

# 2018

ANNUAL  
REPORT



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

HELEN WOODWARD ANIMAL CENTER

# DEAR FRIENDS OF THE CENTER,

As we look back at 2018 it is hard to believe everything that has happened. **We broke ground on the new Adoptions building in January of 2018 and began an 18 month project to create the animal center of the future.** I believe this goal has been successfully accomplished, but not without a tremendous amount of hard work on behalf of our Adoptions team who have been working out of makeshift temporary facilities for a year and a half. These facilities which operated as our "Adoptions Village" included freestanding kennel units and a medical area that was literally on the other side of the Center and required frequent trips of carts filled with animals and supplies. **Even with all of these**

**challenges our Adoptions team was able to place close to 3,000 adoptable animals in 2018** through the significant expansion of our foster home network and our diligent efforts to stay in the media and keep expanding our transfer network, particularly with Texas. I could not be more proud of the quality of the care our animals have received during this challenging time and the sheer quantity of animals that our team was able to rehome.

As a result of the movements to accommodate Adoptions at the Center, we relocated our Education team into a variety of trailers and their classes and programming have been primarily taking place in our large outdoor pavilion. During this time our camp attendance numbers continue to reach all-time highs as we continue to share the foundation of humane education with children throughout San Diego County with the goal of creating a more humane world for the future.

Our other animal-centered outreach programs, Pet Encounter Therapy and Therapeutic Riding, continue to reach out to those in need with the unconditional love of our animal friends in the most profound ways. Whether bringing a dog to a senior living center or helping a child on a horse for the first time, the magic of the animal-human bond is always the focus.

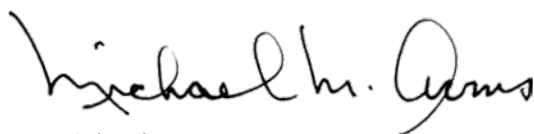
**Pets Without Walls continues to provide spay/neuter surgeries and vaccinations to the pets of the homeless throughout San Diego**, while also ensuring that they have healthy, appropriate food for their pets in conjunction with our AniMeals program that serves close to 700 pets in San Diego County through committed partners like Meals on Wheels.

The Center's Companion Animal Hospital and Equine Hospital continue to provide valuable services to the community and help generate revenue for the Center along with Orphaned Objects and Club Pet boarding.

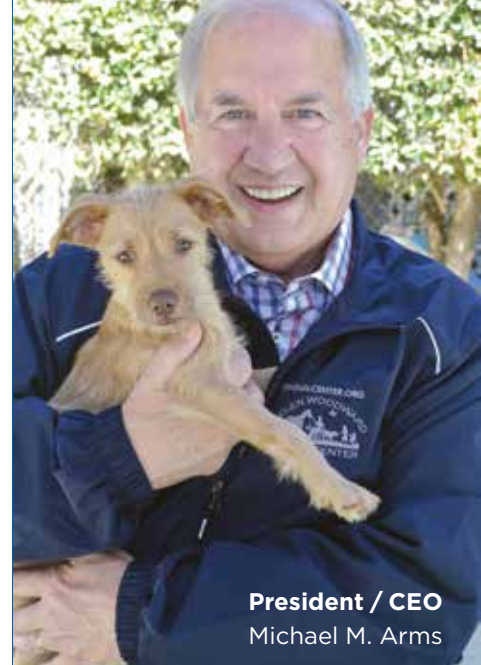
All the while we continue our efforts to bring "The Business of Saving Lives" around the globe with visits to Poland and New York, and a partnership here in San Diego with Battersea Dogs & Cats Home in the UK to bring an international flavor to our "Business of Saving Lives" programming.

We know that people always show their "true colors" during the most difficult times and I believe that the staff and volunteers of Helen Woodward Animal Center have truly shown their unlimited capacity for strength, perseverance and commitment during this last year.

For a more humane world,



Michael M. Arms  
President & CEO



President / CEO  
Michael M. Arms

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V.P. of Development  
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Renee Simmons

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### Stay Connected

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YouTube: animalcntr6461  
Snapchat: helenwoodwardac  
LinkedIn: Helen Woodward  
Animal Center

### Volunteer

From giving your time at any of our fundraising events, to donating your skills or experience to help on Center grounds. Explore the many ways you can help people and pets in need. Visit [animalcenter.org](http://animalcenter.org)

### Be Informed

Be in the know of events and fundraisers happening in our community, and across the globe. Subscribe to our e-newsletters, and enjoy our Companion quarterly publication.



# FACILITY UPDATE



While our new Adoptions building was being constructed in 2018, Adoptions temporarily moved to the “Adoptions Village”. This significantly impacted the available space for orphaned pets so we relied heavily on our foster families to house and take wonderful care of our pets until space was available for them.

Our Adoptions staff worked extremely hard and got amazing results considering their resources.



18

kennels available  
for adoptable canines

39

enclosures for  
available felines.

5

new transfer partners that transported  
animals from overcrowded shelters across  
the U.S. to the Center.



## AWARENESS CAMPAIGNS

### 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 billion impressions with over 154 countries and territories participating since inception using #RememberMeThursday.



**Wynonna Judd** was our 2018 Spokesperson. She's an American music icon, a five-time GRAMMY winner and New York Times bestselling author. A life-long philanthropist, Wynonna is always using her voice to champion causes she believes in and is a lifelong animal lover. When not on

tour, Wynonna can be found hanging out with the many beloved animals on her farm. She has 34 in total — including dogs, cats, horses and buffalo. Her dedication and promotion garnered even more support for the Remember Me Thursday campaign.

### Home 4 the Holidays®

The Home 4 The Holidays® annual adoption campaign closed out the year by **finding homes for 1,358,443 orphan pets**. The Center continues to collaborate with over 4,000 pet adoption agencies to find forever homes for these pets during the holiday season. Home 4 The Holidays educates the public about the importance of choosing rescue pet adoption over breeders and finding homes for these amazing animals.

We had over 1,500 entries into the #IChosetoRescue contest where individuals told their pet stories and recommended organizations to win prize money. Helen Woodward Animal Center ran a contest for shelters nationwide to see which organization could come up with the most innovative method to increase adoptions. We are happy to report that we received over 30 entries and the Humane Society of Southeast Missouri won the contest with a check of \$25,000 as the prize.

Blue Buffalo once again partnered with Helen Woodward Animal Center by providing multi-channel marketing support and underwriting prizes for participating shelters. Together this program is able to save over a million lives each year, and every year strives to find homes for even more animals spending the holidays in a shelter. This annual campaign has saved over 16,000,000 pets since its inception in 1999.

# ADOPTIONS



In January 2018, we broke ground on a new Adoptions Center with the goal to open in early 2019. As a result, 2018 was a challenging time for our Adoptions team. We have had to adapt to a fraction of our usual number of kennels during construction and supplemented by adding about 200 foster homes to provide for the care of cats and dogs that come into the Center from around the country, out of time and options.

**2,740**  
total adoptions in 2018

**237**  
Cats

**247**  
Dogs

**730**  
Kittens

**1,526**  
Puppies

Our foster program had an incredible impact, of the 2,740 pets we placed in 2018, 2,017 actually went through a foster home before coming to the Center to become available for adoption. This includes mothers and babies, newborn animals without a mother, and cats and dogs that came to us with physical and behavioral challenges.

**74%** of the pets adopted were fostered through our network of over 600 foster families.



## COOPER'S STORY

Cooper started his journey to Helen Woodward Animal Center through one of our shelter partners in Houston, Texas where it was discovered that he was positive for heartworm. After a couple of months there, Cooper and 21 other orphan pets from Texas arrived at the Center on July 1st.

On July 5th preliminary x-rays were taken to see how severe his heartworm condition was and much to the shock of our medical team and veterinarian the x-ray had more than seven glowing white objects in his chest, back and sides ... buck shots! Apparently at one point in time, Cooper had been shot and it was not clear if this was more than one incident or shooting.



Cooper was taken in as a foster by our Operations Director who took him home on July 6 where he quickly found his place among his two new furry siblings. It was amazing to watch Cooper's transformation each and every day. The first weekend, he would fall asleep sitting up! Having a foster home allowed him to finally relax and it was very touching. Cooper had a very long road to recovery which spanned over six months, so the loving embrace of his foster home was critical to the healing process.

Cooper was eventually adopted by one of our own employees and is surrounded by love in his forever home.



# ANIMEALS

"Thank God for AniMeals. The support to our recovering service members that they provide is a bright light for many of whom are in shadow. Knowing that there are people such as these remind us who have served why we chose such a path."

— Alfonso Villegas  
Recovery Care Coordinator  
Wounded Warriors Battalion North West  
USMC Recovery Care Coordinator Program



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.

over 7,000 pets were delivered  
food for a total of

84,555 LBS

## PET ENCOUNTER THERAPY

The Pet Encounter Therapy (PET) program brought the tactile benefits and unconditional love of animals to over 25,000 individuals in 2018, the largest number of visits in the program's history. The PET team visits many different facilities including nursing homes, veterans hospitals, children's shelters and psychiatric units to name just a few. One of the annual visits that is especially heart-warming is the Camp Beyond the Scars in Ramona. The Burn Institute holds this camp every year for burn-injured children between the ages of 5-17 and many of the camp staff and volunteers are adults who have also survived burns or are firefighters and medical staff that work in burn units. It is a very special camp and we are proud to help welcome the campers on the first day and help relieve any anxiety.

over  
25,000

Pet Encounter Therapy visits were made in 2018. The largest number in the program's history!



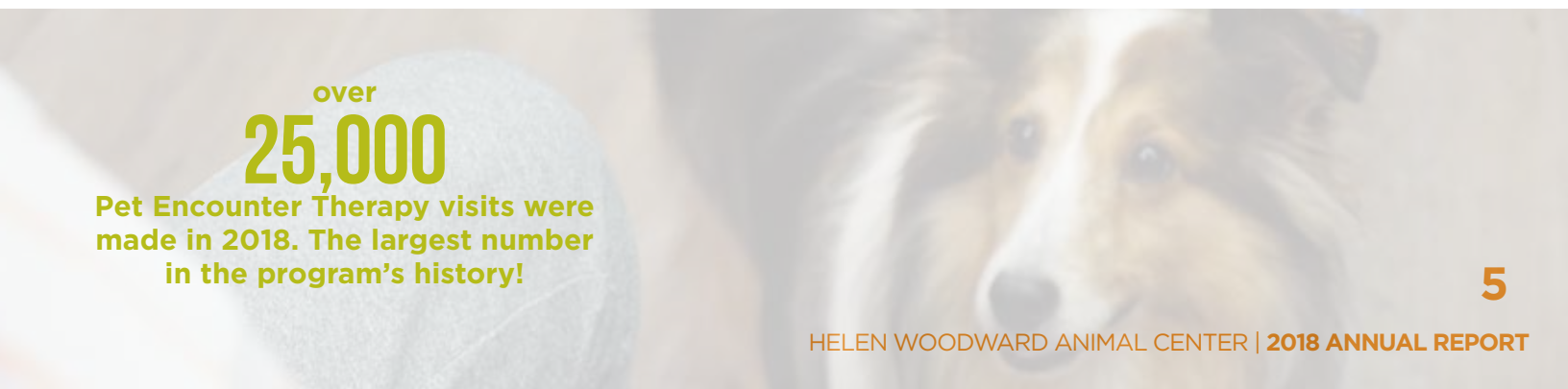
## HUMANE EDUCATION

"As a Scout Leader, it's important to make sure the boys are exposed to and participate in activities involving nature, animals and S.T.E.M. The Howl-O-Ween Harvest was a wonderful event that gave the boys access to hands-on animal experiences that they may not have had otherwise and the Eerie Monster lab was enjoyed by all. Thank you for having such a fun event that also fulfilled some badge requirements for our den."

— Anne Marie Edwards  
Assistant Scout Leader  
Boy Scouts of America, Pack 750 Carlsbad

Humane Education was able to teach children about the importance of animals and how protecting them creates a more compassionate, caring and empathetic world. Over 16,000 participants attend the multiple youth programs throughout the year with hands-on animal interactions including Critter Camp, birthday parties, field trips and AniMobile visits that go to low-income schools across San Diego County.

16,000  
participants attended our  
humane education programs



# THERAPEUTIC RIDING

The Therapeutic Riding program benefits individuals with a wide range of cognitive, physical, emotional and social challenges and provides them weekly equine interactions to improve their quality of life. In 2018, over 2,000 lessons were given to 65 students. We still have a waitlist for this program and hope to find the right horse to add to the Center to be able to accommodate more clients. Below is one of our success stories from 2018.



## LIZZY'S STORY

*Lizzy, a participant in the Therapeutic Riding program here at Helen Woodward Animal Center, was working hard to prepare for the 'UPHA Exceptional Challenge Cup National Championships' in Kansas City. Lizzy was able to qualify for this opportunity by showing in our horse show medal class back in May. This was a new class for us*

*to offer our students which was judged and was a qualifier for the National Championship in Kansas City. Amongst all the preparation for Lizzy was finding the perfect show outfit for her first horse show. Lizzy did not have proper boots or a helmet, but thanks to Evergate Stables her dreams came true. Their generous donation of beautiful Italian tall riding boots and perfectly fitting helmet completed Lizzy's outfit. So Lizzy was off to nationals in Kansas City dressed and ready to show off her skills.*

*For our students to compete at this level and have the special opportunity to excel in something and take pride in their weekly lessons is a huge confidence builder and a once in a lifetime experience for many. Lizzy finished fifth in the nation on a borrowed horse and received a \$500 scholarship towards her lesson fees. We are very proud to have represented the Center at a National Championship Horse Show!*

## PETS WITHOUT WALLS

The Pets Without Walls program started in 2017 to provide spay/neuter services, no-cost wellness checks, preventive medical care, vaccines, and flea and tick medication to the pets of the homeless families of San Diego, in addition to free pet food via our AniMeals program.

## EBONY'S STORY

*"I have herpes," she said as I reached out to shake her hand. "You shouldn't touch me." She looked down. Then she reached into her baby stroller and drew out Ebony, her well-groomed bright-white toy poodle mix. Claire rummaged around in the crowded bottom compartment of her stroller - the part that seemed to contain her own belongings; it was a stark contrast to the Zen-like and uncluttered chamber that housed Ebony. Finally she drew out a weathered bag, carefully folded over and sealed with Ebony's medical records.*

*There they were, chronologically ordered and painstakingly cared for - all of Ebony's medical records since she was adopted from a shelter in Georgia 5 years ago. Claire brought each page out and read it carefully until she found the one with her plan. "I have enough saved for the Rabies vaccine, but I can't afford an exam," she said nervously.*

*She didn't believe it at first when I told her the exam and vaccine would be free today, and that she could also have Ebony dewormed and we could give her flea and tick prevention. Claire stared at the ground. "Sometimes I have trouble getting up in the morning," she said. "Some days I just don't want to do it anymore. But then Ebony gives me a lick or a nuzzle and I remember that I do want to keep trying. So I do." Tiny white Ebony, 6.4 pounds of fur and love and heart, working as well as any medicine to keep a beautiful brave spirit waking up each day and trying again.*



Companion Animal Hospital  
had almost  
**14,000**  
interactions in 2018

## SERVICES



### Companion Animal Hospital

Helen Woodward Animal's 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 almost **14,000 interactions in 2018** but it also manages our Pets Without Walls program to treat the pets of the homeless population and oversee the care of canines participating in the Tender Loving Canine's program for inmates training therapy canines.



### Equine Hospital

The Equine Hospital is an excellent facility which allows accredited veterinarians to provide high-quality care to the community's horse population. In addition to receiving funds to completely renovate the recovery barn with reinforced stalls and ample lighting, we were able to repair our bone scan machine to keep our facility's equipment functional. The generous support of our donors allows us to provide the best equipment available to our community for use.



### Orphaned Objects

Orphaned Objects is a boutique style resale shop where all sales benefit the many programs here at Helen Woodward Animal Center. The shop has many unique items with something for everyone whether it is antique furniture, housewares, clothes, books or a room dedicated to women's footwear. 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 save the lives of orphan pets.



### Club Pet Boarding

**Club Pet Boarding provided daycare, boarding, training and grooming services to over 8,000 pets in 2018** with almost 90% being repeat clients due to the amazing care the pets receive here at the Center. This is truly a home away from home for these wonderful pets. Club Pet offers bundle options to reduce pricing for those clients who want multiple services. Some of the bundle options include: Social Bundle, Athletic Bundle, Puppy Bundle, Sweetheart Bundle, and Purr-fect bundle (for our feline clients).

**373**  
equine patients  
received care  
through the hospital

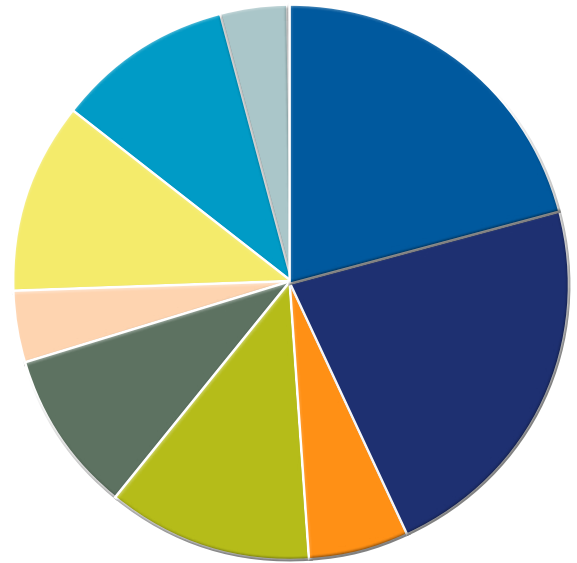
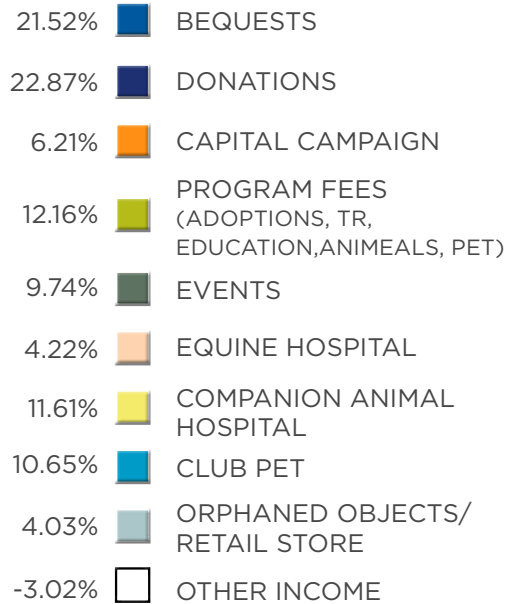
By purchasing items from  
the resale shop over  
**13,000**  
items were kept out of  
the landfills

Over  
**8,000**  
pets passed through Club  
Pet for boarding, training  
or grooming services

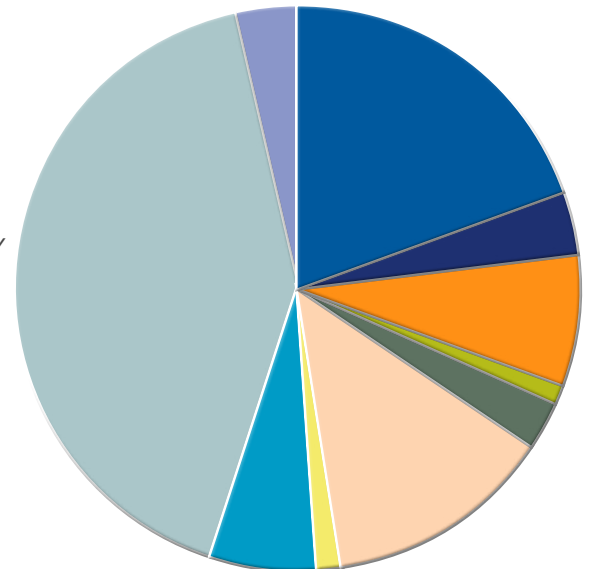
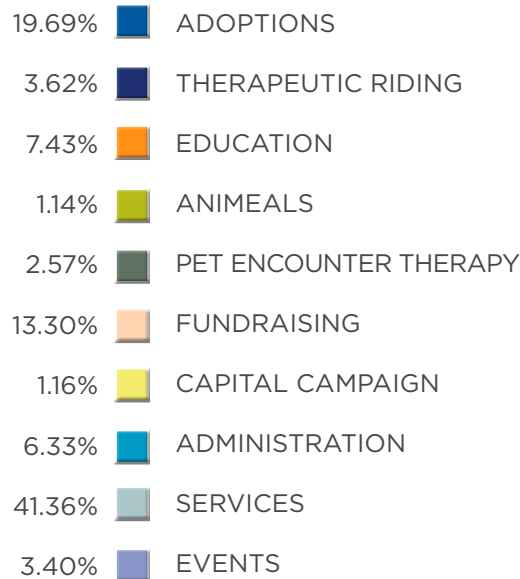
# 2018 FINANCIALS\*

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

## TOTAL REVENUE: \$13,542,727



## TOTAL EXPENSES \$12,002,769



## 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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