



Expanding Our Reach

An unconditional commitment to animals, our community
and to future generations.



Who We Are and Why We're Different

We are the San Diego Humane Society and SPCA and we have been privileged to serve the people and animals of San Diego for more than 130 years. Our focus over the last decade has been on saving animals' lives, creating an innovative and positive environment for both people and animals, and supporting and enhancing the human-animal bond in our communities. By adding our North Campus in 2010, we have extended the safety net to include lost or stray animals and we are touching more lives than ever before. Our past has taught us to dream big and, together with a supportive and visionary community, we can help more animals get a second chance and help more people experience the joy of the human-animal bond.

THE HEART OF THE MOMENT

That special moment when you gaze into the loving eyes of your next companion animal and make the commitment to adopt is perhaps the moment most people associate with who we are—but so much more occurs before the adoption and continues well beyond the time you leave our campus with your newest family member. We provide a variety of services that address the lifespan of your animal from the first to the final day of life, which is treated with dignity and respect. For the San Diego Humane Society, the heart of the moment extends through a lifelong commitment to the human-animal bond, at every step along the journey.

A Lifelong Commitment to Animals and Our Community

- INTAKE
- VETERINARY MEDICINE
- BEHAVIOR & TRAINING
- ADOPTIONS
- EDUCATION
- COMMUNITY OUTREACH
- INVESTIGATIONS, FIELD SERVICES, ARR
- OWNER-REQUESTED EUTHANASIA

COMPASSION AND RESPECT

The final moment of your beloved pet's life is perhaps the most delicate and cherished. We treat this moment with grace, dignity and respect by providing a safe, compassionate and private area for you to cherish the last moments with your companion animal. Few people know that we provide owner-requested euthanasia for sick and untreatable animals, and for those people who have experienced this difficult transition, it is perhaps the most respected and meaningful service we offer.

“Thank you for your sensitivity and kindness with our dear Dalmatian, Kelly. We have had to say goodbye to several pets over the years at veterinarian’s facilities, and none have been as accommodating and thoughtful. Thank you.”

—Cathy and Marc Zemlick, El Cajon Residents



Our commitment to the animals and people in our community has always been county-wide. Since welcoming the North Campus to the San Diego Humane Society and SPCA family, we have completed over \$300,000 in renovations, including multiple enhancements to our dog park adjacent to the North Campus. We have also introduced our successful Animal Adventure Camp to the Oceanside community, helping more children learn about care and respect for animals. And, the addition of a mobile veterinary facility and a full-time veterinarian will allow us to treat more injured animals and perform more medical procedures.

A Commitment to Our Community

“This dog park means everything to me and Cleo. I look forward to coming everyday and appreciate the longer hours and so many new improvements. I have made some really great friendships here.”

– Al Mandaro, Oceanside Resident
(pictured left)



“Our little dog Dexter feels safe here. He has really come out of his shell at this dog park and we attribute his new, more outgoing personality to the many days we spend here.”

– Charlene & Tim Ryan, Oceanside Residents
(pictured center and right)

Advanced Veterinary Medicine for More Animals

The Veterinary Medicine Department at the San Diego Humane Society and SPCA breaks the mold of traditional shelter medicine. In addition to performing basic medical procedures, the department provides life-saving specialized surgeries, progressive treatments and long-term care and rehabilitation to every healthy and treatable animal that comes through our doors. Regardless of how much time, resources, or advanced care an animal may require, they all receive a second chance.



BY THE NUMBERS

9,719

Animals Examined by a Veterinarian



Saving Lives: Paws to Success

Our Paws to Success Program is a three-part approach to ending the euthanasia of healthy and treatable animals among San Diego Animal Welfare Coalition (SDAWC) shelters at no expense to them. We have made tremendous strides to address this goal:

- 1) **Kitten Nursery:** Two years ago, a 24-hour Kitten Nursery was opened to care for the most vulnerable animals—neonatal kittens—taken in from SDAWC shelters.
- 2) **Behaviorist:** We have hired a board-certified veterinary behaviorist to address the behavioral needs of shelter

SAFE HAVEN ON SHERMAN STREET

Our Sherman Campus in San Diego offers a safe haven for animals with special needs that require more time to adjust to the shelter environment, such as nursing mothers or animals who require quiet, calm surroundings. This campus may also temporarily house animals transferred from other humane societies and municipal facilities within and outside of San Diego County. Our Mobile Adoptions, Foster Care Program, and Animal Rescue Reserve are based here, in addition to our Hidden Gem Adoption Program.

BY THE NUMBERS

2,149 Kittens admitted to-date

animals and share knowledge and expertise with other SDAWC members.

3) **Training:** A comprehensive training program is being offered to all coalition staff members to address the latest shelter operations and animal care.

“We couldn’t be happier that we found each other. Thank you all for taking such good care of him for so long. The care really shows.”

– Bob Arnold discussing his recent Hidden Gem Adoption

The Hidden Gem Program promotes animals with special needs.



Ian
In our care over 7 months



Holistic Behavior Assessment – An “Adoption Interview”

We practice a holistic approach to understanding an animal’s overall personality. Every dog and cat that comes to the San Diego Humane Society and SPCA is given a behavior assessment—regardless of breed—as one part of an overall understanding of the animal’s background and nature. This is a commonly-accepted practice among animal shelters nationwide and we utilize best practices based on the latest advancements in this developing science. The behavior assessment is a continual process that begins from the moment the animal arrives on one of our campuses and continues through the day of adoption. Our goal is to learn about the personality and needs of an individual animal, very similar to an “interview,” to assist us in finding the most successful adoption match. Detailed owner history or finder history, staff and volunteer interaction notes, in combination with many other variables, are all taken into consideration along with the adoption interview. Not every animal is appropriate for every home, and we have a moral responsibility to ensure the public’s safety while also balancing the needs of every animal we place back into society.

SAMPLE COMPONENTS OF AN INTERVIEW



Can I hug you?



Can I see your teeth?



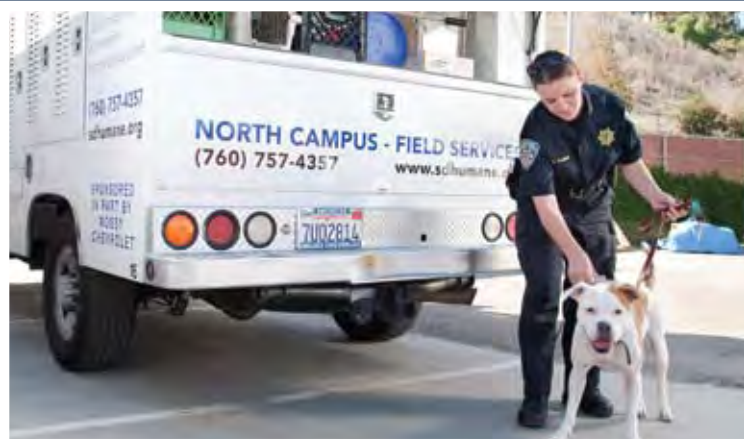
Do you like the baby?

A Commitment to Help

Investigations: A strong voice on behalf of animals, our Humane Investigations Officers pursue cases of animal cruelty and neglect, enforce laws, educate the public on proper care for their animals and rescue animals from emergency situations.

Field Services: Working in partnership with municipal authorities and law enforcement, our Field Services Officers pick up and care for stray or injured domestic animals, respond to dog bite reports, re-unite lost animals with their owners, and enforce other animal related laws in the communities of Vista and Oceanside.

Animal Rescue Reserve (ARR): Part of the official County Disaster Team and supervised by the Humane Society's Investigations Department, our Animal Rescue Reserve (ARR) is a group of specially-trained volunteers equipped to rescue animals threatened by natural and man-made disasters and other emergency situations. ARR plays an instrumental role in helping to save animals during disasters and an assortment of other day-to-day emergencies.



BY THE NUMBERS

22,504 Animals seen in the field



Dedicated Volunteers

More than 1,000 volunteers donate their most valuable resources, their talents and time, in support of our mission, assisting with virtually every aspect of the organization from dog walking to helping with events to going on Pet-Assisted Therapy visits to fostering baby animals and more.



“Volunteering at the San Diego Humane Society is a wonderful experience. Volunteers receive lots of specialized training to help us with many aspects of handling and caring for animals, and I have the good fortune to work with fantastic volunteers who all share this same goal.”

– Mary-Ann Donnolo, North Campus Volunteer (pictured right)

Development and Events

Our work would not be possible without the financial support of members of our community and others who support our vision and mission. We are immeasurably grateful to the caring hearts that have contributed and/or participated in various events to support our efforts. Thousands of animals have received a second chance, thanks to you.

BY THE NUMBERS

45,151 Individual Donations Received





Impacting Future Generations

“Educating a community to respect and properly care for animals is a vital thread in the fabric of a compassionate society.”

– Mark Goldstein, DVM, CAWA

We believe that animal sheltering is only a portion of strengthening the human-animal bond. We bring joy and inspiration to current and future generations in a variety of ways, such as providing resources to those in need through Project KEPPT (Keeping Every Person and Pet Together), teaching humane education on our campuses or through school programs and Animal Adventure Camp, and sharing love and compassion through Pet-Assisted Therapy to patients at nursing homes, hospitals, children's centers, and more. Our educational and community programs help bring animals and people together, sometimes for the very first time or perhaps when they need it most.



BY THE NUMBERS

23,409 Youths and Adults Reached

2009-2010 Progress by the Numbers

SUMMARY

Total Animals Served	36,887
Contacts with People ¹	144,329
Staff	154
Volunteers	1,045
Staff to Volunteer Ratio	1:7

¹Includes Customer Service Department contacts

ANIMALS RECEIVED

Owner Relinquishments	2,058
Animals Transferred from other agencies to the Humane Society	1,078
Animals Rescued for their Protection	151
Adoption Returns	165
Stray Animals Admitted	2,049
County Stray Neonatal Kittens Directly Admitted ²	412

Total Intake **5,913**

²In partnership with the County of San Diego Department of Animal Services (DAS), stray kittens under eight weeks of age and requiring around the clock care are transferred into the Humane Society's Foster Care program. Beginning March 1, 2009, all stray and underage kittens from SDAWC Shelter Partners were transferred to the care of the Humane Society's Paws to Success program.

ANIMALS ADOPTED

Dogs	1,532
Cats	1,994
Small Animals & Horses	222

Total Adoptions **3,748**

Outcome of Animals not Adopted

Animals Transferred to Other Agencies	186
Animals Returned to Owners	608
Animals Euthanized ³	732
Animals that Died of Natural Causes While in our Care	76
Beginning Shelter Count Minus Ending Shelter Count	981

Total Other Outcomes **2,583**

³Of the animals euthanized, none were considered "healthy," "treatable," or "rehabilitatable." All animals euthanized were considered "unhealthy" or "untreatable" due to serious medical or behavioral issues.

Placement Rate for Healthy Animals	100%
Placement Rate for Treatable/Rehabilitatble Animals	100%
Live Release Rate ⁴	86%

⁴This is the percentage of all dogs and cats that were adopted, returned to owners or released to other animal welfare organizations and rescue groups. The percentage is determined under standardized criteria established by the San Diego Animal Welfare Coalition (SDAWC) Accords.

BASIC VETERINARY CARE

Total Animals Examined by a Veterinarian	9,719
Spay/Neuter Surgeries for Humane Society Animals	2,119
Spay/Neuter Surgeries for Department of Animal Services Animals	3,730
Parent Animals Spayed/Neutered Through the Litter Abatement Program ⁵	76
Spay/Neuters Completed Via Voucher Program ⁶	459
Veterinary Pre- and Post- Consultations Provided	382

⁵When a litter of kittens or puppies is relinquished to the San Diego Humane Society for adoption, we offer to spay or neuter the parent animal(s) at no cost and return them to their owners.

⁶This program may be combined with the Litter Abatement Program in 2010-11.

ADVANCED SHELTER MEDICINE

Dental Procedures	372
Laboratory Procedures (i.e. blood work, biopsies and other diagnostics)	2,064
Radiographs	736
Orthopedic Surgeries	37
Other Surgeries (i.e. mass removal, exploratory surgery, eye/ear surgery, abcess drainage)	307
Outsourced Specialty Surgeries	15
Outsourced Treatment Expense Incurred by the Humane Society ⁷	\$163,203

⁷Includes specialty surgeries, diagnostics, critical care and procedures that cannot be performed in-house. This amount includes an annualized calculation for NCHS according to the "pooling of interests" in conformity with GAAP.

PAWS TO SUCCESS

Total Kittens Admitted	1,367
Kitten Adoptions	1,266
Live Release Rate	92%

TRAINING

Humane Society Dogs and Cats Receiving Specialized Training ⁸	1,381
Pre- and Post- Adoption Consultations Provided	358
Adoption Follow-up Calls Completed	3,644
Behavior Helpline Calls/Emails Received and Answered	684
Behavior Training Classess Offered to the Public	239
Registrants Instructed through Public Training Classes/ Workshops	1,349
Private Consultations and Training Sessions for Owned Animals	110

⁸This customized training is in addition to the basic training provided to most animals available for adoption at the Humane Society.

TRAINING WHEELS⁹

Total Training Wheels Events	28
Total People Impacted	2,733
Total Animals Impacted	3,507

⁹Training Wheels will be combined with Project KEPPT in 2010-2011.

INVESTIGATIONS, ANIMAL CRUELTY & FIELD SERVICES

Reports Responded To	1,842
Animals Seen in the Field	22,504
Animals Taken into Custody (Relinquished and Seized)	128
Notices of Violation	545
Pre- and Post- Seizure Hearings	3
Pet Shop, Stable/Feed Store, Rodeo, Circus, Foster and Other Inspections	162
Educational Speaking Engagements	36
Cases Resolved	1,839

Field Services - Jan. to Jun. 30, 2010	
Animal Bite Quarantine	217
Number of Field Services Compaints (ie. Running at Large, etc)	2,134

ANIMAL RESCUE RESERVE

Hours of ARR Volunteer Training	5,072
Hours Spent Executing Rescue	361
Animals Assisted in Emergency Situations	34

RAISING AWARENESS

Radio/Television/Online Media Segments	204
Minutes of Airtime Generated by Media Segments	522
Newspaper, Magazine and Online Print Placements	855
Print Impressions Generated from Print Placements	65,921,878
Advertising Value of Print Placements	\$242,243

VOLUNTEERS

Area of Service	Volunteers	Hours
Foster Care	60	58,112
Animal Care, Behavior & Training, ad Mobile Adoptions	610	27,594
Animal Rescue Reserve and Investigations	77	6,066
Customer Service, Clerical, Greater, Special Events	432	5,577
Pet-Assisted Therapy	129	4,556
Community Programs/Education	112	1,070
Board of Directors and Advisory Board	21	572
Total Unique Volunteers	1,045	103,547

Care and Confidence

The San Diego Humane Society and SPCA utilizes Shelter Buddy™, an animal shelter database system, for its animal tracking, statistical management and reporting.

COMMUNITY OUTREACH

Program	Participants
On-Site Adult Participants	858
Doggie Café	469
Happy Hour Lectures	231
Pet Loss Support Group	111
Pet First Aid Classes	47
Off-site Adult Participants	9,488
Info Booths	9,268
Speaking Engagements	220
TOTAL ADULT PARTICIPANTS	10,346
On-Site Youth Participants	3,183
Animal Adventure Camp (Spring and Summer)	530
Birthday Parties	894
Storytimes	339
Pet PALS Kids Club	101
Home-School Programs	144
Scout Programs	801
General Tours	374
Other Youth Activities	0
Off-site Youth Participants	9,880
School Outreach	9,568
Listening E.A.R.S.	312
TOTAL YOUTH PARTICIPANTS	13,063
TOTAL ADULTS AND YOUTHS REACHED	23,409

PET-ASSISTED THERAPY

Total Facilities Visited	597
Total People Reached	11,006

DEVELOPMENT

Total Invidiual Gifts Generated	45,151
Total Bequests and Planned Gifts Received	74



A HEALTHY COMMITMENT
Average Investment We Make In Every Dog

SERVICE	APPROX. VALUE
Microchipping (chip and reg fee)	\$9.95
Vet Exam	\$35
Updating Vaccinations	\$26.50 – \$150
Spay/Neuter	\$125
Flea/Parasite Treatment	\$20
Dental Cleaning	\$250
Diagnostics	\$75
Other Medical Procedures/Surgeries	\$100 – 1,095
Food & Care for at Least 14 Days	\$231
Time with Behavior Trainer (7 hours average)	\$98 – \$140
Consultation with Behavior Trainer (includes two free follow-up sessions)	\$150
AVERAGE WE COMMIT TO EVERY DOG IN OUR CARE: \$1,120 – \$2,280	
Adoption Fees: Puppies: \$175, Adult Dogs: \$100, Senior Dogs \$50	
AVERAGE LENGTH OF STAY*:	31 days

* Average length of stay for cats is 57 days; for rabbits is 121 days

FINANCIAL INFORMATION

EXPENSES

Adoptions and Animal Care	\$8,749,338	64%
Management and General	\$1,709,020	12%
Donor Development and Fundraising	\$1,278,165	9%
Investigations and Field Services	\$1,041,137	8%
Community Outreach	\$686,863	5%
Marketing and Communications	\$249,659	2%
Total Functional Expenses	\$13,757,185	100%

INCOME

General Contributions	\$5,174,412	32%
Bequests and Planned Gifts	\$5,096,393	31%
Investment Income (net of expense)	\$2,319,062	14%
Field Service and Licensing Fees	\$1,608,978	10%
Adoption/Training/Animal Program Fees	\$1,037,905	6%
Special Events (net of expenses)	\$476,444	3%
Education Program Fees	\$269,731	2%
Retail (net)/Facility Income	\$245,708	2%
Total Support and Revenue	\$16,228,633	100%

San Diego Welfare Coalition Accords

In August of 2004, a summit of animal welfare industry leaders from across the nation convened at Asilomar in Pacific Grove, California, for the purpose of building bridges across varying philosophies, developing relationships, agreeing on common definitions and gathering statistics in a standardized format. The statistical guidelines developed from the spirit and vision of this meeting came to be known as the Asilomar Accords. They serve as an important tool in tracking the progress and goal of the Asilomar Accords, which is to significantly reduce the euthanasia of healthy and treatable companion animals in shelters across the United States.

ANNUAL ANIMAL STATISTICS TABLE

	Dog	Cat	Others	Total
A Beginning Shelter Count (July 1, 2009)	95	287	36	418
INTAKE				
B From the Public	2,333	2,172	330	4,835
C Incoming Transfers from Organizations Within Community/Coalition	128	687	17	832
D Incoming Transfers from Organizations Outside Community/Coalition	232	0	14	246
E From Owners Requesting Euthanasia (Not Healthy)	1,147	562	52	1,761
F Total Intake (B + C + D + E)	3,840	3,421	413	7,674
G Owner Requested Euthanasia (Not Healthy)	1,147	562	52	1,761
H ADJUSTED TOTAL INTAKE (F - G)	2,693	2,859	361	5,913

OUTCOME

I Adoptions	1,532	1,994	222	3,748
J Outgoing Transfers to Organizations Within Community/Coalition	31	24	15	70
K Outgoing Transfers to Organizations Outside Community/Coalition	73	1	42	116
L(1) Return to Owner (Stray animals Only)	557	44	7	608
L(2) Reclaim (Animals relinquished by and then returned to owner)	0	0	0	0

DOGS & CATS EUTHANIZED

M Healthy (Includes any healthy animal euthanized at owner request)	0	0	0	0
N Treatable – Rehabilitatable	0	0	0	0
O Treatable – Manageable	0	0	0	0
P Unhealthy & Untreatable	428	273	31	732
Q Owner Requested Euthanasia (not healthy)	1,147	562	52	1,761
R Total Euthanasia (M + N + O + P + Q)	1,575	835	83	2,493
S ADJUSTED TOTAL EUTHANASIA (R - Q)	428	273	31	732
T Subtotal Outcomes (I + J + K + L(1) + L(2) + S) Excludes owner requested euthanasia (not healthy)	2,621	2,336	317	5,274
U Died or Lost in Shelter Care	23	38	15	76
V TOTAL OUTCOMES (T + U) Excludes owner requested euthanasia (not healthy)	2,644	2,374	332	5,350
W Ending Shelter Count (June 30, 2010) [A + H - V]	144	772	65	981
X Annual Live Release Rate/Percentage [(I + J + K + L(1) + L(2))/ T]	84%	88%	90%	86%

The Annual Live Release Rate does not include (Q) owner requested euthanasia which were not healthy and (U) animals that were lost while under shelter care. SDHS and the North County Humane Society merged together Jan. 11, 2010. For statistical data we included the entire month of January for the North Campus.

Meet Bert and Ernie! A Complex Medical Care Success Story



Bert



Ernie

Kitten brothers Bert and Ernie came to us with a rare birth defect—they were both born without normal eyelids. Because they were missing the eyelid margins, furred skin rubbed on their eyes with every move. This is a very uncomfortable condition and without correction would lead to permanent eye damage and eventual loss of vision. Through the resources of our advanced veterinary medicine department, and working in conjunction with a veterinary ophthalmologist, we performed corrective surgery on the eyelids of both kittens. Although their eyes may look a bit unusual, these brothers are now comfortable and able to see normally. Today, Bert and Ernie are happy, playful guys, waiting to be adopted. These loveable kittens would not have survived in a traditional shelter.

MISSION:

To promote the humane treatment of animals, prevent cruelty to animals and provide education to enhance the human-animal bond.

July 1, 2009 – June 30, 2010

BOARD OF TRUSTEES

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Chairperson, Finance Committee

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MAKING A DIFFERENCE AT THE LOCAL LEVEL

The San Diego Humane Society and SPCA is a unique and an independent 501(c)(3) organization, and is not affiliated with any other local, state or national entity such as the Humane Society of the United States in Washington or the ASPCA in New York. We are supported by contributions, grants, bequests, investments, proceeds from our in-shelter retail outlets and some fee for services. Your contributions stay right here to help animals and people in need, and to enhance and support the human-animal bond in our local, San Diego area communities.



www.sdhumane.org

Gaines Campus

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