



Helen Woodward Animal Center





## Executive Message

As we look back on 2013, it becomes clear that Helen Woodward Animal Center no longer aspires to be the animal center of the future but has truly become an organization that is setting the standards and raising the bar for the rest of our industry. Here at the Center we are never happy to sit back on our results and be satisfied. We are always looking for new ways to share our message with more organizations, impact the future of animal welfare in more states and countries around the world and, most importantly, find new ways to enrich and save more lives.

Nothing makes me prouder than our role as a true leader in our industry with Helen Woodward Animal Center's best practices being disseminated literally around the world. By educating others in addition to our ongoing work rescuing pets in our own region, we are able to help save the lives of more innocent orphan pets than we could ever imagine on our own.

Whether teaching our humane education curriculum for children to attendees from across the country and around the world at our Business of Saving Lives conference, or providing "how to" handbooks for organizations doing holiday adoptions for the very first time through our *Home 4 the Holidays*™ international adoption campaign, the positive change that results from the leadership and support we provide gives us hope that tomorrow will hold a better world for our animal friends.

The 2013 year was one of growth and innovation as we worked to save lives and change minds about animal welfare and we look forward to ending this year with even more lives touched than ever before. Thank you for being the voice of those who cannot speak and for partnering with us on this exciting journey.

Mike Arms  
President & CEO

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### Executive Staff

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### Mission Statement

*Helen Woodward Animal Center's passionate belief that animals help people and people help animals through trust, unconditional love, and respect creates a legacy of caring. Sharing this philosophy with others, the Center inspires and teaches, locally and globally, the importance of the animal-human bond.*

## Helen Woodward Animal Center... The Animal Facility of the Future

Helen Woodward Animal Center is truly the animal welfare organization of the future. Its leader has been called a marketing genius, an adoption guru, an inspiration, and a true visionary, so it comes as no surprise that Mike Arms has built an organization that is home to the innovators, trendsetters, and educators in our industry.

Two of the most powerful tools in our marketing arsenal, *Home 4 the Holidays*™ and more recently *Remember Me Thursday*™, help us to save countless lives and bring awareness to the issue of pet homelessness around the world. When we started *Home 4 the Holidays*™ 15 years ago we had no idea we would see the 9 millionth pet saved as a result during the 2013 - 2014 holiday season. Challenging traditional ideas and beliefs about holiday adoptions is the premise of *Home 4 the Holidays*™ and with the tools and training provided by Helen Woodward Animal Center, organizations not only learn to reach increased adoption rates during this season, but these newly adopted animals find forever homes thanks to proper screening and adopter education.

On-line handbooks filled with everything from press releases to marketing ideas provide every organization with hands-on actions they can take to promote and increase adoptions during this time of year and all year round.



photo credit: Bedford County Humane Society

**The Home 4 the Holidays program has simply exploded with over 3,500 organizations in over 20 countries participating in the 2013-2014 campaign alone and over 1 million lives saved by those participating organizations.**

In 2013 the Center began a campaign to help "shine a light" on orphan pets who are losing their lives in animal facilities around the country and across the globe with *Remember Me Thursday* candle-lighting ceremonies. Not only were these special ceremonies a chance for those who suffer the pain of these losses at each of their facilities to grieve and to heal, but they raised public awareness about the 3.4 million orphan shelter pets who lose their lives without finding their forever home each year. Often these statistics are heard so many times that they start to lose their meaning, so on the fourth Thursday of every September we will make sure that the public is reminded to visit their local animal center to find their next forever friend and that the orphan pets who have lost their lives are not forgotten. On Thursday, September 25, 2014 we anticipate an unprecedented response with live and on-line events around the globe.

**[remembermethursday.org](http://remembermethursday.org)**

While these exciting new programs are changing the face of animal welfare every day, Helen Woodward Animal Center has been making an impact in the field of humane education and the human animal bond since it opened its doors over 40 years ago. The Center coined the phrase "Sharing the Earth" in the early 1970's and put those words into practice by creating programs that would impact children and help them to understand our responsibilities to care for our animal friends and the planet. It was a truly revolutionary idea at the time but one that has always been central to the Center's programming.

**In this initial year people in 83 countries united to share this message, while over 5,000 virtual candles were lit on the Remember Me Thursday website.**



## Saving Lives... one orphan pet at a time



The Center had a phenomenal year overall in 2013 with our best results ever for the adoption of orphan pets. In fact, we completed over 2,800 adoptions by expanding our transfer program to incorporate more than 30 partners throughout the Southwest and bringing on board additional foster families with over 120 homes available to help us provide for animals with special challenges including newborns and pregnant mothers.

We worked with transfer partners to set up critical health screening protocols and cover as many of their costs as possible, while seeking out partners in new areas whenever an opportunity arose. Funding has allowed us to help cover the costs that transfer partners incur related to medical care and testing as many times basic vaccinations and even spay/neuter surgery is required before an animal can be removed from an overcrowded facility. The foster program is actively promoted through our community outreach events, social media, in our newsletter, and on our web site. The efforts to grow both these aspects of the Center's adoption program allowed us to save more lives than ever before in 2013.

**Our medical team performed 2,264 spay/neuter surgeries in 2013, plus over 300 other minor surgeries in addition to treating over 600 cases needing dental work or treatment for other illness or injuries to ensure pets were healthy and ready to find forever homes.**



**Approximately 90% of the pets we took in came from partner organizations locally and throughout Southern and Central California, Arizona and Utah, some of which face critical overcrowding.**



**Foster volunteers gave 27,236 hours caring for puppies, kittens, and pets needing extra TLC, helping a total of 1,035 orphans prepare for adoption.**

**2,874 adoptions were completed in 2013**



## Animals and People Together

In addition to the amazing success of Adoptions, we also saw tremendous results through our therapeutic and outreach programs including Therapeutic Riding, Education, AniMeals and Pet Encounter Therapy with the latter two adding new partners that allowed us to expand the scope of our client base and reach additional populations with our life-changing programs.

It has never been more widely accepted and understood that animals have a tremendous impact on those who are dealing with physical, mental, or emotional challenges. These benefits can be even more profound when a client is in crisis or has recently experienced a traumatic situation. We know that our clients enjoy the impact of a pet in their lives on many levels from the tactile enjoyment of a petting a fluffy cat or dog to the emotional connection with another living creature that is able to empathize with their pain and sadness. Whether providing Therapeutic Riding to children and adults with physical and cognitive challenges, offering Pet Encounter Therapy to Alzheimer's patients in long-term care or active duty military who are dealing with post-traumatic stress disorder among many other groups, or ensuring that homebound, low-income seniors are able to keep their "best friend" regardless of their physical or financial limitations, the work that we are doing to bring animals and people together at the Center is truly changing lives each day. Pet Encounter Therapy is now being provided to at-risk teens through the Vista school system with a generous grant and AniMeals has received funding to add a partner that will allow us to reach an additional 200 low-income seniors and their pets.

Therapeutic Riding is meeting the needs of our challenged school-age riders by incorporating an extra day for afternoon riding lessons on Mondays. This allows us to accommodate children who have been trying to get into the program but have been on the waiting list due to a full schedule and their availability during after school hours only.



**The Therapeutic Riding program provided 1,445 weekly lessons with the support of 3,609 volunteer hours.**



**The Pet Encounter Therapy program made 472 visits to bring the physical and emotional benefits of animal interaction to approximately 16,978 individuals.**

**AniMeals provided pet food for an average of 297 pets each week to give their owners peace of mind.**



## Businesses that Save Lives

**The Companion Animal Hospital provides small animals and exotics with both preventative and emergency medical care, and completed 6,558 patient visits in 2013.**

One unique aspect of the Center is the diversity of services we offer to the community while working toward our mission. This includes two veterinary hospitals, a small animal hospital and an equine hospital, which are both open seven days a week to provide quality care for animals in our area. These services are vital to a growing community and help expose the Center to potential

volunteers, donors, and clients for our other programs and services. The high quality of our medical teams and the state-of-the-art equipment at both hospitals sets Helen Woodward Animal Center apart from others in the area.

We continue to reach additional clients through the Club Pet Boarding and the Education departments. In addition to providing humane education camps to more children than ever before, our Education department has piloted a program with the Juvenile Court Community Schools in San Diego that allows us to reach teens in alternative school programs with a customized humane education curriculum focusing on responsibility, compassion, mindfulness, and animal-focused career options. The initial response was so positive that they are expanding the program in the fall of 2014.



**The Equine hospital serves a variety of clients from race horses to pets, and cared for 540 horses last year.**



**Club Pet continues to be a "home away from home" for local pets.**

**The Education department reaches children ages 4-14 through camps, birthday parties, tours, and other animal-centered activities.**



## Follow the Leader

It has been thirteen years since we began offering workshops here on our campus for any organization that wants to learn how to stop the killing and start marketing and promoting their animals, and soon after that we began to travel off-site to those who wanted to organize larger groups from Canada to Australia. The core message is the same wherever we go – the lives of the orphan animals in any facility can be saved through marketing, media strategy, humane education for children, and social media promotion. Whether we tailor our message to small groups with only a handful of dedicated volunteers and staff or to larger organizations with more resources and community support, the tools we are providing make a difference in the fight to stop the euthanasia of healthy, adoptable animals.

We continue to provide workshops, conferences, and materials to animal organizations across the country and around the world to assist them in creating life-saving businesses that will allow them to increase adoptions, enhance fund raising efforts, improve marketing and media outreach, and employ professional staff that can meet the challenges of creating this type of facility. These programs go beyond the standard discussion of daily operations by offering innovative topics like "Compassion Fatigue" to help enhance both staff well-being and mental health as well as customer service for the public. Whether working with a three-person group out of a rural area in the East County of San Diego or a dedicated and experienced team from an urban location in Canada, the Center's staff strives to meet their individual needs with knowledge and information that they can put into practice immediately upon returning home to their organization. There is no other organization providing this type of innovative educational opportunity to assist animal facilities and groups worldwide, so we can all work together toward saving more lives.

We are proud of the role that we have played influencing over 1,400 individuals representing organizations from across the country and around the world since 2001 with our critical message of "The Business of Saving Lives" and we are just getting started.

**"The kindness I was shown by every member of your staff and everyone I came in contact with was both different and eye-opening. Being taught by you and the Center staff gave me so much knowledge that I feel like I'm starting at square one, even though I've been in this field for 10 years. I feel like now, more than ever, I can truly make a difference."**

*- workshop attendee*



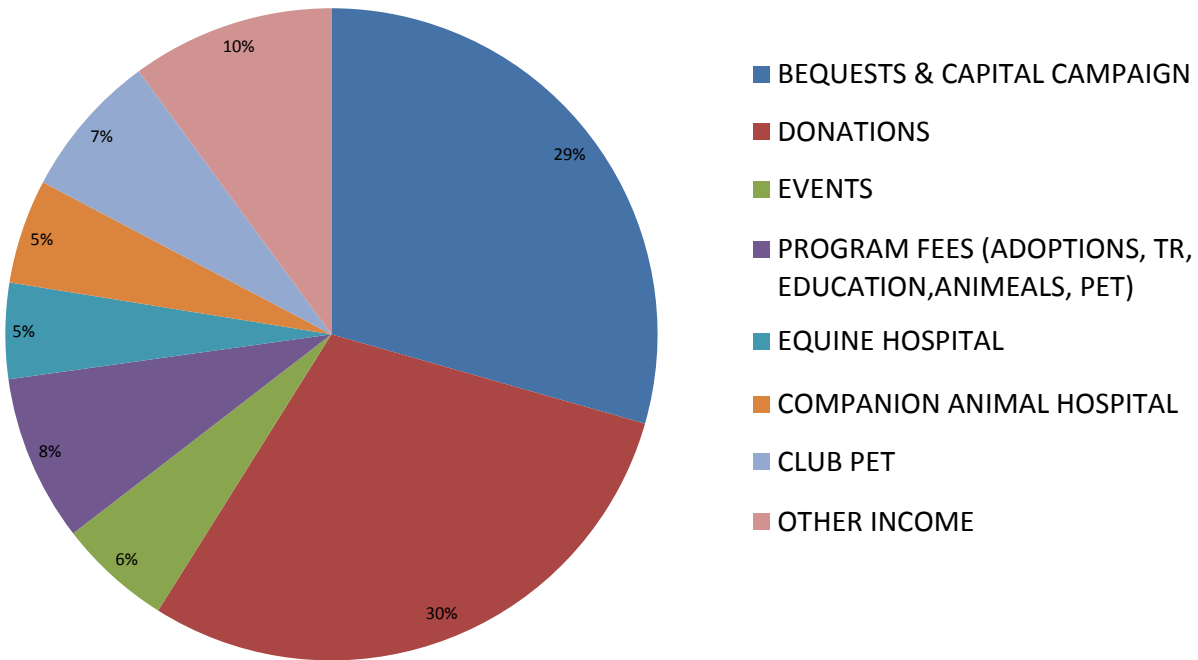
**As always, we are grateful to you, our friends, volunteers, and supporters who make all this wonderful work possible. Thank you for sharing our vision for the future of animal welfare.**



## 2013 TOTAL REVENUE

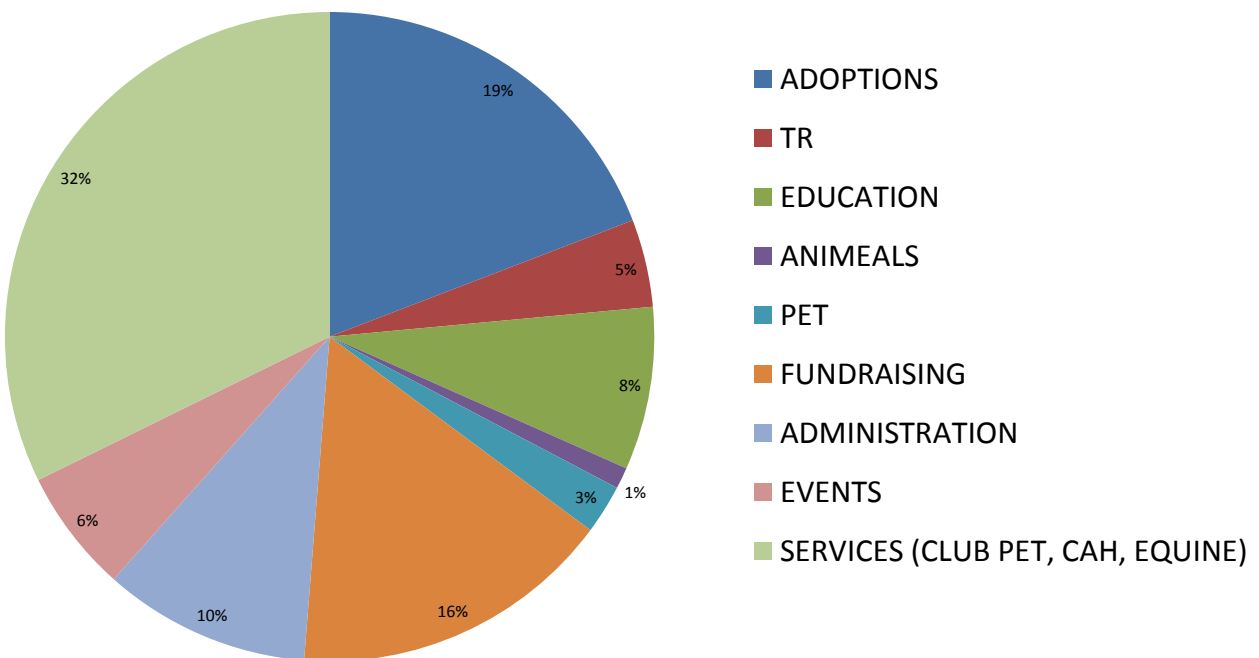
**\$13,871,447**

(Including irrevocable pledges)



## 2013 TOTAL EXPENSE

**\$8,383,959**



\*Our full audited financials are available on-line at [animalcenter.org](http://animalcenter.org).