The Companion

CREATING A HUMANE WORLD FOR ANIMALS AND PEOPLE

Helen Woodward Animal Center

REMEMBER ME
THURSDAY
RECAP

BRING THEM
HOME 4 THE
HOLIDAYS

THE NEW FACE OF
ANIMAL CENTER
.ORG

Our “Poster-Pup” for this year’s Blue Buffalo Home 4 The Holidays® Campaign, Lenny.
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.”

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.

FALL 2016

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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
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, covered 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 Greensboro-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 #IChoosetoRescue 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.
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.

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 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!
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.

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.

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.

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.

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.

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

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.

Card Number ____________________________
Expiration Date _______ Cardholder Signature ____________________________

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

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: ________________________________

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

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.