

# Seeds of Compassion

Nurturing LIFE, cultivating HOPE,  
and growing LOVE



2011-2012 ANNUAL REPORT

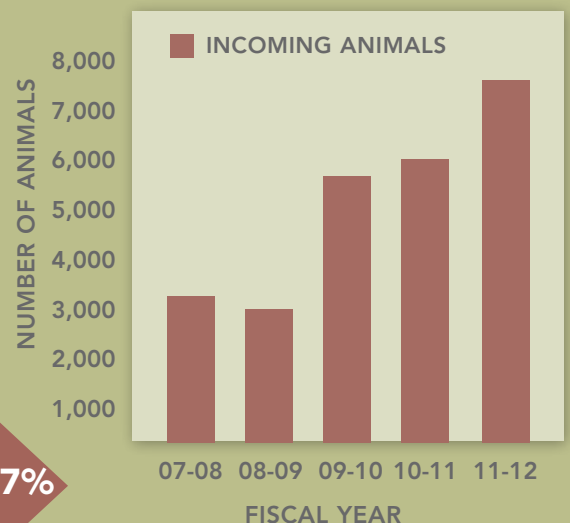


## DOING MORE – OVERALL ANIMAL TRENDS

Nowhere are the seeds of our success more evident than in the number of animals that the San Diego Humane Society has been able to serve. Since our expansion into the North County, and by efficiently leveraging our network of locations, the number of animals coming into our care continues to increase significantly. Over the past five years, the number of animals we are serving annually has increased by more than 4,000 or +227%, and we have continued to save the life of every healthy and treatable animal in our care. Although a sizeable percentage of our animals are strays, we are continuing to accept owner relinquished animals from the community in greater numbers, and we are working in partnership with more local rescues and shelters to help transfer animals for the greatest opportunity for placement.



**INCOMING ANIMALS +227%**





## PRESIDENT'S MESSAGE

Since our founding 132 years ago, the San Diego Humane Society and SPCA has played an important role in the lives of animals throughout San Diego. Our programs and services continue to grow with an expanded presence in North County, and with many new offerings that benefit the health and welfare of animals.

During the fiscal year 2011-12, we planted many new seeds of compassion in the form of new programs and services, facility enhancements, expanded outreach and operational improvements. As these new efforts grow, they will result in even more animals getting the second chance they deserve. Some highlights include:

- Continued focus on expanding our services and enhancing our facilities in North County, where we have invested nearly \$2 million in capital improvements, and created shelters and resources for animals that residents of North County can be proud of.
- Successfully pursuing cases of animal cruelty and neglect, resulting in more prosecutions than ever before.
- Increasing adoptions, taking in more animals and providing more medical services to animals.
- Expanding our community programs to help more people during times of need and collaborating with more partners to impact pet overpopulation through spay/neuter programs.
- And creating innovative behavior and training programs to enrich the lives of the animals in our care and to ensure a successful placement once adopted.

As we look to the year ahead, our top priorities are to increase adoptions, increase collaboration with rescue groups and animal welfare organizations, initiate accessible, needs-based spay and neuter programs, and vigilantly investigate animal cruelty and neglect. As one of the pet-friendliest cities in the nation, I believe we have the passion and determination to reach zero euthanasia of healthy and treatable animals in San Diego County coalition shelters. The animals are counting on us and, thanks to your support, I'm confident we can achieve this amazing goal.

With thanks from the animals (and from us!),

Gary Weitzman, DVM, MPH, CAWA  
President and CEO

“All the  
flowers of  
the future  
are in the  
seeds of  
today.”

– unknown

Cultivating an environment that fosters growth and wellness...

## NURTURING



### Paws to Success Kitten Nursery

The fragile lives in our Paws to Success Nursery require much more than food and water to grow. Nurturing life during its most fragile stages requires not only time, resources and dedication, but also love and compassion. Creating an environment that yields wellness and growth is also essential during this most formative time. That is why the staff of our kitten nursery work around the clock to care for these tiny kittens, nurturing and nourishing them as they grow stronger.

Now with two nurseries, one at our Central Campus in San Diego and the other at our North Campus in Oceanside, the Paws to Success Program took in and cared for 2,112 kittens during the fiscal year, bringing us one step closer to achieving our goal of helping to end the euthanasia of healthy and treatable animals in San Diego Animal Welfare Coalition shelters. (For a closer look at Paws, see page 14)

### Foster Program



*Foster volunteers help us by providing extra care during the most fragile of times in an animal's life.*

83 foster  
volunteers  
nurtured 730 fragile  
lives.



# HEALING

## Veterinary Medicine

The wellness of the animals in our care is always at the forefront of our minds. Our Veterinary Medicine Department is able to perform life-saving surgeries, offer long-term treatment and rehabilitation, and provide comprehensive medical care to every animal.

Our healing capabilities grew in June of 2012 as we completed the construction of a new hospital and surgical suite at our shelter on Airport Road for cats and small animals. We also refurbished the surgical suite at our shelter on San Luis Rey Road for dogs, allowing us to provide a greater level of medical care for our shelter animals in North County.



# ENRICHING

## Behavior & Training

In this past fiscal year, our Behavior & Training staff incorporated specialized training and positive reinforcement techniques for 2,106 cats and dogs. As a result, the animals are happier and healthier in the shelter environment. We believe this allows the animals to find a home faster, and to build a life-long, trusting relationship with their new family.



**2,106** animals received specialized training to ensure their successful placement.

Our roots run deep, and since March 10, 1880, we have sustained our commitment to both the people and the animals in our community.

## ROOTED

### Adoptions

At the root of all that we do is a desire to strengthen the human-animal bond. Through our devoted and passionate adoptions staff, our commitment to the animals is evident every day. Our adoption counselors, each with more than 100 hours of specialized training, work diligently to ensure potential adopters and deserving homeless animals are best suited for one another. We delight in the opportunity to help our guests find the perfect animal, and look forward to the stories of bonding and unconditional love that inevitably follow.

Our passion to find the animals a new home extends well beyond our shelters. Through our Mobile Adoptions Program, we bring adoptable animals to special events and off-site locations in the hopes of matching them with new pet parents, and to share the positive message of the Humane Society with those who may not have the opportunity to visit our animal campuses.

### Animal Care

One of the strongest and deeply-rooted parts of our operation comes from our Animal Care Department. On average, we house between 800-1,100 animals daily, and we take great pride in nurturing and sustaining these animals. Every day, our hard working and devoted staff ensure that the animals are fed, walked, groomed, socialized, and perhaps most importantly, loved.





## SUPPORTED

### Volunteers

We are fortunate to live in a community that has been named among the pet-friendliest in the nation, reflecting the deep love we have for our animals. As a result, the San Diego Humane Society is privileged to have the support of more than a thousand people who volunteer to assist with our work. The compassionate hearts of so many San Diegans who choose to volunteer their precious time is inspiring. Without the dedicated and talented volunteers, we simply could not do what we do.

1,076

VOLUNTEERS  
generously donated

119,696

HOURS to care for  
the animals and  
support our work.



### Development

As an organization that is funded almost entirely through private donations, the San Diego Humane Society and SPCA is fortunate to have the generous support of the San Diego community. Every year, the community tunes in to our Telethon for the Animals, supports our Walk for the Animals, or attends our annual Fur Ball gala, which was named the "Best Annual Gala" by *Ranch and Coast Magazine*. In this fiscal year, we received 49,863 gifts from individuals, businesses and foundations to support our programs and services. These heartfelt contributions will have a lasting impact on the lives of the animals who depend on us.



# Strength to help weather life's toughest storms...

## STRENGTH

### Animal Rescue Reserve (ARR)

Animals are especially vulnerable during times of disaster, and the strength of our Animal Rescue Reserve provides the assistance and expertise needed to perform rescue operations and save lives. The Animal Rescue Reserve (ARR) consists of a specially trained team of volunteers equipped to rescue animals threatened by natural disasters such as fires, floods, and other emergency situations. Few realize the impact of this mighty group. ARR volunteers have been dispatched to hurricane relief centers, fire zones and some of the most challenging environments where the lives of animals have been threatened.



*Randall Lawrence is the Director of the Humane Law Enforcement Department, where he and his team are working every day to bring cases of animal cruelty and neglect to prosecution.*

## PROTECTION

### Investigation and Field Services

Our Humane Law Enforcement Department pursues cases of animal cruelty and neglect, enforces laws, educates the public on proper care for their animals, and rescues animals from emergency situations. Serving as the voice for the voiceless, this department has made a significant impact on the lives of animals. In Fiscal 2011-12, twelve cases were prosecuted, but thousands more were resolved to ensure the welfare of the innocent animals involved. A sizable case involved 117 animals that were seized from a pet store, held in our protective custody for three months, and ultimately adopted. Beyond investigations of animal cruelty, our Field Services Officers provide assistance to the municipalities of Oceanside and Vista by retrieving stray animals and responding to animal-related calls as part of our contractual responsibilities.

# 1,845

**cases of neglect, abuse or request for assistance were responded to.**





Protection  
for the  
voiceless  
victims  
of animal  
cruelty...



# REACHING OUT

## Community Programs and Humane Education

The goal of our Community Programs and Humane Education Department is to branch out across the community, impacting more people and providing more education and information to help spread seeds of compassion across the community.

In the past fiscal year, the Humane Education Department reached 37,411 youth and adults through its many programs. Some examples include the Animal Adventure Camp held each year in the spring and summer, special lectures offering tips and useful information for pet owners, and fun gatherings where people can enjoy the company of fellow animal lovers while socializing their animals. Another unique program is Project KEPPT (Keeping Every Person and Pet Together), which occurs monthly at both our Central and North Campuses. Here, support is provided to those in the community who need assistance in keeping and caring for their companion animal. We offer a vaccination clinic, pet food bank, licensing, micro-chipping, behavior and training advice, pet-friendly housing referrals and more. Also through this department, we are proud to offer humane education and useful resources to create a brighter tomorrow.





# EXTENDING

## Pet-Assisted Therapy (P-AT)

The love and companionship an animal can provide is a special gift that everyone deserves. But for some, age or life circumstances prevent the opportunity to enjoy the wagging tail of a dog, the comforting purr of a cat or the furry snuggle of a rabbit or guinea pig. The San Diego Humane Society's Pet-Assisted Therapy program touched the lives of thousands last year, as volunteers brought dogs, rabbits, and guinea pigs to patients at convalescent homes, hospitals, mental health centers, abused children's homes, juvenile detention centers and more. Sharing the gift of love, spreading seeds of joy, and boosting spirits is the amazing work of our Pet-Assisted Therapy team.

12,876 PEOPLE at  
639 FACILITIES

enjoyed the unconditional  
love of a Pet-Assisted  
Therapy animal this year.

## North Campus in Oceanside

With the generous support of our community, the San Diego Humane Society and SPCA has continued to enhance its animal campuses, making improvements to the shelters to make them even more inviting and to meet the needs of the animals in our care. The latest edition to our network of locations is the shelter on Airport Road in Oceanside for cats, kittens and small animals which opened in June of 2011. With our expansion in North County, we can now house dogs exclusively at the existing shelter on San Luis Rey Road, and cats at the new location on Airport Road. This allows us to offer specialized care and veterinary services to the animals at each location, and to provide more convenient access to our programs and services. As we continue to look for new opportunities to serve the animals and people of our community, we thank all those who supported our vision to do more for the animals and people of North County.



# Fiscal Year 2011-2012: Sowing the Seeds of Love

## SUMMARY

Total Animals Impacted	40,174
Total People Impacted <sup>1</sup>	227,343
Staff <sup>2</sup>	262
Volunteers	1,076
Staff to Volunteer Ratio	1:4

<sup>1</sup>Includes Customer Service Department calls for information.

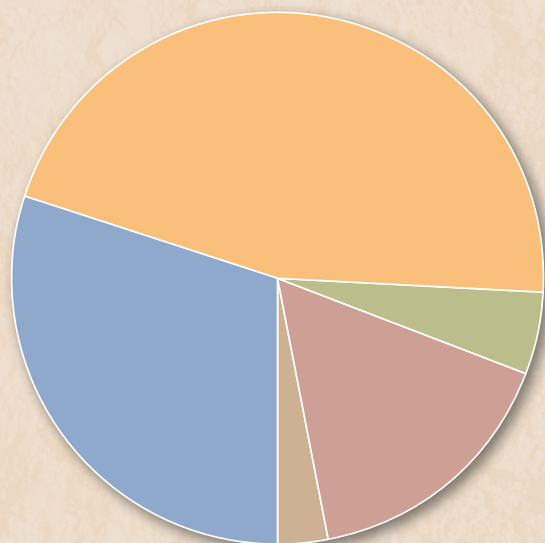
<sup>2</sup>Includes full-time, part-time and seasonal employees.

## ANIMALS ADMITTED

Owner Relinquishments	1,606
Animals Transferred from other agencies to the Humane Society	500
Animals Rescued for their Protection	268
Adoption Returns	290
Stray Animals Admitted	4,776
<b>TOTAL ADMISSIONS</b>	<b>7,440</b>

## ANIMALS GOING HOME

Dogs Adopted	1,798
Cats Adopted	2,794
Small Animals & Horses Adopted	290
Animals Returned to their Owners	977
Animals Transferred to Other Agencies	157
<b>Total Animals Going Home</b>	<b>6,016</b>



<span style="color: orange;">■</span>	Cats – 46%
<span style="color: blue;">■</span>	Dogs – 30%
<span style="color: red;">■</span>	Animals returned to their owners – 16%
<span style="color: green;">■</span>	Small animals & horses adopted – 5%
<span style="color: brown;">■</span>	Animals transferred to other agencies – 3%

## OTHER OUTCOMES

Animals Euthanized <sup>3</sup>	1,031
Animals that Died of Natural Causes While in our Care	98
<b>Total Other Outcomes<sup>4</sup></b>	<b>1,129</b>

<sup>3</sup>Of 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.

<sup>4</sup>Does not include the difference between beginning shelter count and ending shelter count of 750.

Placement Rate for Healthy Animals	100%
Placement Rate for Treatable/Rehabilitatable Animals	100%
Live Release Rate <sup>5</sup>	85%

<sup>5</sup>For animals that are classified as "unhealthy" or "untreatable" for medical or behavioral reasons as dictated by SDAWC Accords, to end unnecessary suffering, and in some cases for obvious public safety reasons, a small percentage of animals are euthanized. In Fiscal 2011-12, 15% of our animal population fell into this category.

## BASIC VETERINARY CARE

Total Number of Animals Examined by a Veterinarian	10,223
Spay/Neuter Surgeries for Humane Society Animals	3,783
Spay/Neuter Surgeries for Department of Animal Services Animals	2,607
Parent Animals Spayed/Neutered Through the Litter Abatement Program <sup>6</sup>	47
Pre- and Post- Adoption Consultations Provided	485

<sup>6</sup>When 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 through the Litter Abatement Program.

## ADVANCED SHELTER MEDICINE

Dental Procedures	437
Laboratory Procedures (i.e. blood work, biopsies and other diagnostics)	3,600
Radiographs	975
Orthopedic Surgeries	135
Other Surgeries (i.e. mass removal, exploratory surgery, eye/ear surgery, abscess drainage)	579
Outsourced Specialty Surgeries <sup>7</sup>	403
Outsourced Treatment Expense Incurred by the Humane Society <sup>8</sup>	\$285,403

<sup>7</sup>These procedures were a combination of both specialty surgeries and outsourced spay and neuter surgeries.

<sup>8</sup>Includes specialty surgeries, diagnostics, critical care and procedures that cannot be performed in-house.



## PAWS TO SUCCESS

Total Kittens Admitted	2,112
Total Kittens Adopted	1,642
Live Release Rate <sup>9</sup>	86%

<sup>9</sup>Live release rate includes the queens and their nursing kittens, as well as kittens still in our care awaiting adoption.

## BEHAVIOR & TRAINING

Humane Society Dogs and Cats Receiving Specialized Training <sup>10</sup>	2,106
Pre- and Post- Adoption Consultations Provided	508
Adoption Follow-up Calls Completed	5,971
Behavior Helpline Calls/Emails Received and Answered	819
Behavior Training Classess Offered to the Public	155
Registrants Instructed through Public Training Classes/ Workshops	913
Private Consultations and Training Sessions for Owned Animals	66

<sup>10</sup>This customized training is in addition to the basic training provided to most dogs available for adoption at the Humane Society.

## INVESTIGATIONS, ANIMAL CRUELTY & FIELD SERVICES

Reports Responded To	1,845
Cases Resolved	1,817
Cases Submitted for Prosecution	12
Animals Seen in the Field	13,305
Animals Taken into Custody (Relinquished and Seized)	399
Notices of Violation	1,269
Pre- and Post- Seizure Hearings	10
Pet Shop, Stable/Feed Store, Rodeo, Circus, Foster and Other Inspections	171
Educational Speaking Engagements	38

### FIELD SERVICES

Animal Bite Quarantines	433
Number of Field Services Calls to Provide Assistance <sup>11</sup>	7,240

<sup>11</sup>Calls include reports of animals running stray, animals left in hot cars, calls for police assistance and calls to perform animal welfare checks in Oceanside and Vista.

## ANIMAL RESCUE RESERVE

Hours of ARR Volunteer Involvement	4,519
Hours Spent Executing Rescue	248
Animals Assisted in Emergency Situations	38

## COMMUNITY OUTREACH & ENGAGEMENT

### ADULT PROGRAM PARTICIPATION

Doggie Café	546
Happy Hour Lectures	243
Pet Loss Support Group	116
Pet First Aid Classes	115
<b>On-Site Program Participants</b>	<b>1,020</b>
Info Booths	15,537
Speaking Engagements	261
<b>Off-Site Program Participants</b>	<b>15,798</b>
<b>TOTAL ADULT PROGRAM IMPACTS</b>	<b>16,818</b>

## YOUTH PROGRAM PARTICIPATION

Animal Adventure Camp (Spring and Summer)	435
Birthday Parties	1,151
Storytimes	303
Home-School Programs	186
Scout Programs	497
General Tours and Outreach Field Trips	990

### On-site Program Participants 3,562

School Outreach	16,842
Project TRUST <sup>12</sup>	189

### Off-site Program Participants 17,031

<sup>12</sup>Project TRUST (Teaching Respect Using Sympathy and Training) is a three-week long after school program that teaches compassion and respect for all living things in underserved areas of the community.

### TOTAL YOUTH PROGRAM IMPACTS 20,593

### TOTAL COMMUNITY OUTREACH IMPACTS 37,411

## PET-ASSISTED THERAPY

Total Facilities Visited	639
Welcome Waggin' Visits	58
Total People Reached	12,876

## PROJECT KEPPT<sup>13</sup>

Total People Impacted	10,254
Total Animals Impacted	9,441
Number of Enrolled Families <sup>14</sup>	390
Number of Enrolled Animals	878

<sup>13</sup>Project KEPPT (Keeping Every Person and Pet Together) provides vital assistance to pet owners in need. Project KEPPT includes monthly food banks for enrolled members, county-wide food distributions at events and through neighborhood drives and more. During FY 11-12, Project KEPPT Day was held monthly at both our Central and North Campuses and includes a food bank, a micro chip and vaccine clinic, and a resource fair.

<sup>14</sup>Enrolled families may participate monthly at food bank events where they may receive support multiple times throughout the year. "Total People Impacted" and "Total Animals Impacted" counts every instance provided through this program.

## FUNDRAISING & DEVELOPMENT

Total Individual Gifts Received	49,863
Number of Individual Donors	25,627
Total Bequests and Planned Gifts Received	71
Total Number of Humane Circle Members <sup>15</sup>	575
Total Number of Constant Companions <sup>16</sup>	525

<sup>15</sup>Humane Heritage Circle Members are those supporters who have indicated they have included the San Diego Humane Society in their estate plans.

<sup>16</sup>Constant Companions are those supporters who provide ongoing, monthly contributions.



# 2011-2012 Financial Information

## EXPENSES

Adoptions and Animal Care	\$13,286,397	69%
Donor Development and Fundraising	\$1,743,379	9%
Management and General	\$1,412,628	7%
Humane Law Enforcement	\$1,391,163	7%
Community Outreach	\$991,872	5%
Marketing and Communications	\$472,029	3%
<b>Total Functional Expenses</b>	<b>\$19,297,468</b>	<b>100%</b>

## INCOME

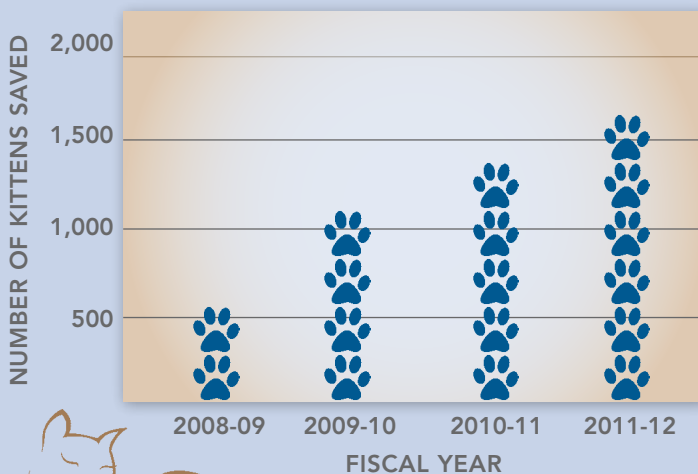
Bequests and Planned Gifts	\$9,028,465	56%
General Contributions	\$4,250,175	27%
Field Service and Licensing Fees	\$1,633,219	10%
Special Events (net of expense)	\$554,076	3%
Adoption/Training Animal Program Fees	\$403,393	3%
Veterinary Health Services	\$345,074	2%
Retail (net)/Facility Income	\$260,007	2%
Education Program Fees	\$233,920	1%
Investment Income (net of expense)	\$(671,305)	-4%
<b>Total Support and Revenue</b>	<b>\$16,037,024</b>	<b>100%</b>



## A CLOSER LOOK

### *Paws to Success* – NURTURING NEW LIFE

Since its inception in 2008, the Paws to Success Kitten Nursery has grown by leaps and bounds. With four years of success under our belt, and a second kitten nursery at our North Campus in Oceanside, we are poised to help more orphaned neonatal kittens and queens with nursing kittens than ever before.



**4,970** KITTENS  
SAVED  
TO DATE

The Paws to Success Kitten Nursery is an important element of a three-part program aimed at helping to end euthanasia of healthy and treatable animals among San Diego Animal Welfare Coalition shelters at no cost to them.

The kitten nursery is the most visible part of this program, which operates 24 hours a day during peak kitten season. In the nursery, trained staff care for vulnerable kittens that might not otherwise have the chance at life. The hiring of a board-certified behaviorist and creation of training programs for coalition partners are also part of this program.

The kitten nursery component of Paws to Success was among the first of its kind in the United States, and the San Diego Humane Society is proud to share the model for this nursery with other shelters who wish to reduce the euthanasia of healthy/treatable kittens in a similar fashion.

# San Diego Animal 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 consistently tracking the progress of reducing or eliminating the euthanasia of healthy or treatable companion animals in shelters across the United States.

## SAN DIEGO HUMANE SOCIETY AND SPCA ANNUAL ANIMAL STATISTICS TABLE

	Dog	Cat	Others	Total
A Beginning Shelter Count (July 1, 2011)	234	433	83	750
<b>INTAKE</b>				
B From the Public	3,195	3,252	493	6,940
C Incoming Transfers from Organizations Within Community/Coalition	19	414	11	444
D Incoming Transfers from Organizations Outside Community/Coalition	24	1	31	56
E From Owners Requesting Euthanasia (Not Healthy)	1,310	631	61	2,002
F Total Intake (B + C + D + E)	4,548	4,298	596	9,442
G Owner-Requested Euthanasia (Not Healthy)	1,310	631	61	2,002
H ADJUSTED TOTAL INTAKE (F - G)	3,238	3,667	535	7,440
<b>OUTCOME</b>				
I Adoptions	1,798	2,794	290	4,882
J Outgoing Transfers to Organizations Within Community/Coalition	24	11	1	36
K Outgoing Transfers to Organizations Outside Community/Coalition	46	5	70	121
L(1) Return to Owner (Stray animals Only)	864	91	6	961
L(2) Reclaim (Animals relinquished by and then returned to owner)	10	6	0	16
TOTAL OUTCOME	2,742	2,907	367	6,016
<b>DOGS &amp; CATS EUTHANIZED</b>				
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	423	564	44	1,031
Q Owner-Requested Euthanasia (not healthy)	1,310	631	61	2,002
R Total Euthanasia (M + N + O + P + Q)	1,733	1,195	105	3,033
S ADJUSTED TOTAL EUTHANASIA (R - Q)	423	564	44	1,031
T Subtotal Outcomes (I + J + K + L(1) + L(2) + S) Excludes owner-requested euthanasia (not healthy)	3,165	3,471	411	7,047
U Died or Lost in Shelter Care	13	67	18	98
V TOTAL OUTCOMES (T + U) Excludes owner-requested euthanasia (not healthy)	3,178	3,538	429	7,145
W Ending Shelter Count (June 30, 2012) [A + H - V]	294	562	189	1,045
X Annual Live Release Rate/Percentage [(I + J + K + L(1) + L(2))/ T]	87%	84%	89%	85%

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.

\*San Diego Animal Welfare Coalition statistics are available on our website at [www.sdhumane.org](http://www.sdhumane.org)

## A MISSION THAT SUPPORTS GROWTH

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

## 2011-2012 BOARD OF TRUSTEES

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Life Members: Vi & Dan McKinney, John Parker

## LEADERSHIP TEAM

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Kelly Risely, Chief Financial Officer  
Kim Shannon, CAWA, Sr. Vice President and Chief Operating Officer  
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Photography: Mary Anderson, Jenna Dawsey, Christina Hall, Emi Killeri,  
Jen Petit  
Printing: Neyenesch Printers, Inc.

## SEEDS OF COMPASSION THAT GROW LOCALLY

The San Diego Humane Society and SPCA is 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 fees for service. 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.

## CONTACT INFORMATION

Central Campus: 5500 Gaines Street, San Diego, CA 92110

North Campus:

(For dogs) 2905 San Luis Rey Road Oceanside, CA 92058

(For cats & small animals) 572 Airport Road Oceanside, CA 92058

Main Telephone: (619) 299-7012

Website: [www.sdhumane.org](http://www.sdhumane.org)

