

PEOPLE HELPING ANIMALS & ANIMALS HELPING PEOPLE

HELEN WOODWARD ANIMAL CENTER
ANNUAL REPORT 2015



HELEN WOODWARD
ANIMAL CENTER

animalcenter.org



EXECUTIVE MESSAGE

2015 would not have been as great of a success without the help of our supporters. The Center's programs have continued to grow year after year, and because of you, we are saving more lives than ever before. We are happy to celebrate the nearly 3,300 pets in our care that found forever homes, but we are even more thrilled about millions of lives saved around the world through our global awareness campaigns, Home 4 the Holidays® and Remember Me Thursday®. Our global presence has expanded beyond belief and it's changing the world for animals everywhere.

Beyond that, our community programs are thriving and have helped thousands this year. AniMeals and Pet Encounter Therapy have expanded and now serve additional seniors, as well as veterans and active duty military in the community. By delivering food to service animals and visiting military transitional housing, these programs have offered more unconditional love and support than ever before. Therapeutic Riding has touched countless lives in a way no other program can, while our Humane Education programs are impacting the world of tomorrow by starting with the youth of today.

The Equine Hospital, Companion Animal Hospital, and Club Pet Boarding have all had a tremendous year as well, and continue to provide "top notch" care to every animal. Orphaned Objects has exploded in sales and is so much more than just another resale store. Every item sold contributes to another life saved.

All of these amazing programs would not be possible without your support. Whether you have donated, volunteered, adopted, or have benefited from one of the Center's many programs, we want to thank you for making all of this possible. It is only together that we can affect positive change in the lives of people and animals in our community and around the world.

For a more humane world,

Michael M. Arms
President & CEO

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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REMEMBER THE RESCUE: CREATING GLOBAL AWARENESS FOR ORPHAN PETS

The Home 4 the Holidays® annual adoption drive is the biggest adoption campaign in the world! This three month adoption drive has saved millions of orphan pets' lives since its inception in 1999. A collective group of over 4,000 pet adoption agencies, facilities, and rescue groups across 20 countries come together to educate the public about the importance of pet adoption and to save lives. Blue Buffalo's support enhanced Home 4 the Holidays® in 2015 by distributing "Adoption Kits" to all participating rescue facilities to gift to each new pet parent who took home an orphan pet, while also providing impressive national marketing to spread the word about adopting over the holiday season.

Home 4 the Holidays® has raised awareness and helped find homes for over 11 million pets worldwide.



Remember Me Thursday® had over 253 million social media impressions that brought worldwide awareness to orphan pets.

Sharing the international stage, **Remember Me Thursday® united pet-lovers and animal welfare organizations from 164 countries around the globe** alongside our 2015 celebrity spokesperson, Carrie Ann Inaba, on the fourth Thursday of September. The global adoption awareness campaign encourages individuals to share the importance of pet adoption on social media and remember those that lost their lives too soon.

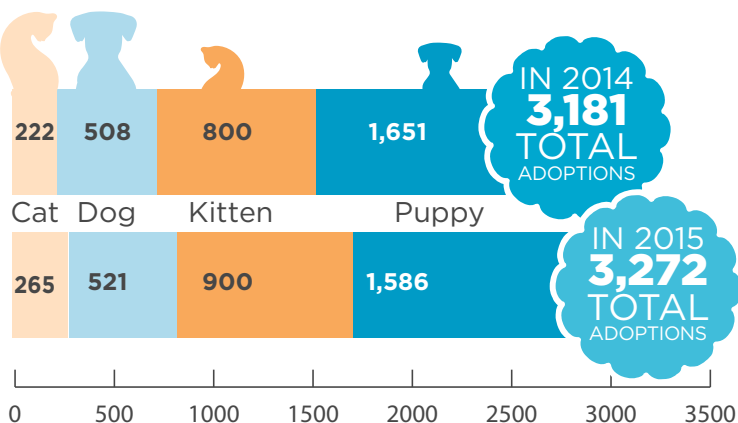


PEOPLE HELPING ANIMALS: FINDING FOREVER HOMES

The Adoptions program at Helen Woodward Animal Center has always been a safety net for homeless pets on their journey to finding their forever home. 2015 was a tremendous year for partners, volunteers, supporters, and of course the pets of the adoptions program as we completed a record-breaking 3,272 adoptions of cats, dogs, puppies, and kittens!

The Center worked with a network of 40 transfer partners in 2015 to pull pets, many of which were at risk of being euthanized, from overcrowded shelters across the southwest region and bring them here for placement into loving, forever homes. Our partners reach as far north as Central California, east into Arizona, and we even flew kittens to the Center from Hawaii in 2015! Adoptable pets in need of our help can be transferred directly to the Center by our partners, but the majority of the trips are led by our transfer team going to these locations to bring homeless pets back to the Center.

92% of all the pets taken in came from other shelters or rescue groups; the remaining 8% were privately surrendered.



91 more adoptions than 2014!



The Adoptions medical team completed 2,419 spay/neuter surgeries, 382 dental procedures, 378 other procedures, and treated 612 cases of various illnesses.



Foster families were responsible for providing temporary homes for 1,156 orphan pets in 2015.

The Foster program at Helen Woodward Animal Center continues to be a safe haven for pregnant and nursing mothers and their babies, as well as for our longer-term medical cases and under vaccinated puppies and kittens. By fostering these orphan pets for a short but necessary period of time, more room then becomes available at the Center, allowing the Adoptions program to help other shelters by taking in more pets. Over one-third of the pets that come to the Center in search of a second chance start in the comfort of a foster family's home. Foster volunteers gave 26,630 hours in 2015 to care for these pets that needed a little extra time to grow or heal before beginning their journey with their forever family.



ANIMALS HELPING PEOPLE: TEACHING, AND INSPIRING


Humane Education taught over 14,000 young animal lovers in 2015 through youth programs including Critter Camp, field trips, school outreaches, scout visits, birthday parties, and seasonal tours. Programs provide all ages of children hands-on animal interactions with horses, rabbits, dogs, reptiles, birds, bugs, and so much more.



The Center has been educating youth for over 40 years on compassion, respect, empathy, and the importance of sharing the earth with animals.

ANIMALS HELPING PEOPLE: HEALING, AND BRINGING HOPE

The AniMeals program has been providing pet food at no cost to low-income individuals and homebound seniors who struggle to feed their companion animal since the 1980's. In partnership with Meals-on-Wheels, The Angel's Depot, Salvation Army, Wounded Warriors, and other agency partners, an average of 388 individuals and their 647 pets benefited from the AniMeals program each month in 2015.


84,361 lbs
of pet food was
distributed to clients

with the help
of volunteers
who gave


2184
HOURS
of service!

This delivery service not only provided clients with the reassurance that both they and their pet would be healthy and well-fed, but also eliminated the stress of worrying whether they would have to give up their beloved companion animal due to an inability to obtain adequate food to care for them. With the support of 50 volunteers, thousands of dog and cat meals were packaged and delivered to our partner agencies for distribution.

 **1,897** to **52**
LESSONS STUDENTS 

The Therapeutic Riding program benefited more individuals with a wide range of cognitive, physical, emotional, and social challenges in 2015 than the previous year and provided them with the opportunity to learn new skills that enhanced the quality of their day-to-day lives. Weekly interactions with these magnificent and specially trained equine therapists allowed students, who were previously denied the usual scope of outdoor activities, to reach new goals and accomplishments.

"Since the start, in January 2014, The Angel's Depot has provided clients with 98,700 meals from Helen Woodward "AniMeals" program, FREE to local senior citizens who can barely feed themselves, let alone the animals that they may have, which may be their last source of companionship."

- Andrew Homes, Angel's Depot



Andy suffers from a degenerative muscle disease that is slowly robbing him of his ability to control or relax his muscles. When Andy came for his initial evaluation in January, 2015, it was apparent that he would not be able to ride an actual horse for his lessons, but would have to start on our mechanical horse, 'Boss'. After much determination, and consistent sessions, Andy's certified instructor noted his dramatically improved body control and flexibility. It was time for him to ride a real horse! The staff—and Andy—were thrilled when in December 2015 he was able to sit on Noodles and with the biggest smile, tell him to, "Walk on... like a 'BOSS'!"



Staff and
Volunteers
assisting Andy
during a recent
therapy session.



Staff and volunteers brought the comfort of animal therapists on 524 visits to facilities throughout San Diego County in 2015.

The Pet Encounter Therapy program provided the unconditional love and tactile benefits of animals through over 20,000 interactions with people in skilled nursing facilities, children's shelters, hospitals, and psychiatric units in 2015. Thanks to the support of the Lucky Duck Foundation, the program continues to expand providing even more people with the benefits of stress reduction, relaxation, lowered blood pressure, increased attention span, increased memory recall, and improved self-esteem.



SERVING OUR COMMUNITY: BUSINESSES THAT SAVE LIVES

The Equine Hospital is an exceptional facility for the use of accredited veterinarians, enabling them to provide high-quality veterinary care for the health and welfare of the community horse population. The hospital received several generous donations in 2015 to upgrade equipment and provide clients with the best care possible and in the best facility.

Club Pet Boarding provides thousands of cats, dogs, and exotics "a home away from home." In addition to boarding, other services are available including grooming, training, photography, and supplies for our clients' VIPs — Very Important Pets.

Orphaned Objects is a boutique style resale shop where all sales benefit the programs and pets at Helen Woodward Animal Center. The shop continues to build awareness and inform the community that it's not just another thrift store, but rather it provides a unique shopping experience and a place where you can shop to help animals in need.

Helen Woodward Animal Center's state-of-the-art **Companion Animal Hospital** is a high-tech "small animal" facility, open to all cats, dogs and exotic animals. Our three veterinarians and certified veterinary technicians treated an average of 808 pets per month in 2015 – 11% more than last year! The hospital continues to grow their client base with plans of becoming a 24-hour facility in the future.

The Companion Animal Hospital treated

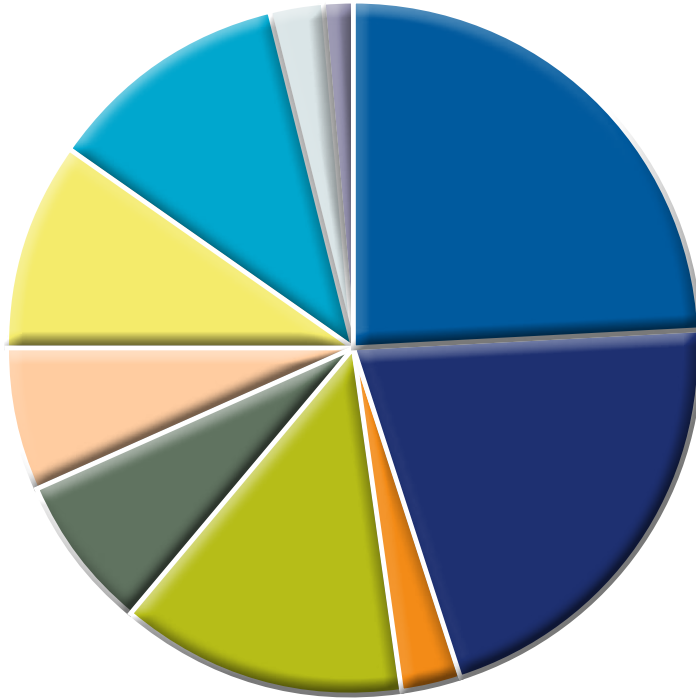


The Equine Hospital saw



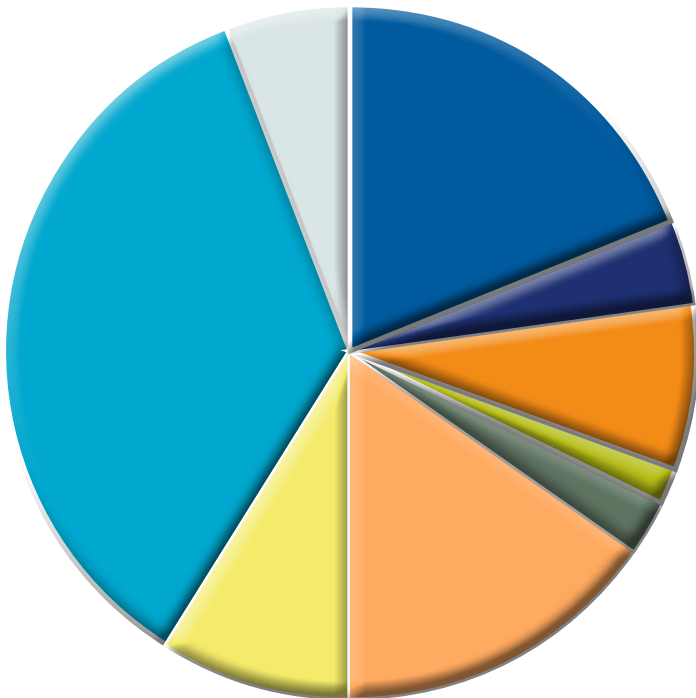
Orphaned Objects generated an 8.3% increase in revenue from 2014 to 2015!

HELEN WOODWARD ANIMAL CENTER 2015 INCOME & EXPENSE REPORT



TOTAL REVENUE: \$10,761,213

- 24.33% BEQUESTS
- 20.83% DONATIONS
- 2.73% CAPITAL CAMPAIGN
- 13.26% PROGRAM FEES (ADOPTIONS, THERAPEUTIC RIDING, EDUCATION, ANIMEALS, PET ENCOUNTER THERAPY)
- 7.31% EVENTS
- 6.61% EQUINE HOSPITAL
- 9.84% COMPANION ANIMAL HOSPITAL
- 11.30% CLUB PET
- 2.59% ORPHANED OBJECTS
- 1.20% OTHER INCOME



TOTAL EXPENSES \$10,096,034

NET REVENUE \$665,179

- 19.14% ADOPTIONS
- 3.79% THERAPEUTIC RIDING
- 7.89% EDUCATION
- 1.60% ANIMEALS
- 2.49% PET ENCOUNTER THERAPY
- 15.23% FUNDRAISING
- 8.81% ADMINISTRATION
- 35.28% SERVICES (CLUB PET, CAH, EQUINE)
- 5.77% EVENTS

*Our full audited financials are available on-line at animalcenter.org