

MUG-Z-MOO

Mid-Year Report

2025 Part 1

Prepared by The Federation
of Humane Organizations of WV
& the WV Department of Agriculture

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DATA

Noun

data (uncountable)

1. (computing) A representation of facts or ideas in a formalized manner capable of being communicated or manipulated by some process.

As each organization answers questions on the West Virginia Spay Neuter Program (WVSNP) application, provides data for Mug-Z-Moo reports, and requests other types of assistance, they are reminded that every number tells a story and data is critical to verify and document outcomes.

While consistent data collection is a challenge nationwide for animal welfare groups, it is impossible in West Virginia. WV has no governing body that defines or requires the collection of data. Currently, the only information being regularly collected is which counties have trained euthanasia technicians, and which veterinarians are registered to practice in WV. Not until the West Virginia Department of Agriculture (WVDA) required spay/neuter data on the WVSNP application did numbers begin to tell a partial story of pet overpopulation in WV.

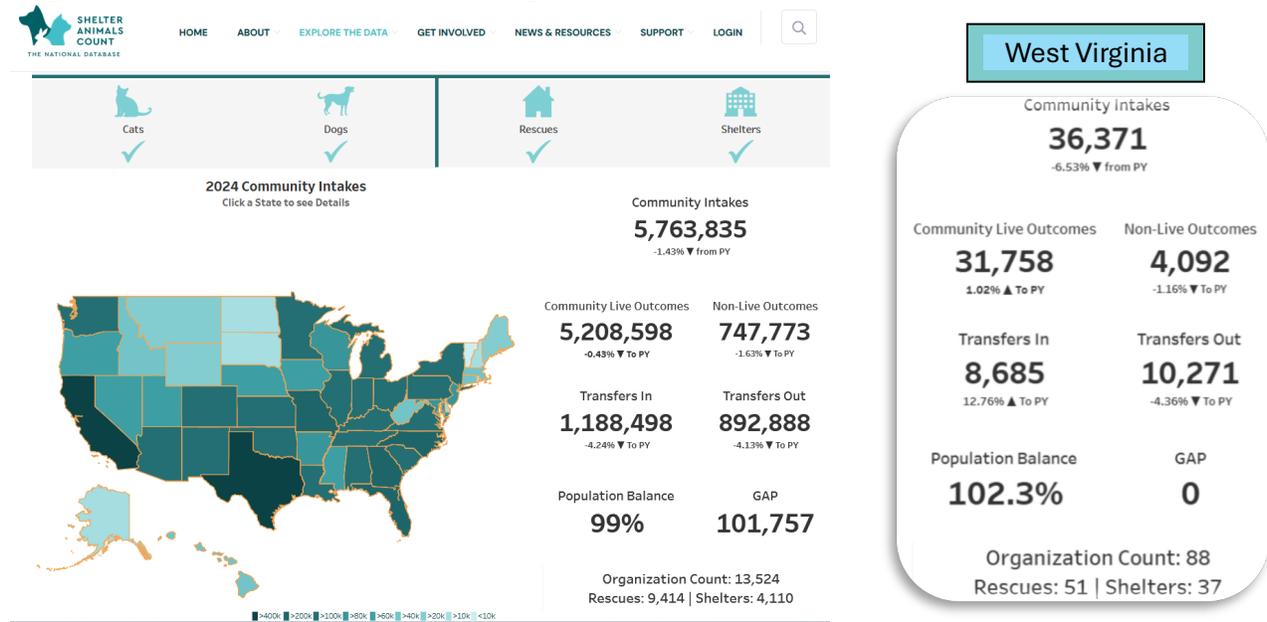
The major difficulties to collect data in WV are: 1) many animal welfare organizations, especially smaller ones, lack the resources (staff, software, training) needed to collect, manage, and analyze data effectively; 2) there is not a single, accepted system for collecting and reporting animal welfare data; 3) assessments often rely on subjective observations of behavior, health, and environmental conditions, which can be prone to bias and interpretation; and 4) there was no incentive when only the larger organizations were seeking grants.

In late 2011, a cross-section of large animal welfare agencies (Maddie's Fund, Best Friends Network, ASPCA, HSUS, and PetSmart Charities) banded together to create and share The National Database, governed by Shelter Animals Count (SAC). SAC collects data from shelters nationwide for intake and live outcome data for dogs and cats. Their data is shared in the aggregate.

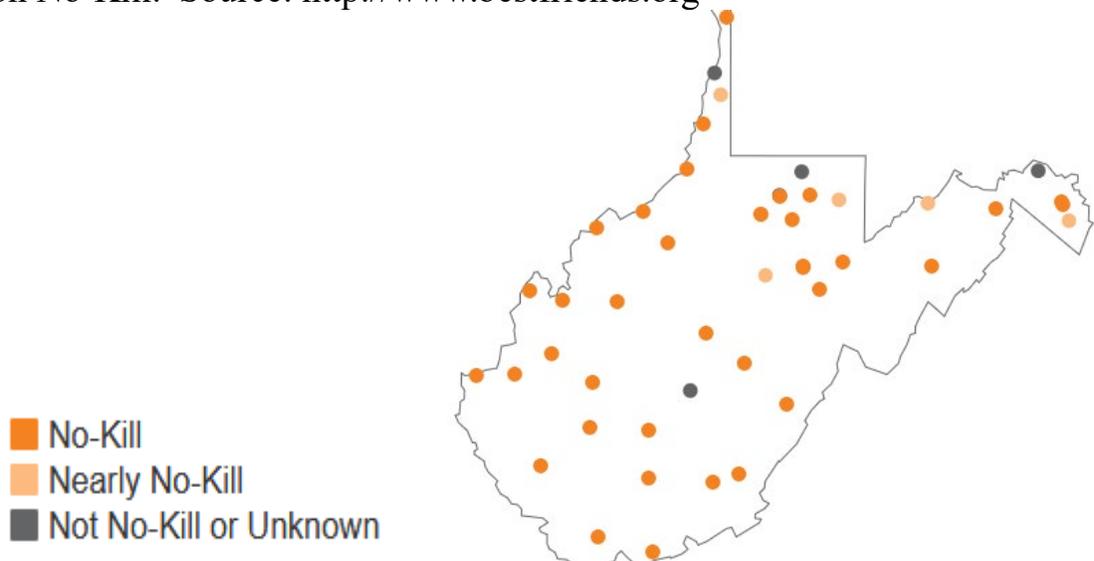
Best Friends Network has since created its own database with a different focus – reporting individual achievements, expanded animal types, offering fewer compatible software programs on which to report, and a 90% save rate challenge in order to receive their no-kill designation.

Following are several examples of online resources using data, as well as demonstrating how data was used during Spay Awareness Day at the WV State Capitol.

Example # 1 The following is a screen print from the 2024 SAC Dashboard shows National Intakes in the aggregate. Insert highlights total WV data. Source: <http://www.shelteranimalscount.org>

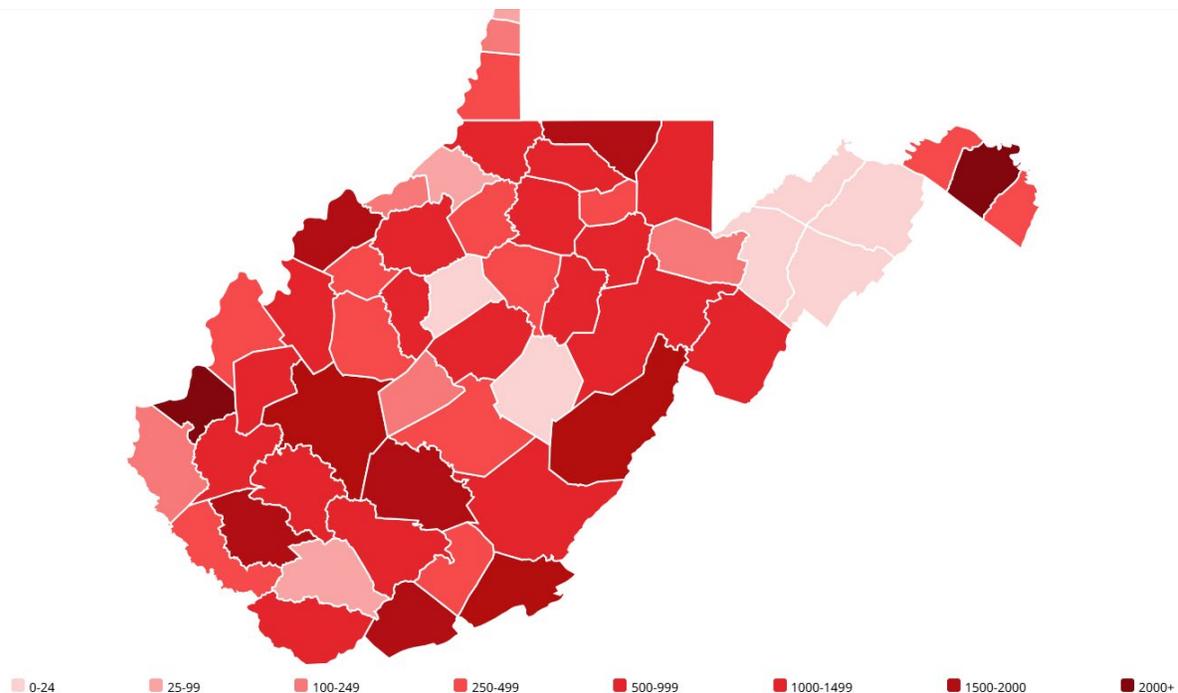


Example #2 This is a screen print from Best Friends' No-Kill Pet Lifesaving Dashboard, Shelter Pet Data Alliance. Organizations are reported individually with emphasis on No-Kill. Source: <http://www.bestfriends.org>



Example #3 This screen print is an interactive image of the State of WV, produced by the West Virginia Department of Agriculture (WVDA), to show total spay/neuter procedures by county by year. The legend shows a range from 1 to 2000+.

Source: <https://agriculture.wv.gov/divisions/animal-health/spayneuter/>



Two student groups from West Virginia University (WVU) collected data and produced graphs that were used during the legislative campaign discussed in the next section. The group’s instructors and students also participated in Spay Awareness Day at the WV Capitol (See pictures on Page 9). A third group, Freshmen Honors students, who are enrolled in an Intro to Business course, also produced a list of state-wide media and Health Departments for dissemination of information.

All of these students will carry our banner for S/N moving forward.

Example # 4 is a sample of the graphs showing “WVSNP by the Numbers” prepared by students from Data Driven WV, a group from the John Chambers College of Business and Economics, Department of Management Information Systems.

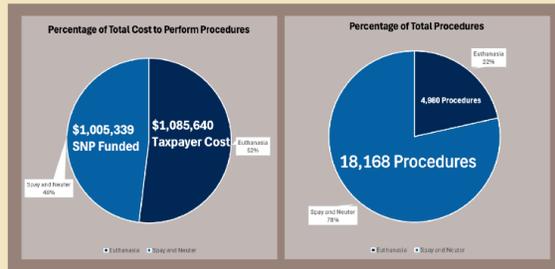
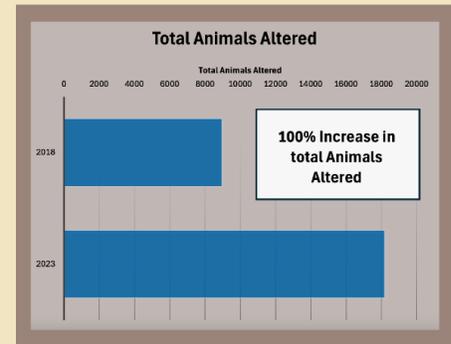
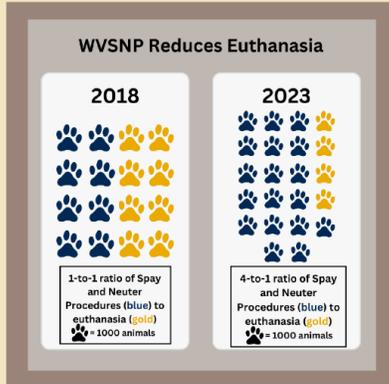
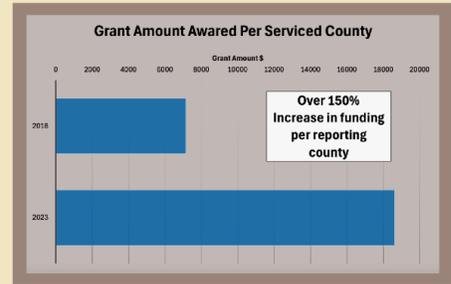
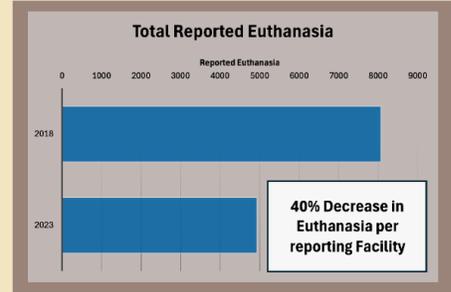
Example # 5 Pre-vet students from the Davis College of Agriculture and Natural Resources’s Davis Michaels Scholarships Program, conducted research to identify animal welfare, animal control, and veterinary resources in WV.

Example # 4



WVSNP by the Numbers

< \$0.01
 is taken from each dollar sale of pet food to provide grants to **76** different shelters spanning **54** counties in WV.
 Estimated pet food company revenue: **\$340 million**
 Estimated fee revenue of WVSNP: **\$450 thousand**

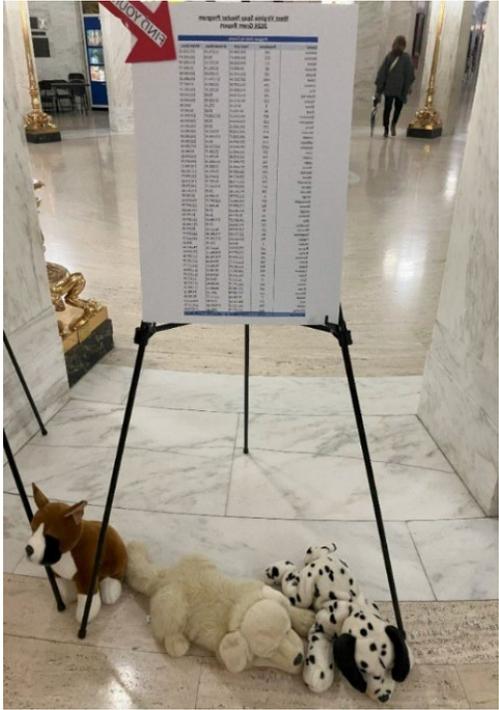


Many posters of graphs and statistics were on display during Spay Awareness Day at the WV Capitol. They were also shown in a Power Point presentation during the evening reception attended by advocates and legislator.

Example # 5 – This spreadsheet includes contact information for 56 WV animal control facilities, 180 WV animal welfare organizations and 407 veterinarians registered to practice in WV.

WV County	Facility Name	Type	County Paid Personnel	County Owned Facilities	Outsource Animal Control	Transfer Animals to Adjoining County Shelter	Open or Limited Access	Email	Phone Number	Mailing Address	City	State
1	WV County											
2	Barbour	Barbour County Animal Shelter	County Shelter	Yes	Yes	No	Limited Access	animalfriendsweb@yahoo.com	304-823-2012	Po Box 452	Phelps	WV
3	Berkeley	Berkeley County Animal Control	County Facility	Yes	Yes	No	Limited Access	slong@cityofmartinsburg.org	304-263-4729	700 South Queen	Martinsburg	WV
4	Boone	Boone County Dog Pound	County Shelter	Yes	Yes	No	Limited Access	304-937-3262	Fostelville	Seth	WV	
5	Braxton	Braxton County Animal Shelter	County Shelter	Yes	Yes	No	Limited Access	braxtonanimalshelter@gmail.com	304-765-2200	10 Animal Shelter La Sutton	WV	
6	Brooke	Brooke County Animal Shelter	County Shelter	Yes	Yes	No	Limited Access	animalshelterbc@yahoo.com	304-394-0800	797 Mac Barnes Dr	Beech Bottom	WV
7	Cabell	Huntington Cabell-Wayne Animal Shelter	Regional Shelter	Yes	Yes	No	Open Access	hcwanimalshelter@gmail.com	304-696-5551	1901 James River Rch	Huntington	WV
8	Clay	Clay County Animal Shelter	County Shelter	No	No	Yes	Limited Access	304-687-2134	174 Main Street	Clay	WV	
9	Doddridge	Doddridge County Humane Society	Non-Profit Shelter	No	No	Yes	Limited Access	doddridgehumanesociety@gmail.com	304-873-2740	1286 Wiseman Run	West Union	WV
10	Fayette	New River Humane Society	County Shelter	Yes	Yes	No	Limited Access	fcacc@gmail.com	681-220-1067	PO Box 40	Oak Hill	WV
11	Gilmer	None	None	No	No	Yes	None					
12	Grant	Grant County Animal Shelter	County Shelter	Yes	Yes	No	Limited Access		304-257-2430	204 Virginia Avenue	Petersburg	WV
13	Greenbrier	Greenbrier County Humane Society	County Shelter	Yes	Yes	No	Open Access	info@greenbrierhumane.com	304-645-4776	151 Holiday Lane	Lewisburg	WV
14	Hampshire	Hampshire County Animal Shelter	County Shelter	Yes	Yes	Yes	Open Access	hampshirescountyac@gmail.com	304-359-6226	155 Kier Drive	Augusta	WV
15	Hancock	Hancock County Animal Shelter	County Shelter	Yes	Yes	No			304-387-4102	715 Gas Valley Rd	New Cumberland	WV
16	Hardy	The Humane Society of Hardy County	County Shelter	No	Yes	Yes	Limited Access	hshcw24@gmail.com	could not find	P.O. box 102	Old fields	WV
17	Harrison	Harrison County Animal Control	County Facility	Yes	Yes	Yes	Open Access	N/A	304-592-1876	2420 Salties Road	Shinnston	WV
18	Jackson	Jackson County Animal Shelter	County Shelter	Yes	Yes	No	Open Access	N/A	304-372-6064	80 County Farm R	Cottagesville	WV
19	Jefferson	Jefferson County Animal Control	County Facility	Yes	Yes	No	Open Access	animalcontrol@jeffersonco.wv.gov	304-728-3289	161 Poor Farm Rd	Kearneysville	WV
20	Kanawha	Kanawha County Humane Association	Non Profit	No	No	Yes	Open Access	info@adoptcharleston.com	(304) 342-1576	1248 Greenbrier St	Charleston	WV
21	Lewis	Lewis-Upshur County Animal Control Facility	County Facility	Yes	Yes (by both)	No	Open Access	jcochrane@upshurcounty.org	304-472-3865	318 Mud Lick Rd	Buckhannon	WV
22	Lincoln	None	None	No	No	Yes	none	none				
23	Logan	Logan County Animal Shelter										
24	Marion	Marion County Animal Shelter	County Shelter	Yes	Yes	not Sure	Limited Access	mchcwnokillshelter@gmail.com	304-366-5391	PO Box 905	fairmont	WV
25	Marshall	Marshall County Animal Shelter	County Shelter	Yes	Yes	not Sure	Limited Access	mccasw@gmail.com	304-845-87700		Moundsville	WV
26	Mason	Mason County Animal Shelter	County Shelter	Yes	Yes	N/A	Limited Access	mccasw@yahoo.com	304-675-6458	1965 Fairground Rd	Poam Pleasant	WV
27	Mercer	Mercer County Animal Shelter	County Shelter	Yes	Yes	No	Open Access	mccas@fontaine.net	304-425-2838	961 Shelter Rd	Pincaton	WV
28	Mineral	Mineral County Animal control	County Facility	Yes	Yes	No	Limited Access	N/A	304-788-6720	600 Parkview Dr	Keyser	WV
29	Mingo	Mingo County Animal Control	County Facility	Yes	not sure	No	Limited Access	N/A	304-235-0252	451 Innesome valley	Williamson	WV
30	McDowell	McDowell County Humane Society	Donation shelter	No	No	No	Open Access	mcdhsw@gmail.com	304-436-2185	109 Bone Dog Dr	Superior	WV
31	Monongalia	Monongalia County Canine Adoption Center	County Shelter	Yes	Yes	No	Limited Access	djohnson@monongaliacounty.gov	304-696-5551	106 Lockside Rd	Morgantown	WV
32	Monroe	Monroe County Animal League	Volunteer program	No	No	No	Limited Access	mcalw@hotmail.com	304-772-4445	P.O. box 343	Union	WV
33	Morgan	Humane Society of Morgan County	Volunteer program	No	No	Yes	Open Access	hsmc-wv@peoplepc.com	304-258-5592	5366 valley road	berkeley spring	WV
34	Nicholas	Nicholas County Animal Shelter	County Facility	Yes	Yes	No	Open Access	nicholasanimalshelter@yahoo.com	304-872-7877	229 Stadium Dr	Summersville	WV

Posters on display in the WV Capitol encouraged visitors to locate their county and learn how many unaltered dogs and cats might be living in their county, or how many WVSNP procedures were performed and dollars spent in their county. WVDA also filled a table with information and brought a pull-up banner featuring WVSNP.



Conclusion: We know that each organization should be collecting data for strategic planning, fundraising, grant writing, recruiting, and education. Our challenge is how to REQUIRE each organization to keep the same statistics and report that data to a central collection point.

INFLUENCE

Noun

influence (plural influences)

1. The power to affect, control or manipulate something or someone; the ability to change the development of fluctuating things such as conduct, thoughts or decisions.
-

Since 2023, the Mug-Z-Moo grant has had considerable influence on the WVSNP and its participants – above and beyond the financial benefits. Increasing the available funding has not only saved many more lives, but it has also increased enthusiasm and confidence among a group of people more accustomed to impossible struggles and compassion fatigue. These individuals are now sharing their data to tell their stories and involve their communities in their solutions.

This chapter highlights how WVSNP and Mug-Z-Moo inspired the grant recipients to use their influence to advocate for legislation in 2025 that will have a long-term positive effect on pet population in WV.

WVSNP came into existence when HB 2552 was passed into law in 2013. The funding bill which approved a small increase in the Pet Food Registration Fee was passed in 2017. Unfortunately, a sunset clause was included that would automatically end the program in 2027.

Rather than wait until 2027 to amend the law, the board of the Federation of Humane Organizations of WV (FOHO WV) voted to take action in 2025 to amend the law to remove the clause. Then, if necessary, the board would try again in 2026 and make a final effort in 2027. If unsuccessful in all three years, the board realized that efforts to pass a new law, new rules, and new funding would not begin until 2028, creating a gap of a minimum of one year in the program, opening opportunities for the pet food industry to lobby against the collection of fees that currently fund the program. The time for action was now, not later.

In October 2024, FOHO WV Board members began holding Zoom meetings to encourage the grant recipients to begin telling their story about how WVSNP made a difference in their communities. FOHO WV and the WV Voters for Animal Welfare (WVVAW) began discussions on their web and Facebook pages. Bills were written and sponsors were found for a bill to be submitted to both the House and Senate that would amend §19-14-5 of the WV State Code.

From November 2024 to February 2025, emails were sent state-wide. Grant recipients were asked to meet their representatives in their office, write letters, and send emails to advocate for WVSNP. Plans were underway to provide outreach at the Capitol for Spay Awareness Day – including lots of information, data, and posters. All grant recipients were encouraged to join FOHO WV and WVVAW in Charleston for this very important event.

On March 25, we all traveled to Charleston for Spay Awareness Day. Information tables were set up in the WV Capitol rotunda, including flyers, literature, posters, and cute dogs and cats. Printed copies of a fact sheet (Attachment #1) were provided to attendees to be shared with visitors and legislators.



The Red Pack was everywhere!

The House bill passed 93 to 5 and was moved to the Senate. It was immediately amended but never returned to the House. The Senate bill also died in the Senate.

Our savior was the WVDA. They amended HB3000, their commercial feed bill that was working its way through Senate committees, to also remove the sunset clause. Both houses concurred and the bill to change WV State Code was signed into law by Governor Morrissey April 28, 2025.

The animal welfare community has so much appreciation for the WV Department of Agriculture’s support. Their leadership, collaboration, and influence saved the day, not to mention all the other days they devote to WVSNP.

Conclusion: Most, if not all, grant recipients who advocated for the passage of these bills during the 2025 legislative session had never been involved in political advocacy - on any level. Because of WVSNP and Mug-Z-Moo, the staff and volunteers of our animal welfare organizations were inspired to step out of their daily routines and join others to fight for this life-saving program and make a larger difference for their human and animal communities.

Spay Awareness Day at the West Virginia Capitol March 25, 2025



Spay Neuter Awareness Day at the Capitol
March 25, 2025

You are invited!
Reservations required!

The Clay Center
 Hosted by FOHO WV

Reception
 5:30 - 7:30
 Hors d'Oeuvres
 Drinks
 Dessert
 Conversation/Education

Champions of WWSNP, Legislators....
Show your support by attending!

Please R.S.V.P. to Amy Moloney
 amy@saddlebackservices.org
 or call 304-667-4877



OUTCOME

Noun

outcome (plural outcomes)

1. That which is produced or occurs as a result of an event or process.

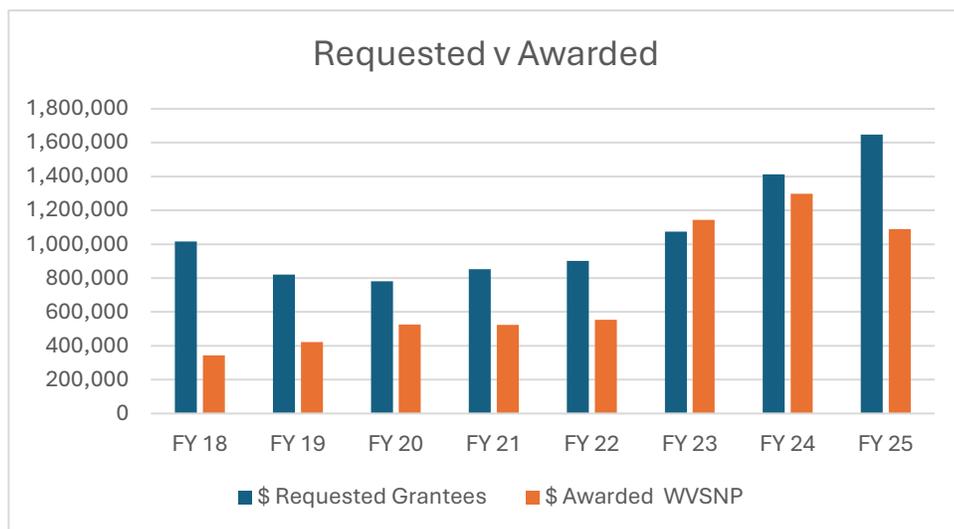
INPUT (money & people resources) + OUTPUT (surgeries performed) = OUTCOME (fewer animals indiscriminately breeding and producing offspring that have no hope of finding a forever home).

The expected outcome for every animal welfare organization is to save lives – by sheltering, fostering, adopting or transporting. But spay/neuter, the only viable, 100% solution to reducing pet overpopulation, ultimately saves the most lives. In recognition of the importance of S/N, West Virginia state law requires that, before adoption, animals must be S/N or the new caregiver must sign a contract to S/N before six months of age or face returning the animal to the program.

Since 2018, the WV Department of Agriculture (WVDA), the agency responsible for managing WWSNP, establishes the annual grant budget based on the collection of the Pet Food Registration Fee, paid by pet food companies selling in WV.

Because the grant requests have always exceeded the available funds, WVDA has used a variety of methods to rank organizations. In 2025, the priority considerations included the amount of the request, the matching funds, their grant history, and if

the organization is a clinic or serving low-income populations. Once these rankings are determined, the process of balancing the requests with available funds begins. Even though requests continue to rise every year, no organization has been left empty-handed since 2023, thanks to the Mug-Z-Moo grants.



Mid-Year Grant Summary

As of this report, WVDA has reimbursed \$261,909.95 to WVSNP grantees. Invoices have been submitted for procedures on 1,980 cats, 775 dogs, and 1,103 community cats from January 1 to May 29, 2025. Even though the grant period is retroactive January 1, many smaller groups don't start spending until the contract is signed mid-March.

West Virginia Spay Neuter Program Report 5/29/2025

Summary of Procedures and Cost				
Animal / Procedure	Count	Total Cost	Grantee Share	WVDA Share
Cat	1980	\$ 151,091.43	\$ 30,647.19	\$ 120,444.24
Spay	1010	\$ 88,759.73	\$ 18,085.41	\$ 70,674.32
Neuter	970	\$ 62,331.70	\$ 12,561.78	\$ 49,769.92
Community Cat	1103	\$ 81,663.11	\$ 14,878.57	\$ 66,784.54
Spay	627	\$ 51,738.82	\$ 9,446.87	\$ 42,291.95
Neuter	476	\$ 29,924.29	\$ 5,431.70	\$ 24,492.59
Dog	775	\$ 94,599.65	\$ 19,918.48	\$ 74,681.17
Spay	466	\$ 61,472.29	\$ 12,827.34	\$ 48,644.95
Neuter	309	\$ 33,127.36	\$ 7,091.14	\$ 26,036.22
Grand Total	3858	\$ 327,354.19	\$ 65,444.24	\$ 261,909.95

	Total Cost	Grantee Share	WVDA Share
Cat Spay	\$ 85.83	\$ 16.82	\$ 69.01
Cat Neuter	\$ 63.80	\$ 12.44	\$ 51.36
Dog Spay	\$ 131.91	\$ 27.53	\$ 104.39
Dog Neuter	\$ 107.21	\$ 22.95	\$ 84.26

Other Information			
Transportation	Sum of Total Cost	Low Income	Count
Mileage	\$ 5,395.75	Yes	209
Grand Total	\$ 5,395.75	Grand Total	209
Miles (@ \$0.67)	8,053		

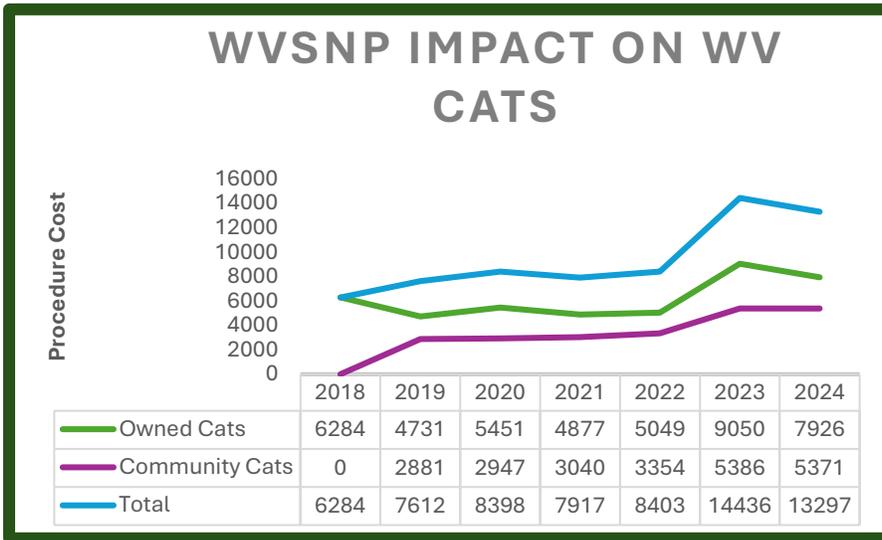
Multi-Year Comparison

	WVSNP					WVSNP + MZM		
	FY 18	FY 19	FY 20	FY 21	FY 22	FY 23	FY 24	FY 25
# Apps Rcv'd	60	72	68	69	71	77	84	94
# Grants Awarded	47	56	64	68	69	76	84	94
\$ Grant Requested	1,015,332	821,097	781,170	852,010	901,969	1,074,948	1,412,000	1,647,000
\$ Awarded WVSNP	343,003	422,266	525,112	523,757	552,885	1,144,325	1,297,500	1,089,000
\$ Matched Grantee	452,320	454,055	398,531	407,420	445,274	427,822	357,375	357,167
Spent WVSNP	321,953	368,955	423,077	420,958	464,480	1,005,339	1,197,102	
Spent Grantee	216,111	244,360	263,624	232,693	264,686	410,708	320,723	
TOTAL Spent	538,064	613,315	686,701	653,651	729,166	1,416,047	1,517,825	
# Procedures	8,953	9,927	10,590	9,774	10,279	18,168	17,406	
Avg Cost/procedure	60.1	61.78	64.84	69.95	70.94	77.94	87.2	

🐾 Observing the increased number of applicants over eight years (60 in 2018 to 94 in 2025) indicates that the word is spreading about the availability of state-wide funding and grant writing skills are obviously improving.

- 🐾 Since 2013, the average cost for a S/N procedures has increased \$27.10.
- 🐾 WVSNP grantees have spent nearly as much in two years (2023 & 2024) as they spent in total during the previous five years, thanks to Mug-Z-Moo and an increase in the grantees' match.

In 2019, WVSNP began reporting owned cats and community cats separately. All



cat numbers increased when the WVSNP budget doubled in 2023. Procedure for owned cats dropped by 1,124 in 2024, while surgeries for community cats declined by only 15. These numbers demonstrate our sustained effort to help free roaming cats – an impressive and hard-earned statistic.

“In order to produce significant population declines, Free Roaming Cat Management should incorporate four critical elements: different levels of effort, targeted defined areas, sustained effort, and basic cat counting.” Excerpts from United Spay Alliance FRC Management Summary.

Trap-Neuter-Vaccine-Return (TNVR) has become a more socially acceptable solution to preventing countless births, helping free-roaming cats live healthier, longer lives, reducing human animal tension, lowering the spread of zoonotic diseases, and reducing the number of cats entering shelters.

Conclusion: Input = Every year, more and more groups are successfully applying for and receiving this sought-after grant. Output = Every year, thousands of dogs and cats are sterilized by WV clinics and vets. Outcome = Every year, fewer animals enter the state shelters, fewer animals are euthanized, and fewer unwanted/homeless puppies and kittens are being born.

Unexpected Outcomes = Thanks to the pet food companies, the Department of Agriculture, and Mug-Z-Moo, our non-profits and government shelters are learning the importance of data collection, how to tell their story, how to wield their influence, and how important it is for animal welfare to be involved in and supported by state and local laws.



WEST VIRGINIA SPAY NEUTER PROGRAM

- [HB2552](#) passed in 2013, [Rules](#) passed in 2015, [Funding](#) passed in 2017
- Began accepting applications in 2018.
- **\$450,000** collected from a small increase in pet food registration fee – no taxpayer money involved
- **\$356M** pet food sold in WV – one tenth of one percent (.001%) is provided to WVSNP
- A state-wide grant program managed by the WV Department of Agriculture
- Funds granted to WV 501(c)3 animal welfare non-profits and WV government shelters
- Efforts recognized by Mug-Z-Moo Foundation that added **\$1,350,000** over three years to increase spay/neuter surgeries for WV animals
- To date, **\$4,194,743** paid to WV veterinary clinics performed by vets registered in WV
- Total spent includes a **\$1.9M** matching funds committed by some recipients
- **85,115** WV dogs & cats sterilized in 7 years, each guaranteed to receive a rabies shot
- Average cost paid by WVSNP for spay/neuter surgeries is **\$98.48** per animal
- Average cost paid by WV taxpayers to euthanize homeless animals is **\$218** per animal
- WV taxpayers in all 55 counties pay to shelter and euthanize homeless dogs and cats every year
- Hundreds of thousands of taxpayers' dollars can be saved by reducing pet overpopulation
- Dogs can reproduce at age 7 months; cats can reproduce as early as 4 months
- Lower pet population reduces incidents of cruelty, neglect, human/animal conflicts, and compassion fatigue suffered by animal welfare workers
- The 2025 House Bill that removed the sunset clause to guarantee the program will continue was supported by all of the grant recipients serving all 55 counties, the WV Department of Agriculture, and the Federation of Humane Organizations of WV

Source:

WV Code §19-20C

State Rule 61 CRSR 24

WV Code §19-14-5

West Virginia Department of Agriculture

The Federation of Humane Organizations of West Virginia (data recap through 2024)



“2025 total request was \$1,647,000. This necessitated reductions of most of the grants and if it were not for MZM, there would have been severe reductions. The two previous cycles, when we had adequate funding to meet (and exceed) requests, grants were very easy and pleasant to administer from our point of view as program staff. This year WVSNP has yet again maintained sustained growth in the number of grantees along with a request for greater financial aid than we had to give. The silver lining is that this shows the need for the program in general, and the impact of MZM to WVSNP in particular.” *Andrew Yost, Animal Health Program Manager, West Virginia Department of Agriculture*



“Getting to ‘No more homeless pets’ must come BEFORE ‘We can save them all’, and more importantly, AFTER more WV spay/neuter programs have reduced the number of innocent, disposable animals being born. We cannot adopt our way out of this problem.” *Mountaineer Spay Neuter Assistance Program (M-SNAP) and WVSNP Grant Recipient since 2018*



“Anywhere, USA, Feb 11, 2025 – Puppies and kittens are increasingly impacting shelter populations, and as cute as they are, pet adoptions aren’t keeping pace with intake. This imbalance makes it more crucial than ever to seek out spay/neuter resources for pets.” *United Spay Alliance (USA), a national nonprofit which promotes affordable, accessible, and timely spay/neuter services.*