



All for Love: A Year in Review

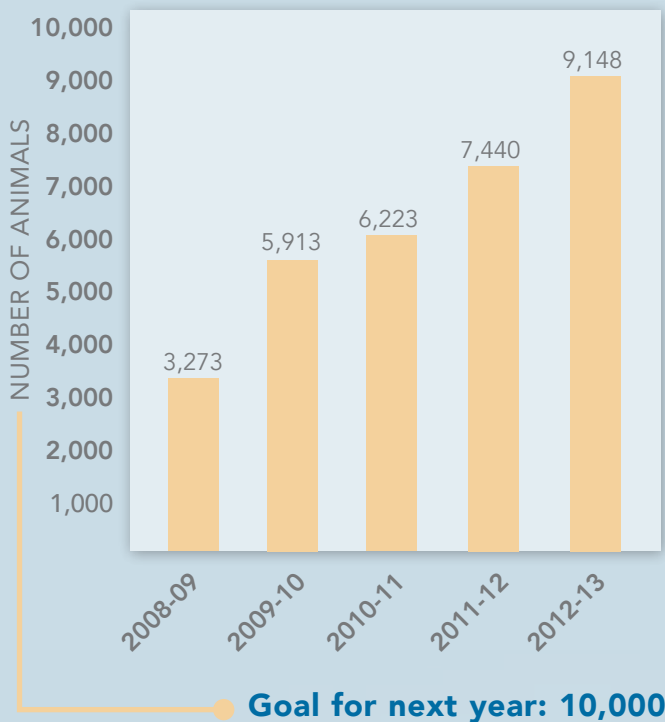
SAN DIEGO HUMANE SOCIETY AND SPCA 2012-2013 ANNUAL REPORT



GETTING TO ZERO

Saving Lives and Doing More for the Animals in Our Community

ANIMALS RECEIVED



ANIMALS GOING HOME*



See page 15 for more statistics on the animals coming into our care in the 2012-13 Fiscal Year.

*"Animals Going Home" includes Animals Adopted, Animals Returned to Owners, and Animals Transferred to Other Agencies

Committed to both the people and animals of our community since 1880, making the San Diego Humane Society the oldest non-profit in San Diego County.





PRESIDENT'S MESSAGE

"Adopt Love."

That's our new call to action. We love animals. We also love the people who care so much about them. In our 2012-13 fiscal year, we were able to "share this love" more than ever before and we've paved the way for new programs and policies to impact animal welfare. As these new efforts expand, they'll result in even more animals getting the second chance they deserve. Some highlights from the past year include:

- Increasing adoptions so we can take in more animals than ever before.
- Initiating needs-based, community spay/neuter programs to impact the growing problem of pet overpopulation.
- Fighting for advocacy on behalf of the animals, such as the recent ban on the sale of dogs, cats and rabbits in pet stores in the City of San Diego.
- Expanding our community programs to help more people during times of need.

As we look ahead, we have exciting plans already in place to continue to do more for the animals and people of our community. In this fiscal year, we're opening a new Behavior Center which will provide innovative behavior modification programs to turn animals' lives around and give them a second, or third or fourth chance. This center is one of the first of its kind, and will pave the way for new and progressive methods to give animals the best chance at a fresh start.

We'll also be launching programs to impact the tragedy of cat overpopulation in outdoor colonies – a large problem that significantly contributes to animal overpopulation. And, of course, we'll continue moving forward with our Treatable Pet Initiative and "Getting to Zero," one animal at a time.

In this Annual Report, we collect the data and evaluate the statistics, which are more than just numbers to us. They are the animals, the lives, we are pledging to save and give that second or third chance. In the following pages we publish the "scorecard" for how many lives have been saved. You'll see the end of year numbers for our admissions, our adoptions, and the spay/neuter surgeries which will help us "Get to Zero" euthanasia of adoptable animals in San Diego area shelters. You'll also read stories of the animals whose lives changed dramatically because people cared enough about them to give them another chance.

Whether people choose to "adopt love," "donate love," or "volunteer love," the animals are the winners.

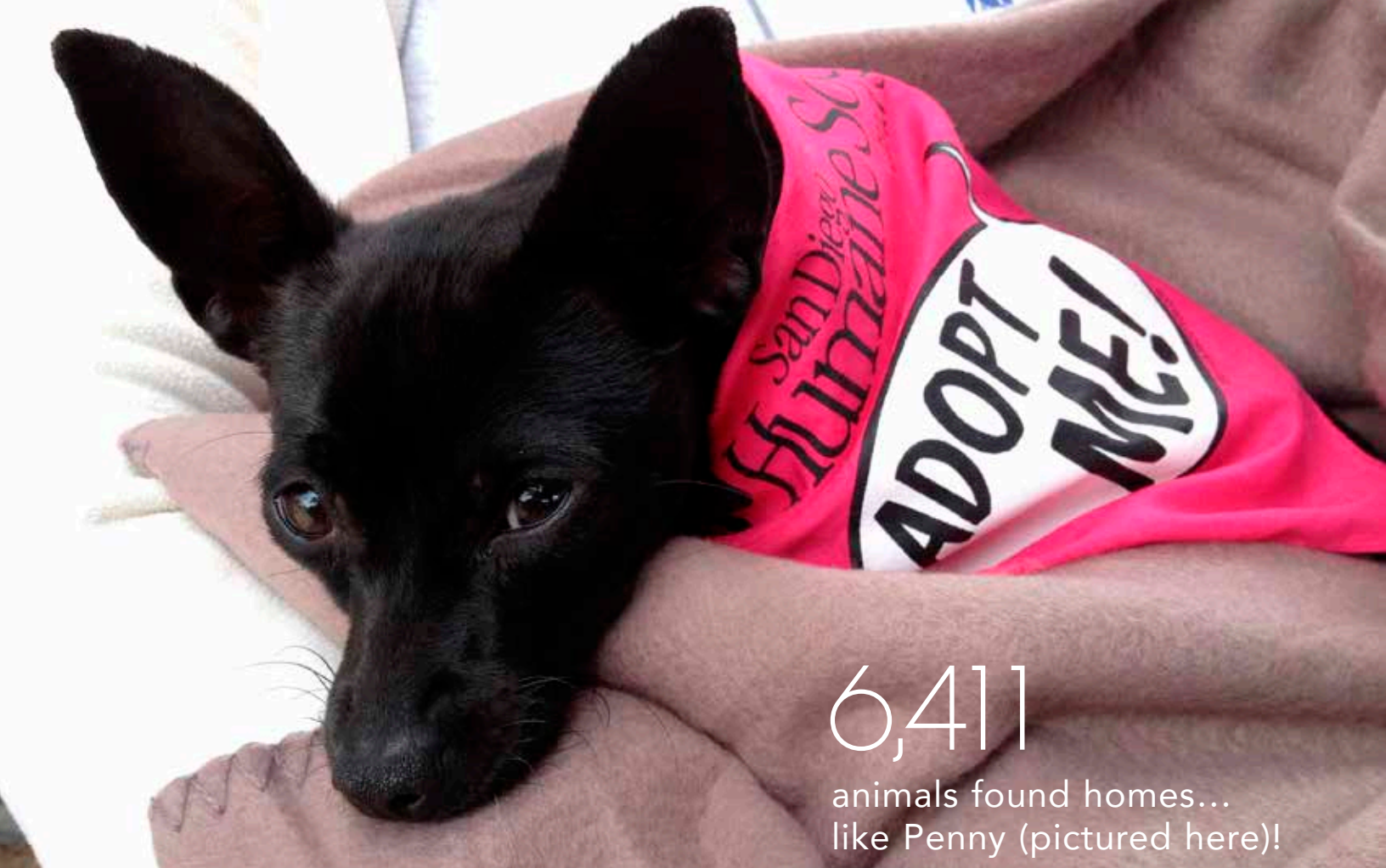
Thank you for being a part of this incredible journey as we better our world for the animals. There's much more to come as we move towards saving the life of every adoptable animal in San Diego. Until then, thank you for helping us "share love" and save lives, one animal at a time.

Much Gratitude (from us and the animals),

A handwritten signature in blue ink, appearing to read "Gary".

Gary Weitzman, DVM, MPH, CAWA
President and CEO

"Whether people choose to 'adopt love,' 'donate love,' or 'volunteer love,' the animals are the winners."



6,411

animals found homes...
like Penny (pictured here)!

Adopt Love

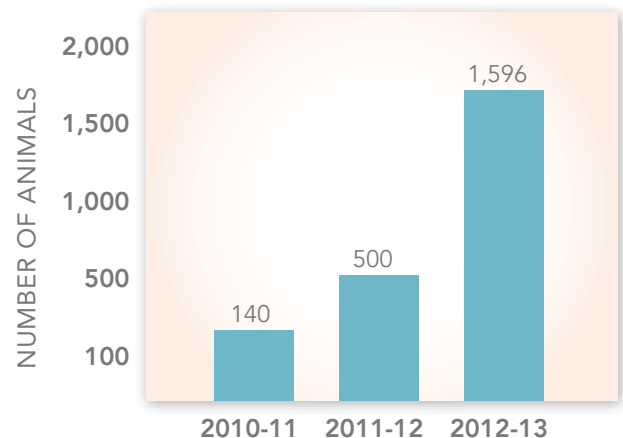
Adoptions

Adoptions are at the center of everything we do. Each year, the San Diego Humane Society and SPCA finds homes for thousands of animals in our community. Getting animals into homes and helping to keep them there is the best way we know to impact the tragedy of animal homelessness, something we're vigorously committed to.

Transport

Our commitment to animals extends well beyond the walls of our shelter — and for that reason we've put a greater emphasis on transporting animals from shelters that simply don't have the space or resources to care for them. We call this the Treatable Pet Initiative. "Getting to Zero" is our foremost mission to save the life of every treatable animal in San Diego Animal Welfare Coalition shelters, and one of the ways we can do that is by working together to alleviate overcrowding at other shelters.

ANIMALS TRANSFERRED IN



Adopted, April 2013

Heaven is one of 1,596 animals transferred to the San Diego Humane Society in the past year.

Nuture Love

Kitten Nursery

The Kitten Nursery was formed to take in kittens from surrounding shelters who do not have the space and resources to provide the around-the-clock care that very young, orphaned kittens require. The fragile lives in our nursery require much more than food and water to grow. Nurturing the most fragile stages of life requires time, resources and dedication; but most importantly, it requires a lot of love. That is why the staff at the Kitten Nursery provide 24-hour care during this most formative time of a kitten's life.

Foster Program

The Foster Care Program is a nurturing, rehabilitating and often life-saving service for baby animals, mothers with litters, animals with minor medical needs or animals in need of extra-special time and attention. Foster care is crucial to allowing us to impact even more animals by opening up space in the shelter, ultimately helping us reach an even greater number of animals throughout our community.



Since opening
in 2009, the
Kitten Nursery
has cared for

8,613

kittens



Heal Love

Veterinary Medicine

The Veterinary Medical Department provides life-saving specialized surgeries, long-term rehabilitation and progressive treatment to thousands of animals each year. Between our primary hospital in San Diego and our two hospitals in Oceanside, and with the help of local veterinary specialists, we are able to provide comprehensive medical care to every animal in need, and the compassionate care to recover, regardless of how severe his or her injuries may be.

Spay/Neuter

Animal overpopulation is a challenging issue that continues to affect both animals and people in San Diego County. The result is thousands of homeless and unwanted animals coming into our shelters. In our effort of “Getting to Zero,” we launched an affordable, needs-based, community spay/neuter program with a three-year goal of performing 13,000 surgeries. Providing accessible and affordable or even free spay/neuter resources is the only way we can seriously impact the problem of pet overpopulation.

One of the first to take advantage of this new service was San Diego resident, Vincent Crick, and his 7-month old cat, Mew. “Cost is a factor, so I wouldn’t have been able to get Mew neutered without an affordable option,” said Crick. “I’m very appreciative of the San Diego Humane Society. This is a fantastic resource for the community.”



Ruby's Transformation

Ruby was transferred to us from another shelter with both hips luxated (dislocated) causing an abnormal and extremely uncomfortable gait for the otherwise healthy one-year-old Siberian Husky. Our veterinary staff was able to perform a procedure called an FHO (femoral head ostectomy) on both hips, which removes the femur and creates a “false joint” where the hip was previously. The surgery relieved all discomfort and literally put Ruby back on her feet. She was adopted immediately!



Teach Love

Behavior & Training

The Behavior and Training staff uses only positive reinforcement techniques and develops individualized training programs based on each animal's specific needs. As a result, animals are happier and healthier in the shelter environment, are likely to find a home faster, and are better equipped to build life-long, trusting relationships with their new family.



The San Diego Humane Society's new Behavior Center

Central to our commitment to rehabilitating animals, we are opening a new Behavior Center (at our original location on Sherman Street) in the Fall of 2013. The purpose of this facility is to behaviorally rehabilitate dogs and cats who may display fearful, shy, timid, or defensive behaviors as well as those with high levels of arousal while in our shelters. Our goal is to develop, implement and analyze behavior training and modification programs to meet each animal's needs. Simply put, this program will save lives while enriching the lives of the animals in our care and helping to keep our animals in their new homes once they are adopted.

Protect Love

Investigations

Humane Law Enforcement pursues cases of animal cruelty and neglect, enforces state animal welfare laws, educates the public on proper care for their animals and rescues animals from emergency situations. Humane Officers can exercise the powers of a peace officer while investigating animal-related crimes. They bring hope to animals who are the victims of cruelty and neglect and provide a voice to those who cannot speak for themselves.

Field Services

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



Thirteen Horses Seized from Neglect

Lou was one of thirteen Arabian horses seized by our Humane Officers in January. He and the other six horses had suffered severe neglect and they were dangerously emaciated. We brought the horses to safety at a local equestrian center, where we nursed them back to health and offered an abundance of love to help slowly reestablish their trust in people again. Today, four of these gentle giants have been adopted, including Lou, whose sweet, affectionate nature left a lasting impression on all who met him, and served as testament to the forgiving and amazingly resilient nature that animals can have.



Rescue Love

Animal Rescue Reserve

Disaster strikes without warning, often leaving our pets exposed, trapped, afraid and/or hurt. The Animal Rescue Reserve is a group of specially-trained staff and volunteers equipped to rescue animals threatened by natural and man-made disasters and other emergency situations. The heroic work of this group goes unrecognized all too often. They come from all walks of life and are always willing and ready to drop everything at a moment's notice to rescue animals from whatever dangerous situation they encounter.

Support Love

Volunteers

Volunteers play a significant role at the San Diego Humane Society and are critical in our ability to impact the animals of our community. More than 1,500 people dedicate their precious time, and unique talents for the sake of the animals. There is no job too big or too small for this compassionate group of people. Without our volunteers, we could not have cared for the 9,148 animals we took in this past year.

Development

The tremendous support of our community is also demonstrated through the generosity of others. Charitable contributions we receive are the only way we can provide the level of care that we do for animals. It allows us to grow our programs and make a greater positive impact in the lives of the animals who depend on us. The San Diego Humane Society does not receive any government grants, nor are we connected with any national animal welfare organization. Our operating funds come from some fees for service, investment income, and primarily from contributions from our generous donors.



1,563 volunteers
generously donated
134,391 hours
to care for animals and
support our work.



Give Love

Pet-Assisted Therapy

Sometimes an animal can give and teach love in ways that are even greater than another human can. Animals love without bias or agenda, and they have the unique ability to fill each moment with compassion. For some, age or life circumstances prevent them from experiencing the joy of an animal. That's why the Pet-Assisted Therapy (P-AT) program brings animals to patients at convalescent homes, hospitals, mental health centers, abused children's homes, juvenile detention centers and more. Last year, P-AT touched the lives of more than 13,000 people...people who were able to experience the unconditional love and joy that animals bring.

"The impact our P-AT animals and volunteers make in the community is tremendous. Seniors that haven't communicated in months speak to our animals. Children who have come from difficult backgrounds are able to feel safe once again when they're with our animal ambassadors. Troubled patients calm down when stroking fur. In addition to the proven scientific benefits of being around a pet, our volunteers witness the love and compassion of our P-AT program daily. The addition of home visits through our Welcome Waggin' program has expanded the joy we are able to bring to those in the community whose only company may otherwise have been loneliness."

Judith Eisenberg
Pet-Assisted Therapy Coordinator



13,214
people at
637
facilities enjoyed
the unconditional
love of an animal.



Share Love

Community Engagement

The purpose of Community Engagement is to inspire our community to be the best pet owners they can be, and give them the tools, education, support and care to make that possible. Whether it's through youth or adult education, or by providing food and emergency medical care to pet owners to allow them to keep their animals through programs like Project KEPPT, this department helps extend education, compassion and assistance to create a better community.

Expand Love

Adoption Center inside the Petco store in El Cajon

With the generous support of our community, the San Diego Humane Society and SPCA has continued to expand its reach, creating an integrated network designed to meet the unique needs of each animal in our care and be accessible to adopters throughout the County. This year we opened a new Adoption Center inside the Petco store on Second Street in El Cajon, increasing the opportunity to get animals adopted. This unique partnership is an example of a 'humane model,' a mutually beneficial partnership with a local rescue group or humane society to encourage the adoption of shelter animals. Many pet stores have started to adopt this model, rather than support the distribution and sale of animals from puppy mills.



Defend Love



Advocacy – Banning of the Sale of Pets in Pet Stores

This year, the San Diego Humane Society worked with several other animal welfare organizations in our community to pass a ban on the sale of dogs, cats and rabbits in pet stores in the City of San Diego. The passing of this ordinance makes San Diego the 33rd city in North America to pass such a ban. It is a very important step forward for animals who are sourced from puppy mills and other large-scale, irresponsible, commercial breeding sources. We've made a commitment to work with responsible breeders and pet store owners in our community to form partnerships, so we can provide adopters options when looking for a particular breed or type of animal. We're here to serve the people and animals of our community as we work towards saving the life of every adoptable animal in San Diego County area shelters. The only way to accomplish that is together.

34 cities in north america – including San Diego – have banned the sale of dogs, cats and rabbits in pet stores.

Fiscal Year 2012-2013 Statistics

SUMMARY

Total Animals Impacted	42,615
Total People Impacted	273,544
Staff	271
Volunteers	1,563
Staff to Volunteer Ratio	1:6

ANIMALS ADMITTED

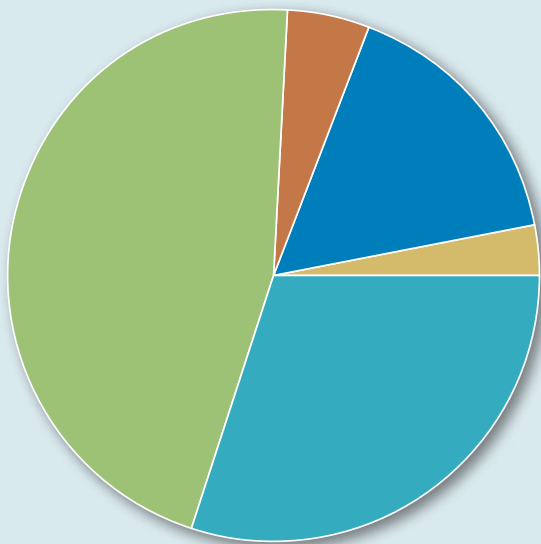
Owner Relinquishments	2,417
Animals Transferred from other agencies to the Humane Society	1,596
Animals Rescued for their Protection	357
Stray Animals Admitted	4,778

TOTAL ADMISSIONS¹ 9,148

¹350 animals were returned to the San Diego Humane Society for various reasons.

ANIMALS GOING HOME

Dogs Adopted	2,288
Cats Adopted	3,547
Small Animals & Horses Adopted	576
Animals Returned to their Owners	1,307
Animals Transferred to Other Agencies	253
Total Animals Going Home	7,971



- Cats – 45%
- Dogs – 29%
- Animals returned to their owners – 16%
- Small animals & horses adopted – 7%
- Animals transferred to other agencies – 3%

OTHER OUTCOMES

Animals Euthanized ²	983
Animals that Died of Natural Causes While in our Care	207

Total Other Outcomes³ 1,190

²Of 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.

³Does not include the difference between beginning shelter count and ending shelter count of 1,092.

Placement Rate for Healthy Animals	100%
Placement Rate for Treatable/Rehabilitatable Animals	100%
Live Release Rate ⁴	89%

⁴For animals determined to be “unhealthy” or “untreatable” as dictated by the SDAWC Asilomar Accords (page 15), to end unnecessary suffering, or for obvious public safety reasons, a small percentage of animals are euthanized. In Fiscal Year 2012-13, 11% of our animal population fell into this category.

BASIC VETERINARY CARE

Total Number of Animals Examined by a Veterinarian	13,407
Spay/Neuter Surgeries for Humane Society Animals	4,722
Spay/Neuter Surgeries for Department of Animal Services Animals	2,534
Pre- and Post- Adoption Consultations Provided	517

ADVANCED SHELTER MEDICINE

Dental Procedures	414
Laboratory Procedures (i.e. blood work, biopsies and other diagnostics)	2,401
Radiographs	931
Orthopedic Surgeries	191
Other Surgeries (i.e. mass removal, exploratory surgery, eye/ear surgery, abscess drainage)	465
Outsourced Specialty Surgeries	41
Outsourced Treatment Expense Incurred by the Humane Society ⁵	\$199,762

⁵Includes specialty surgeries, diagnostics, critical care and procedures that cannot be performed in-house.

COMMUNITY SPAY/NEUTER INITIATIVES

Spay/Neuter Incentive Program (SNIP) ⁶	176
Litter Abatement Program (LAP) ⁷	143
Feral Cats Spayed/Neutered in Partnership with East County Animal Rescue	334
Public, Needs-Based Clinics	1,726

TOTAL COMMUNITY SPAY/NEUTER SURGERIES 2,379

⁶Provides affordable spay/neuter services for those animals brought to the San Diego Humane Society as strays and reclaimed by their owner. Impoundment fees are waived as incentive if the owner allows the animal to be spayed/neutered.

⁷This program is designed to provide spay/neuter services for the general public who may either be relinquishing a litter of puppies or kittens and for those that have found a stray litter of kittens who are able and willing to capture the stray parent animal(s).

PAWS KITTEN NURSERY

Total Kittens Admitted	2,552
Total Kittens Adopted	2,068
Live Release Rate	88%

BEHAVIOR & TRAINING

Humane Society Dogs and Cats Receiving Specialized Training ⁸	1,301
Pre- and Post- Adoption Consultations Provided	621
Adoption Follow-up Calls Completed	6,104
Behavior Helpline Calls/Emails Received and Answered	528
Behavior Training Classess Offered to the Public	107
Registrants Instructed through Public Training Classes/ Workshops	649
Private Consultations and Training Sessions for Owned Animals	16

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

HUMANE LAW ENFORCEMENT, ANIMAL CRUELTY & FIELD SERVICES

Reports Responded To	1,712
Cases Resolved	1,676
Cases Submitted for Prosecution	25
Animals Seen in the Field	10,848
Animals Taken into Custody (Relinquished and Seized)	310
Notices of Violation	675
Pre- and Post- Seizure Hearings	16
Pet Shop, Stable/Feed Store, Rodeo, Circus, Foster and Other Inspections	21
Educational Speaking Engagements	27

FIELD SERVICES

Animal Bite Quarantines	517
License Citations	558
Number of Field Services Calls to Provide Assistance ⁹	8,490

⁹Calls 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	3,922
Hours Spent Executing Rescue	747
Animals Assisted in Emergency Situations	72

COMMUNITY OUTREACH & ENGAGEMENT

ADULT PROGRAM PARTICIPATION

Doggie Café	450
Happy Hour Lectures	384
Pet Loss Support Group	117
Pet First Aid Classes	182
Info Booths	22,547
Speaking Engagements	1,253
TOTAL ADULT PROGRAM IMPACTS	24,933

YOUTH PROGRAM PARTICIPATION

Animal Adventure Camp (Spring and Summer)	428
Birthday Parties	627
Storytimes	115
Home-School Programs	108
Scout Programs	1,296
General Tours and Outreach Field Trips	1,215
School Outreach	18,729
TRUST (Teaching Respect Using Sympathy and Training)	307

TOTAL YOUTH PROGRAM IMPACTS 22,825

TOTAL COMMUNITY OUTREACH IMPACTS 47,758

PET-ASSISTED THERAPY

Total Facilities Visited	637
Welcome Waggin' Visits	67
Total People Reached	13,214

PROJECT KEPPT

Total People Impacted	9,196
Total Animals Impacted	11,481
Number of Enrolled Families ¹⁰	894
Number of Enrolled Animals	1,158

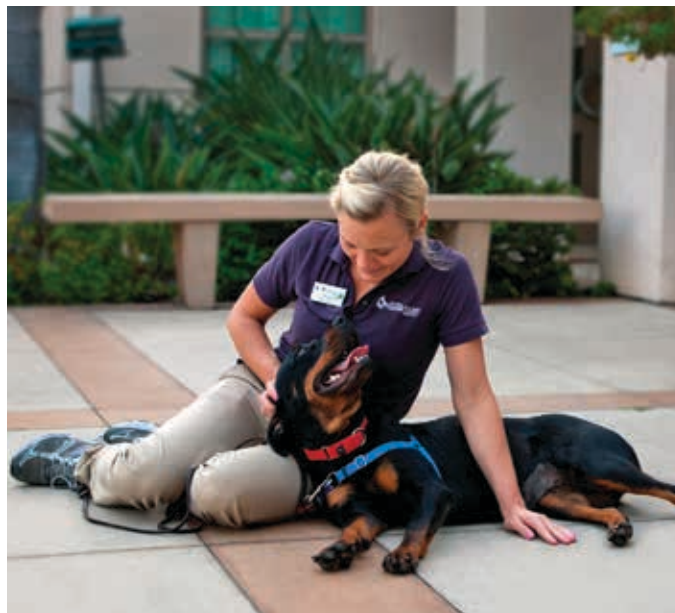
¹⁰Enrolled families may participate monthly at food bank events where they may receive support multiple times throughout the year. "Total People Impacted" and "Total Animals Impacted" counts every instance provided through this program.

FUNDRAISING & DEVELOPMENT

Total Individual Gifts Received	54,431
Number of Individual Donors	25,869
Total Bequests and Planned Gifts Received	64
Total Number of Humane Heritage Circle Members ¹¹	540
Total Number of Constant Companions ¹²	640

¹¹Humane Heritage Circle Members are those supporters who have indicated they have included the San Diego Humane Society in their estate plans.

¹²Constant Companions are those supporters who provide ongoing, monthly contributions.



2012-2013 Financial Information

EXPENSES

Adoptions and Animal Care	\$ 12,858,830	67%
Donor Development and Fundraising	\$1,622,077	9%
Management and General	\$1,575,583	8%
Humane Law Enforcement	\$1,475,921	8%
Community Outreach	\$1,117,641	6%
Marketing and Communications	\$452,407	2%
Total Functional Expenses	\$19,102,459	100%

INCOME

Bequests and Planned Gifts	\$5,169,341	30%
General Contributions	\$4,823,243	28%
Investment Income	\$3,636,280	21%
Field Service/Licensing/Humane Law Fees	\$1,279,603	8%
Adoption/Training/Animal Program Fees	\$920,341	5%
Special Events (net of expense)	\$537,188	3%
Veterinary Health Services	\$388,853	2%
Retail (net)/Facility Income	\$297,673	2%
Community Program Fees	\$145,674	1%
Total Support and Revenue	\$17,198,196	100%



**Unaudited figures. As of press time, an independent financial audit was in process.*

Success Story



Going Great Lengths for Animals

Lassie's life in Afghanistan was not a happy one. When he was found, the 1-year old shepherd mix was terrified of humans, as they had only ever brought cruelty into his life. Thankfully, Lassie was brought to the U.S. by an animal rescue group that cares for and rescues dogs from Kabul and places them with new loving families in the U.S. This, of course, is where we came in...

Within mere days, Lassie had endeared himself to the staff with his incredibly sweet nature and extraordinary ability to return the love and trust that had once been so sorely betrayed. Not surprisingly, Lassie's adoption was immediate.

San Diego Animal Welfare Coalition Accords

In August 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. All member organizations of the San Diego Animal Welfare Coalition (SDAWC), including the San Diego Humane Society, utilize the definitions prescribed by these Accords.

SAN DIEGO HUMANE SOCIETY AND SPCA ANNUAL ANIMAL STATISTICS TABLE

	Dog	Cat	Others	Total
A Beginning Shelter Count (July 1, 2012)	271	563	271	1105
INTAKE				
B From the Public	3631	3151	770	7552
C Incoming Transfers from Organizations Within Community/Coalition	180	1155	17	1352
D Incoming Transfers from Organizations Outside Community/Coalition	169	22	53	244
E From Owners Requesting Euthanasia	1366	627	70	2063
F Total Intake (B + C + D + E)	5346	4955	910	11211
G Owner-Requested Euthanasia (Not Healthy)	1366	627	70	2063
H ADJUSTED TOTAL INTAKE (F - G)	3980	4328	840	9148
OUTCOME				
I Adoptions	2288	3547	576	6411
J Outgoing Transfers to Organizations Within Community/Coalition	22	14	4	40
K Outgoing Transfers to Organizations Outside Community/Coalition	91	9	113	213
L(1) Return to Owner (Stray animals Only)	1103	145	55	1303
L(2) Reclaim (Animals relinquished by and then returned to owner)	3	1	0	4
TOTAL OUTCOME	3507	3716	748	7971
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	432	453	98	983
Q Owner-Requested Euthanasia (not healthy)	1366	627	70	2063
R Total Euthanasia (M + N + O + P + Q)	1798	1080	168	3046
S ADJUSTED TOTAL EUTHANASIA (R - Q)	423	453	98	983
T Subtotal Outcomes (I + J + K + L(1) + L(2) + S) Excludes owner-requested euthanasia (not healthy)	3939	4169	846	8954
U Died or Lost in Shelter Care	43	93	71	207
V TOTAL OUTCOMES (T + U) Excludes owner-requested euthanasia (not healthy)	3982	4262	917	9161
W Ending Shelter Count (June 30, 2012) [A + H - V]	269	629	194	1092
X Annual Live Release Rate/Percentage [(I + J + K + L(1) + L(2)) / T]	89%	89%	88%	89%

The Annual Live Release Rate does not include (Q) owner-requested euthanasia for terminally ill or severely injured animals 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



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.

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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 fees 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.

CONTACT INFORMATION

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

North Campus:

(Dogs) 2905 San Luis Rey Road Oceanside, CA 92058

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

Adoption Center inside the Petco store in El Cajon: 540 N. Second
Street, El Cajon, CA 92021

Main Telephone: (619) 299-7012

Website: www.sdhumane.org

