



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

# DEAR FRIENDS OF THE ANIMALS,

Looking back on 2019 I can honestly say that I could not be more proud of what Helen Woodward Animal Center has accomplished for animals and people and the incredible impact we have had on animal welfare around the world.

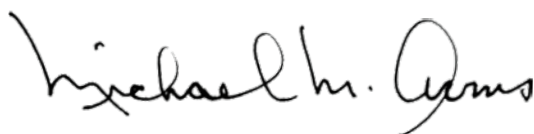
When I reflect back on this past year, I think about the exciting milestones we have achieved. **One of the most important days for the history of the Center took place this past July 14th when we opened our state-of-the art Adoptions Center.** This new Center included indoor/outdoor canine kennels, a large, sunny cat area with movable double enclosures, a medical ward including pre and post-operative cages, two surgical tables in their own suite, two full size exam rooms, an isolation area and two offices for medical staff. A far cry from the two oversized closets that we had turned into a makeshift exam room and a barely usable surgery "suite" that required the veterinary staff to climb over one another to successfully complete a procedure.

**All of these improvements are wonderful and important, but what is most significant about this new facility is what it has allowed us to do.** The additional space in both the intake rooms, medical and isolation areas, as well as the kennels and cat enclosures has enabled us to increase the number of transfers coming in from around the country. From Louisiana and Texas to Arizona and all over California, Helen Woodward Animal Center is answering the call of orphaned pets in need and with this new facility we can accommodate their medical needs quickly and efficiently and begin the process of transitioning them to a forever home as quickly as possible.

Another important aspect of 2019 is the growth of our international outreach. The Center continues to expand our efforts to other organizations around the world and in October of 2019 we traveled to Estonia to speak at a conference targeting organizations from Estonia, Romania, and Finland. What an incredible experience to find that so many animal lovers were doing amazing work halfway around the globe and were looking to Helen Woodward Animal Center to provide guidance and support for marketing, social media, public relations and fund raising. It was a wonderful group and as always we continue to develop animal welfare connections around the world that we will continue to expand and grow.

These are only two highlights of 2019 but I think they bring to the forefront two key aspects of the Center's commitment to being the "Animal Center of the Future" both in deed and word by building a model life-saving adoption center and sharing our "Business of Saving Lives" model around the globe.

**Thank you for another incredible year — we could not do it without you.**



Michael M. Arms  
President & CEO



**President / CEO**  
Michael M. Arms

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### Stay Connected

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Pinterest: pinterest.com/hwac  
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)

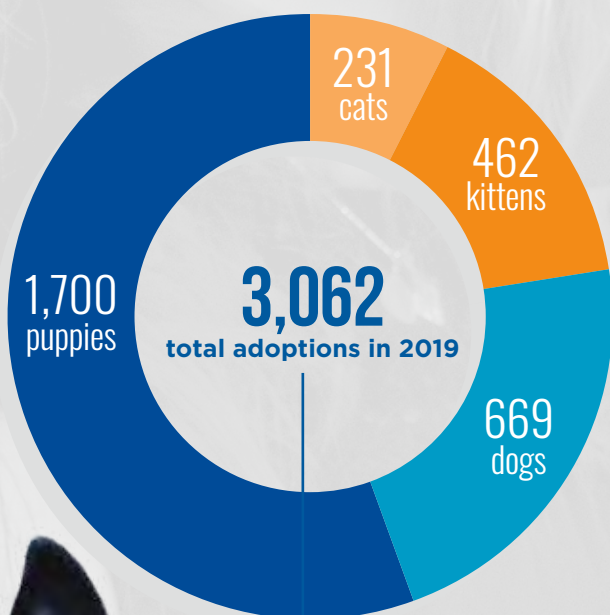
### Be Informed

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.



# NEW ADOPTIONS BUILDING HELPS SAVE LIVES

In July of 2019 we proudly opened the brand new Adoptions facility for Helen Woodward Animal Center. Every aspect of this new building was designed to save lives — from the significantly expanded medical wing and foster department to the large isolation areas and indoor/outdoor kennel areas, our team had truly thought of everything to ensure the health and well-being of every animal that came through our doors. They quickly set to work to make the most of their new home by growing our transfer partner network around the country, increasing our foster home count to take in more mothers and babies, and taking in more animals in need than ever before with both medical and behavioral support. Dogs like Bugs...



**90%**  
of the pets adopted  
were fostered through  
our network of over  
600 foster families.

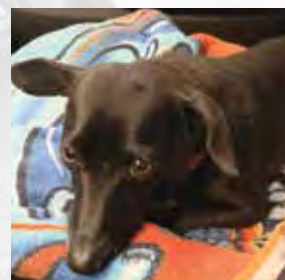
## TRIP

4-MONTH-OLD CATTLED OG  
BLEND, ADOPTED AUGUST, 2019



## BUGS

Oh, how our Adoptions and Medical team wishes little Bugs, a 2-year-old Dachshund blend pup from Texas, could tell us about his life.



Bugs was given a rescue ride from an overburdened animal shelter near Houston, Texas, to our Center in early May. During his intake exam, the Medical team noticed Bugs had a bump on the top of his head. Fully expecting it to be a cyst or something benign, he was put on the surgery schedule and given into the loving arms of a foster family.

On surgery day, our veterinarian prepared for a simple cyst removal, but what she found was shocking: Bugs had a BB gun pellet lodged in his head. Thankfully, the pellet came out cleanly and Bugs' skull showed no sign of distress or impact. The surgery site was sewn up, and Bugs given back to his foster family to be doted on while his stitches healed.

As the days progressed, his foster noticed two other "hard spots" on Bugs' neck and jawline. Bugs was ushered in for x-rays at our Companion Animal Hospital and four more pellets were found in Bugs' body! It was noted that the pellets' locations and the way they had lodged themselves in Bugs' body indicated his attacker was trying to shoot the small, sweet dog in the face.

Bugs got the two pellets in his neck and jaw removed, and the pellets in his chest are benign and harmless. Bugs healed over time, with great care from his foster-family, and was adopted on June 29th, 2019.

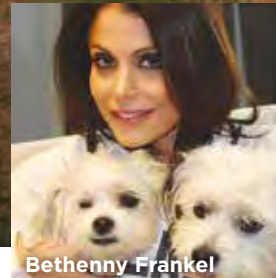


# CAMPAIGNING FOR ADOPTION AWARENESS

## 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 billion social media impressions with over 180 countries and territories participating since inception using #RememberMeThursday.**

**Bethenny Frankel was the 2019 Official Spokesperson.** She's a self-made businesswoman, TV producer, philanthropist, multiple New York Times bestselling author, and mother. Not fulfilled by business alone, Bethenny established the worldwide initiative, "B Strong." In partnership with Global Empowerment Mission, the initiative provides people with much needed gift cards, bank cards and critical supplies so they are able to deliver aid in real time. B Strong has supported immediate aid programs worldwide, including Puerto Rico, Guatemala, the Bahamas, Australia and more. Most recently, Bethenny worked on getting PPE to hospitals and medical workers on the front lines of the COVID-19 pandemic. Bethenny shares her home with her rescued dogs Biggie and Smallz who bring joy and laughter to her life on a daily basis.



Bethenny Frankel

## Home 4 the Holidays®

The Home 4 The Holidays® annual adoption campaign closed out the year by **finding homes for 1,335,006 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 backyard breeders and finding homes for these amazing animals.

We had over 3,300 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 Wag On Inn Rescue in Brick, New Jersey 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 17,000,000 pets since its inception in 1999.

### PETER

*Peter had a rough start in life. He was found as a stray in San Diego's South Bay in spring 2019. This tiny fighter was just a few days old. Luckily, Peter landed in the hands of our rescue partners, and a dedicated foster bottle-fed him for 3 weeks.*



*When Peter was 8 weeks old, our rescue partner brought the Siamese blend to Helen Woodward Animal Center. Besides his gorgeous, fluffy coat, our intake team first noticed Peter's eyes. He appeared to have eyelid agenesis, a condition found in cats where the eyelids don't fully develop. Hair and skin was growing into his eyes, giving them a cloudy appearance.*

*Peter's tail was also unique; it was zig-zagged instead of straight. We don't know what caused Peter's tail to form that way but he is not in any pain from it.*

*Our medical team believes that Peter is blind in both eyes. You would never know that at first, especially if you watched him hunt toy mice with such precision! Peter uses his paws and whiskers to learn his surroundings. He also is able to use his litter box perfectly.*

*Our veterinarian performed surgery to correct the eyelid agenesis which went very well. Peter healed in a loving foster home and was adopted to a wonderful woman who is an extended family member of a Helen Woodward Animal Center employee.*



# 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.

*I have diabetes and my cat alerts me if my blood sugar goes up or too low. If not for AniMeals, I would not be able to afford cat food. — Ms. L Valentine*

Over 7,600 pets were delivered  
food for a total of

## 100,821 LBS.



# UNCONDITIONAL LOVE

The **Pet Encounter Therapy (PET)** program brought the tactile benefits and unconditional love of animals to over 20,000 individuals in 2019. The PET team visits many different facilities including nursing homes, veterans hospitals, children's shelters and psychiatric units to name just a few.

*"Both staff and our youth are emotionally elevated and feel a unique satisfaction and connectedness when you visit. It's a highlight for us all. Only your program has evoked such soothing, loving touch evident in our youth here. It is remarkable." — Residential facility for young adults dealing with homelessness and mental health issues*

over  
**20,000**

Pet Encounter Therapy visits  
were made in 2019.



# CONNECTING CHILDREN, THROUGH TEACHING COMPASSION

Our **Humane Education** department launched two new programs in the first quarter.

The first, our reading-with-animals program named Paws and Pages, had a strong debut. The children who attended thoroughly enjoyed reading their books to some of our critters. In fact, when it was game time half way through the program, most of the children asked if they could keep reading! It was beautiful to see the children showing their book's pictures to the animals and following directions by focusing on the reading with a few pets here and there. The animals seemed to enjoy Paws and Pages as well; normally guinea pigs like to hide under their towels, but during this entire event, the guinea pigs were happily on top of their towels, enjoying story time.



Our second debut program, SnakeSmart, took us by surprise when all its participants proved to be snake fans instead. We really hope this program can bring more humane appreciation for our scaly friends and be an enjoyable experience for snake lovers.

**18,183**  
participants attended our  
humane education programs



# THERAPY THAT CHANGES LIVES

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.

We still have a wait-list for this program and hope to find the right horse to add to the Center to be able to accommodate more clients.

Over  
**2,000**  
lessons were given  
to 70 students



*BISHOP*  
16 MONTH OLD BORDER COLLIE  
CATTLED OG BLEND, ADOPTED  
JANUARY 2020



## BRINGING COMPANION CARE TO THE STREET

Our Pets Without Walls program provides spay/neuter services, no-cost wellness checks, preventive medical care, vaccines, and flea and tick medication to the pets of the homeless families in San Diego County. It also provides free pet food via our AniMeals program.

Over  
**60%**

more animals were treated this year with  
the addition of two new program sites

### SUSAN & SUNSHINE...

*"If you promise not to sell her you can have her." The gentle voice said to Susan, who had unwittingly befriended a large, white Staffordshire terrier named Sunshine. The gentle giant belonged to the corner preacher in the neighborhood Susan was sheltering in, during the cold winter months.*

*"Okay," was all Susan could utter, without turning to face him. It was a brief exchange, but one that changed Susan's life and the life of her new companion.*

*Through the rainy winter weather, Susan and Sunshine shared company and friendship—and more importantly—safety, warmth and love. Sunshine gave Susan a vibrant, tangible and immediate reason to get up each day and to keep trying despite whatever setbacks the day might have in store.*

*Susan learned of Pets Without Walls, and their service to the community and pets in need. She had never had a dog before, but knew that Sunshine needed vaccines to keep her safe. She was eager to keep her new companion safe and healthy.*

*Our Pets Without Walls staff and volunteers listened to Susan as she shared the story of how she was given Sunshine. They then outlined a plan for the pup's health care. Luckily, her physical exam showed the beaming dog to be in excellent condition. Vaccines and dewormers were administered and Susan was given flea, tick and internal parasite prevention for Sunshine, as well as food from AniMeals. A relationship of trust was born between the Pets Without Walls staff and Susan, and they made a plan together for Sunshine's continued care. Susan was given a vaccine card and a plan for future shots. In addition, a discussion was gently begun about the benefits of spaying Sunshine to help reduce pet overpopulation.*

*Because of generous support we can continue to serve the populations that are in great need in San Diego County, and continue to help them keep their companion animals, like Sunshine, healthy and safe.*



# 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 13,400 interactions in 2019** 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 Canines program for inmates training therapy canines. In addition over 250 families were served by the military fund at the hospital for \$42,780 in donated services in 2019.



## Club Pet Boarding

**Club Pet Boarding provided daycare, boarding, training and grooming services to over 9,500 pets in 2019**

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).

Over **9,500** pets passed through Club Pet for boarding, training or grooming services

*PILGRIM  
THIS SWEET FOUR-MONTH-  
OLD CUTIE WAS ADOPTED IN  
DECEMBER, 2019*

## 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.



**By purchasing items from the resale shop over**

**19,000**

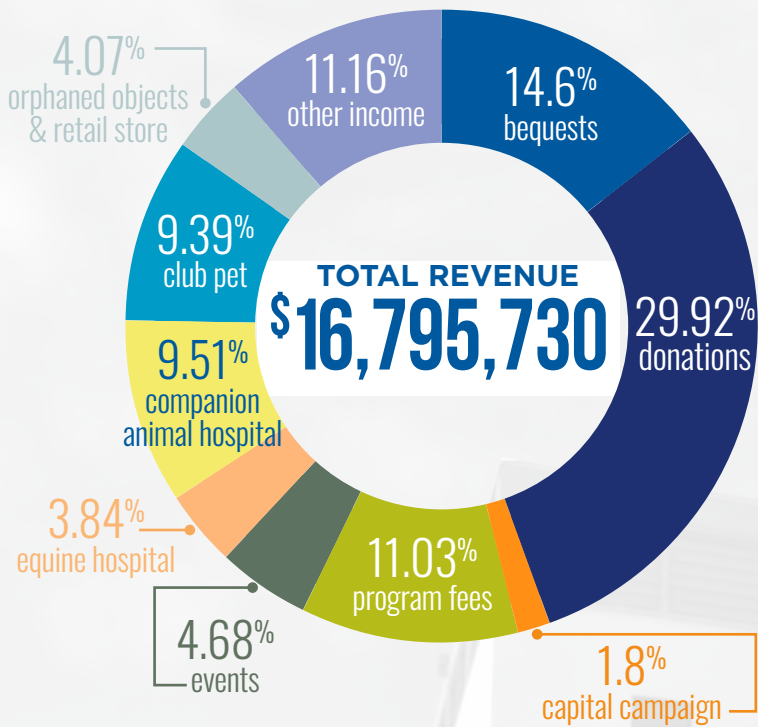
**items were kept out of the landfills**

For consumers, the desire to reduce their negative impact on the planet is increasing rapidly. Buying second-hand is not only more sustainable (it utilizes no additional resources beyond transportation, compared to new clothing) but stylish, too.

## Equine Hospital

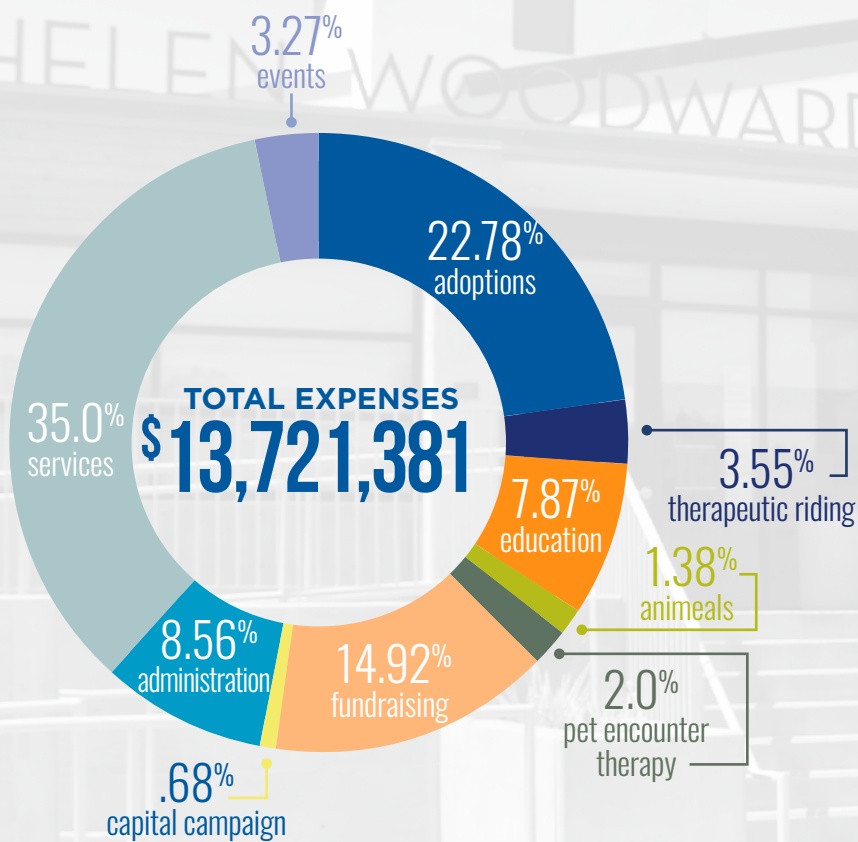
The Equine Hospital is an excellent facility which allows accredited veterinarians to provide high-quality care to the community's horse population. In addition to receiving funds to completely renovate the recovery barn with reinforced stalls and ample lighting, we were able to repair our bone scan 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.

**329**  
equine patients received care through the hospital



## FINANCIALS 2019

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



*BUTTONS*  
TWO YEAR OLD SIAMESE BLEND  
ADOPTED APRIL, 2019



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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.