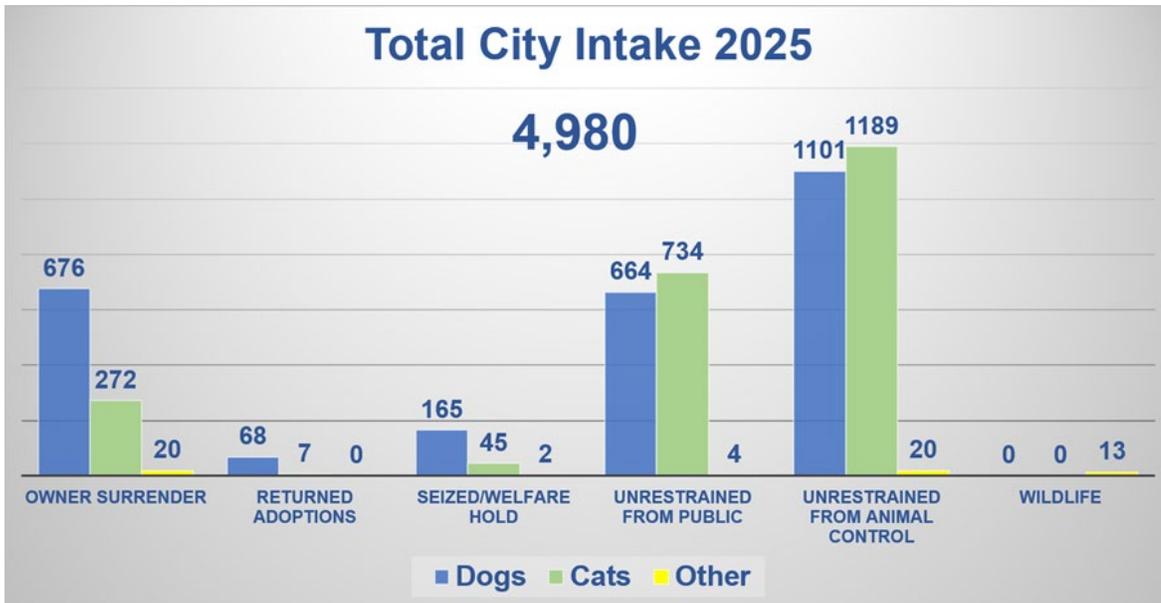
5. Volunteer Program

6. Financial Overview

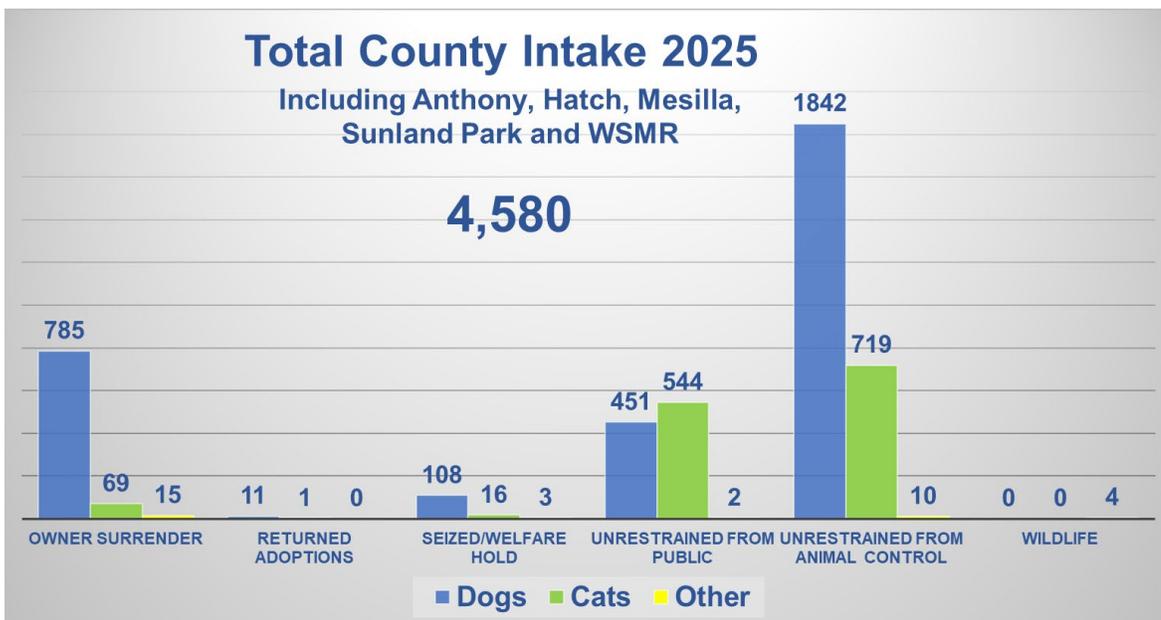
1. Intake Statistics

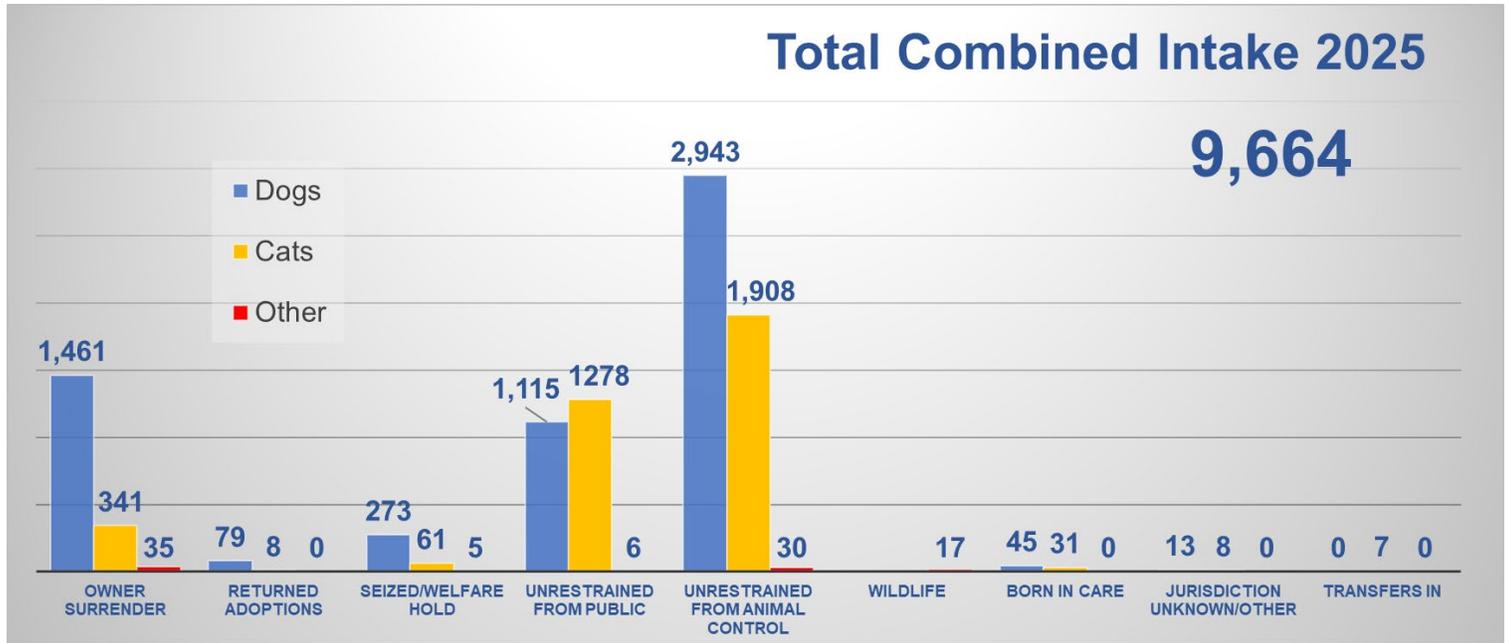
• Total Intakes

The **Animal Services Center of the Mesilla Valley (ASCMV)** is the only **open-admission** shelter in Doña Ana County. Animals enter the center through several different means: **Unrestrained** animals brought in by **Animal Control** or by the **public**; animals **surrendered** by their owners (including **returned adoptions**); animals **seized** or placed on a **welfare hold** by Animal Control; animals **transferred in** from other entities; and animals that are **born while in shelter care**.

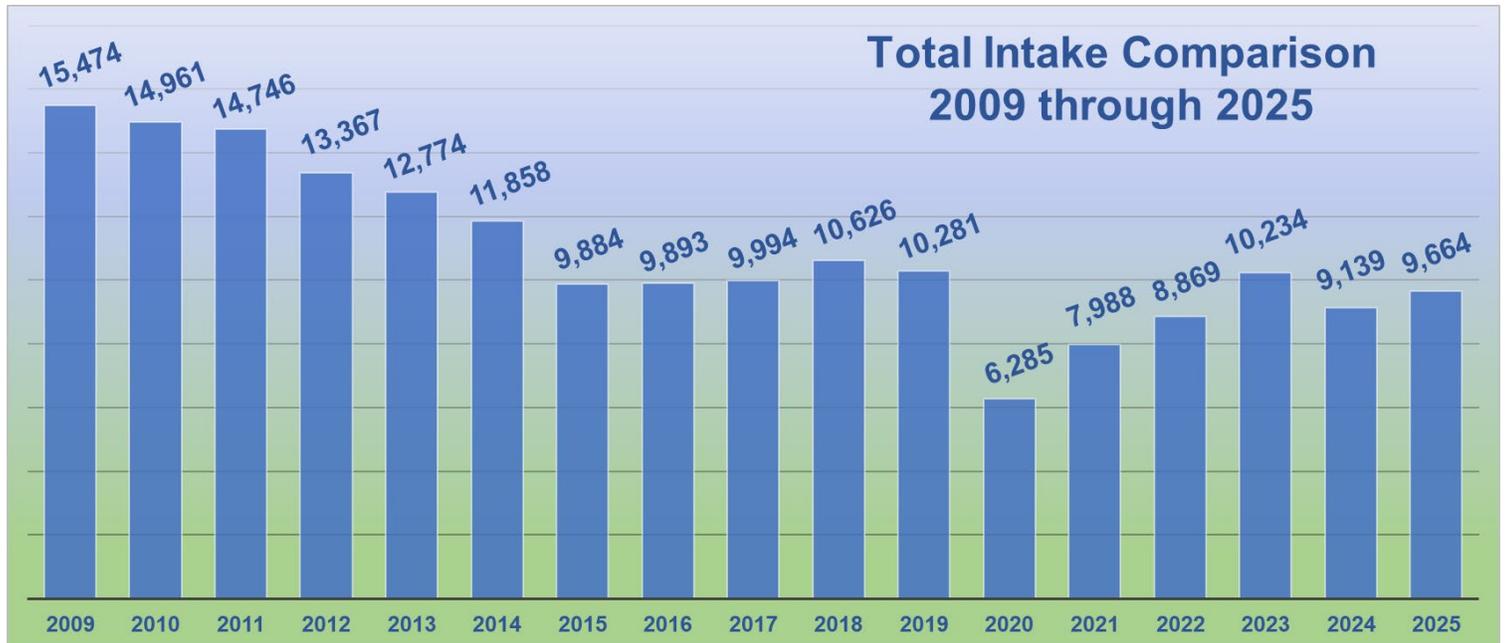


The number of animals brought in from the City of Las Cruces in **2025** was just over **52% of total intakes**, compared to those coming in from the County, which accounted for **just under 48% of total intakes**. The number of animal intakes coming in from the City **increased by just over 200 animals**, from **4,776 in 2024 to 4,980 in 2025**, and the number from the County **increased by over 300 animals**, from **4,233 in 2024 to 4,580 in 2025**.





In **2025**, a total of **9,664** animals entered the center. This was an **increase** of nearly **4.6%** from **2024**.



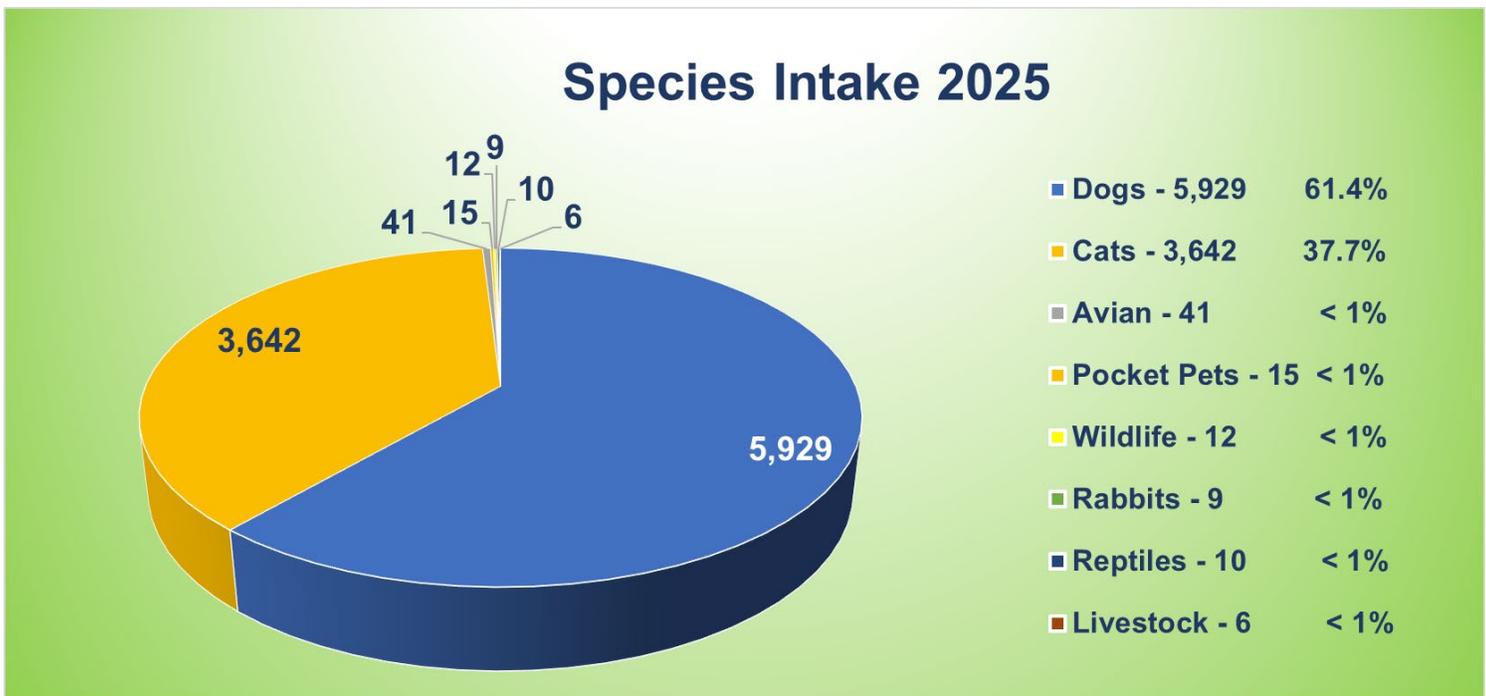
Monthly Intake

A **seasonal** pattern in the **monthly** intake numbers continues over the summer months, with intake numbers increasing slightly.



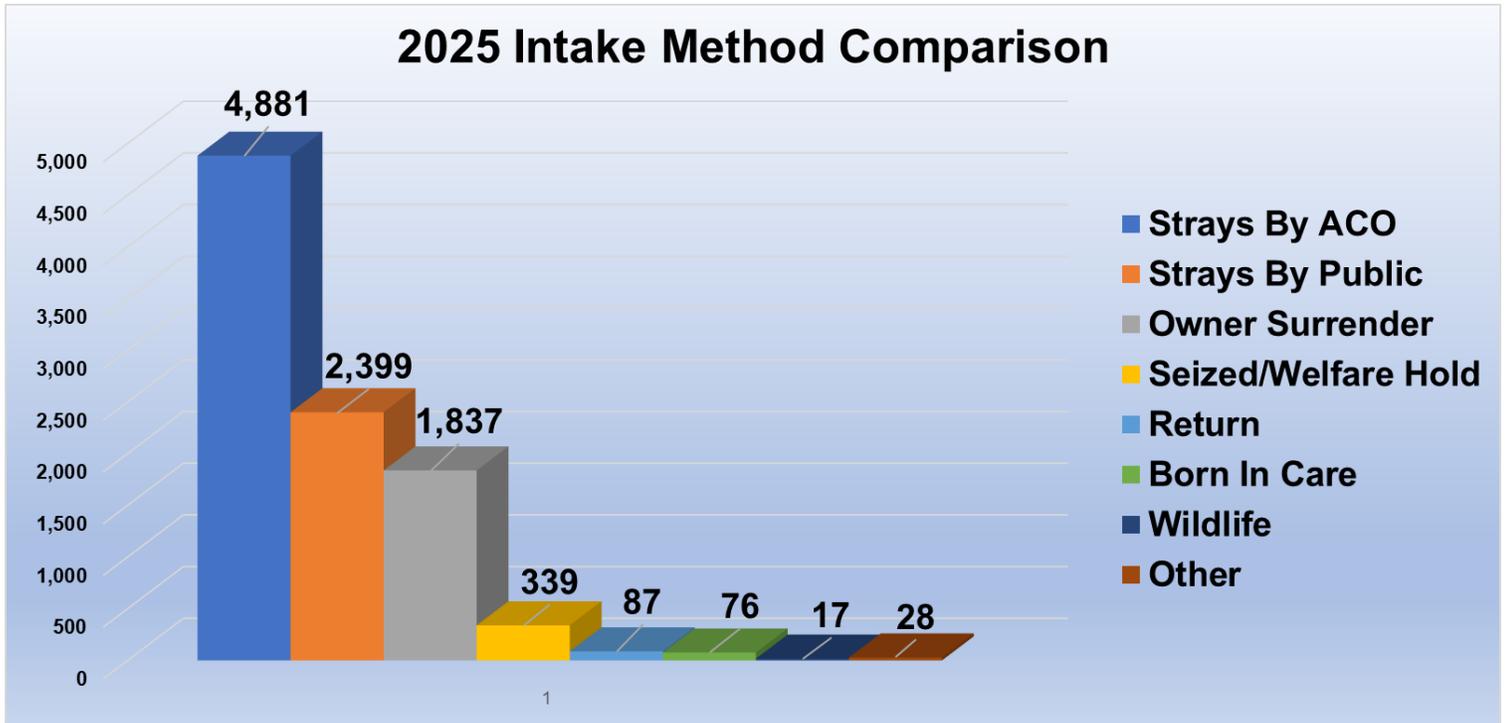
• **Species Intake**

61.4% of total intake in 2025 were dogs, while cats made up **37.7%**. The **total** number of **all other species** combined that entered the center accounted for just over **1%** of all intakes.



• **Methods Of Intake**

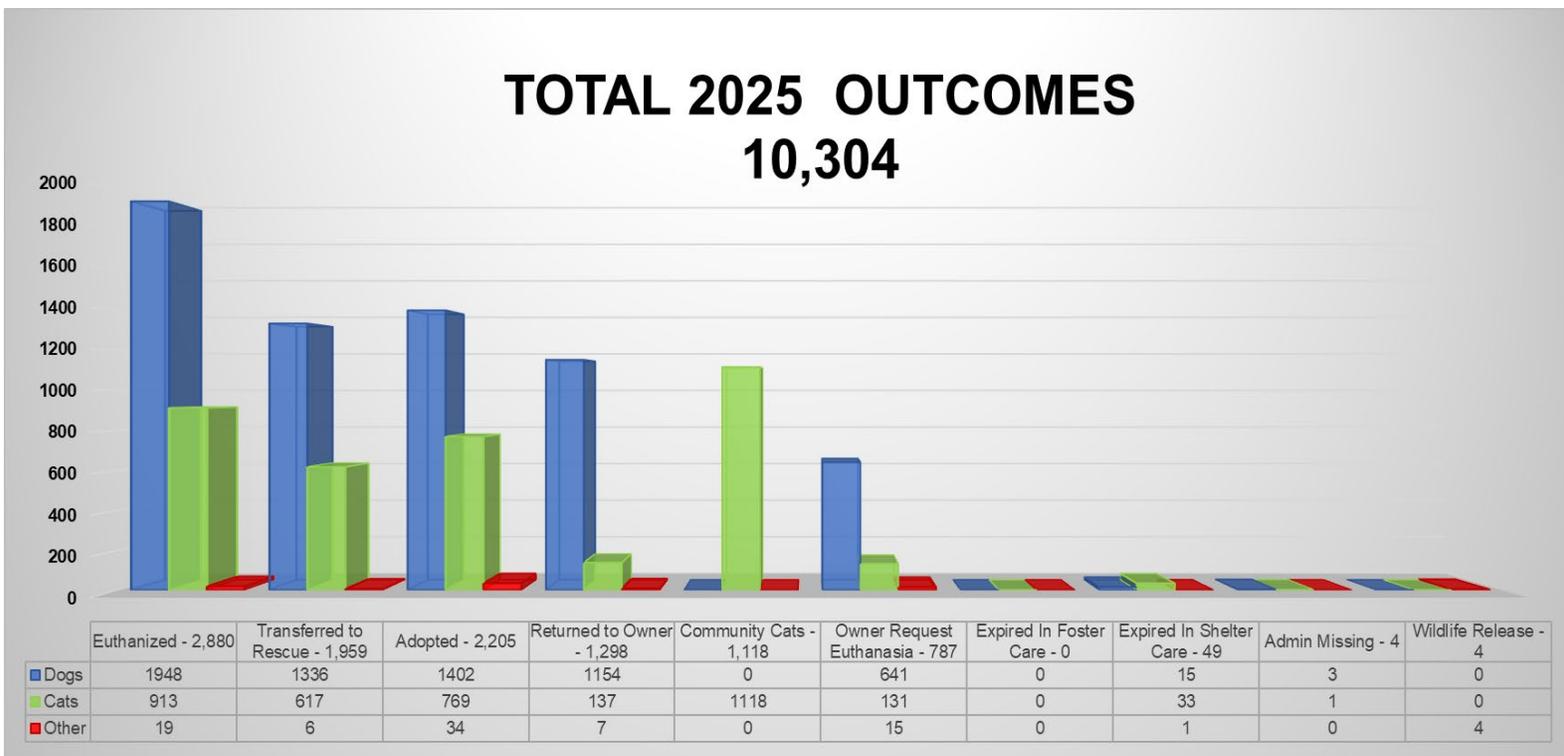
The average number of intakes the ASCMV received in **2025 increased** from last year by approximately **5%**, taking in an average of **27** animals each day. As expected, **Animal Control** brings in over **half** of the animals that enter the center.



2. Outcome Statistics – Adoptions, Euthanasia, Reclaims by Owners, Rescue Transfers, etc.

Just as each animal that enters the ASCMV has an intake category in which it fits, there are also basic potential **disposition**, or outcome, categories for each animal leaving the center. Generally, these are: **Reclaimed by Owner**; **Adopted**; **Transferred** to a reputable rescue organization; **Wildlife Released** back to the environment; **Community Cats**; and the last and least preferable, death (which would include **Expiring in Shelter or Foster care** and **Euthanasia**).

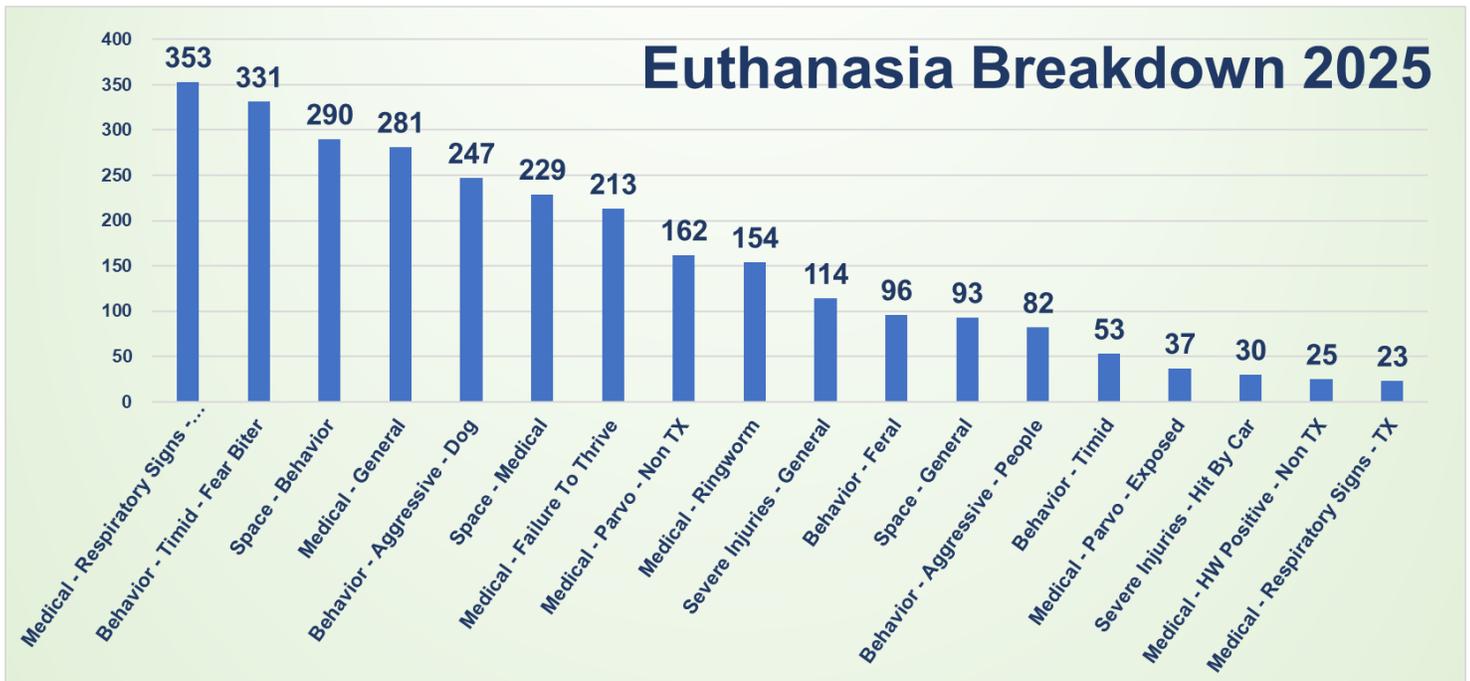
- Overall Outcomes



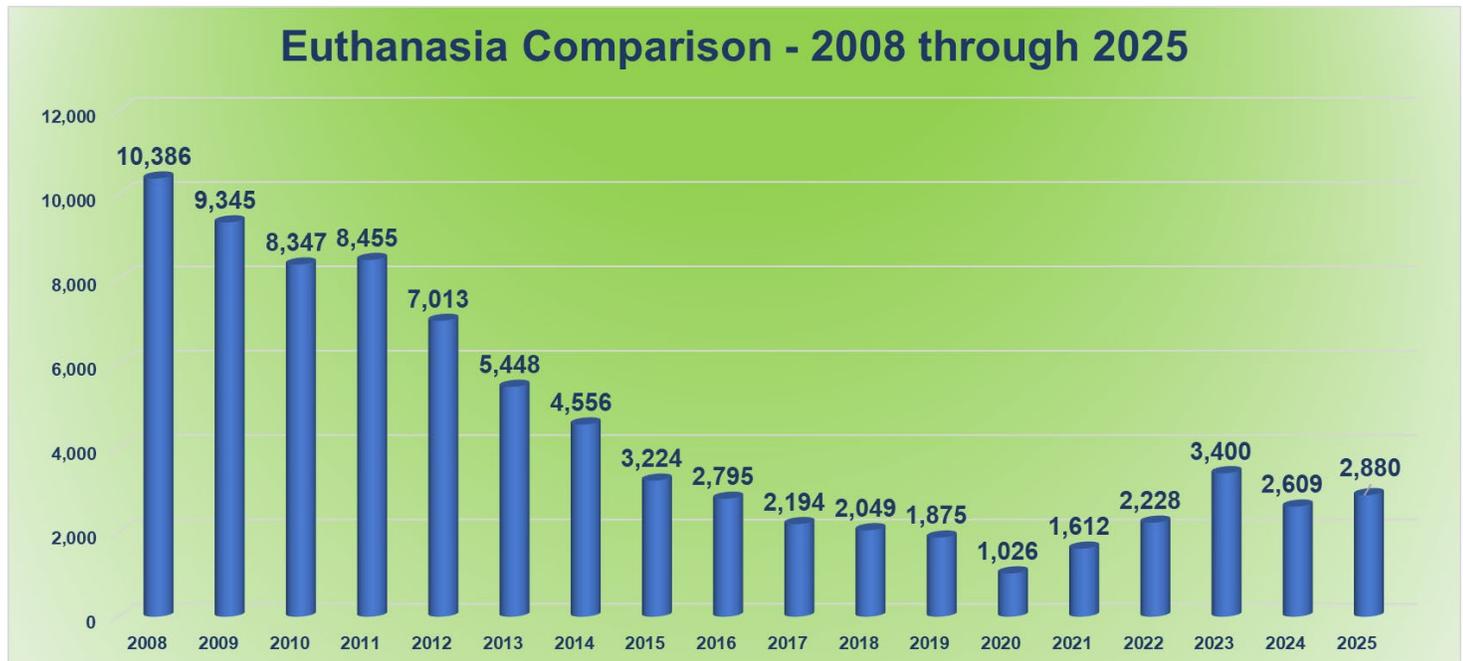
A total of **10,304** animals left the center in **2025**, which was roughly **550 more** than in **2024**. Unfortunately, the **highest** number of **outcomes** was once again through euthanasia at over **27%**.

• **Euthanasia**

The particular **reason** for each decision to **euthanize** an animal at the ASCMV is always determined and documented. Depending on the severity of an animal’s illness, injury, or temperament issue, the ASCMV will isolate and treat such animals, as long as there is space and staff available for such care and treatment. This is part of what is known as the **Capacity for Care**.



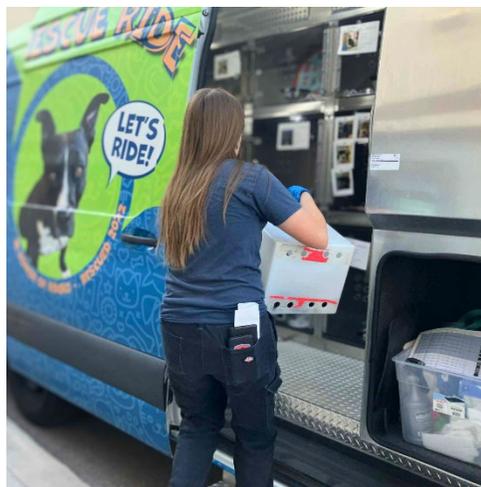
Medical-Respiratory Signs without TX (treatment) was the number one reason for euthanasia in **2025**. One of the greatest **challenges** that the ASCMV faces every day is trying to **reduce** the number of animals euthanized while **maintaining** the Capacity for Care. As long as animals keep entering the ASCMV at a high rate, this challenge will remain.



• **Rescue Transfers**

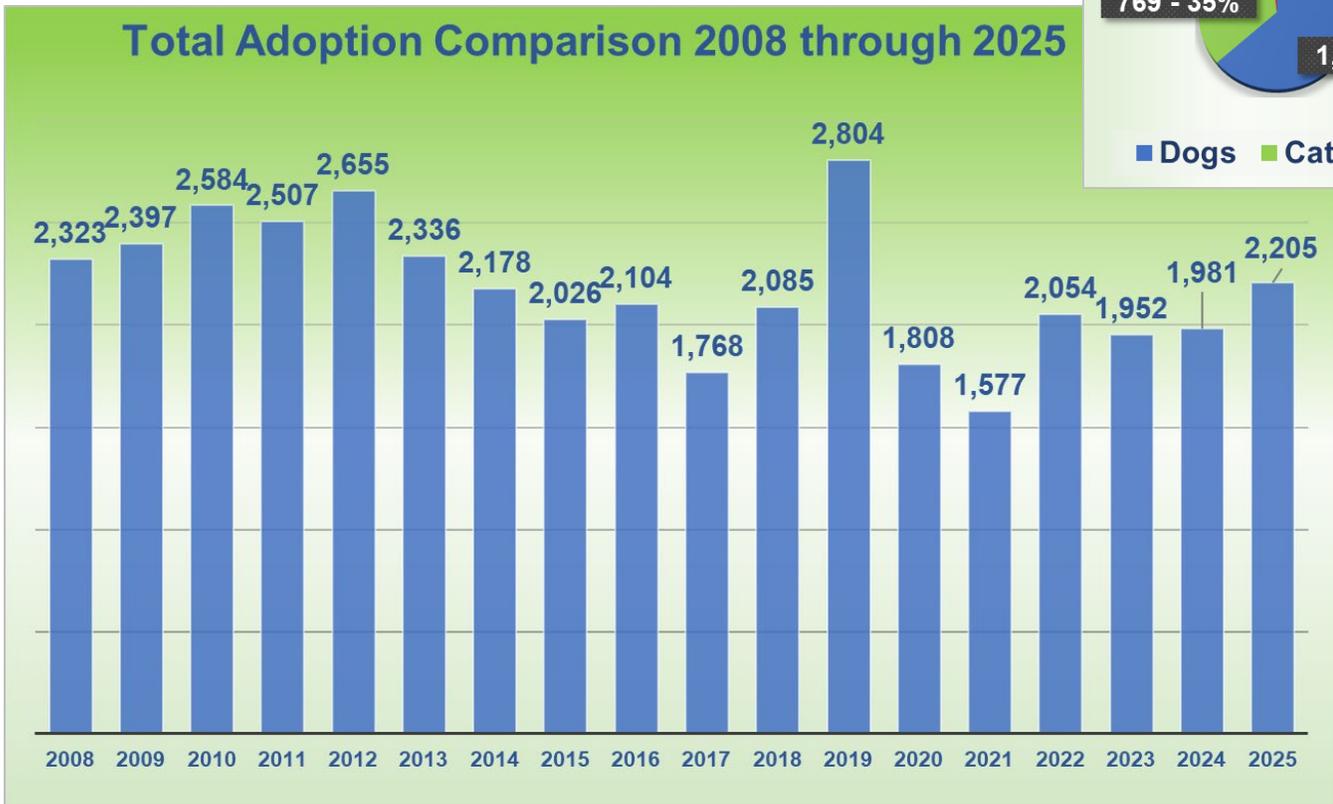
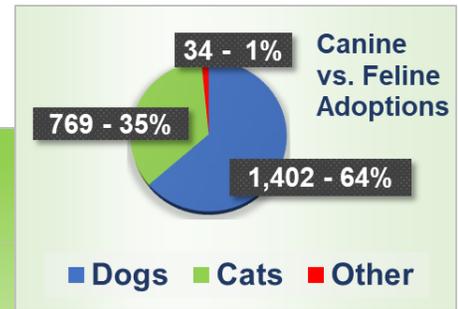


The ASCMV continually works on establishing new **transfer partners**. In 2025, over **1,900** animals left to rescue organizations. Rescue Coordinators work daily with existing partners and **hit the road** several times a month in specialized transport vehicles, driving animals to different locations throughout the country. Our transfer partners are **essential** in helping the ASCMV save lives.



• **Adoptions**

The total number of adoptions **increased** slightly from 2024. Nearly **65%** of the adoptions were **dogs**, and **35%** were **cats**.

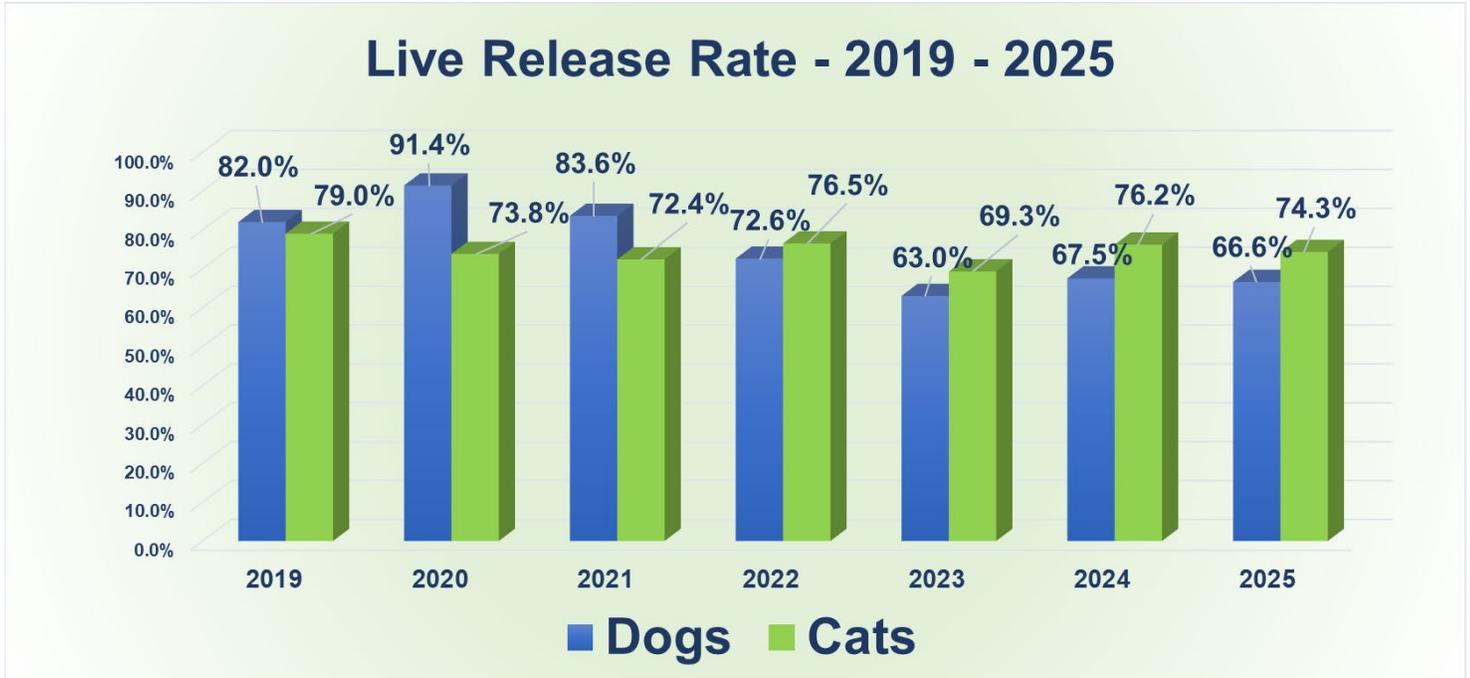


The ASCMV **lowered adoption prices** in early 2025 and held several special adoption promotions throughout the year.

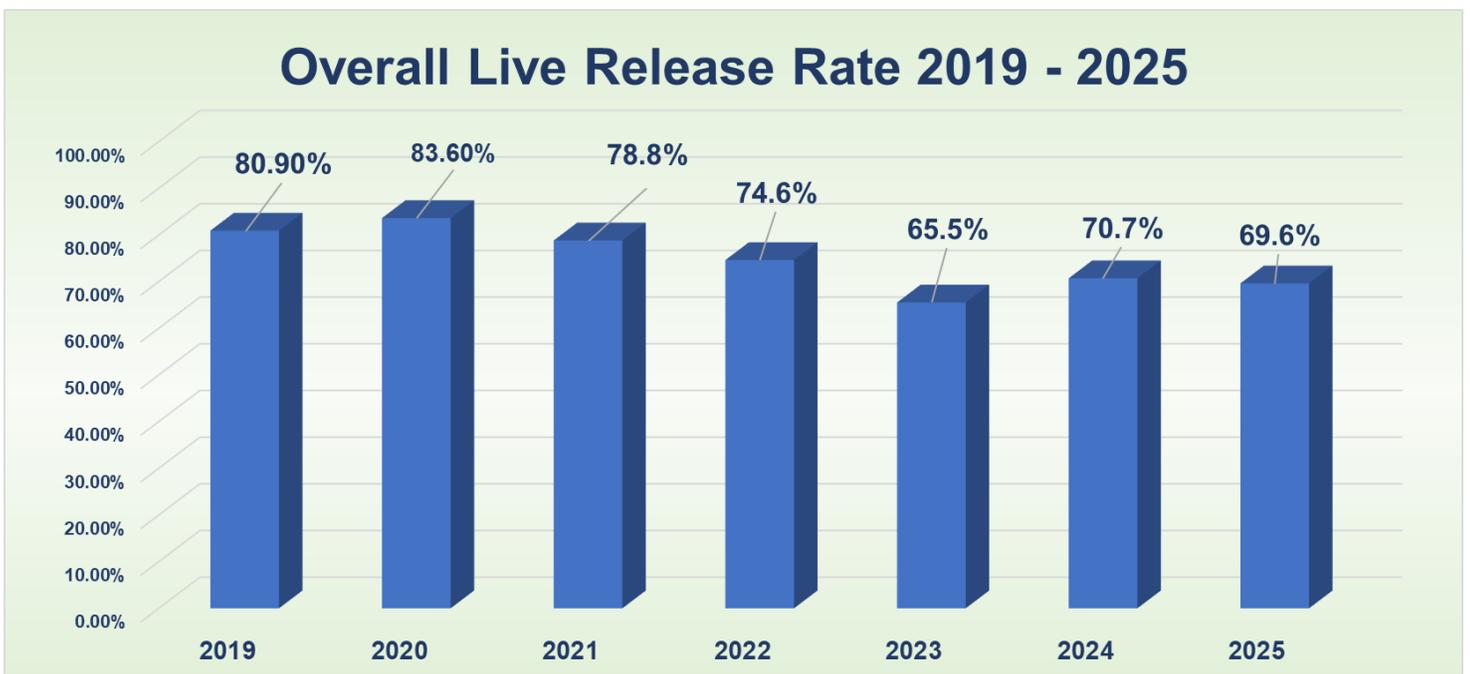


• **Live Release Rate**

It has been over 10 years since the ASCMV began reporting the **Live Release Rate (LRR)** along with the euthanasia numbers in order to give the community a more comprehensive understanding on how the lives of animals coming in and out of the center are affected. The Live Release Rate is the percentage of animals that leave the ASCMV **alive**.



With an increase in intakes in **2025**, we had a slight decrease in our overall Live Release Rate. **Increasing the Live Release Rate** is always one of the goals the ASCMV strives for.



3. Public Services and Community Outreach

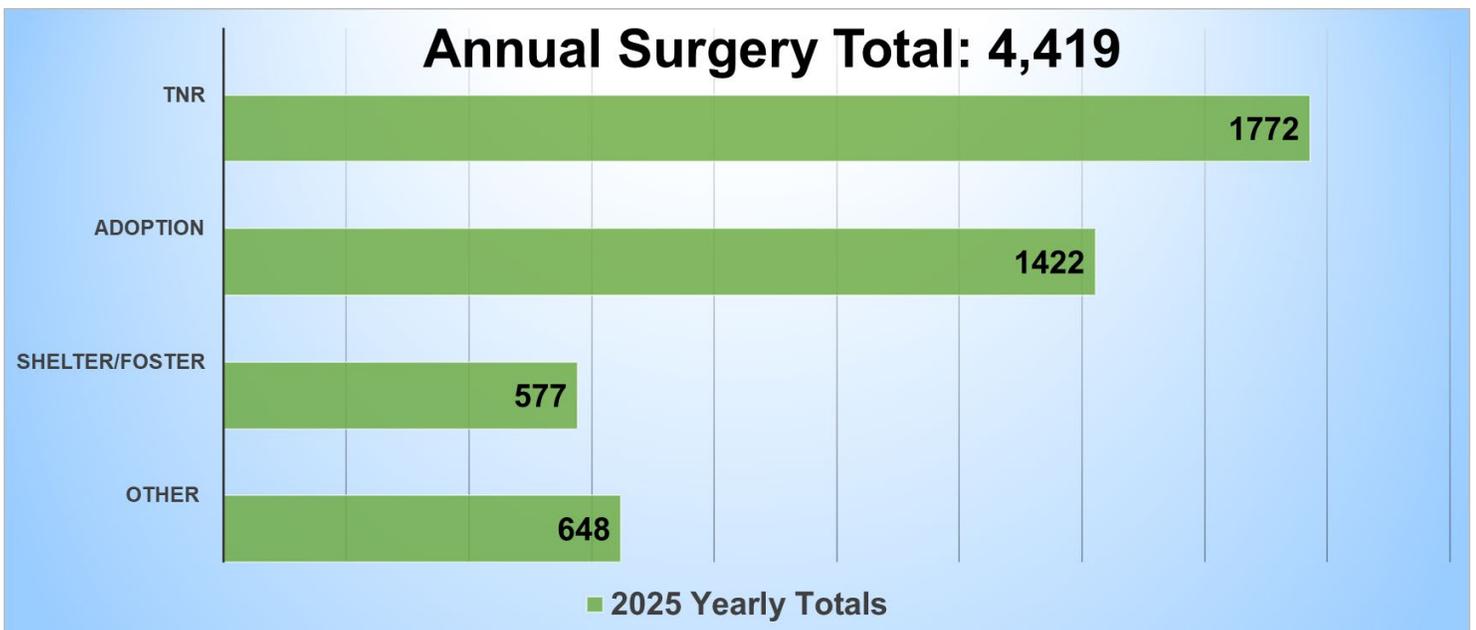
- Public Attendance

The number of **visitors** to the center increased from **20,827** in 2024 to **23,192** in 2025.



- Pet Sterilization Surgeries

Over **4,400** surgeries were performed by the ASCMV's medical team in **2025**. Most of these surgeries were **Community Cats**, also known as **TNR**. Our efforts to **recruit** a full time **Veterinarian** were successful, and we now have two full-time vets, enabling us to complete **more surgeries** at the center.



• **Community Cat (TNR) and Working Cat Program**

In 2025, 1,118 cats were released under our **Community Cat/Trap-Neuter-Release (TNR) program**, a humane initiative designed to improve the well-being of free-roaming, feral or unowned cats in our community. Additionally, our **Working Cat program** aims to find placement for outdoor cats who may not thrive as traditional indoor pets, but might excel in environments like barns, farms, stables and garages.



**TRAP—
NEUTER—
RETURN CLASS**

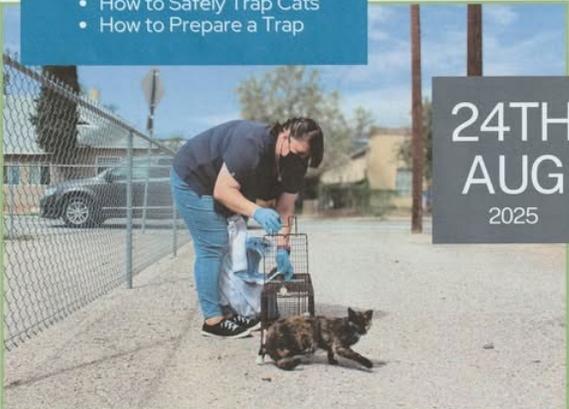
ASCMV & Broken Promises SW invite you to join our Trap-Neuter-Return Class.

What you will learn:

- Rules for Trapping Community Cats
- How to Safely Trap Cats
- How to Prepare a Trap




**24TH
AUG
2025**



In 2025, ASCMV teamed up with local non-profit, **Broken Promises SW**, to offer an exciting **TNR class** for the public to learn how to safely and ethically conduct TNR of feral cats.



• **Vaccination & Microchipping Clinics**

The ASCMV also continued to offer **vaccinations** and **affordable pet identification microchips** to public animals in an effort to help keep pets in **Dona Ana County** safe and healthy. Free vaccines are provided in partnership with **Petco Love**.



Three special drive-through vaccine clinics were held in **2025**, offering low or no-cost **vaccinations** and **microchipping** for both dogs and cats. **Many** man hours were put into making these events successful!

The events were held at the **Field of Dreams** in order to have enough space for the number of cars coming through. Over **5,700 vaccines** were administered, and over **900 microchips** were implanted in **2025**.

Since the ASCMV first began holding these clinics in **2019**, over **4,000 microchips** have been implanted, and over **20,000 vaccines** have been administered.



• **Community Outreach/Social Media**



ASCMV on Facebook:

The ASCMV Facebook page remains a primary **communication tool**, sharing **adoptable animals**, **Pet-of-the-Week** updates, **special events**, and collaborations with **community partners**. In **2025**, Facebook reached a wide audience through organic posts and paid advertising, generating over **7.3 million views** and more than **153,000 page visits**, reflecting strong community engagement. Dedicated Facebook groups for **volunteers**, **fosters**, and **rescue partners** continue to support timely coordination of shelter needs.



 **Marketing Report: 2025**



META ADS

IMPRESSIONS

English: 503K - Spanish: 262K

REACH

English: 88K - Spanish: 58K

CLICKS TO WEBSITE

English: 4.8K - Spanish: 2K
Total: 6.9K

SOCIAL MEDIA

FACEBOOK

Total Views: 7.3 Million
Page Visits: 153K
Content interactions: 81K

INSTAGRAM

Total Views: 272K
Page Visits: 7.9K
Content interactions: 7.3K

WEBSITE

WEB VIEWS

418K

NEW USERS

73K



Additional ASCMV Media:

Instagram added over **272,000 views** and thousands of interactions, further promoting adoptable animals and services. In **2025**, the ASCMV **website** remained a key community resource, generating more than **481,000 page views** and attracting approximately **73,000 new users**. The site provides information on adoptable animals, programs, lost and found pets, stats, volunteering and fostering, with regular updates ensuring information remains accessible and current.



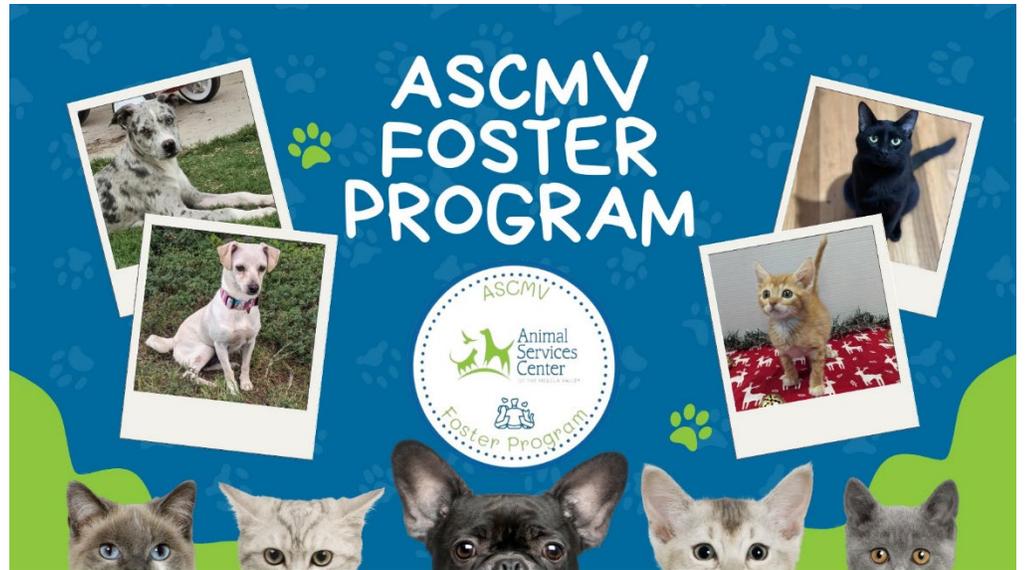
Pet-of-the-Week and other Media:

To promote pet adoptions, ASCMV shares **Pet-of-the-Week** info with media partners, posts videos and photos on ASCMV social media, and provides pet information to City and County **public information officers** for further distribution. ASCMV maintains strong media partnerships with local radio stations and news outlets to help promote wish lists, animals and events. Television crews, including **Telemundo**, also provide coverage of the ASCMV annual **Clear The Shelters** event.



4. Foster Program

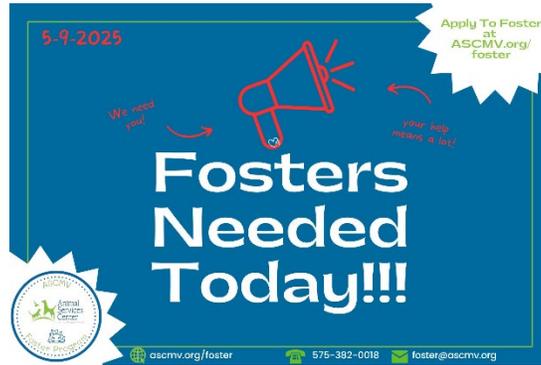
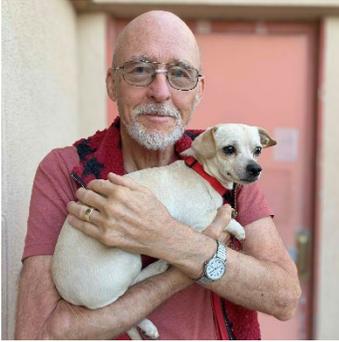
One program that the ASCMV relies on greatly is the **Foster Program**. This unique group of people consists of members from the **public** and from the **ASCMV staff**. We rely on foster homes to make much needed space at the shelter, and also help protect our most vulnerable population, young puppies and kittens, from disease.



The Foster Program also helps us give more animal information to **potential adopters**, increasing the animal's chances of finding their forever home. Over **1,700 animals** entered the program in 2025.



Fosters are also called on to attend **adoption events** to talk about their foster animals and help promote the program. **Foster spotlights** on the **ASCMV Facebook** page give foster parents a chance to showcase their foster animals.



Bottle Feeding 101 Course



All new foster parents attend a **foster orientation** with the Foster Coordinator. This gives them a chance to ask questions and see what type of animal is the best fit for them to foster. We also offer several courses to help fosters learn how to **bottle feed** and care for young animals.

Other Foster Programs – Our foster coordinator also oversees **Doggy Field Trips** and **Foster Sleepovers**, two popular programs that allow pets to be taken out for a fun filled day or kept overnight for potential adoption.



5. ASCMV Volunteer Program



The ASCMV **Volunteer Program** plays a crucial role in helping the ASCMV achieve its mission by providing quality **care and enrichment** to the shelter animals. 2025 was yet another successful year for the program. Volunteers continued to assist with activities such as **dog walking, pet care, adoption events, Dogs Playing For Life playgroups**, and much more!



Volunteer Statistics:

The highest month for active volunteers was October, with **147 participants**. Throughout the year, the number of active volunteers never fell below 60.



In total, our volunteers contributed over **10,000 hours** of work, representing a **52.2% increase** compared to 2024.



Community Engagement:



Our Volunteer Program continues to include members from other local organizations that volunteer to help with events and cleanups. **2025** included members volunteering from **White Sands Federal Credit Union, New Mexico State University,** and local recruits from the **Air Force and Army.**



ASCMV Volunteers helped get our pets seen through a variety of events around town in **2025**, including the **Super Fun Run** event from the **Las Cruces Running Club,** and the **Ruedas Unidas** community event hosted by the **City of Las Cruces.**



Enrichment Programs:

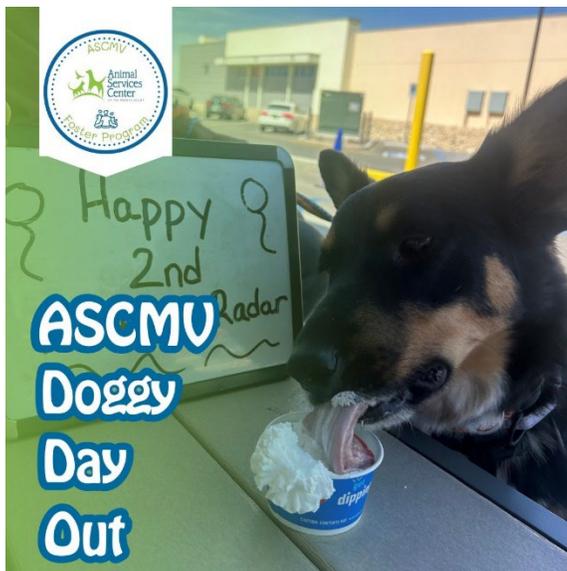
Throughout 2025, **enrichment programs** were able to continue due to our volunteer program, improving the quality of life for pets in our care.

- **Playgroups – Dogs Playing for Life (DPFL)** is a nationally recognized program designed to improve shelter dogs' **quality of life** through playgroups. Weekly sessions are volunteer led, with specially trained volunteers managing the yards and running dogs to and from the kennels for play time. This program has done wonders to improve behavior in our shelter pets.



- **Doggy Day Out –**

The doggy day out program allows volunteers from ASCMV to take a dog on a **field trip** for the day, a much-needed relief from the stressful kennels.



- **Adoption Events** – Volunteers are an essential part of ASCMV off-site and on-site adoption events by helping provide care for the dogs and introducing them to **potential adopters**. In 2025, ASCMV continued to partner with off-site locations, including **PetSmart, Petco, and the Farmers Market**. We held various other events and utilized a new adoption trailer to showcase our pets.



- **Pet Care** – Volunteers played a vital role in assisting staff with pet care, including some grooming needs and socialization.



- **Other volunteer opportunities** – Volunteers helped in all aspects of the organization. In 2025, volunteers helped the **front desk**, took **photos** for animal profiles, **transported** animals to rescues, assisted with **laundry and dishes**, and even helped feed our shelter pets a **holiday meal**.

we our Volunteers

The ASCMV is **deeply grateful** for the hard work and **dedication** of our volunteers, whose efforts provide vital care and enrichment for our shelter animals. The year's **successes** would not have been possible without their unwavering support. We are always seeking ways to expand and improve the volunteer program to enhance both **volunteer satisfaction** and the **quality of life** for the animals in our care. Volunteers are an **essential** part of ASCMV, and their commitment enables us to **fulfill our mission**, providing exceptional care for the animals and creating a positive environment for all. We are **truly thankful** for their continued dedication.



6. Financial Overview

The Board of Directors for the ASCMV and its management value fiscal and programmatic accountability. The ASCMV is the steward for contributions from participating governments and operates as a governmental entity.

Since the ASCMV is operated under a Joint Powers Agreement, the majority of the operating funds are received from equal contributions from the City and the County. The City of Las Cruces is the fiscal agent for the ASCMV. As fiscal agent, the City establishes funds to account for money allocated to a particular purpose, and to demonstrate compliance with legal and contractual requirements. All revenues and expenses are carefully evaluated, such as personnel, utilities, food for the animals, vaccinations, medicines, etc. The budget for the ASCMV runs on a fiscal year from July to June.

Each fiscal year, the ASCMV participates in the same auditing process as the City of Las Cruces. The results of these audits can be found on both the ASCMV and the City of Las Cruces Websites.

