

# 2003/04 annual report



## M I S S I O N   S T A T E M E N T

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



## Annual Report: July 1, 2003 – June 30, 2004

Serving San Diego County since 1880, the San Diego Humane Society and SPCA provides vital services to animals and people alike through sheltering and adopting animals, providing positive reinforcement training for adoptable and owned animals through public training classes, investigating animal cruelty and neglect, providing adult and youth education programs, sharing animals through pet-assisted therapy and rescuing animals in emergency situations.

A private, nonprofit organization that receives no public or government funding, the San Diego Humane Society and SPCA is supported by contributions, grants, bequests, investments, proceeds from the Society's antique consignment store in La Jolla (Glorious Antiques) and some fees for service.

As we close the 2003/2004 fiscal year, we look forward to celebrating one of the most significant milestones for the San Diego Humane Society and SPCA – one year in our new facility at the San Diego Campus for Animal Care, an innovative partnership between the Society and our Campus partners, the Department of Animal Services, that seeks to have a permanent, positive impact on the lives of animals and people in San Diego County. While this has been a year of hard work adapting to our new home, the new Campus has enabled the Humane Society to reach record numbers of people and animals through training classes, educational programs, emerging partnerships and more. If you haven't already done so, please come visit us at our new home.

### Animal Care

The Society's Animal Care Department continued to grow and achieve major successes during the fiscal year. One of those achievements was the completion of our Joint Operating Agreement, including our Joint Intake Policy, which details the policies and procedures related to our partnership with the Department of Animal Services and the handling of incoming animals for both facilities.

Our positive reinforcement training programs continue to be a success as our Behavior and Training Department continues to grow. With the hiring of an additional full-time trainer, we were able to increase the number of animals with behavior issues the staff worked with. We also implemented an on-going calendar of industry-related training classes, allowing our volunteers, staff and employees from outside animal welfare agencies to attend.

In response to the move to our new home, we hired nearly 30 new staff members and created and implemented new policies and procedures affecting every facet of our Animal Care Department, including an adoption policy and a cat housing policy.

### At a Glance

Animals directly assisted	15,902
People directly assisted	28,708
Staff	101
Volunteers	732
Staff to volunteer ratio	1 to 7

Our Animal Care Department also worked closely with our colleagues at the Department of Animal Services to develop our growing Foster Program and ongoing staff training for the Intake Department. We continue to meet on a monthly basis to discuss policies and procedures for the Campus.

Total animal intake	8,947
Animals transferred from Department of Animal Services or other agencies	643
Animals transferred to Department of Animal Services or other agencies	1,000
Animals admitted to adoption program	2,606
Animals adopted	2,096
Animals relinquished for adoption but euthanized due to significant health or temperament issues	207
Animals that died of natural causes while in our care	29
Animals euthanized at owner's request (for health and/or temperament)	1,404
Deceased animals received	1,233
Animals returned to their owners	158
Behavioral assessments completed	899
Total staff hours of training	over 3,500
Volunteer classes taught	36
People assisted	12,047

### Veterinary Medicine

The San Diego Humane Society and SPCA's Veterinary Medicine Department provides an extraordinary level of service for all animals that come through our doors. The department evaluates all animals surrendered by their owners, impounded by our humane officers or transferred from other animal welfare agencies.

Thanks to the financial support of our community, and the assistance from specialists in the veterinary community, we have been able to consistently increase medical services for the animals in our care. In addition to providing basic medical treatments and routine spay/neuter surgeries, we have been able to provide specialized surgeries and aggressive treatments to help place animals who may have previously been considered unadoptable in new homes.

During the fiscal year, we added an ultrasound and radiograph machine to our clinic, began providing spay/neuter surgeries for all animals at the Department of Animal Service's central location (as part of our Joint Operating Agreement), and a veterinarian, veterinary technician and veterinary assistant joined the medical team.

Total animals evaluated	6,278
Total spay/neuter surgeries	3,462
Spay/neuter surgeries for Society animals	1,224
Spay/neuter surgeries for Department of Animal Services animals	2,238
Animals spayed/neutered through the Litter Abatement Program*	110
Number of animals receiving outside specialty surgeries/treatments	23
Outsourced treatment expense incurred by Society	\$12,543
Number of animals receiving in-house specialty surgeries/treatments	1,025
Veterinary consultations provided to prospective adopters	122
Post-adoption veterinary consultations provided	217

\*The San Diego Humane Society and SPCA works to decrease pet overpopulation in a number of ways, including through the Litter Abatement Program (LAP). When a person relinquishes a litter of kittens or puppies to the San Diego Humane Society for adoption, we offer to spay and neuter the parent animal(s) for free and return them to their owners through the LAP program.

## Behavior and Training

Experts in the field of animal welfare know that socialization and positive reinforcement training are essential to raising safe, well-behaved companion animals. This type of training and socialization is also key to developing and strengthening the human-animal bond. Animals that have had some level of training are much more likely to stay in their homes and are also easier to place into new homes if they are given up for adoption.

For all these reasons and more, our Behavior and Training Department plays a vital role in our community. The department not only provides unparalleled public training classes for people and their animals, but also works with the animals in our care to help make them more adoptable.

Over the past year, the Behavior and Training Department continued to increase programming for the public through new and improved public training classes, lectures and special events, significantly increasing the number of people who attended our public training classes from the previous fiscal year.



<b>Number of Society animals receiving individual training*</b>	<b>296</b>
<b>Pre-adoption consultations provided</b>	<b>153</b>
<b>Adoption follow-up calls completed</b>	<b>1,917</b>
<b>Private consultations for owned animals</b>	<b>119</b>
<b>Behavior Helpline calls received and answered</b>	<b>704</b>
<b>People instructed through public training classes</b>	<b>1,493</b>
<b>Number of classes offered</b>	<b>227</b>
<b>Number of Behavior and Training volunteers</b>	<b>177</b>
<b>Number of media appearances by Behavior and Training staff</b>	<b>23</b>

*\*This individual training is in addition to the kennel presentation work provided to most dogs in the adoption gallery.*

## Raising Awareness in the Community

Educating the community about companion animals is a key element in achieving our mission and strengthening the human-animal bond. We work to educate our community in many ways.

During this past fiscal year, the Community Programs Department continued to increase educational offerings to children as well as adults, reaching almost twice as many people through information booths and speaking engagements than in the previous fiscal year. Due to the popularity of our new location at the San Diego Campus for Animal Care, the department conducted a record number of educational tours as well.

We added the Pet Loss Support Group to the Community Programs schedule, a monthly meeting for pet parents who have lost a pet or are considering or preparing for euthanasia.

We hosted our second annual Spring Camp for more than 40 young animal lovers, and educated 334 campers through our Summer Camp program.

The Public Relations and Marketing Department continued to forge important partnerships with local businesses, community groups and media outlets, all in an effort to raise awareness about responsible care of and support for companion animals.



<b>People attending Doggie Café events</b>	<b>256</b>
<b>People attending Happy Hour Lectures</b>	<b>216</b>
<b>Participants in children’s educational programs</b>	<b>3,292</b>
<b>Pet PALS Kids Club membership</b>	<b>94</b>
<b>Information booths and speaking engagements</b>	<b>50</b>
<b>People reached through information booths/speaking engagements</b>	<b>72,805</b>
<b>Radio and television media segments</b>	<b>284 stories</b>
	<b>846 minutes</b>
<b>Newspaper, magazine and on-line placements</b>	<b>502 stories</b>

## Investigating Animal Cruelty and Neglect

Investigating cases of animal cruelty and neglect, enforcing laws protecting animals and rescuing animals from emergency situations – our Investigations Department has a difficult, yet important job in our community.

The department celebrated many successes on behalf of animals this year, one being the development of the department’s three-year strategic plan, which includes an essential education component in partnership with the Behavior and Training Department. Through reports to our animal abuse hotline and humane officers completing daily rounds, a determination will be made on which areas within San Diego County have a higher rate of animal neglect and abuse. A mobile Behavior and Training unit will provide one-on-one, no cost assistance in those areas, making Humane Society programs available to people who are not currently utilizing them, or may not have access to them, in hopes of improving the overall care of companion animals in our communities.

<b>Number of calls received</b>	<b>3,340</b>
<b>New cases opened</b>	<b>843</b>
<b>Animals seen in field</b>	<b>3,784</b>
<b>Animals taken into protective custody</b>	<b>201</b>
<b>Notices of violation served</b>	<b>53</b>
<b>Arrests</b>	<b>12</b>
<b>Search warrants served</b>	<b>0</b>
<b>Speaking engagements</b>	<b>5</b>

## Development and Special Events

As a private, nonprofit organization that receives no tax dollars or government funding, the San Diego Humane Society and SPCA relies on financial support from generous private individuals and corporate sponsors. In fact, our Development Department generated more than 90 percent of the Society’s income during this past fiscal year through donations from individuals, businesses and civic groups, and through a variety of fundraising efforts, which include annual special events.

There are many ways to get involved, including participation in events such as our Fur Ball, Telethon or Walk for Animals. You may also wish to help by making a cash donation, purchasing needed items from our Wish List, gifting the Society your old vehicle or by thinking of us when preparing your will or trust. For more information about how you can help the San Diego Humane Society, please call our Development Department at (619) 243-3401.



<b>Total individual gifts generated</b>	<b>30,915</b>
<b>Income raised through special events (numbers are approximate)</b>	
• <b>Fur Ball</b>	<b>\$239,485</b>
• <b>Telethon</b>	<b>\$239,338</b>
• <b>San Diego Walk for Animals</b>	<b>\$171,061</b>

### Building for the Future

We made major strides during the fiscal year 2003/2004 with the completion of the Sherman Street Initiative Program. A task force consisting of board and staff members was established to evaluate the use of our Sherman Street property. The task force recommended the facility be used to temporarily house adoptable and medically rehabilitative or manageable animals transferred from other humane societies and animal welfare facilities within and outside of San Diego County in an effort to help an additional 1,500 companion animals find their way into new, loving homes each year. The program was approved and initiated at the end of the fiscal year, and is now fully functioning and helping us strive toward our goal of saving the life of every adoptable animal.



### Glorious Antiques

Did you know the Humane Society has its own antique store? You can shop for beautiful antique home furnishings, artwork, jewelry and more and feel good knowing that all proceeds benefit the animals and programs of the San Diego Humane Society and SPCA. In the last fiscal year, Glorious Antiques launched their new online eBay store. Now animal-loving, antique connoisseurs can shop for treasures *and* help animals from the comfort of their own home! We sincerely thank the customers, local businesses, consignors, volunteers and staff members who helped make this year a success on behalf of animals.

### Volunteers

Not only does the San Diego Humane Society and SPCA rely on the financial generosity of our community, we also depend on people who volunteer their time to help animals. Volunteers assist with virtually every aspect of our organization from direct animal care to staffing our antique store. We simply could not accomplish what we do without the dedication and hard work of this valued group of individuals. For more information about how you can become a volunteer, please call (619) 299-7012, extension 2252, or visit [www.sdhumane.org](http://www.sdhumane.org)

#### Number of volunteers by area of service:

<b>Animal Care/Behavior and Training/Mobile Adoptions</b>	<b>227</b>
<b>Animal Rescue Reserve and Investigations</b>	<b>48</b>
<b>Community Programs/Youth Education</b>	<b>106</b>
<b>Customer Service (clerical and greeters)/Special Events</b>	<b>153</b>
<b>Glorious Antiques</b>	<b>67</b>
<b>Pet-Assisted Therapy</b>	<b>105</b>
<b>Foster Care</b>	<b>26</b>
<b>Total volunteer hours</b>	<b>43,036</b>

### Pet-Assisted Therapy

For more than 30 years, the San Diego Humane Society and SPCA has brought the unconditional love of animals to long-term care and assisted living facilities, children's homes, mental health centers and more. Pet-Assisted Therapy animals and volunteers make daily visits to facilities throughout the county, spending time with those who aren't able to have animals of their own.

<b>Total facilities visited</b>	<b>545</b>
<b>Total people reached</b>	<b>11,492</b>








### Animal Rescue Reserve

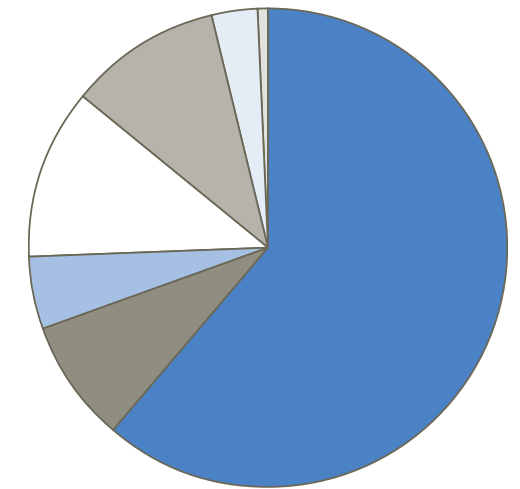
Part of the official County Disaster Team, the San Diego Humane Society and SPCA's Animal Rescue Reserve is specially trained and equipped to rescue animals threatened by natural and manmade disasters and other emergency situations. During this fiscal year, this mostly-volunteer, uniformed unit provided life-saving assistance to animals in our community, including working hand-in-hand with our Campus partners, the Department of Animal Services, to transport more than 3,500 animals during the October 2003 wildfires.

<b>Emergencies responded to</b>	<b>20</b>
<b>Animals rescued</b>	<b>180</b>








### Financial Information

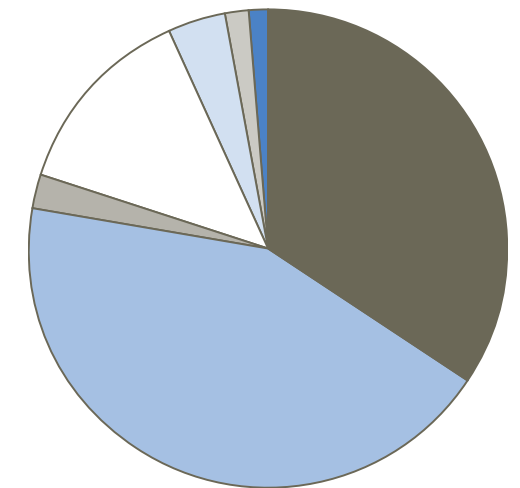
#### FUNCTIONAL EXPENSES

Adoptions and animal services	61.2%	
Investigations	8.3%	
Community outreach	4.9%	
Management and general	11.5%	
Donor development and fundraising	10.3%	
Marketing and public relations	3.1%	
Capital Campaign	0.7%	
<b>Total functional expenses</b>	<b>\$5,846,947</b>	



#### INCOME

Bequests	34.3%	
General contributions	43.4%	
Special events	2.3%	
Investment interest/dividends	13.2%	
Adoption/training/animal care fees	3.9%	
Retail/facilities revenue	1.6%	
Education program fees	1.3%	
<b>Total support and revenue</b>	<b>\$9,201,368</b>	



# B O A R D O F T R U S T E E S

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Mark Goldstein, DVM

*President*

Contact Information

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