


# The COMPANION

 Helen Woodward Animal Center

**MEET OUR  
NEW YEAR'S  
PUPPIES**

**NEW**  
COMPANION FOR  
KIDS PAGES!

**EVENT  
UPDATE**  
PUPPY LOVE 5K  
SPRING FLING  
CRITTER CAMPS  
& MORE!

**THANK YOU!  
2014 DONOR  
RECOGNITION**

# FRIENDS AVAILABLE FOR ADOPTION



## SABRINA

*I am very sweet and loving, and enjoy talking with cat-itude and interacting with others. I am just a big cuddle bug looking for a forever home!*



## PLUM

*I am an active and super friendly dog and love other canines. I'm looking for an adult home that will give me the structure I need to thrive.*



## HAMILTON

*I might seem reserved at first, but I warm up quickly and although I am tiny I am mighty in personality! I'd love to find a family that will boost my confidence and teach me new tricks.*

To see other adoptable dogs and cats, visit [animalcenter.org](http://animalcenter.org)

## CREATING A HUMANE WORLD FOR ANIMALS AND PEOPLE

Helen Woodward Animal Center is a unique, private, non-profit organization dedicated to saving the lives of animals and enriching the lives of people. For more than 40 years, our no-kill Center has provided humane care and adoption for orphan animals, as well as animal-centered educational and therapeutic programs for people. The Center is a dynamic, evolving institution that is an agent of change for the animal welfare world. Not only are we operating innovative and beneficial programs for animals and people, but we are teaching others around the world how to successfully market and promote their programs and stop the senseless death of thousands of animals. 🐾

### Don't miss a single issue...

Every issue of Helen Woodward Animal Center's *The Companion* newsletter is filled with stories about the relationship between humans and the animals that we love. Four times each year *The Companion* keeps you informed about how you are helping us fulfill our mission of "people helping animals and animals helping people."



**SURRENDERED PETS** will receive a complete veterinary examination for good health and temperament. A documented history is required for all owner-relinquished animals. Dogs under our care are exercised regularly and cats enjoy comfortable playrooms. Experienced staff screen potential adopters to help clarify needs and ensure a lifelong match. Once an adoption is complete, our staff is available for any assistance to make the transition a success.

On the cover: Helen Woodward Animal Center adoptable, Dana, found her forever home in January.

## The COMPANION

WINTER 2015

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Renée Resko

#### Writers

Renée Resko, Laurel Dalsted

#### Design and Layout

Amy Huzil

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# PRESIDENT'S MESSAGE

Spring is around the corner and here at Helen Woodward Animal Center February has already been a blur of activity with our 3rd annual **The Business of Saving Lives Conference**. Special guests included Sheriff Joe Arpaio discussing his innovative project converting an unused prison into a life-saving haven for abused dogs to be rehabilitated by prisoners, mental health professionals addressing revolutionary ways to diagnose and treat compassion fatigue in animal welfare staff, dedicated volunteers working to help Native American communities improve their animal welfare situation, and so much more. It was a phenomenal three days filled with innovative ideas and information from speakers like Tamar Geller and Steve Dale on timely topics impacting those on the front lines, and I was honored to offer inspiration and support to this incredible group. I am always in awe of the dedicated people who make this their life's work and save lives every day without giving it a second thought. There are truly angels among us.

We are still celebrating an amazing year with our **Blue Buffalo Home 4 the Holidays** partnership and over **10 million animals adopted** since we began this adventure in 1999. This international campaign now brings over 4,000 groups together and is saving lives at a rate we never imagined. Blue Buffalo is a committed friend that provided a level of support never before seen for the program including a People magazine dedicated holiday ad!

We have so many wonderful events planned to support pets and people in need in the year ahead. **The Puppy Love 5K** finds a new home at Lake Poway this year and everyone is excited to check out this fun new terrain with lots of fascinating wildlife, sights and smells to keep two and four legged athletes entertained. We have more teams than ever before and I encourage you to get a group together and join us for a beautiful day at the lake. We are also excited to announce this year's Spring Fling Gala Chair Mia Parks, Editor of Ranch and Coast magazine, and Honorary Co-Chairs Ed and Sandy Burr of EDCO — both Mia and the Burr's are long-time friends of the Center and the Spring Fling so we are honored by their involvement and support of this year's Gala.

After finding homes for over 3,100 pets in 2014 the bar is set high, but we know in 2015 we can surpass this number and we are already off to a great start. The support of our amazing community and the media who share the stories of these beautiful animals continues to spur on this unprecedented increase in adoptions. Every day, lives are saved because of the care and generosity of friends like you.

Yours for a more humane world,



Michael M. Arms  
President and CEO



**"After finding homes for over 3,100 pets in 2014 the bar is set high, but we know in 2015 we can surpass this number and we are already off to a great start."**



BLUE BUFFALO™

HOME<sub>4</sub> THE  
HOLIDAYS

HELEN WOODWARD ANIMAL CENTER

# ADOPTION CAMPAIGN

At Helen Woodward Animal Center, we not only save the lives of thousands of orphan pets directly through our adoptions program, but also work to help other groups across the country and around the world increase adoptions and reduce euthanasia in their communities by sharing our tried and true best practices and proven marketing strategies. This work is especially important each holiday season, from October through New Year's, when more families bring a new pet into their home than any other time of the year. Unfortunately, many of these are still being purchased from vendors who source from puppy mills and irresponsible back yard breeders while healthy, beautiful pets in shelters go unnoticed.

With a goal of taking business away from these irresponsible breeders and promoting pet adoption, Helen Woodward Animal Center organizes shelters and rescue groups not only in San Diego County but across the nation and in over 20 countries worldwide through the Home 4 the Holidays campaign each year, the largest most successful pet adoption campaign in the world. Participants receive a complete guide to planning and executing a Home 4 the Holidays adoption campaign, including templates, timelines, checklists, and tips on how to save more lives utilizing social and traditional media as well as partnerships with local businesses and politicians and creative marketing and promotion to drive adoptions.

## 10 MILLION LIVES SAVED

The 2014 Home 4 the Holidays effort was especially momentous as we saw the 10 millionth pet adopted since the campaign was started 16 years ago. To mark this incredible milestone, campaign sponsor Blue Buffalo committed to providing the family who adopted the 10 millionth pet with a year's worth of food as well as 2,500 pounds of food for the organization that facilitated the adoption. The lucky pup ended up finding his forever home through I.C.A.R.E. Dog Rescue in Rancho Santa Margarita, California. His name is Brewster and he had been found, roaming free, on a rural road in Southern California. A skeletal 5 pounds, covered in scabs, and with damaged teeth, he was starving and fighting a losing battle with the bigger stray dogs in the area who roughed him up on a regular basis. I.C.A.R.E. Dog Rescue took in the brown and white Chihuahua and provided him with a loving foster parent, Dana Stark, who cared for him throughout months of surgeries and medical treatments.

Remarkably, throughout his own healing, Brewster's focus rested elsewhere. As Stark's mother-in-law's health failed, Brewster took to regularly visiting her. As she went in and out of the hospital and eventually into a rehab facility, he seemed to sense just what she needed and would lie quietly in her lap or snuggle up beside her in bed. When visiting her, he would also entertain all the patients, trotting down the hallway, happy to meet anyone; if they had love to share, he found them worthy of his attention and sweet kisses. When Stark's mother-in-law passed away, Brewster seemed to know that his job was done and it was time to find his own forever family. Only a week, later, as though it had been fated, Brewster met the Cunningham family at a PetSmart Adoption event in Anaheim, California.

The Cunningham family had recently suffered the death of their beloved dog named Marshall and it wasn't only the human family members who were mourning his loss. Their rescue Chihuahua named Jack had stopped eating and was notably depressed. Brewster came into the lives of the family and once again showed off his therapeutic gifts. As if by instinct, Brewster took it upon himself to help Jack, often jumping into bed to sit beside him, lying right beside him "in the sunny spot" and "prancing beside him" on their walks together.

"I have been really thinking of getting him Certified as a Therapy Dog," stated Carolyn Cunningham. "He just is perfect for that and has so much love to give. I love the idea of him helping to brighten someone's week the way he brightens my every day."

Thanks to an international coalition of over 4,000 participating pet adoption agencies, facilities and rescue-groups, dedicated to finding happy, loving homes for orphan pets, over 10 million pets like Brewster have found their forever homes through Home 4 the Holidays since inception in 1999. The stories of these successful adoptions filter in from around the world for the end-of-campaign "Heart-Warming Story Contest."

Visit [http://www.animalcenter.org/home4theholidays/essay\\_contest.aspx](http://www.animalcenter.org/home4theholidays/essay_contest.aspx) to read more stories like Brewster's that are done by partners in this life-saving campaign. 🐾



Brewster, the 10 millionth adoption since the start of the Home 4 the Holiday's campaign, poses with his forever family.





# THE BUSINESS OF SAVING LIVES

Helen Woodward Animal Center is unlike any other organization in the world in many ways, but one of the most important ways that we are different has to do with how we support other organizations and provide them with the tools they need to be successful. Whether it is a small rescue with only a few people doing a variety of different jobs or a larger organization that would like to emulate many of the programs we are doing here at the Center, our staff stands ready to give them the valuable information they need. We feel strongly that it is truly part of our mission to share what we know and provide the entire industry with opportunities to learn and grow for the benefit of the animals they serve.

Our most recent Business of Saving Lives conference was held at the Wyndham San Diego in February and brought together a diverse collection of speakers and topics that we felt were both timely and critical to our industry, including Compassion Fatigue, Animal Welfare on Indian Reservations, unique marketing and public relations ideas, unconventional solutions to overcrowding and limited resources, and key information about fund raising and working with the media. We can't think of another conference that offers such a diverse array of topics and hands-on curriculum and materials that allow the participants to put the information to use immediately. In addition, we offer phone consultations to every organization so that they can talk directly to our team members about specific needs they may have.

The unique aspects of our conference were made possible by the many talented speakers who gave freely of their time to support those on the "front lines" of animal welfare. We would like to recognize speakers like Dr. Wendy Khentigan and her colleagues Wanda Garner and Julie Chippendale who shared vital mental health information and program templates to create a more supportive environment for those who are struggling with the tough daily decisions of animal welfare, as well as leaders like Diana Webster who is on the Tribal Council and

is the President of The Native America Humane Society who shared the unique challenges facing their community with animal welfare. Sheriff Joe Arpaio brought us a unique solution to bring prisoners and abused animals together for their mutual benefit while utilizing an outdated facility that simply required some modest upgrades to make it ideal for the animals.

Your Center is saving countless lives and lifting up the entire industry with each of these meetings and trainings, with every phone call, and every visit that our President, Mike Arms, makes to facilities around the country in need. There is no urgent need that is turned away and with your support we are changing the world, one pet at a time. 🐾



Helen Woodward Animal Center staff lend their expertise at the 2015 Business of Saving Lives Conference.

# NEW YEAR'S PUPPIES FIND FOREVER HOMES



In today's world of quick headlines and random violence, oftentimes things we hear on the radio or television quickly go in one ear and out the other, and oftentimes we are glad that they do. But sometimes you hear something that stops you in your tracks and makes you take pause. The story of the New Year's puppies and their tragic first days is one of those stories. If it doesn't make you stop and think about human cruelty and what people are capable of doing to our animal friends then I don't know what will.

The beautiful pups shown in these adorable pictures are part of a litter of ten puppies who were rescued when their mother mysteriously disappeared just days after they were born. Alone and cold, the tiny pups searched for the warmth and sustenance of their mother, but found nothing. Just when it looked most desperate, their owner discovered their plight, drawn by their pitiful cries to investigate what was wrong with his newest litter.

Finding them alone with their mother nowhere in sight, he called and searched for her, with no response. Unable to care for 10 tiny newborns who needed 24 hour feeding and care to survive, he called for help. By the time the rescue group arrived, it had been discovered that their mother had been fatally shot and left lifeless on a neighbor's property nearby. The pups were taken in from the cold and their journey to safety at Helen Woodward Animal Center began.

The touching story of these amazing pups made such an impact on the community that, we had our first all-nighter ever! A family set up their very own tent in the parking lot to ensure that they would be first in line to adopt one of these beautiful



One family camped out overnight waiting for Chardonnay to become available.

dogs on the morning they became available. Since the puppies were available for adoption near New Year's Day, they were given celebratory names: *Celebrate*, *Caviar*, *Cheers*, *Charity*, *Comfort*, *Corsage*, *Cabernet*, *Chardonnay*, *Champagne* and *Confetti*!

There certainly was cause for celebration when this tragedy turned into a triumph, not only for these scrappy pups but for the wonderful families who waited through a cold night to give them their forever homes. Today, all ten are healthy and happy with their forever families thanks to the love and support they received. 🐾



Happy puppies with their loving new families.





Welcome to our NEW KIDS SECTION of the Companion!  
Kids will enjoy learning about our animals by playing games, solving puzzles and expressing their creativity.

## CREATURE feature



## Meet KRONK

**Breed** .....Huacaya Alpaca  
**Gender**.....Male  
**Birthday** .....June 9, 2012  
**Favorite Snack** .....Leaves

Kronk is smaller and less sure of himself than his roommate Kuzco. He can get anxious when he's too far from Kuzco, who he looks up to for support and confidence.

Despite that however, Kronk does his best when learning new things, and enjoys wearing costumes and being presented because he gets lots of attention and admiration!

He is not easily motivated by food and will usually refuse treats, preferring hay, leaves, and love!



## DID YOU KNOW...

**There are so many ways for kids to get involved and help pets find homes!**

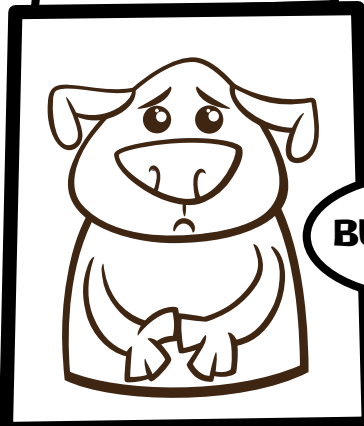
Pet food drives, bake sales, and so many other fun, easy projects all make a difference for animals in need. When you raise \$35 or more you'll be included in the 'Animal Lover's Club' and receive a special t-shirt that shows your support.

Contact [laurag@animalcenter.org](mailto:laurag@animalcenter.org) with any questions or for help with fundraising ideas and get started helping pets today!



## color me!

### ADOPTABLE BRUNO



BUT WAIT...



Bruno is waiting patiently for his forever family. Lots of boys and girls have come by, but no one has asked to play with him yet.

A nice family has just come over and is asking about Bruno ... maybe they will decide to take him home.



Bruno just found out he's heading to a new home, to be cuddled and loved forever!

## EDUCATION STATION



San Diego County is filled with dog loving individuals and families. Whether at the park, at the beach, or enjoying lunch at a favorite restaurant, there always seem to be dogs around! Although we love dogs, they are still animals and it is important to be safe around them at all times. When meeting an unfamiliar dog for the first time practice these ABC's so you and the pup can safely get to know each other:

### A. ASK.

Some dogs LOVE to make new friends while others are a little shy. Because of this, it is important to ask a pet's owner, "May I pet your furry friend?" before doing so. If the dog's guardian says "no," no worries! If the answer is "yes," proceed to letter "B."

### B. BE SNIFFED.

Dogs can't talk and ask us what our name is, what we had for lunch, or where we live; however, dogs have a VERY good sense of smell and use it to discover this information. By letting a dog sniff us, we are letting him or her meet us in the same way he or she meets other dogs—by sniffing! It is best to stand still with our hands by our sides while the dog is sniffing.

### C. TAKE CARE.

Once the dog has sniffed all over he is ready to be pet! Carefully pet him or her on the back. Some dog owners may tell you where it is okay to pet, but if ever unsure it is safest to gently pet the dog on his or her back.

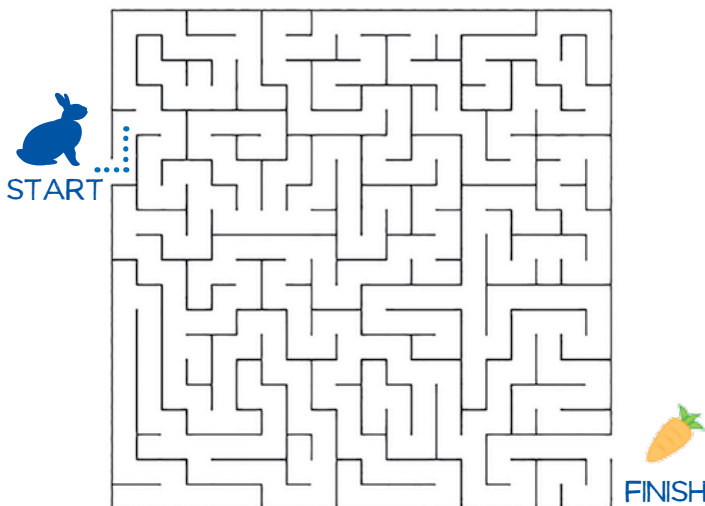
## word search

Find the following words hidden in the puzzle below

ADOPTION	E	T	I	B	B	A	R	S	S	M
ALPACA	H	D	S	Y	T	L	L	M	G	I
ANIMALS	N	C	U	E	P	A	O	U	V	N
CAT	B	O	P	C	M	P	I	V	T	I
DOG	A	N	I	I	A	N	U	V	E	H
EDUCATION	C	L	N	T	E	T	Q	P	K	O
GUINEA PIG	A	A	P	A	P	S	I	I	V	R
KITTY	T	S	P	A	W	O	T	O	T	S
LOVE	A	I	M	N	C	T	D	X	N	E
MINI HORSE	G	D	O	G	Y	A	F	A	A	Y

## Hashbrown's maze

Hashbrown is a Flemish Giant rabbit, who lives in the Education Department at the Center. Help him find his favorite treat by solving the maze below.





# SAVE THE DATE!

HELEN WOODWARD  
ANIMAL CENTER'S  
SPRING  
FLING

*Bala*

SATURDAY, JUNE 6, 2015

LIVE MUSIC

COCKTAILS

GOURMET SELECTIONS FROM  
20 OF SAN DIEGO'S  
FINEST RESTAURANTS

SILENT AND LIVE AUCTIONS

FOR TICKETS, CALL  
858-756-4117 X350

FOR  
SPONSORSHIP OPPORTUNITIES,  
CALL 858-756-4117 X312

Grab Fido and your friends and  
move your paws for a good cause!

Helen Woodward Animal Center's

**PUPPY  
LOVE 5K**



presented by Blue Buffalo

**SUNDAY • MARCH 15 • 2015**

**Adults \$35  
Children \$15  
(3-12 YRS)**

**TEAM  
DISCOUNT**  
For six or  
more people

**NEW  
LOCATION**

**FREE  
'AFTER-PAWTY' &  
KIDS ACTIVITIES**

**LAKE  
POWAY**

Family, Friends  
Co-workers, You  
and your Furry  
Companions!



**Sold out in 2014!**

**VISIT [animalcenter.org](http://animalcenter.org) and REGISTER TODAY!**

Support the animals and programs at Helen Woodward Animal Center





## FREDDIE'S FINDS

As an organization that depends on support from our community, we are so grateful for the many local businesses that choose to help pets and people in need by partnering with Helen Woodward Animal Center. Over the past year, we have been honored to add Freddie's Finds to our list of generous supporters, and continue to be impressed by the many ways they give back. In addition to donating a portion of all sales to shelters and rescue groups, this fido-friendly company has been an incredibly generous supporter of Helen Woodward Animal Center fundraising events, not only participating as a sponsor, but utilizing their connections to secure discounted entertainment and donating concert tickets for the Spring Fling gala, and underwriting the costs of parking for multiple events. This type of support is so important to the Center because it allows our events to raise even more funds to support programs like Adoptions.



Freddie, of Freddie's Finds

Along with giving back to the pet community through donations, Freddie and his best friend Suri the Shih Tzu also volunteer in the Pet Encounter Therapy program at the Center. Here they are able to give unequivocal and palpable love to people who would benefit from a gentle paw, from nursing facilities to children impacted by

homelessness and everyone in between. They love their therapy work, and owner Tony Carchedi says they "often wonder if it is the pups or the people who benefit more!" 🐾

## WHAT IS FREDDIE'S FINDS

Freddie's Finds is a monthly adventure of discoverable pooch proportions! Freddie is searching far and wide to find products pertinent to obtaining his goal, which is to preserve or enhance the well-being and merriment of his furry friends. Our passion here at Freddie's Finds is animals, which culminates in sustaining their health and happiness. We have searched high and low for products that fall into this category. We discovered that the commodity exists, yet a lot of the box companies don't want to put the effort into searching and finding. Along comes Freddie, who weeds out the profit-first companies and looks for brands made by conscientious manufacturers who take pride in producing top-tier products designed to enhance and extend your pup's life.

A portion of every Freddie's Finds sold gives back to the pet community, whether it be a shelter, rescue or foundation. Knowing that we are helping to fund those that are saving lives and bringing light to the appalling conditions of puppy mills and pet stores motivates Freddie in his pursuit. Join Freddie every month on his excursions of sniffing out, digging up and chewing on his latest finds through stories, tweets and photographs. If it's out there, Freddie will FIND IT!

Visit [www.freddiesfinds.com](http://www.freddiesfinds.com) to learn more, and be sure to use promo code FFHW2014 when checking out so \$1 or more per order will come to Helen Woodward Animal Center!



FREDDIE'S FINDS  
[www.freddiesfinds.com](http://www.freddiesfinds.com)



# ANIMAL HEROES

EVERY DAY, WE HEAR INCREDIBLE STORIES OF THE PROFOUND WAYS ANIMALS IMPACT THE LIVES OF THE PEOPLE THEY TOUCH, PROVIDING COMPANIONSHIP, JOY, HEALING, AND SO MUCH MORE.



## SAMMY

Many times, animals go beyond providing comfort and affection to help us heal or grow stronger. This is especially true in the Therapeutic Riding program where specially trained equine therapists help individuals with physical and cognitive challenges gain independence, self-esteem, and a greater quality of life. It is not uncommon for clients in the program to form profound friendships with their horse over the course of their weekly lessons.

Joshua is one such student who participates in the program to help with his strength and flexibility. **Most recently he has been working with Sammy, a handsome palomino gelding that Joshua has become quite attached to.** Although his verbal communication is limited, he often mentions Sammy during the week between their sessions. When he had to have surgery recently, he was given a stuffed horse the same color as Sammy, which he kept with him at the hospital while he was away from his friend to keep him company during the surgery and recovery. These special horses help clients make such incredible progress in their physical or cognitive goals because they are not only a therapist, but a beloved friend, as well.



## BABY

Not everyone is able to enjoy this special connection with animals right away, some people have a fear of animals for a variety of reasons. The Education department helps people to overcome those fears through the Dog Smart program. Using specially trained, non-threatening dogs, participants learn to understand dog behavior. Each individual, over time, learns to read canine body language, understand how to act around stray and aggressive dogs, and is equipped and empowered with tools to manage day-to-day life.

**Baby is one of those special dogs who patiently works with Dog Smart clients** so they can feel safe and comfortable around familiar and unfamiliar canines in their daily lives. She has been "working" in the Education department since May 2013, and seems to intuitively know what others need. She even has a special way of playing fetch with two balls, dropping the one she just retrieved when a second one is held up so the client doesn't have to take it from her mouth.

*We will never cease to be amazed by the many ways pets like Sammy and Baby impact the lives of those they love, and even those they just met!* 🐾

## THANK YOU

We would like to express our tremendous gratitude to the **S. Mark Taper Foundation** for their generous support that makes the Therapeutic Riding program possible, and available at little to no cost for our clients. The Foundation has provided \$45,000 to support the program since 2003, most recently through a grant of \$25,000 for 2015 that will provide for the instructional time, care and feeding of our horses, barn and arena maintenance, and so much more that goes into running this wonderful program.

**SAVE  
\$20**  
when you  
register for a  
week!

S P R I N G



# Critter CAMP

Hands-On Humane Education

Where kids connect with animals!

CRITTER CAMP is filled with HANDS-ON animal interactions, crafts, and games! Daily or weekly registrations available!

**MARCH 30– APRIL 3  
& APRIL 6–APRIL 10  
PRESCHOOL– 5TH GRADE**



**For more information  
and to sign up today, visit  
ANIMALCENTER.ORG/EDUCATION**



# CAMPAIGN FOR CARING



**HELEN WOODWARD ANIMAL CENTER'S CAMPAIGN FOR CARING IS A CAMPAIGN DESIGNED TO REBUILD OR RENOVATE ALL THE DIFFERENT AREAS OF THE CENTER. MULTIPLE PHASES ENCOMPASS EACH OF THE PROGRAM AREAS THAT WILL BE AFFECTED.**



The first phase of Campaign for Caring has already been completed which includes one building with two sides that are vastly different in the services they provide. One half houses the small animal, Companion Animal Hospital, which is run by Chief of Staff, Dr. Patricia Carter, with two additional veterinarians on staff. With over 10,000 square feet and state-of-the-art equipment, as well as a complete dental suite we are able to provide the best care possible for your "best friend" whether cat, dog or exotic.

The other side of the building is home to our administrative offices for all the behind-the-scenes staff that keep the Center

running, from accounting to fund raising and marketing to public relations and social media. This part of the Campaign has been paid off and does not require any additional funding.

The 2nd phase of the project is the renovation of the current Adoptions facility. The Adoptions facility has a myriad of challenges that encompass a number of structural issues including outdoor dog kennels—leaving the dogs exposed to the elements and cold temperatures—as well as a drainage problem which causes flooding near the kennels and an inability for the water to be moved away efficiently during a heavy storm.



**Above: The current outdoor kennels;  
Below: Helen Woodward Animal Center Adoptions Facility**





The medical facilities are sadly lacking in our current building with a closet for our veterinarian's office and very limited space for her staff of vet technicians to do exams or work on adoptable animals. The surgery suite is just a bit bigger and there is only one space available for surgery and very limited recovery kennels.



**The current medical and intake areas of the adoptions building are cramped and inefficient**

The hallway that is used for intake of animals from other organizations is open to the public and there is no way for our staff to process the pets efficiently. Instead, the cages are stacked and our Adoptions team must climb over each of the kennels trying to pull dogs and cats for health and behavioral exams with constant interruptions from the public. It is stressful for the staff and the animals.



The new facility will accommodate all of these needs and create an aesthetically pleasing, highly efficient new building that will have the appropriate medical facilities and a private area that is not open to the public for intakes. Most importantly, the dogs will have indoor/outdoor kennels and will not be exposed to the elements. The space we currently have will be used more

efficiently but because the project is a renovation, costs will be kept to a minimum as will permitting challenges.

*To learn how you can be a part of the Campaign for Caring and leave a life-saving legacy for pets in need, contact Renee Resko at 858-756-4117 x 347 or email [ReneeR@animalcenter.org](mailto:ReneeR@animalcenter.org). 🐾*

## THINKING AHEAD— MAXIMIZE GIVING BENEFITS

As tax time approaches, we all begin to think of ways to put our assets to the best use possible while limiting our tax liability. This is a good time to think about strategic gifts from IRAs and charitable disposition of publicly traded stocks. Take advantage of the long-term growth of your assets for the benefit of animals and people in need, while protecting your funds from undue taxation.

At the end of 2014 (Dec. 19th), Congress again passed the regulation regarding IRA owners age 70-1/2 or older being able to exclude up to \$100,000 a year from income if the IRA funds are paid directly to certain public charities. Unfortunately, this only gave donors a little over a week to learn about and act upon it. This type of distribution is called the Qualified Charitable Distribution (QCD).

At this point, we believe it is fair to plan on Congress passing this regulation again for 2015, so instead of being caught unexpectedly we encourage you to think about making an

IRA donation during 2015 to get ahead of the deadline at year-end and enjoy the tremendous tax benefit of this type of IRA gift.

As a result of stock market increases, we know there are many of you with highly appreciated assets facing significant capital gains tax ramifications if you were to sell your stock at this time. We again encourage you to think about making a gift of appreciated assets to Helen Woodward Animal Center to benefit a program of your choice or for the general operations of the Center. This is a painless way to make a significant impact on the Center while enjoying significant tax savings.

*If you wish to discuss this with a qualified professional, we can provide access to one at our facility at no cost or obligation to you. Please contact Renee Resko, Vice President of Development at 858-756-4117 x347.*

## THANK YOU TO THE WONDERFUL MEDIA OUTLETS WHO SUPPORTED OUR WORK IN 2014!

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**CW – SAN DIEGO 6 News Team**

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**MAGIC 92.5:**

Jagger and Kristi

### PET MAGAZINE/WEBSITE:

**DOG FANCY:**

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Melissa Stoneburner

**i5 PUBLISHING GROUP**

**NORTH COUNTY PUBLISHERS**

**RANCH AND COAST MAGAZINE:**

Mia Stefanko

Bob Stefanko

**SAN DIEGO UNION TRIBUNE:**

Diane Bell

J Harry Jones

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### NEWSPAPER/MAGAZINE/WEB cont.:

**COAST NEWS**

**DEL MAR TIMES**

**DISCOVERY NEWS CHANNEL/WEB**

**LA JOLLA LIGHT**

**LA JOLLA VILLAGE NEWS**

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**RANCHO SANTA FE REVIEW**

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# RECYCLE FOR A GOOD CAUSE.



**Drop off your recycling at Helen Woodward Animal Center to turn it into funds for pets and people in need!** Bring any of the items below (cleaned and sorted) to the drop off bin in front of the main entrance at 6461 El Apajo Road any day or time:

- Plastics
- Paper
- Ink Cartridges
- Metal
- Glass
- Cans
- All Cardboard
- Batteries
- Electronics

For more information contact  
**[laurag@animalcenter.org](mailto:laurag@animalcenter.org)**

Proceeds benefit Helen Woodward Animal Center and Solana Santa Fe School



# THANK YOU

**THANK YOU TO OUR LOYAL FRIENDS AND SUPPORTERS WHO HAVE MADE 2014 THE BEST YEAR TO DATE FOR HELEN WOODWARD ANIMAL CENTER AND MORE IMPORTANTLY FOR THE ANIMALS AND PEOPLE WE SERVE.**

This was a phenomenal year for the Center with over 3,100 adoptions of orphan cats and dogs and records broken for both Home 4 the Holidays with our 10 millionth animal placed since 1999 and Remember Me Thursday bringing thousands to our web site to share their love of animals and their sadness over lives lost. We have expanded Pet Encounter Therapy and Therapeutic Riding with the support of our good friends at Lucky Duck Foundation and the another generous family has helped us to bring AniMeals to more low-income seniors and their pets than ever before in honor of their dear Sherry.

The Companion Animal Hospital continues to grow and thrive as does the Orphaned Objects resale shop, but we know none of this would be possible without the caring support of our animal-loving friends in the community. Thank you for all you did in 2014 to make these dreams a reality. We know that 2015 will surpass all our expectations with your help.

*Thank you to all of our generous donors who joined or renewed their membership in one of our giving clubs, participated in special events, or provided in-kind support between January 1, 2014 and December 31, 2014.*

## HELEN WOODWARD ANIMAL CENTER 2014 DONORS

This list represents individuals and organizations who gave a total of \$150 or more between January 1, 2014 and December 31, 2014.

### BEQUEST GIFTS

*We are grateful to the individuals below who chose to leave a legacy of caring by including the Center in their estate plans. These gifts will help ensure the long-term stability of our programs so pets and people in need will continue to receive the help they need for many years ahead.*

Louis & Mary Below Living Trust  
The Estate of George F. Benson Jr.  
The Estate of Judy Freeman  
Jacquelynn L. Haehn Trust  
The Estate of Sandra Kennedy  
Estate of Patricia Ann Lowry  
The Estate of Claudine Miller  
The Estate of Seward and Eleanor Norris  
The Estate of Peter and Genevieve Rupprecht  
Jeanne Swanson Trust

### THE HELEN WOODWARD SOCIETY GOLD CIRCLE \$5,000+

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*We have made every effort to accurately acknowledge our generous donors. If there has been an error or omission please do not hesitate to contact us so we may correct our records.*

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# HELEN WOODWARD ANIMAL CENTER

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## CREATING A HUMANE WORLD FOR ANIMALS AND PEOPLE



## Upcoming EVENTS

### MARCH 7

*Volunteer Orientation*

### MARCH 14

*Tack Sale*

### MARCH 15

*Puppy Love 5K Run/Walk*

### MARCH 1 - 29

*Animals of Spring Tours*

### MARCH 30 - APRIL 10

*Spring Critter Camp*

### MAY 8

*Puppy Prom*

### MAY 9

*Volunteer Orientation*

### JUNE 6

*27th Annual Spring Fling Gala*



**march 1-31**

Enjoy the "Animals of Spring" at Helen Woodward Animal Center!

- ages 2 yrs - 5th grade
- \$12 per child (minimum \$50)

Email us at [education@animalcenter.org](mailto:education@animalcenter.org)  
or call (858) 756-4117 ext. 318.

Tours by appointment only.



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- ☐ I would like to know more about the Center's pet bequest policy.
- ☐ I would like to know more about including the Center in my will.
- ☐ I would like to be invited to an informational bequest luncheon.
- ☐ I have already included the Center in my estate plans.

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