



HELPING ANIMALS  
AND PEOPLE IN  
OUR COMMUNITY  
YESTERDAY, TODAY  
AND INTO THE FUTURE

San Diego Humane Society *and* SPCA

ANNUAL REPORT: JULY 1, 2007 – JUNE 30, 2008





## MISSION STATEMENT

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





### AT A GLANCE

Total Animals Served	28,462
Contacts with People	87,151
Staff	125
Volunteers	810
Staff to Volunteer Ratio	1:7



With *passion*,  
*innovation* and  
*leadership*,

the San Diego Humane Society and SPCA has played an integral role in the animal welfare community for more than 128 years. A forward-looking vision to improve the quality of life for people and animals alike is at the heart of its ever-advancing programs and services. From the animals rescued in the 2007 wildfires to hospital patients receiving Pet-Assisted Therapy visits to the neighborhoods in which animal cruelty is prevented, there are countless ways the organization's mission reaches beyond its shelter walls and into the San Diego community.



## ADOPTIONS

As our core program, animals are available for adoption at the shelter seven days a week and are also taken out into the community through the Mobile Adoptions Program. All adoptable animals have received a medical examination and behavior assessment in order to help determine their best home, in addition to receiving appropriate vaccinations, permanent microchip identification, and being spayed or neutered according to their species.

Humane Society Adoption Counselors train more than 100 hours with the goal of creating lasting, high-quality adoptions, helping families to decide if the animal they are interested in is the best match for their lifestyle. After finding the right match, all household members, including any other dogs, are present during the adoption process to ensure that the chosen pet is compatible with the entire family. In addition, many animals at the shelter have received advanced care from our Veterinary Department, weekly training from our Behavior and Training staff, and socialization from volunteers.

### Animals Received

Owner Relinquishments	2,017
Animals Transferred from Other Agencies to the Humane Society	630
County Stray Neonatal Kittens Directly Admitted*	307
Animals Impounded for Protection/Rescue	543
Adoption Returns	91

**Total Intake 3,588**

### Animals Adopted

Dogs	963 (42%)
Cats	1,018 (44%)
Others	322 (14%)

**Total Adoptions 2,303**

### Outcome of Animals not Adopted

Animals Transferred to Other Agencies	352
Animals Returned to Owners	308
Animals Euthanized**	488
Animals that Died of Natural Causes while in Care	31
Animals Remaining in Adoption Program (Beginning Shelter Count – Ending Shelter Count)	106

**Total Other Outcomes 1,285**

Placement Rate for Healthy Animals	100%
Placement Rate for Treatable/Rehabilitatable Animals	100%
Live Release Rate***	86%

\*In 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.

\*\*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.

\*\*\*This is the percentage of all dogs and cats received that were adopted, returned to owners or released to other animal welfare organizations. The percentage is determined under standardized criteria established by the Asilomar Accords ([www.asilomaraccords.org](http://www.asilomaraccords.org)).

## ASILOMAR STATISTICS

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 and creating goals focused on significantly reducing the euthanasia of healthy and treatable companion animals in the United States. The statistical guidelines developed at this meeting came to be known as the Asilomar Accords.

The terminology used in this table is in accordance with the definitions prescribed by the Accords, as well as the San Diego Animal Welfare Coalition, which are available at [www.sdhumane.org](http://www.sdhumane.org). The statistics focus on a “Live Release Rate,” which is the percentage of pets that leave shelters alive.

### SAN DIEGO HUMANE SOCIETY STATISTICS TABLE

	Dog	Cat	Others	Total
A Beginning Shelter Count (July 1, 2007)	106	189	75	370
<b>INTAKE</b>				
B From the Public	1,113	1,405	440	2,958
C Incoming Transfers from Organizations Within Community/Coalition	124	167	6	297
D Incoming Transfers from Organizations Outside Community/Coalition	324	8	1	333
E From Owners Requesting Euthanasia	859	492	54	1,405
F Total Intake (B + C + D + E)	2,420	2,072	501	4,993
G Owner Requested Euthanasia (Not Healthy)	859	492	54	1,405
H ADJUSTED TOTAL INTAKE (F - G)	1,561	1,580	447	3,588
<b>OUTCOMES - PLACEMENT</b>				
I Adoptions	963	1,018	322	2,303
J Outgoing Transfers to Organizations Within Community/Coalition	119	230	1	350
K Outgoing Transfers to Organizations Outside Community/Coalition	0	0	2	2
L(1) Return to Owner (Stray/Impound Only)	0	0	0	0
L(2) Reclaim (Those Relinquished and Then Returned to Owner)	138	51	119	308
Subtotal Outcomes - Placement	1,220	1,299	444	2,963
<b>OUTCOMES - EUTHANASIA</b>				
M Healthy	0	0	0	0
N Treatable - Rehabilitatable	0	0	0	0
O Treatable - Manageable	0	0	0	0
P Unhealthy & Untreatable	289	180	19	488
Q Owner Requested Euthanasia (Not Healthy)	859	492	54	1,405
R Total Euthanasia (M + N + O + P + Q)	1,148	672	73	1,893
S Owner Requested Euthanasia (Not Healthy)	859	492	54	1,405
T ADJUSTED TOTAL EUTHANASIA (R - S)	289	180	19	488
U Subtotal Outcomes (I + J + K + L(1) + L(2) + T) Excludes Owner Requested Euthanasia (Not Healthy)	1,509	1,497	463	3,451
V Died or Lost in Shelter / Care	8	18	5	31
W TOTAL OUTCOMES (U + V) Excludes Owner Requested Euthanasia (Not Healthy)	1,517	1,497	468	3,482
X Ending Shelter Count (June 30, 2008) (A + H - W)	150	272	54	476
<b>Y Annual Live Release Rate/Percentage (I + J + K + L(1) + L(2)) / U</b>	<b>81%</b>	<b>88%</b>	<b>96%</b>	<b>86%</b>

The Annual Live Release Rate does not include (S) owner requested euthanasia which were not healthy and (V) animals that were lost while under shelter care.

To see a compilation of Asilomar Statistics for all San Diego Animal Welfare Coalition shelters and animal-welfare organizations, visit [www.sdhumane.org](http://www.sdhumane.org).



## VETERINARY MEDICINE

The San Diego Humane Society and SPCA's Veterinary Medicine Department provides an extraordinary level of service to all animals that come through the Humane Society's doors. The Department examines all animals surrendered by their owners, impounded by Humane Officers or transferred from other animal welfare agencies. Not only does the Department provide basic medical treatments and routine spay/neuter surgeries, they also perform specialized surgeries and progressive treatments to help animals previously considered unadoptable. In addition, animals that remain in the shelter for extended periods of time receive ongoing care as needed and may be treated multiple times by the Veterinary Staff.

### Basic Veterinary Care

Total Animals Examined by a Veterinarian	6,706
Spay/Neuter Surgeries for Humane Society Animals	1,440
Spay/Neuter Surgeries for Department of Animal Services Animals	3,290
Parent Animals Spayed/Neutered Through the Litter Abatement Program*	95
Veterinary Pre and Post Consultations Provided	266

\*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) at no charge and return them to their owners through the LAP program.

### Advanced Shelter Medicine

Dentals	323
Laboratory Procedures (i.e. blood work, biopsies and other diagnostics)	1,293
Radiographs	285
Orthopedic Surgeries	22
Other Surgeries	213
(i.e. mass removal, exploratory surgery, eye/ear surgeries, abscess drainage)	
Outsourced Specialty Surgeries	8
Outsourced Treatment Expense Incurred by the Humane Society**	\$32,860

\*\*Includes surgeries, diagnostics, critical care and specialty procedures that cannot be performed at the shelter due to limited resources or capabilities.

## 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. 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, the Humane Society's Behavior and Training Department plays a vital role in the organization and the community. The Department not only provides unparalleled public training classes for people and their animals but also works with the animals in the Humane Society's care to improve their behaviors and to teach skills that will help them in their new homes. In addition to group classes, the Department offers private one-on-one training sessions to target specific areas of need at a personalized level.

Humane Society Dogs and Cats Receiving Specialized Training*	1,740
Pre and Post Adoption Consultations Provided	407
Adoption Follow-up Calls Completed	2,877
Behavior Helpline Calls/Emails Received and Answered	682
Behavior Training Classes Offered to the Public	223
Registrants Instructed Through Public Training Classes/Workshops	1,179
Private Consultations and Training Sessions for Owned Animals	181

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

## INVESTIGATING ANIMAL CRUELTY AND NEGLECT

Investigating cases of animal cruelty and neglect, enforcing laws, protecting animals, educating the public on proper care for their animals and rescuing animals from emergency situations – the Humane Society’s Investigations Department has a difficult, yet important job in the community.

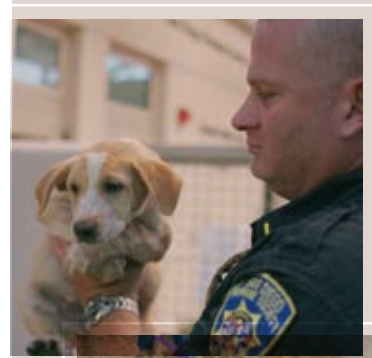
Reports Responded To	1,193
Animals Seen in Field	13,797
Animals Taken into Custody (Relinquished and Seized)	300
Notices of Violation	186
Pre and Post Seizure Hearings	6
Pet Shop, Stable/Feed Store, Rodeo, Circus, Foster and Other Inspections	62
Educational Speaking Engagements	41
Cases Resolved	1,171

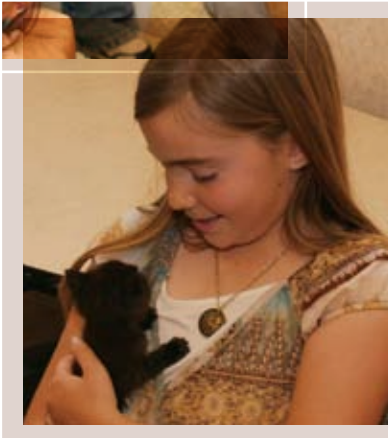
## ANIMAL RESCUE RESERVE

Part of the official County Disaster Team and operated by the Humane Society’s Investigations Department, the San Diego Humane Society and SPCA’s Animal Rescue Reserve (ARR) is specially trained and equipped to rescue animals threatened by natural and man-made disasters and other emergency situations. During the 2007-2008 Fiscal Year, the ARR played a vital role in the emergency disaster relief of the Harris and Witch Creek Fires. More than 25 volunteers worked around the clock to save lives and actively evacuate more than 500 animals. Since evacuees were not immediately allowed back to their homes, the ARR was able to assist them by helping to successfully feed and water more than 5,000 animals found in burned areas.

Hours of ARR Volunteer Training	2,045
Hours Spent Executing Rescue	3,115
Animals Rescued from Emergency Situations*	500+

\*Includes Fire Storm 2007 Evacuations





## RAISING AWARENESS IN THE COMMUNITY

Educating adults and children in the community about companion animals is a key element in achieving our mission to enhance and strengthen the human-animal bond. Both the Community Programs Department and the Public Relations and Marketing Department work consistently with the community and the media to get the word out about the Humane Society's programs and services.

### Adult Education Participants

Doggie Café	307
Happy Hour Lecture Series	249
Pet Loss Support Group and First Aid for Dogs/Cats	113
Information Booths and Speaking Engagements	7,100

**Total Adults Reached 7,769**

### Youth Education Participants

Animal Adventure Camp (Spring and Summer)	575
Storytimes (Tots and Tales and Animal Tales)	425
Pet PALS, Scout Programs, Tours and Other Activities	3,038

**Total Youth Reached 4,038**

### Public Relations

Radio/Television/Online Media Segments	244
Minutes of Airtime Generated by Media Segments	580
Newspaper, Magazine and Online Print Placements	891
Print Impressions Generated from Print Placements*	66,213,354+
Advertising Value of Print Placements	\$426,244+

\*Print Impressions refers to the number of times the public was exposed to the Humane Society name.

## VOLUNTEERS

The San Diego Humane Society and SPCA not only relies on the financial generosity of the community, but also on people who volunteer their time to help animals. Volunteers assist with virtually every aspect of the Humane Society from direct animal care to participation in the Pet-Assisted Therapy Program to clerical and administrative tasks in the office.

### Number of Volunteers and Hours Donated by Area of Service

Area of Service	Volunteers	Hours
Foster Care	54	52,775
Animal Care, Behavior and Training, and Mobile Adoptions	318	13,169
Animal Rescue Reserve and Investigations	67	6,735
Customer Service, Clerical, Greeter and Special Events	454	4,278
Pet-Assisted Therapy	135	4,110
Community Programs/Education	108	2,561
Board of Directors and Advisory Board	27	482
<b>Total Volunteer Positions</b>	<b>1,163</b>	<b>84,347</b>
<b>Total Unique Volunteers</b> (over 350 people volunteer in multiple areas)	<b>810</b>	



## DEVELOPMENT

Caring and generous individuals, businesses and civic groups are precious to the San Diego Humane Society and SPCA. As a private non-profit organization that receives no tax dollars or government funding, donors understand that the Humane Society relies on their financial support to accomplish its important mission. Over the past fiscal year, contributions helped generate more than 74 percent of the Humane Society's income. The community opened up their hearts and generously supported a wide variety of fundraising efforts including three annual special events. The San Diego Humane Society is grateful for the community's ongoing support of its programs and services.

For the fourth consecutive year, the San Diego Humane Society and SPCA was nationally recognized for fiscal responsibility by Charity Navigator with its highest 4-Star rating. Only six percent of rated charities have achieved this distinction four years in a row.

Total Individual Gifts Generated	43,491
Total Bequests and Planned Gifts Received	47

## PET-ASSISTED THERAPY

For more than 30 years, the San Diego Humane Society and SPCA's Pet-Assisted Therapy Program 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 twice daily visits to facilities throughout the county, spending time with those who aren't able to have animals of their own.

Total Facilities Visited	589
Total People Reached	11,402

## FINANCIAL INFORMATION\*

### Expenses

Animal Care and Services	\$6,250,041	64%
Management and General	\$928,648	9.5%
Donor Development and Fundraisers	\$955,583	10%
Investigations and Rescue	\$890,838	9%
Community Outreach and Education	\$453,083	4.5%
Public Relations and Marketing	\$286,653	3%

**Total Functional Expenses \$9,764,846**

### Income

Bequests and Planned Gifts	\$2,844,929	45%
Investment Interest/Dividends (net of loss/expense) (\$1,687,878)		(27%)
General Contributions	\$3,546,236	56%
Adoption/Training/Animal Care Fees	\$600,279	9%
Special Events (net of expenses)	\$555,554	9%
Education Program Fees	\$251,038	4%
Retail (net)/Facilities Revenue	\$235,416	4%

**Total Support and Revenue \$6,345,574**

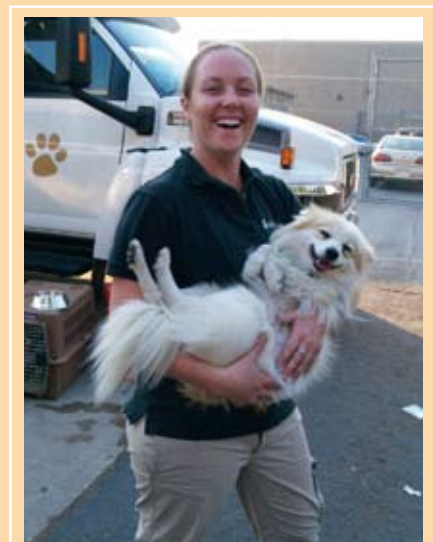
\*Unaudited figures. As of press time, an independent financial audit was in process.



Under the supervision of the County of San Diego Department of Animal Services, San Diego Humane Society and SPCA staff along with volunteers from the Humane Society's Animal Rescue Reserve (ARR) assisted in five major areas during and after the disaster. First, the Animal Rescue Reserve (ARR) actively evacuated **500** animals from homes during the fire, and later conducted welfare checks in burned areas to feed and shelter more than **5,000** animals in place. Humane Society staff and volunteers also provided direct care for more than **650** animals at evacuation centers and staging sites (including approximately **250** small companion animals at Mira Mesa High School, **50** large animals at a residence in Jamul and **375** large animals at the Lakeside Rodeo Grounds). Additionally, the San Diego Humane Society coordinated all animal supply needs, solicitations, collection and distribution for county supported evacuation sites and Red Cross centers, supporting more than **10,000** animals. Via website postings and updates to news media, the San Diego Humane Society acted as the central information source for all animal-related evacuation information. Lastly, for those directly affected by the wildfires, the Humane Society worked to establish a Fire Relief Fund to provide financial support for pet-owners long after the natural disaster had taken place.



## 2007 CALIFORNIA WILDFIRES





<b>Staff Heavily Involved in Field Work</b>	<b>65</b>
Animals Evacuated	500
Welfare Checks/Animals Sheltered in Place	5,000
Animals Directly Cared for at Evacuation Sites	650
Animals Supported by Supply Provisions	10,000+
<b>Total Animals Assisted</b>	<b>16,150+</b>

**In-Kind Donations Received & Distributed** **\$170,000+**

**Cash Donations Received** **\$272,560**

Relief Disbursements to Individuals	\$64,406
Relief Disbursements to Other Animal Welfare Organizations	
Escondido Humane Society	\$ 1,207
FOCAS (Friends of County Animal Shelters)	\$ 11,302
North County Humane Society	\$ 22,716
Project Wildlife	\$ 77,500
<b>Total Disbursements to Other Organizations</b>	<b>\$112,725</b>
Disbursements to be Awarded in 2008-2009 Fiscal Year	\$19,054
<b>Total Cash Relief Disbursements</b>	<b>\$196,185</b>
<b>Total Humane Society Expenses for Fire Efforts</b>	<b>\$76,375</b>



## BOARD OF TRUSTEES

July 1, 2007 – June 30, 2008

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Vice Chairperson, Finance & Audit

**Nancy Vaughan**

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Vice President of Development & Education



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 its retail outlets and some fees for service.

San Diego Humane Society and SPCA

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