

PEOPLE HELPING ANIMALS & ANIMALS HELPING PEOPLE

HELEN WOODWARD ANIMAL CENTER
ANNUAL REPORT 2014



HELEN WOODWARD
ANIMAL CENTER

animalcenter.org



EXECUTIVE MESSAGE

There hardly seems to be enough room in a brief report like this to share all the ways that your Center is impacting the world of animal welfare. Whether it is coordinating no cost industry workshops with timely topics like “compassion fatigue” and how to run an animal welfare organization like an efficient business, or spreading the important message of saving lives to millions around the world with awareness campaigns like “Home 4 the Holidays” and “Remember Me Thursday,” there is truly no other organization doing what we do!

On top of that, here at the Center our programs are growing by leaps and bounds with more adoptions completed than ever before and more than twice as many clients benefiting from AniMeals, including disabled military personnel and low-income seniors.

The Center’s hospitals are thriving and are now both open seven days a week to meet the needs of our community, while Club Pet boarding is still one of the top boarding options in San Diego County with highly rated care and facilities. The resale and retail stores have never been busier and humane education is reaching record numbers of children with our message of sharing the earth with our animal friends.

We could not offer any of these amazing programs without your support and as you review this report I hope you will take a moment to feel good about being a part of the Center’s growth and success. Whether you volunteer, donate, or both, we feel so fortunate to have your commitment to our important work. Thank you for all you do to make our dreams possible, together we are uniting people and animals to save and change lives in our community and beyond.

For a more humane world,

Michael Arms
President & CEO

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- V.P. of Operations**
Rita Truderung
- V.P. of Development**
Renée Resko
- V.P. of Finance, Controller**
Renee Simmons

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.



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SHINING A LIGHT ON ORPHAN PETS: EDUCATION AND AWARENESS



Home 4 the Holidays surpassed an impressive milestone in 2014 when the 10 millionth pet adopted as a result of the program found a home.

The Home 4 the Holidays annual adoption drive has helped millions of pets find homes in over 20 countries since inception in 1999 and, sharing the international stage with the Remember Me Thursday® campaign in 2014, raised awareness to new levels around the globe.

Blue Buffalo's support of all the thousands of participating shelters with donated food and educational materials enhanced the Home 4 the Holidays benefits for animal organizations while increasing exposure and awareness in the public.

The participation of the 2014 celebrity spokesperson, Katherine Heigl, brought the highest levels of media exposure we have seen for our Remember Me Thursday campaign and resulted in the program trending on Twitter and Facebook and creating millions of media impressions for the benefit of orphan pets around the globe.

These programs create lifelong animal lovers with a deep appreciation for our animal friends and the importance of sharing the earth.



Humane Education continues to grow at an astonishing rate at the Center with over 13,000 children and adults reached in 2014 through programs including Critter Camp, Scout outreach, school visits, birthday parties and so much more.



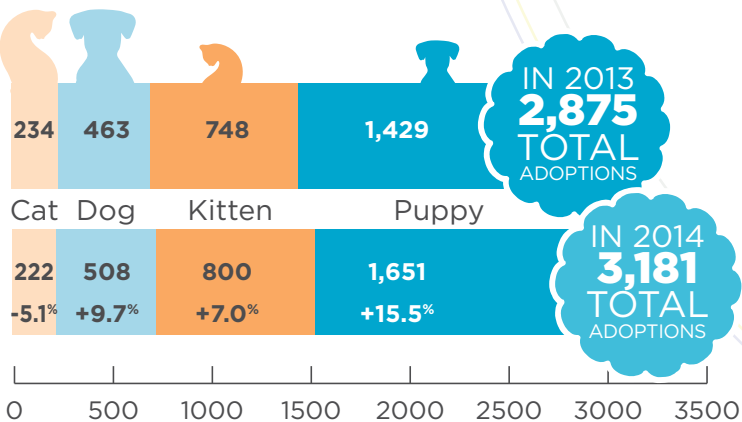
PEOPLE HELPING ANIMALS: FINDING FOREVER HOMES

The Adoptions program at Helen Woodward Animal Center has seen tremendous growth in recent years, and 2014 continued that trend. Together with our partners, volunteers, and supporters, we completed more adoptions than ever before, finding forever homes for over 3,000 cats, dogs, kittens, and puppies. There are many steps in a pet's path to a loving family, and we worked hard to give as many pets as possible the chance to reach the safety of the Center.

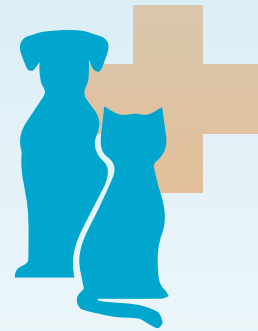


90% of all the pets taken in came from other shelters or rescue groups; the remaining 10% were privately surrendered.

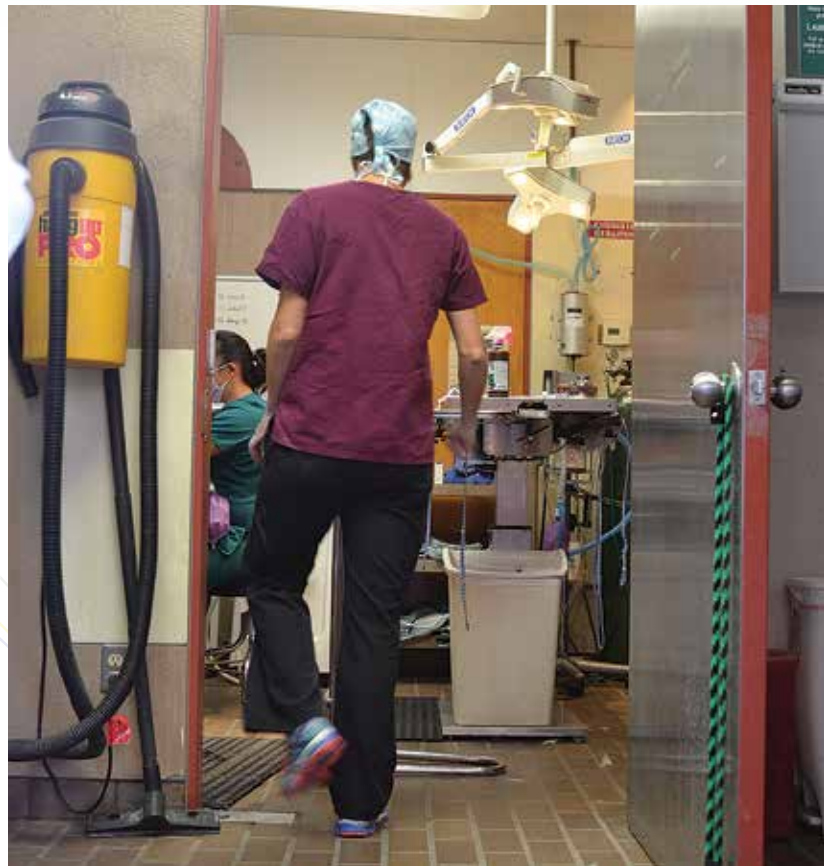
In 2014 we worked with 45 rescue partners and shelters locally, throughout California, and in Arizona and Utah to bring pets, many of which were at risk of being euthanized, to the safety of Helen Woodward Animal Center. A majority of the pets taken in through the transfer program were delivered to the Center by our rescue partners, and the remainder arrived through 159 trips to local and regional facilities made by our staff to pick up pets in need of help.



10.7% INCREASE!



Our staff veterinarian and her team completed 2,550 spay/neuter surgeries, 354 dental procedures, 344 other procedures, and treated 542 cases for various illnesses.





The success of the Adoptions program is highly dependent on the availability of **foster volunteers**. These dedicated individuals opened their hearts and their homes to care for pregnant and nursing mothers and their babies, orphan litters of very young babies, longer-term medical cases, and puppies and kittens that were not yet old enough to be fully vaccinated and altered.

Many of the pets we took in came from situations where they received only the most basic or no medical care at all, resulting in a significant need for veterinary attention upon arrival. Other pets needed significant surgeries or long-term care to recover from more serious health conditions. The Center remained dedicated to treating each and every pet in our care the same as we would treat our own pets at home, and provided any medical care necessary to get every pet healthy and ready for adoption.

The Foster program provided temporary homes for 1,162 pets that were looked after by volunteers who gave 29,398 hours to care for them.

“These are hard times and now our beloved doggies will eat very well and be very happy! Every month we are looking forward to our surprise box, but today was an incredible package!” – AniMeals client



ANIMALS HELPING PEOPLE: HEALING, TEACHING, AND INSPIRING

As much as our pets depend on us to provide them with a safe and loving home, companion animals not only bring immense joy to our lives, but often are able to offer comfort and healing that no fellow human could provide. The AniMeals, Therapeutic Riding, and Pet Encounter Therapy programs all work toward our goal of bringing animals and people together to strengthen this special bond.

The **AniMeals** program, which has served as a model for many similar programs across the country since it began in the 1980’s, ensures that senior citizens and other home-bound individuals can keep their pets with them at home and that both owner and pet receive regular, nutritious meals.

Thanks to the support of a generous anonymous donor, the program expanded dramatically in 2014, more than doubling the number of pets served each week both within our existing partner organizations and with new partners as well, including a new partner that will enable us to reach ill and injured soldiers with service dogs. With the support of over 50 volunteers, the program packaged thousands of dog and cat meals and delivered them to our partner organizations for distribution, relieving our clients of the stress of not knowing how they will feed their beloved best friend.

The AniMeals program assisted an average of 617 pets per month in 2014, compared to 297 in 2013.


20,202 lbs
of pet food was
distributed to clients

with the help
of volunteers
who gave


527
HOURS
to the program!

Through weekly interaction with specially trained equine therapists, volunteers, and staff in the **Therapeutic Riding Program**, children and adults with physical or mental challenges learn new skills that enhance the quality of their day-to-day lives.

In 2014 we saw students learn to walk and climb stairs, to focus and follow instructions to complete tasks, to use their fingers and hands with greater dexterity and so many more incredible accomplishments.

In October, we held our annual Riding Show to celebrate the successes of all our students and to give them the opportunity to showcase their new skills for friends and family.

Supported by over 50 volunteers, the program not only assists students in improving their physical capabilities, but provides an opportunity for social and emotional growth as clients interact and form a bond with our staff, volunteers, and their horse.



in 2014 The Therapeutic Riding Program provided

1,532 to **47**
LESSONS STUDENTS



Pet Encounter Therapy program staff and volunteers brought children and adults throughout San Diego County the unparalleled joy and comfort of interacting with a therapy animal through 470 visits to local facilities.



As anyone who has owned a pet knows, when times are challenging the unconditional love and affection of an animal friend can oftentimes provide a level of comfort that no human companion could match.

The Pet Encounter Therapy program brought that experience to thousands of children and adults going through challenging times in hospitals, assisted living facilities, shelters, and more through over 13,300 interactions in 2014.

From an elderly patient recovering from a stroke, to a child dealing with separation from their family due to abuse or neglect, our clients all benefit from the happy time spent with an animal therapist as worries and stress are forgotten.

SERVING OUR COMMUNITY: BUSINESSES THAT SAVE LIVES

The Center's two hospitals, boarding facility, and retail stores provided valuable services to our local community while generating revenue to support our programs for pets and people in need.

The Equine Hospital continued to provide the local large animal veterinarians with facilities for surgeries, radiology, 24 hour care, and many other procedures and treatments. Thanks to funding from several generous donors, the hospital was able to install new flooring and stocks in the treatment room, new mats on the walls of the recovery room, new arthroscopy equipment, and several other improvements to keep the facility up to date for our clients and doctors.

The Companion Animal Hospital continues to reach new clients weekly with phenomenal growth toward our goal of a 24 hour facility in the future. The hospital is now open seven days a week with three veterinarians working full time to meet the needs of our pet loving friends. Our veterinarians had an average of 725 patient visits each month in 2014, a number that continues to grow.

The Companion Animal Hospital saw an average of 87 new clients per month



The Equine Hospital saw 472 patients



Club Pet completed a total of 6,050 reservations, providing a home away from home for local pets.



Club Pet Boarding provided a safe, comfortable "home away from home" for thousands of cats, dogs, and exotics, offering boarding, grooming, training, photography and supplies for our clients' "Very Important Pets." Half way through the year, online reservations went live on our website, which added convenience for our existing clients and resulted in an influx of new clients, as well.

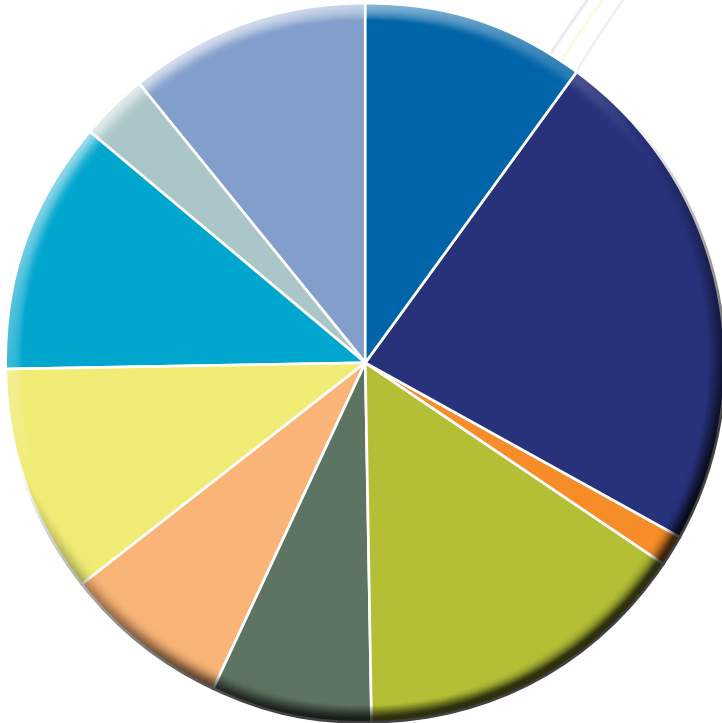
Orphaned Objects

The resale store saw tremendous growth in 2014 with more donations pouring in daily and unprecedented sales to support the Center's programs. The Community loves the shop and it's increasingly valuable items from furniture to jewelry and hand bags coming in daily and more shoppers learning about us through word of mouth and happy customers. The store is a valuable source of revenue for the Center that like all our programs relies heavily on our donors and volunteers to make it a success.



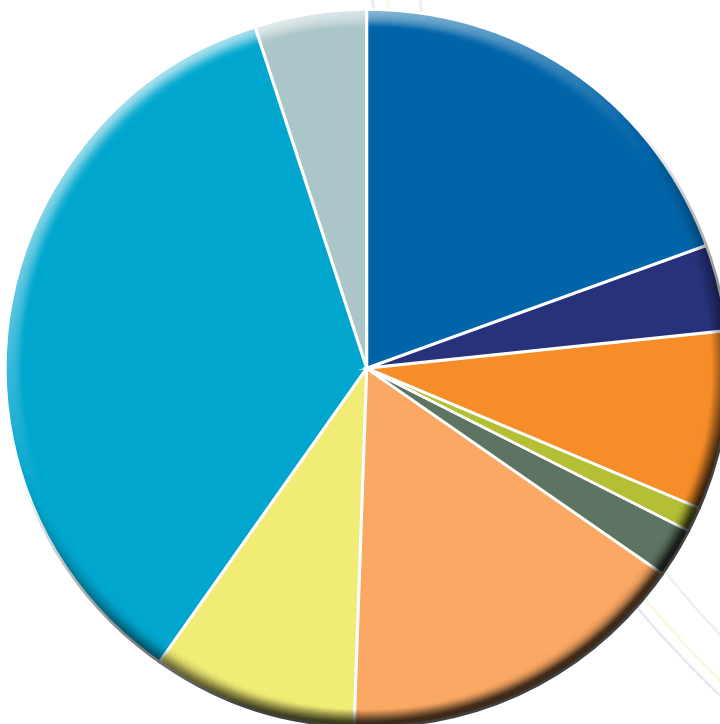
HELEN WOODWARD ANIMAL CENTER
**2014 INCOME &
 EXPENSE REPORT**

TOTAL REVENUE: \$8,781,529



- 10.27% BEQUESTS
- 22.86% DONATIONS
- 1.41% CAPITAL CAMPAIGN
- 15.21% PROGRAM FEES (ADOPTIONS, TR, EDUCATION, ANIMEALS, PET)
- 7.45% EVENTS
- 7.27% EQUINE HOSPITAL
- 10.28% COMPANION ANIMAL HOSPITAL
- 11.57% CLUB PET
- 2.93% ORPHANED OBJECTS
- 10.75% OTHER INCOME

**TOTAL EXPENSES \$9,035,378
 (NET REVENUE -\$253,849)**



- 19.45% ADOPTIONS
- 3.98% TR
- 8.10% EDUCATION
- 1.13% ANIMEALS
- 2.26% PET
- 15.65% FUNDRAISING
- 9.18% ADMINISTRATION
- 35.41% SERVICES (CLUB PET, CAH, EQUINE)
- 4.85% EVENTS