

The

COMPANION

 *Helen Woodward Animal Center*

REMEMBER ME
THURSDAY[®]
RECAP

BRING THEM
HOME 4 THE
HOLIDAYS

THE NEW FACE OF
ANIMAL
CENTER
.ORG

FRIENDS AVAILABLE FOR ADOPTION



PICNIC

I am just as sweet as my picture shows! I just want to come crawl up on your lap and cuddle. Come meet me at the Center soon!



NICO

I love people and snuggling is one of my favorite things to do with my human friends! I have a silly side too and would love to play and romp around the yard.



HAVANA

I am very sweet and playful and can find almost anything to keep me entertained. However, my biggest joy is being with you.

To see other adoptable dogs and cats, visit **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."



Find us on
Facebook



Follow the litter on
Twitter

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.

The COMPANION

FALL 2016

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PRESIDENT'S MESSAGE

Dear Friends of the Animals,

I have so many exciting things to share with you in this issue that I hardly know where to begin. I hope that after reading about the tremendous international impact of **Remember Me Thursday®**, our wonderful partnership with our good friends at Blue Buffalo, and the amazing outreach we are doing with animal organizations around the country and the world, you are extremely proud of your Center, Helen Woodward Animal Center.

Remember Me Thursday was an unprecedented success this year with over 50 celebrity luminaries including our official spokesperson, Pauley Perrette, from the hit TV series NCIS, plus our dear friends, Katherine Heigl and Diane Keaton. We also had new animal luminaries, like Tuna the dog, who has more on-line followers than most people! The response was heard around the world and we were in awe of how everyone remembers rescues. We were especially touched by the amazing children of Puerto Rico and the way their laughter and tears made us feel when they shared what pets mean to them.

On the heels of the Remember Me Thursday excitement, I was invited to New York to ring the opening bell on NASDAQ with our friends, and partners in rescue at Blue Buffalo. It was an honor to stand on the platform with these corporate heroes who are truly changing the world through their philanthropy.

To wrap up October and share our **Business of Saving Lives**, our friend, Dale Corley, hosted a one day conference that brought together dozens of animal organizations in Atlanta, Georgia. We were honored to have two special guests that day, Victoria Stilwell from Animal Planet's "It's Me or the Dog," and Jules Trace from the Ian Somerhalder Foundation. They each brought an inspiring and helpful message to the group while reiterating the importance of the Business of Saving Lives program to the animal welfare field.

Thank you for making it possible for the Center to bring the message of saving lives and to change animal welfare worldwide. We couldn't do it without you.

For a more humane world,



Michael M. Arms
President & CEO



"Remember Me Thursday® was an unprecedented success this year ... with over 338 million social media impressions from 164 countries."



THANKS

We'd like to express our gratitude to the family members of those individuals that made a gift to Helen Woodward Animal Center in memory of a loved one this year:

**Includes gifts of \$250 or more*

Leslie Allen
Belle
Emma
Cheryl Ann Harris
Rebecca Hofstetter

Claudia Pontier
Shannon
Rosemary
Jessica Henderson
Bill Panaresi

Penny
Jasmine and Holly
Panda Brown
Gail Elaine Hooker
Carl & Helene Schulze

Rosemary Ceront
Nancy Niklaus
Joanne Eby

BRINGING THEM HOME 4 THE HOLIDAYS

Lenny found his forever home on Oct 30th!



CAMPAIGN POSTER PUP LENNY BEGAN HIS STORY LIKE MANY OF THE ORPHAN PETS SEEKING HOMES THROUGH THE HOLIDAY ADOPTION DRIVE...

As Helen Woodward Animal Center and Blue Buffalo launch the 18th Annual Home 4 the Holidays® campaign, an unlikely orphan canine is embracing his title as this year's Poster-Pup. Abandoned and unwanted by his former owners, the handsome Shepherd-blend named Lenny was flown across the country from Raleigh, North Carolina to find his forever family in the Golden State. His hopeful journey is a shining example of the over a million orphan pets who will search far and wide to land a forever home this year through this annual, international, three-month pet-adoption drive.

On September 8th, thousands of miles away from Helen Woodward Animal Center, Lenny was picked up as a stray in Raleigh and taken to the Guilford County Animal Shelter. A microchip embedded in his back provided contact information for his owners who were reached three separate times to come and pick him up. Each time the owners said they would come for Lenny. They never did. Weeks passed and Lenny, who was terrified of the shelter, cowered in the back of his kennel, heartbroken and refusing to interact with anyone, making it impossible to put him on the adoption floor. Tammy Graves, president and founder of the Greenboro-based nonprofit animal rescue Haley Graves Foundation was moved by Lenny and had her animal trainer evaluate him. They discovered that Lenny had received obedience training. Out of the kennel, he responded to commands and was timid but friendly; inside the kennel he was devastated and unresponsive.

A Facebook story posted by Graves attracted the attention of Helen Woodward Animal Center's President and CEO, Mike Arms. After a discussion about Lenny's chances at finding a home, Arms offered to fly the dog to Helen Woodward Animal Center for a fresh start. The warm weather and plentiful volunteers available to interact with and walk orphan pets around the 12-acre property seemed

like just the right medicine to bring Lenny out of his shell. And with the 2016/2017 Blue Buffalo Home 4 the Holidays® Campaign kicking off, the timing couldn't have been more perfect.

Thousands of pets, like Lenny, are available for adoption now and looking for the perfect family to spend the holiday season with. Help us to save the lives of orphan pets and raise awareness about the importance of pet adoption this holiday season. 🐾



HOW CAN YOU GET INVOLVED IN THE BLUE BUFFALO HOME 4 THE HOLIDAYS® CAMPAIGN?

- Adopt, and encourage others to do the same!
- Show the world your newly adopted best friend and you could win! Enter our contest by posting a photo at home4theholidays.org or share on Twitter or Instagram with #IChoseToRescue and tagging @hwac and @bluebuffalo. You'll be entered for a chance to win a year's supply of Blue Buffalo pet food for your pet and life-saving funds for the pet adoption organization you adopted from.
- Join us on Sunday, December 4th, 3:00-5:00pm, at Cardiff Main Street 101's Annual Kringle Mingle with your rescue pet to enjoy fun activities and receive Blue Buffalo giveaways.
- Make a life-saving gift at www.animalcenter.org to give more orphan pets, like Lenny, a second chance.

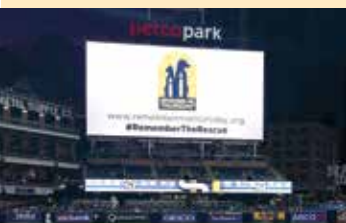
For more information about the campaign or to find out how to get involved, go to www.home4theholidays.org.



REMEMBER ME THURSDAY® IN REVIEW

Helen Woodward Animal Center, in partnership with Blue Buffalo, united animal welfare organizations around the world for the 4th Annual Remember Me Thursday®. On Thursday, September 22nd, pet-lovers and animal rescue groups used social media to create an unstoppable, integrated voice advocating for orphan pets to live in forever homes, not die waiting for them. By using the hashtags #RememberMeThursday and #RememberTheRescue, rescue advocates shared the importance of adoption in an effort to shine a light on the 3.4 million homeless pets who lose their lives each year in the U.S. Celebrity luminaries, including famous social media animal personalities such as Lil'Bub and Tuna Melts My Heart, also tweeted, instagrammed, and shared the message, expanding the reach of the program to over **338 million people**.

Remember Me Thursday® has been supported by **164 countries** with hundreds of thousands of individuals and more than **500 separate animal welfare organizations around the globe** holding candle-lighting ceremonies of their own, spreading the message on social media, or lighting a virtual candle. Each year, Remember Me Thursday® grows in support with larger numbers of candle-lighting ceremonies and special events being organized around the world. This year, San Diegans came together in Balboa Park to shine a light on orphan pets. With free t-shirts and Blue Buffalo giveaways, food trucks, a speech by Mike Arms and a mayoral proclamation, the special candle lighting ceremony drew the community together in a touching remembrance of beloved pets. 🐾



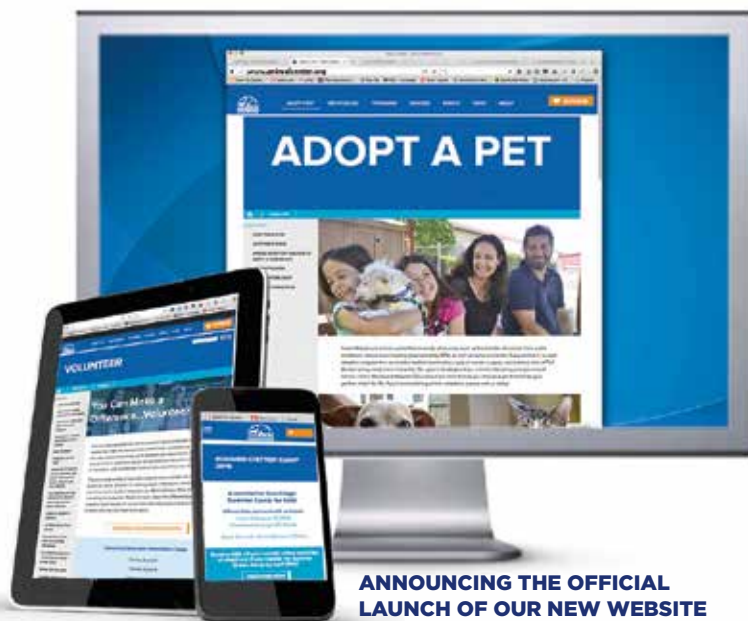
SURF DOGS HANG LOOSE OCT 2ND

While many similar events have sprung up in recent years, nothing quite holds a candle to the excitement and size of the Surf Dog Surf-A-Thon. This year, despite having to reschedule the event from the original September 11th date due to contaminated waters at Del Mar, competitors and spectators showed up in force (and in costume!) for the 11th annual event. Clear skies, good waves, and perfect temperatures helped make the event an enjoyable experience for everyone!

Over 70 dogs participated in 10-minute heats based on weight class and were judged on their ability to ride the waves, stay on the board, and have lots of fun. The freestyle surf contest returned this year with some standout costumes (a Batman, Robin, Catwoman and Joker team, as well as some surfin' sharks), incredibly talented surfing pairs, and even a trio! Dog and family-friendly activities throughout the day included live beach tunes, over 40 interactive vendor booths, and a special FREE kid's activity area – with crafts, face painting, games, and more! The ever pup-ular costume contest wowed the audience again this year, with some inventive and supremely adorable outfits. In addition to the surfing activities, the Center honored the incredible work of service dogs with tributes to first responder dogs from Southwest Search Dogs, the San Diego Police Department K9 Unit, and the Harbor Police K9 Unit.

We'd like to thank everyone who participated, volunteered, and attended. This event continues to be one to look forward to every year, and **we couldn't do it without your support!** 🐾





THE NEW FACE OF ANIMALCENTER.ORG

Our new site is not just a pretty face—although, it is that too! It is faster, easier to navigate, and more user-friendly. As a business that saves lives, we feel it is important to keep the information about *all* our life-saving programs and services easily accessible to you. The new website celebrates our accomplishments and features our mission of people helping animals and animals helping people.

Three things you'll love about the new Helen Woodward Animal Center website:

- **FRESH LOOK** – Our beautiful new photos are definitely worth a thousand words. Not only are the pictures large and give you a perfect depiction of the Center, but the pages are spacious and uncluttered.
- **MOBILE-FRIENDLY** – Did you know that more than half of digital traffic online now comes from mobile devices? Now, our website looks great on any device you have at your fingertips.
- **STREAMLINED NAVIGATION** – New navigation on our homepage gives you access to all our Center information. Now, you can click through our pages with ease and without getting lost.

LAUNCHBOOM

Thank you Launch Boom for your support and the hours of time your team contributed to our website redesign!

Bookmark our page and check back often. By connecting with us on Facebook and Twitter you'll receive notice when updates and new content are added! 🐾

'MY PET ROCKS' CALENDAR CONTEST WINNER CROWNED

The results are in and Helen Woodward Animal Center's "Pet of the Year" is ... Fred! Fred is a longtime supporter of the Center and has surfed for several years in our annual Surf Dog Surf-A-Thon. He's been loved by his favorite person (and one of ours too!), Bo Czerwinski, since 2007. Fred knows he's a lucky dog and loves helping find homes for all his fellow four-legged friends. Congratulations to Fred!

We'd like to thank everyone who participated in this year's My Pet Rocks Calendar Contest and for making this the most successful year yet! Be sure to stop by our retail store, Paws in the Ranch or Orphaned Objects Resale Shop to purchase calendars for your holiday gifts this year. 🐾

Patriotic Fred can be seen at Del Mar beach surfing and carrying his flag.





SHOP PREMIUM ATHLETIC APPAREL
DESIGNED TO EMPOWER AND KEEP WOMEN SAFE

USE CODE HELENWOODWARD

20%

OF YOUR PURCHASE WILL GO TO HELEN WOODWARD CENTER
VALID THRU 02.28.17

WWW.GRACEDBYGRIT.COM



HOW YOU CAN HELP

There are so many things you can do to help animals and people in need in our community.

Visit **www.animalcenter.org** to learn how!

Contact Chanel at 858-756-4117 x350, or ChanelC@animalcenter.org to donate today!

MONETARY DONATIONS

Helen Woodward Animal Center relies heavily on private donations to fund our programs.

BECOME A 'PAW PAL'

Monthly donors support our work throughout the year with recurring monthly gifts. Enroll with the form below!

IN-KIND DONATIONS

To help reduce costs, our programs are always in need of items to support their activities – from towels and blankets for the animals to office supplies.

MEMORIAL GIFTS

A gift that will help save the lives of orphan pets is a wonderful way to remember a special person or pet. We will send a personalized card notifying the recipient of your gift. With your gift of \$100 or more, we will place an engraved gold leaf on our "Tree of Life."

ALTERNATIVE GIFT CARDS

Give the gift that saves lives!

HONORARY GIFTS

A gift to help the animals is a great way to celebrate a birthday, graduation, or the upcoming holidays. We will send a personalized card notifying the recipient of your gift.

VEHICLE DONATIONS

Take the hassle out of selling your old car, truck, motorcycle, or other vehicle — donate it to Helen Woodward Animal Center! Our simple, hassle-free program will take care of all the paperwork, pick up your vehicle, and send you the documents needed for a tax deduction, while providing valuable funds to help the animals!

PLANNED GIFTS AND PET BEQUESTS

Including Helen Woodward Animal Center in your will or trust will create a lasting legacy to help pets and people in need for years to come. Make provisions to ensure your pets will be cared for in the event of your passing.

Contact Heather Disher: 858-756-4117 x351 or email HeatherD@animalcenter.org

OTHER WAYS TO HELP

SPECIAL EVENTS

The Center holds a variety of exciting fundraising events throughout the year from a 5K to a gala.

CORPORATE AND BUSINESS PARTNERSHIPS

Get your company involved to raise funds for the animals by sponsoring an event, running your own fundraiser, or participating in our HOPE Telethon. Contact Kelsey Shea: 858-756-4117 x312 or email KelseyS@animalcenter.org

VOLUNTEER

Our work depends entirely on the support of our dedicated volunteers. Many opportunities are available for youth, adults, and groups in our various programs and events.

Contact Megan McCarty: 858-756-4117 x305 or email MeganM@animalcenter.org

BECOME A FOSTER PARENT

Some pets just need sometime in a loving, comfortable home before they are ready for adoption. We are in great need of more volunteers willing to open their home to these orphan pets.

Contact Emily Beltran: 858-756-4117 x375 or email fosters@animalcenter.org

YES! I want to help animals and people in need.

☐ \$250 ☐ \$100 ☐ \$75 ☐ \$30 ☐ \$_____

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____

E-mail _____

☐ YES! I want to receive the Center's E-newsletter

I authorize a one-time credit card payment of \$ _____

I want to be a **PAWPALS** supporter with my monthly gift of \$ _____ until I choose to cancel.

☐☐☐☐ ☐☐☐☐ ☐☐☐☐ ☐☐☐☐

Card Number

Expiration Date _____ Cardholder Signature _____

Enclosed is my check for \$ _____



☐ Do not list my name in the newsletter.

☐ Please send me information about including the Center in my estate plans, or providing care for my pet upon my passing.

☐ I have already included the Center in my Estate plans.



HELEN WOODWARD ANIMAL CENTER

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CREATING A HUMANE WORLD FOR ANIMALS AND PEOPLE



Upcoming EVENTS

OCTOBER 1- JANUARY 2

Blue Buffalo Home 4 the Holidays®

DECEMBER

3-4 & 10-11 Frosty Farm

4..... Kringle Mingle (Cardiff 101 Main Street)

11..... Everywon San Diego 5K (Everywon)

19-23 & 27-30..... Winter Critter Camp

JANUARY

8..... Adoption Event (The Rock Church)

16..... Martin Luther King Critter Camp

28..... Volunteer Orientation

FEBRUARY

4..... You Can Be A Veterinarian Camp

17 & 20-24..... February Critter Camp

Helen Woodward Animal Center's

PUPPY LOVE 5K
presented by Blue Buffalo



5K fundraising run,
walk, & after-pawty!

**Coming
MARCH 2017!**



MEMORIAL & HONORARY GIFTS

For your gift of **\$100 or more, you may add a **personalized gold leaf** to one of the Center's **Tree of Life** murals **in memory** or **in honor** of a beloved pet or person.*

I am making this gift

☐ In honor of ☐ In memory of

Name of pet or person: _____

**Please send notice of my gift
(without specifying amount) to:**

Name: _____

Address: _____

City: _____

State / Zip: _____

Renew or upgrade your GIFT CLUB MEMBERSHIP:

The Best Friends\$150 - \$249

The Faithful Friends.....\$250 - \$499

The Loyal Companions\$500 - \$999

The Helen Woodward Society,
Bronze Circle..... \$1,000 - \$2,499

The Helen Woodward Society,
Silver Circle.....\$2,500 - \$4,999

The Helen Woodward Society,
Gold Circle..... \$5,000 +

Make a one-time gift club membership donation OR divide your gift into 12 monthly payments by joining **Paw Pals** monthly supporters.

If you have any questions, call the Development Office at 858-756-4117 x350