



**People Helping  
Animals**  
*and Animals  
Helping People*



# DEAR FRIENDS OF THE ANIMALS,

Dear Friends of the Animals,

Like so many things that have happened in the last year and a half, this Annual Report is historic as we look back on the incredible things that Helen Woodward Animal Center has accomplished during COVID and all the ways that we have touched the lives of thousands of animals and people in need with your support.

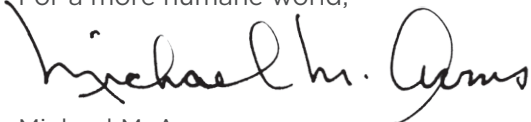
Whether it was providing a life-saving haven for animals around the country in dire situations through Adoptions or offering free pet and human food through our partnership with Feeding San Diego through the AniMeals Relief program, Helen Woodward Animal Center was there for those who needed our services. Although we were restricted in many ways from providing our typical programming, we found new and innovative ways to reach out to our clients. Our Critter Camp programming was busier than ever with so many isolated children excited to participate in a fun and interactive camp with our animal ambassadors. Pet Encounter Therapy took on a variety of new forms from facility window visits to Zoom calls to pen pal letters from our animal friends. Our Therapeutic Riding program had to reduce capacity and operate with staff only initially but still was able to reach clients who were in desperate need of a therapeutic outlet during this challenging time. Both our Companion Animal Hospital and our Equine Hospital have been open for our community throughout the pandemic and we are proud to say that we have been here for our clients when many closed their doors.

As we move into the 2nd half of 2021 and prepare for 2022 we are excited and hopeful about the future, in particular our plans to break ground on the new Sharron MacDonald Humane Education Village which will include 6 classrooms, each classroom with a special theme representing the Earth's various environments. We know the kids will have a wonderful time immersing themselves in those unique "worlds" and learning about the animals that live there. The project also includes birthday party rooms and two large playground areas for children ages 2-5 years old and 6-12 years old, as well as those with a variety of abilities.

The animal enclosures, both inside and outside, are critical to providing the best quality of life to our animal ambassadors and teaching by showing the level of care that these animals deserve. It is truly going to be an example for humane education facilities around the country and the world. We are most excited to share it with the many children who will enjoy these facilities through critter camp, school trips, veterinarian for a day, scout badges, birthday parties and so many other activities.

Thank you for all you have done and continue to do for the animals and people we serve!

For a more humane world,



Michael M. Arms

President and CEO



**President / CEO**  
Michael M. Arms

## Board of Directors

Bryce W. Rhodes, Chairman  
Steven A. Anderson, Esq.  
Michael M. Arms  
Charles L. Bieler  
Chris Breining  
Joe Camp  
Daniel Taner Halicioglu  
Mark Harris  
James Hooker  
Diane Keaton  
Michael McKinnon  
Toni W. Nickell  
Katie Shull  
Arlo G. Sorensen  
David Vigil  
Andrew Wasa

## Executive Staff

**President / CEO**  
Michael M. Arms  
**V.P. of Operations / CFO**  
Rita Truderung  
**V.P. of Development**  
Renée Resko  
**V.P. of Finance**  
Renee Simmons

HELEN WOODWARD ANIMAL CENTER  
PO Box 64, Rancho Santa Fe,  
California 92067  
FAX (858) 756-1466  
[animalcenter.org](http://animalcenter.org)





# ADOPTIONS

This year was full of uncertainty as many of our transfer partners around the country had to close their doors due to COVID, however the Center's Adoption staff persevered and continued to provide life-saving services without missing a day. Even with the transition to an appointment-only based scheduling system, to ensure everyone's health and safety, we were able to find wonderful forever homes for 3,709 pets - the most in the Center's history! The Adoptions' building new layout and capacity were put to the test by taking our highest number of transfers in order to save more lives. We had partners from as far away as Louisiana reaching out to let us know their doors were closing and lives were at risk, so we never stopped our efforts to bring them to safety.



**84%**  
of the pets adopted  
were fostered in over  
580 foster homes



*Nalani*  
5 year old  
Border Collie -Corgi Blend  
Adopted May

## Star & Denver

Star and Denver, a pair of 3 month old terrier blends, arrived at the Center from our new transfer partner in Louisiana. They were part of a larger litter but their bond was undeniable and such a treasure to behold. The female pup, named Star, is deaf and nearly blind. Her brother, Denver has taken on the loving role of being her guide.



We appreciate how important it is to find a great forever home for all of our adoptable dogs and cats here at the Center but we knew right away, that this sibling pair was going to need even more perseverance to find the perfect home of their own. Taking care of special needs pets takes patience, love and the willingness to change your home and routine to be the best pet parent you can be. It isn't an easy task. It's a job only fitting for a superhero family.

These adorable bonded siblings belonged together in a loving and supportive home. In an effort to find them the perfect forever home, the Center's trainers and adoption counselors were dedicated to investing their time with potential adopters to determine who would be the best fit for this special pair so these siblings could have their fairy-TAIL ending. They were united with a wonderful local couple who dotes on them daily with all the love in their hearts. Our trainers provided them with extra training so they would be prepared for their arrival into their new home. They were adopted in March 2020 and living their best lives.



# CAMPAIGNING FOR ADOPTION AWARENESS

## Remember Me Thursday®

**Remember Me Thursday®** is our global awareness campaign that encourages individuals to remember all the orphan pet lives lost in shelters and the importance of pet adoption. **The campaign was started in 2013 and has reached over 1.7 billion social media impressions with over 190 countries and territories participating** since inception using #RememberMeThursday and #SeeTheLight.

As the campaign's 2020 Official Spokesperson, Jennie Garth is an actress best known for starring as Kelly Taylor throughout the Beverly Hills, 90210 franchise (1990–2000) and Val Tyler on the sitcom What I Like About You (2002–2006). In 2019, she co-created the Fox meta series BH90210 with Tori Spelling, her former Beverly Hills 90210 co-star. She was also a celebrity judge on the Hallmark Channel's American Rescue Dog Show. She has starred in several movies made for TV, a number of which she produced herself. Jennie shares her life with her family and their dogs Pinky, Sandy, Pearl, Buddy, and Fauci (named after Dr. Fauci) who Jennie's family began fostering during the COVID-19 quarantine and is now a beloved member of the family.



Regarding her love of animals and the special day, Garth stated: "Pets make me smile. Whether it is the wag of a tail, their soulful eyes, or their unconditional love, they know how to spread joy. On Remember Me Thursday®, join me in spreading the joy (and smiles!) that pet adoption can bring!"

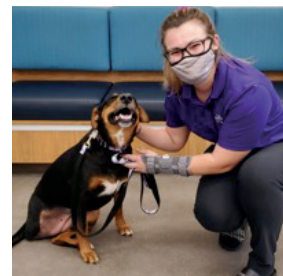
## Home 4 The Holidays®

The Home 4 The Holidays® annual adoption campaign was a success even during COVID. Over 1.2 million pets found their forever homes during the campaign with 4,200 organizations participating during the holiday season. The Home 4 The Holidays campaign is an awareness campaign to educate the public on the importance of adopting from a rescue pet organization. Since its beginnings in 1999, 18.6 million orphan pets have found their forever homes through the three-month-long adoption drive that runs from the beginning of October to the first week in January each year. Started by Helen Woodward Animal Center President & CEO Mike Arms, Blue Buffalo Home 4 The Holidays aims to encourage holiday pet seekers to adopt their next pet rather than turn to pet stores or backyard breeders.

We have two contests to gather participation in this importance awareness campaign: #IChoseToRescue and the Rescue Center Contest. We had fourteen entries in 2020. This year's winner of the \$25,000 grant was Greene County Animal Control based in Ohio whose creative marketing campaign led to 98 successful adoptions during the contest timeframe. The #IChoseToRescueContest got people buzzing about Home 4 The Holidays on social media. The contest asks participants to share why they chose to rescue and the impact their pets have had on their lives. Out of the 865 entries, three touching pets' rescue stories were selected as winners, with each pet getting a one-year supply of Blue Buffalo pet food and \$1,000 awarded to the pets' former rescue organization – Humane Society of Pagosa Springs, Colorado, Save Our Cats and Kittens (SOCKS) of Fort Walton Beach, Florida, and Angelico Cat Rescue, Inc. of Lauderhill, Florida.

### Demi

*It's tough to be a Mom but our rescue pup, Demi, proved she would be the best of Moms even in the worst of times. Demi and her eight newborns found themselves abandoned at a shelter in Galveston County, TX. Besides raising her puppies in an unfamiliar place, Demi had a broken femur that caused her pain and would require surgery. If that wasn't bad enough, she was heartworm-positive, meaning she needed months of treatment that couldn't even begin until after her puppies were weaned. The shelter didn't have the time or resources to provide this level of care, and that's where Helen Woodward Animal Center stepped in.*



*Our Texas transfer partner rescued Demi with her puppies in tow along with others to make the long the journey from Texas to California. Despite the 1,500-mile drive, Demi was smiling and wagging her tail as soon as she hopped out of the van! Demi and her puppies were sent into a loving foster home to recover from the journey and get prepped for their forever homes.*

*Demi had to take a month-long break from heartworm treatment to be able to receive surgery on her hind leg. Demi's broken femur was an existing injury that never healed properly, and our veterinarian made the tough decision to amputate her leg. Demi received surgery and by the next day, you could already see that her quality of life had improved! She was out in the sun, tail wagging and smiling more brightly than ever.*

*After she had fully healed from leg surgery, she resumed the long process of heartworm treatment. Once diagnosed heartworm free, she was scheduled for spay and dental surgeries. By the time Demi was ready to find a forever family, she had spent over a half of a year in our care. While we will miss her dearly, we will remember her ear to ear smile when her new Mom brought her home.*



# PROVIDING A MEAL

**AniMeals** has been providing no-cost pet food to low-income individuals, disabled military personnel and homebound seniors for over thirty years by partnering with organizations like Meals on Wheels, Jewish Family Services and Wounded Warriors.

We knew that COVID's financial impact on San Diego would be significant and we needed to expand AniMeals to meet the growing need so we partnered with Feeding San Diego to create a new program called AniMeals Relief. Individuals who could prove their job loss would schedule an appointment to pick up a two week's supply of free pet food, as well as human food. Here are the impressive stats for this program in 2020:

Clients served

4,520

Pets served

9,040

Pounds of pet food served

63,280

Meals served

253,120

People served human food

18,080



# UNCONDITIONAL LOVE

**The Pet Encounter Therapy (PET) program** had to get creative to reach clients in 2020 with COVID restrictions so the team created multiple new programs including Zoom visits, Critter Drive-Ins and a pen pal program. While our PET program usually provides the tactical benefits and unconditional love of our animal ambassadors to those in need we had to revamp our program to keep our seniors engaged while being safe about their health. Zoom visits allowed individuals to join for social interaction with our animals here at the Center while Critter Drive-Ins allowed cars at the Center, with their windows rolled up, with the benefits of seeing and learning about our animals. Our pen pal program was a huge success with over 40 volunteers preparing over 800 letters written specifically to each individual's specifications allowing for interaction and less isolation.

*"YAY!! I cannot WAIT to see this next batch of letters! Thank you SO MUCH Robin, this program is such a blessing and joy for our residents. They get so much happiness from seeing pictures of adorable furry ones and receiving such wonderful, personalized letters. They smile for days!"* — Residential facility for young adults dealing with homelessness and mental health issues.

# CONNECTING CHILDREN, THROUGH TEACHING COMPASSION

When the pandemic first hit, we had a lot of uncertainty for the future, but we wanted one thing to be certain regardless and that was our commitment to providing humane education. Our virtual content grew and became better with each



passing week as we refined the processes and became more adept with technology. CritterCam continued for all of April and part of May, displaying a new animal every hour for six hours during the work week for people to enjoy, including adoptable pets. Our Virtual Field Trips that ran every day during the work week for thirty minutes or more with two animals and an activity continued right up into the first week of June, only stopping once we had to shift all our resources to in-person camp. We moved the Virtual Field Trips to the main Facebook page once the CritterCam stopped and saw a surge of interest there as we reached new audiences that the Education Facebook page didn't share. The Education Explorations, fifteen-minute presentations every day during the work week on the main Instagram page, also continued up until the start of in-person camp, as did our weekly craft blog videos on YouTube.





## Humane Education (cont.)

Although we were very excited to try so much digital content, the team definitely missed face-to-face interactions with children and being able to see the impact of meeting and touching animals with their reactions and expressions. While there were a lot of new challenges that came with modifying Summer Critter Camp to run during COVID-19, our team was dedicated to making it work in order to continue to provide excellent humane education opportunities for children of all ages. We opened Summer Critter Camp up on schedule and immediately had waiting lists because our first few weeks filled up so fast! Unlike normal summers, we reduced class size to a maximum of eight instead of the normal fifteen; this was to keep group sizes small as guidelines were suggesting, and was about the maximum we could distance six feet from each other in our classrooms. We wanted to be as low risk as possible, so we assigned classes an indoor and an outdoor location and made sure not to mix groups between those spaces, as well as assigned numbers to each seat so that a camper would always sit in the same spot. We labeled plastic tubs for campers to put home-items in, and bundled up craft supplies into individual sets to keep children from sharing items. We trained all of our staff on proper cleaning and sanitizing protocols and thoroughly disinfected after every day of camp all the rooms and items campers handled. Knowing the seriousness and difficulty of some of these new protocols and wanting to reduce the number of people here at one time, we made the decision to staff Summer Critter Camp only this year instead of using Junior Volunteers.

Children seemed just as eager as their parents to get out of the house and return to some normalcy because we've been impressed with how adaptable all the campers have been at wearing masks the entire camp, getting their temperatures taken every morning and answering our daily health questionnaire. They still meet five different animals every day, have a daily theme relating to something like habitats and diets of the animals which matches the weekly camp theme about how animals are secretly superheroes with all of their amazing abilities! Campers enjoy making a craft each day as well, and playing some quiet, non-active games as a group.

# 6,686

participants attended our humane education programs



## THERAPY THAT CHANGES LIVES

Flexibility and creativity are hallmarks of Therapeutic Riding, and those traits were vital during COVID-19. Even with the challenges of a global pandemic, the Therapeutic Riding program gave over 900 lessons to over 70 students. During the few months the program was closed completely, staff and students stayed connected with weekly videos, custom-designed activity sheets, and Pony Drive-Throughs. When we were able to begin welcoming riders back, strict health and safety protocols were initiated to ensure everyone's health and safety. By the end of the year, the program was able to welcome back nearly half of the clients they had seen before the shutdown.



# BUSINESSES THAT SAVE LIVES, BY SERVING OUR COMMUNITY



## Companion Animal Hospital

Helen Woodward Animal Center's state of the art Companion Animal Hospital is a small animal facility open to the public

for treatment for cats, dogs and exotic animals. Our hospital not only takes care of the public's pets which account for **over 14,608 interactions in 2020** but it also manages our Pets Without Walls program to treat the pets of the homeless population. In addition, almost \$65,000 of donated services were received by the military families through the military fund at the hospital in **2020**.

Over **14,608** pets passed  
through Helen Woodward Animal  
Center's Companion Animal Hospital  
in 2020



## Club Pet Boarding

With COVID-19 restrictions on travel and many people working from home, our Club Pet Boarding had a slow year, however our

daycare boarding service remained busy with over 5,700 pets receiving services. Now with restrictions being eased, your pet's home away from home is ready to give them the best care possible.

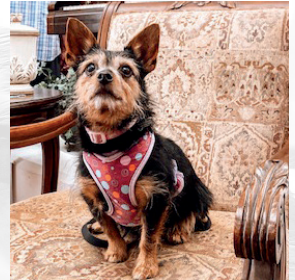
**There are bundling services to reduce costs including: Social Bundle, Athletic Bundle, Puppy Buddie and Purr-fect Bundle.**



*Arctic*  
2 month old, Husky blend  
Adopted June 2021

## Orphaned Objects

Orphaned Objects is a boutique style resale shop where all the sales benefit the pets and programs at Helen Woodward Animal Center. The resale shop has many unique items with something for everyone, whether it is designer furniture, housewares, clothes, jewelry, shoes handbags and more. Donors can drop off their goods during business hours and get a tax receipt for their donation and even arrange a pick up for large items. Every purchase helps the pets and programs at the Center. For consumers, the desire to reduce their negative impact on the planet through buying second-hand is not only more sustainable but stylish, too.



By purchasing items from  
the resale shop over

**41,900**

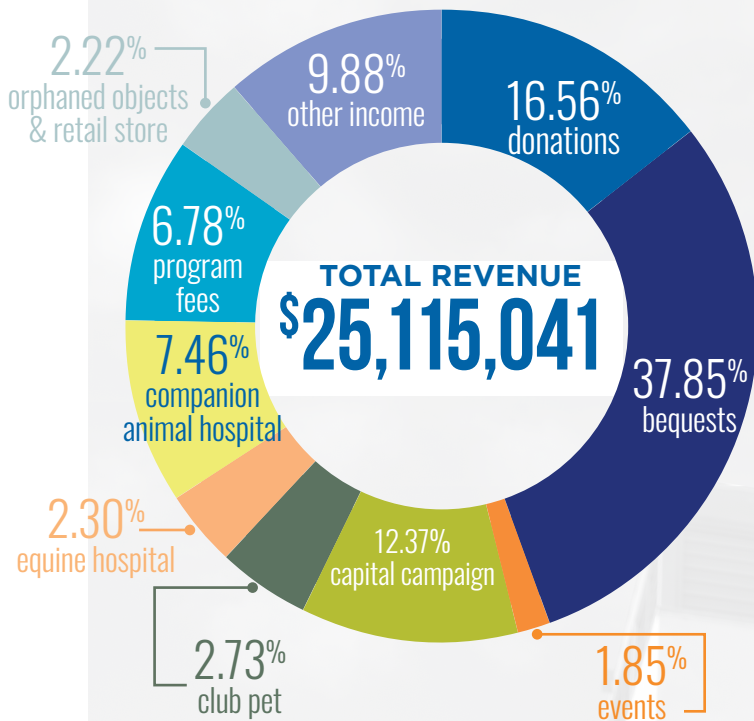
items were kept out of  
the landfills and reused  
to their full potential

## Equine Hospital

Our Equine Hospital provides exceptional care to our equine population 24/7 365 days a year. Our equine patients range from Olympic competitors to International show horses to the beloved backyard horse. We offer 100% digital radiography including abdominal radiographs and nuclear scintigraphy. Our surgical suite is completed equipped for fracture repair, colic surgeries, sinus surgery, laparoscopic and arthroscopic surgeries. We are also one of only two hospitals on the west coast providing a recovery pool for post anesthesia recovery.

**370**  
equine patients  
received care  
through the  
hospital

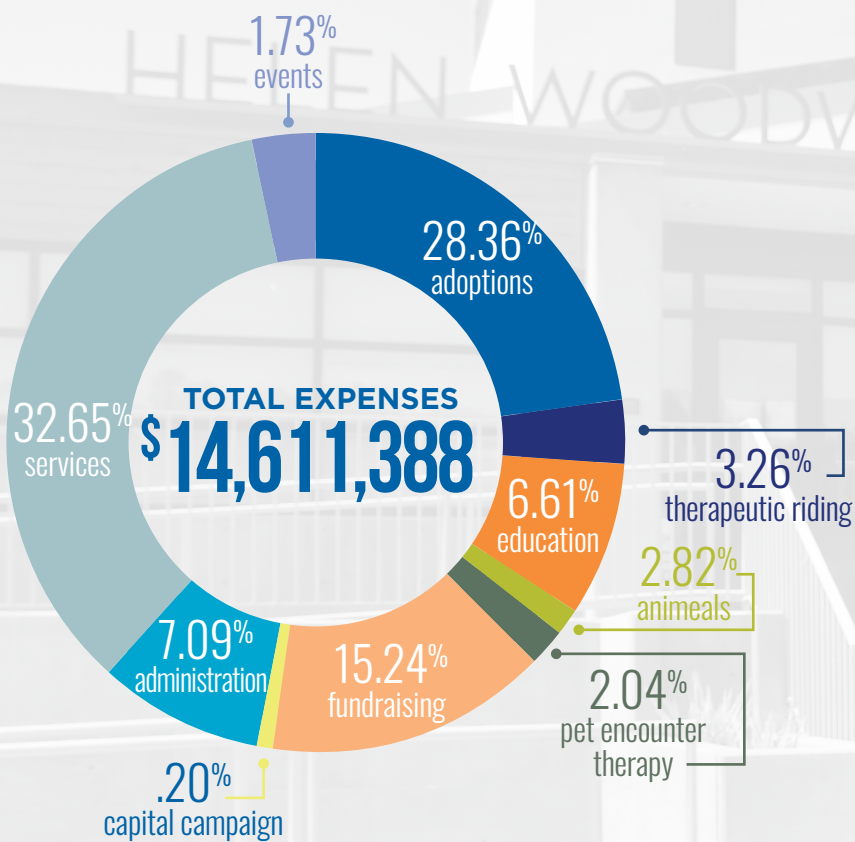




# FINANCIALS 2020

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

*Nefertiti*  
6 year old, Dilute Calico Cat  
Adopted February



6461 El Apajo Road, P.O. Box 64  
Rancho Santa Fe, CA 92067  
Phone (858) 756-4117 Fax (858) 756-1466  
[animalcenter.org](http://animalcenter.org)

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.