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.

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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

A Lifelong Commitment to Animals and Our Community

Intake  Veterinary Medicine  Behavior & Training  Adoptions  Education  Community Outreach  Investigations, Field Services, ARR  Owner-Requested Euthanasia
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 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 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.

Holistic Behavior Assessment – An “Adoption Interview”

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.

SAFES 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

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.

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**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.

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**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.

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**BY THE NUMBERS**

<table>
<thead>
<tr>
<th>Animals seen in the field</th>
<th>Individual Donations Received</th>
</tr>
</thead>
</table>
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.

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

BY THE NUMBERS

23,409 Youths and Adults Reached
2009-2010 Progress by the Numbers

SUMMARY
Total Animals Served 36,887
Contacts with People1 144,329
Staff 164
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 Admitted2 412
Total Intake 5,913

1In 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

Outcomes of Animals not Adopted
Animals Transferred to Other Agencies 186
Animals Returned to Owners 608
Animals Euthanized3 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

1Of the animals euthanized, none were considered “healthy,” “incurable,” or “unrehabilitable.” All animals euthanized were considered “unhealthy” or “untreatable” due to serious medical or behavioral issues.

2Placement Rate for Treatable/Rehabilitable Animals

3This 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 Program7 76
Spay/Neuter Surgeries Completed Via Voucher Program6 459
Veterinary Pre- and Post- Consultations Provided 382

1When 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.

2This 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, abscess drainage) 307
Outsourced Specialty Surgeries 15
Outsourced Treatment Expense Incurred by the Humane Society7 $163,203

1Includes 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%

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 65,421,878
Advertising Value of Print Placements $244,243

PET-ASSISTED THERAPY
School Outreach 9,568
Listening to A.R.S. 312
TOTAL YOUTH PARTICIPANTS 13,063
TOTAL ADULTS AND YOUTHS REACHED 23,409

COMMUNITY OUTREACH
Program Participants 5,858
Doggie Café 469
Happy Hour Lectures 231
Pet Loss Support Group 111
Pet First Aid Classes 47
TOTAL ADULT PARTICIPANTS 9,488

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
TOTAL INDIVIDUAL GIFTS GENERATED 45,151
Total Bequests and Planned Gifts Received 74

DEVELOPMENT
Total Facilities Visited 597
Total People Reached 11,006

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

*Training 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 217
Number of Field Services Complain ts (ie. Large, etc) 2,134

TRAINING
Humane Society Dogs and Cats Receiving Specialized Training8 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 Classes Offered to the Public 239
Registants Instructed through Public Training Classes/ Workshops 1,349
Private Consultations and Training Sessions for Owned Animals 110

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

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PETS ON A MISSION
Total Animals Served 36,887

The San Diego Humane Society and SPCA utilizes Shelter Buddy™, an animal shelter database system, for its animal tracking, statistical management and reporting.
Meet Bert and Ernie!  A Complex Medical Care Success Story

Kittens 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 lovable kittens would not have survived in a traditional shelter.

ANNUAL ANIMAL STATISTICS TABLE

<table>
<thead>
<tr>
<th>OUTCOME</th>
<th>Dog</th>
<th>Cat</th>
<th>Others</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>I Adoptions</td>
<td>1,532</td>
<td>1,994</td>
<td>222</td>
<td>3,748</td>
</tr>
<tr>
<td>J Outgoing Transfers</td>
<td>31</td>
<td>24</td>
<td>15</td>
<td>70</td>
</tr>
<tr>
<td>K Outgoing Transfers</td>
<td>73</td>
<td>1</td>
<td>42</td>
<td>116</td>
</tr>
<tr>
<td>L(1) Return to Owner (Stray animals Only)</td>
<td>557</td>
<td>44</td>
<td>7</td>
<td>608</td>
</tr>
<tr>
<td>L(2) Reclaim (Animals relinquished by and then returned to owner)</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

DOGS & CATS EUTHANIZED

| Healthy (Includes any healthy animal euthanized at owner request) | 0 | 0 | 0 | 0 |
| Treatable – Rehabilitable | 0 | 0 | 0 | 0 |
| Treatable – Manageable | 0 | 0 | 0 | 0 |
| Unhealthy & Untreatable | 428 | 273 | 31 | 732 |
| Owner Requested Euthanasia (not healthy) | 1,147 | 562 | 52 | 1,761 |
| Total Euthanasia (M + N + O + P + Q) | 1,575 | 835 | 83 | 2,493 |
| ADJUSTED TOTAL EUTHANASIA (R - Q) | 428 | 273 | 31 | 732 |
| Subtotal Outcomes (I + J + K + L(1) + L(2) + S) | 2,621 | 2,336 | 317 | 5,274 |
| Excludes owner requested euthanasia (not healthy) | 0 | 0 | 0 | 0 |
| Died or Lost in Shelter Care | 23 | 38 | 15 | 76 |
| TOTAL OUTCOMES (T + U) Excludes owner requested euthanasia (not healthy) | 2,644 | 2,374 | 332 | 5,350 |
| Ending Shelter Count (June 30, 2010) | 95 | 287 | 36 | 418 |

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.

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.
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

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Diane Gilabert
Chairperson, Board Governance & Nominating Committee
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MAKING A DIFFERENCE AT THE LOCAL LEVEL
The San Diego Humane Society and SCPA 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.

San Diego Humane Society
www.sdhumane.org

Gaines Campus
5500 Gaines Street
San Diego, CA 92110
(619) 299-7012

North Campus
2905 San Luis Rey Road
Oceanside, CA 92058
(760) 757-4357