



MORE HUMANE

THE CAMPAIGN FOR ANIMALS





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**WE WILL LEAD, INNOVATE AND
CHANGE THE FIELD OF ANIMAL
WELFARE — HERE AT HOME
AND ACROSS THE NATION.**

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MORE HUMANE

THE CAMPAIGN FOR ANIMALS

San Diego Humane Society aspires to change the world for animals. When you join us, you become a partner in saving lives, reducing suffering and creating a more compassionate world for animals and the people who love them.

More Humane: The Campaign for Animals will enable San Diego Humane Society to ensure that no healthy or treatable shelter animal is euthanized in our county, provide a refuge to wild animals and address the root issues that put animals at risk every day. As we develop innovative solutions to the challenges faced by vulnerable pets and wildlife in our community, we will continue to be leaders in the changing landscape of animal welfare across the nation.

Together with our supporters, **More Humane** will fuel this work by securing \$250M to fund the most impactful programs for animals. On the pages that follow, you will find our vision to create a more humane world through a commitment to **save, lead, build** and **sustain**.

Animals change our world. We can change theirs too. Thank you for your commitment to animals, and your generous consideration of how you can save more vulnerable lives.



Gary Weitzman, DVM, MPH, CAWA
President and CEO

SAVE

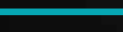
lead



build



sustain





SAVE the lives of vulnerable animals — companion and wild — while addressing the systemic issues that put animal lives at risk. We will ensure that no healthy or treatable shelter animal is euthanized in San Diego County now or ever, that every wild animal is given the best chance to return home and that we keep more animals out of shelters.

We will *Save* through these critical programs:

- ▶ Animal Care
- ▶ Project Wildlife
- ▶ Community Spay/Neuter
- ▶ Keeping People and Pets Together

SAVE

lead



build



sustain

SAVE

lead



build



sustain



Animal Care

The best place for a pet is with a family, and shelters are routinely challenged to meet the needs of homeless pets. However, San Diego Humane Society is committed to providing extraordinary care for every animal who enters our doors, a standard defined by veterinary medicine, physical and social enrichment, quality nutrition and facilities that reduce stress and support mental and physical well-being.



Project Wildlife

As San Diego's largest wildlife rehabilitation program, we will care for more than 12,000 injured and orphaned wild animals annually, countering the impact of habitat encroachment throughout our community.

San Diego County is one of the most biologically diverse regions in the United States, with the greatest number of endangered species. When these animals are injured or orphaned, the first line of defense to save them is Project Wildlife. This program provides hundreds of species, from raptors and raccoons to songbirds and bears, the nurturing care they need for their best opportunity to survive. This care may include veterinary treatment, injury rehabilitation or simply a safe place to grow up.

Our goal is to return every animal Project Wildlife treats to their natural habitat to lead a full life. Every one of these animals plays a vital role in preserving our local ecosystem, maintaining the San Diego region as one of the most incredible nature preserves in the world.

SAVE

lead



build



sustain



Community Spay/Neuter

San Diego Humane Society seeks to stem the tide of the overpopulation of shelter animals and community cats through an expansion of our spay/neuter services. We currently provide reduced- and no- cost spay/neuter surgeries to low-income pet owners, and partner with community members and local organizations to spay/neuter community cats.

The next step in this work is to create a High Volume Spay/Neuter Clinic that will dramatically increase the number of surgeries we provide, and pair it with an ambitious, targeted effort to trap, spay/neuter and release community cats.



Keeping People and Pets Together

Sustainable change occurs when we do more than just place pets in homes — which is why San Diego Humane Society is committed to helping pets stay with their families. We offer help and hope for thousands of people each year with financial adversity, ensuring they can keep their pets at a time when they desperately need love and comfort.

As we look to the future, a cornerstone of this program will be the creation of a Community Veterinary Hospital that will provide wellness, specialty and emergency veterinary medicine for low-income pet families. As the cost of veterinary care continues to rise, this expansion will allow more of our neighbors to keep their pets healthy and by their sides. This program will complement our existing services of providing pet food and care supplies, homeless support and more.

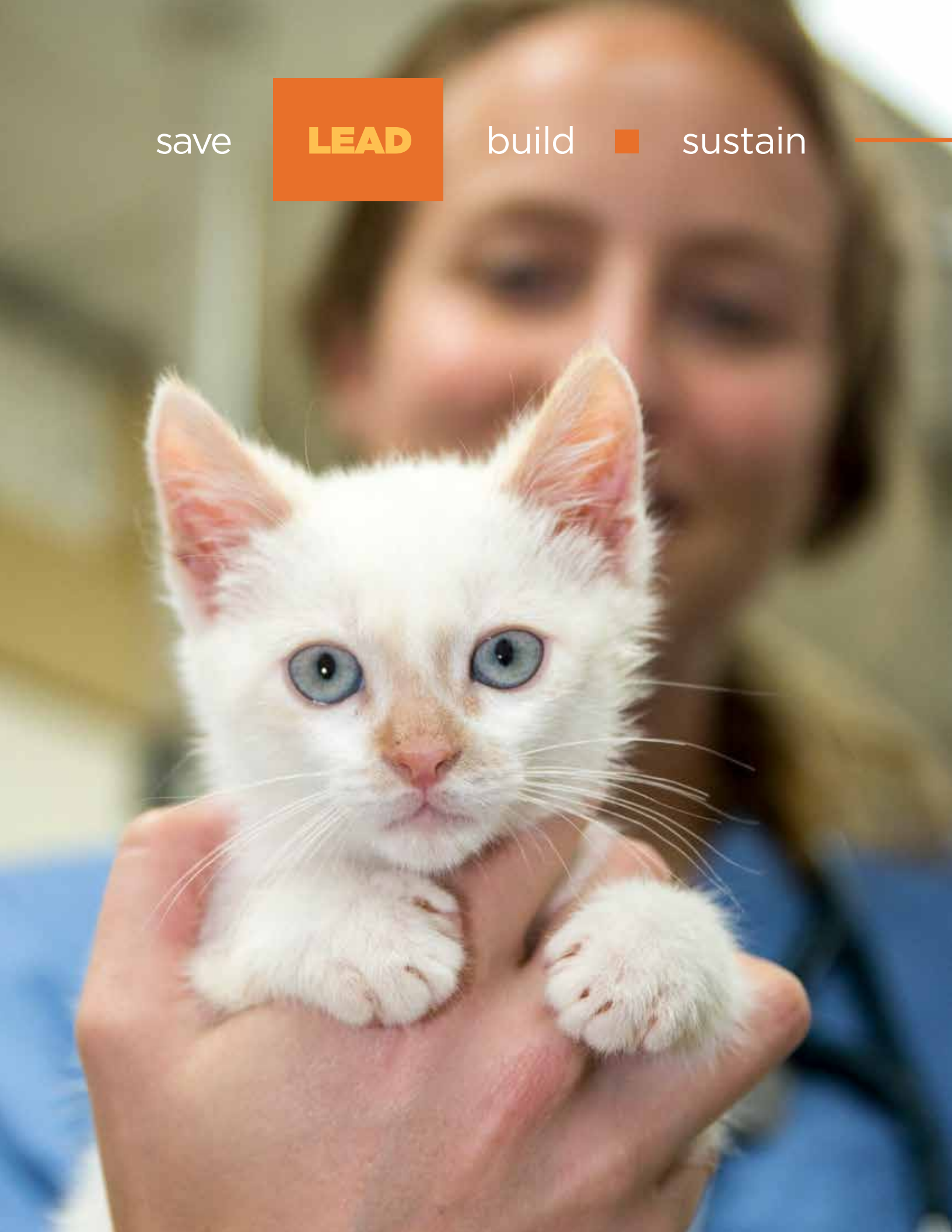
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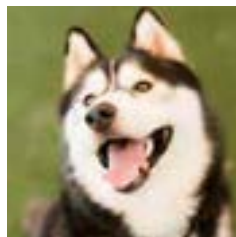
LEAD

build



sustain





LEAD the field of animal welfare nationally to reduce suffering and save lives, building on our history of groundbreaking programs and defining best practices. Through partnerships with organizations throughout the country, we will share the values and tools that create a safer world for animals.

We will *Lead* through signature programs:

- ▶ Veterinary Medicine
- ▶ Kitten Program
- ▶ Behavior & Training Program
- ▶ Humane Law Enforcement

save

LEAD

build



sustain

save

LEAD

build



sustain



Veterinary Medicine

The medical department's role in allowing us to achieve our ambitious goal of Staying at Zero euthanasia of healthy or treatable animals cannot be overstated. We provide exceptional medical care to every one of the tens of thousands of homeless pets we take in each year who needs it, and we will expand our capabilities at each of our campus hospitals in order to prepare these animals for adoption.

And, as the largest shelter in the nation to achieve zero euthanasia of healthy or treatable animals, the volume and variety of medical cases we successfully treat uniquely positions us to lead as both a teaching and a practicing program. Managed through our Pilar & Chuck Bahde Center for Shelter Medicine, our medical education program hosts veterinary school graduate interns and one of a handful of shelter medicine residencies in the nation. By teaching the next generation of shelter medicine professionals how to save more lives, San Diego Humane Society is creating a safer world for animals everywhere.



Kitten Program

Kittens are among the most vulnerable and euthanized shelter animals in the country. Our Kitten Program models a more humane way forward by caring for every treatable kitten who comes to our doors — thousands each year. We care for the youngest and most vulnerable of these kittens annually in our Jim Lester Kitten Nursery — the first care center of its kind in the nation — where we provide the skilled care that these delicate neonate animals need.

While we have achieved significant success in helping kittens throughout San Diego County, the Kitten Program also serves as a model for other shelters across the country. By making our philosophies, policies and practices accessible and replicable for interested organizations around the United States, we translate our success to the global sheltering community and increase the number of lives saved nationwide.

save

LEAD

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sustain



Behavior & Training Program

This unique program intervenes for animals whose behavior puts them at risk for homelessness and euthanasia by offering in-shelter behavior remediation, consultations with pet owners and training classes for the public. At the core of this program is the Behavior Center, which has given a second chance to more than 4,000 animals since it opened in 2013.

In 2019, we opened a new state-of-the-art Behavior Center, built specifically to meet the needs of the most behaviorally challenged dogs and cats who come through our community's shelters. Once admitted, these animals receive customized, one-on-one sessions with a trainer every day. This center represents a significant leap forward in our ability to provide effective intervention for at-risk animals — between 400 and 600 every year.

There is no other animal behavioral rehabilitation center like this in San Diego, making us the only hope for hundreds of our community's most at-risk animals. What's more, our center is one of only a handful in the country, allowing us to develop treatments and share these lifesaving practices with organizations nationwide.



Humane Law Enforcement

Our Humane Law Enforcement team is often the first to respond when animals suffer. By conducting animal cruelty investigations, serving as lead responders for disasters in San Diego and supporting emergency/disaster response across the state and nation, we protect and defend animals in distress.

The team has officers in the field seven days a week, dedicated to protecting animals throughout San Diego County by enforcing animal cruelty and neglect laws. Our dispatch center received 107,000 calls last year alone.

Additionally, our Humane Officers respond to and rescue animals from disasters with the assistance of San Diego Humane Society's 24-hour volunteer-driven Emergency Response Team. This team responds to crises throughout San Diego County and the nation, from wildfires to hurricanes and more.

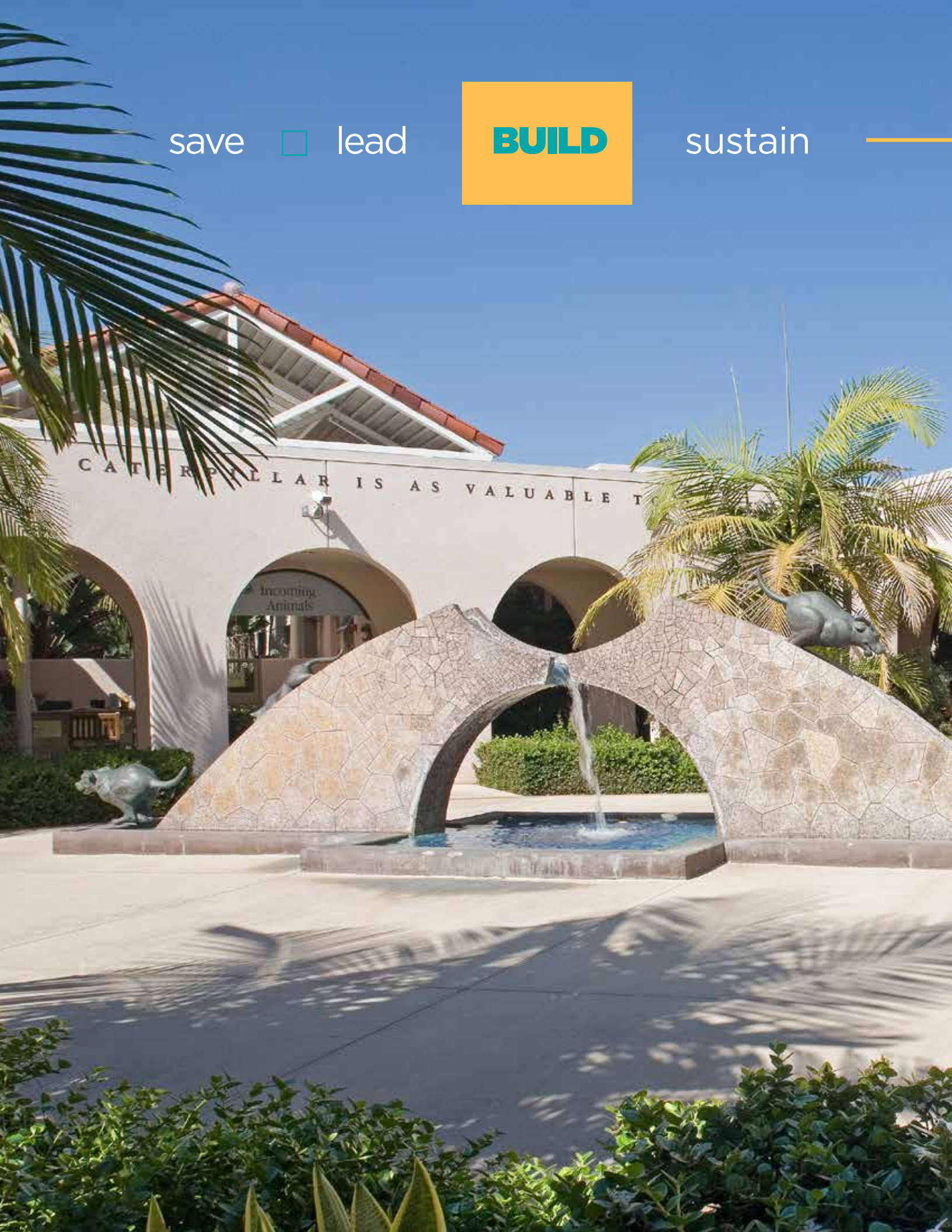
save



lead

BUILD

sustain





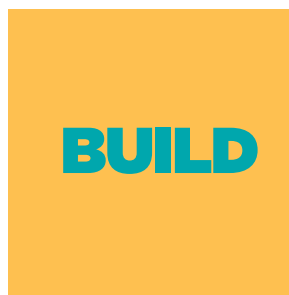
BUILD by investing in infrastructure that protects our animals and welcomes our community. Updated facilities will provide animal housing that better reduces animal stress, limits spread of disease and improves efficiencies, all while creating a welcoming environment for community members across our campuses. While all five campuses provide opportunities to support infrastructure, the Escondido, Oceanside and San Diego Campuses present our most pressing needs.

▶ **Escondido Campus Capital Investments:** The Escondido Campus provides specialized housing for our equine and livestock, and enhancement to these facilities is essential. Additionally, we will upgrade existing housing for homeless companion animals, including dogs, cats and small pets.

▶ **Oceanside Campus Consolidation:** The Oceanside Campus is currently spread across two separate locations, neither large enough to accommodate the region's needs. Rebuilding a consolidated Oceanside Campus at the San Luis Rey Road location will allow us to better serve our community and enrich the animal environment.

▶ **Community Veterinary Hospital at San Diego Campus:** We seek to build a Community Veterinary Hospital that will provide exceptional wellness, specialty and emergency veterinary care to pet families throughout our community who are unable to access and afford this essential care otherwise. This will also be the home of a new spay/neuter clinic, dramatically expanding the numbers of these surgeries we can provide. Community generosity will be essential to bringing this facility, and the hope it offers pet families, to life.

save ■ lead



sustain

save



lead



build

SUSTAIN





SUSTAIN the work of San Diego Humane Society through current-use gifts that drive today's work and endowment gifts that ensure every animal in San Diego is safe for generations to come.

- ▶ **Restricted Gifts:** Donations designated to the programs outlined in this document allow supporters to have the most targeted impact for an area they're passionate about.
- ▶ **Unrestricted Gifts:** Donations that do not carry restrictions beyond funding the essential work of San Diego Humane Society are crucial to meeting the needs of every animal who comes through our doors. By providing unrestricted funding, donors allow the organization the flexibility to meet immediate and changing needs and to take advantage of emerging opportunities.
- ▶ **Current-Use Gifts:** Whether restricted to a specific program or in support of the broader organization, gifts that we can use today make our work possible every day.
- ▶ **Endowments Gifts:** Endowment gifts create ongoing revenue well into the future. By establishing an endowment, you will carry forward your impact and establish your legacy in perpetuity.
- ▶ **Planned Gifts:** Gifts made through your estate, from simple bequests to more complicated charitable remainder trusts, build your legacy and allow you to keep animals safe for generations to come.
- ▶ **Recognition:** Both current-use and endowment gifts have a wide range of recognition opportunities, with naming options available for our most generous donors.

save



lead



build

SUSTAIN





Animals Need Your Support

Animal lovers like you allow San Diego Humane Society to secure the future for vulnerable animals in San Diego and to maintain a standard of care that reflects our shared compassion for all animals. Every animal saved, every pet kept with their family, every wild animal rehabilitated and released, owes that outcome to our supporters.

Whether you can donate \$5 or \$5 million, we ask you to make an aspirational gift to change the world for animals. Without the generosity of our friends, we would not be able to keep animals safe, ensure our facilities are able to support extraordinary care or develop and share programs that help animals nationwide. Together we can build a more humane world throughout San Diego and beyond.

Why Give

San Diego Humane Society is a national leader in animal welfare and serves as our community's go-to resource to ensure that no treatable or healthy animal is in danger of euthanasia in our county. The city of San Diego is the only top-10 city nationally to realize this achievement, a milestone that points to a brighter future

for animals far beyond our community. We are committed to not only meeting the needs of animals and the people who love them in San Diego, but to working tirelessly to solve the root problems that bring animals into the shelter and rescue system everywhere.

THESE ARE OUR PROMISES

Staying at Zero

Never euthanizing a healthy or treatable shelter animal is our commitment, now and always. In San Diego, we will provide refuge for every animal who would lose its life for lack of space or treatment options. *We will save.*

Excellence and Innovation

We will set the national standard for animal care and create innovative solutions to address the most pressing challenges facing animals. *We will lead.*

Shelter

We will create and maintain facilities that provide for quality of life for every animal with us, reduce their stress and fear levels, and protect them from the elements. *We will build.*

Community

We will grow philanthropic relationships that support our programs and allow us to effectively plan for the future. Endowments allow us to build a permanent base of support that offers stability in perpetuity. *We will sustain.*





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