

The

COMPANION

 Helen Woodward Animal Center

REMEMBER THE
RESCUE

ANNUAL
REPORT

SUMMER
WRAPUP



FRIENDS AVAILABLE FOR ADOPTION



ENRIQUE

Don't let my small size fool you! I have the biggest heart around! I enjoy running and playing with people and other dogs. I am looking for a family that loves playing as much as I do!



FIONA

I love looking at all the fun things outside in between my long cat naps. Now that my four kittens have found their forever homes, I'm looking for mine!



BRITTANY

I love to be the center of attention as I run and play with my friends. Even though I have a lot of energy, I really enjoy a nice lap to snuggle up on.

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.

The COMPANION

SUMMER 2016

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PRESIDENT'S MESSAGE

Dear Friends of the Animals,

Although we are only halfway through the year, we are anticipating 2016 to be yet another record breaking one. In 2015, we concluded the year with nearly 3,300 adoptions. This year, we are expecting to surpass that number with over 3,400 completed adoptions. These numbers show that our life-saving message for orphan pets is making a difference within our community, but we know there is still more work to be done. We are deeply committed to our goal to save as many orphan pets as possible and place them in loving, forever homes, and we will not give up until that is accomplished.

The Center has been at the forefront of education by teaching **The Business of Saving Lives workshops** and bringing our lessons on “how to run a business” around the country to other shelters and rescues. Most recently, we visited New Jersey and New York to provide tools and resources for dozens of animal welfare organizations to help them expand their marketing, fundraising, public relations, and social media efforts. In the year ahead, we have workshops planned in Atlanta, Puerto Rico, and Canada, but our waitlist is still 50 cities long. We are literally teaching the shelter teams to “fish” in a way that has never been done before and we are seeing incredible results. These groups have completely changed their business models and are setting up summer camps, opening resale stores, marketing their animals with the media, and most importantly, saving more lives than ever before because of our help.

In addition to all of these great things happening around the Center, we are gearing up for **Remember Me Thursday**®, a program that is near and dear to my heart because it is a chance for animal lovers around the world to come together on one special day to remember the orphans who ran out of time, and to remind the world of those orphans who are still waiting for that second chance at happiness. Now going into its fourth year, we know the light we shine on Remember Me Thursday® will be bigger and brighter than ever before. Please unite with us on Thursday, September 22, 2016 and share how you remember rescues.

Thank you for making all of this incredible work possible with your generous support. We are thankful for you, our friends, and your commitment to changing the future for our beloved pets. We look forward to seeing you beside us on Remember Me Thursday®.

For a more humane world,



Michael M. Arms
President & CEO

Mike Arms with one of our generous donors, Maxine Beige.



“We are deeply committed to our goal to save as many orphan pets as possible”

THANKS

We'd like to express our gratitude to the family members of those individuals that have left a living legacy to Helen Woodward Animal Center this year:

Barbara W. Ozeroff Revocable Trust
Elizabeth Stanly
Estate of Serena Birch
Estate of Thomas Patrick Collins
Georgette M. Alvarez Trust
Jacqualyn Johnson Trust
Jeanne Swanson Trust
Marjorie Darrah
Polcyn Family Trust
The Kenneth Rashid Living Trust
The Summers Family Trust
Warren Family Trust

May their memory live on to help animals and people for generations to come.



CRITTER CAMPERS GO FOR GOLD!

Campers went for the gold at Summer Critter Camp this year as they developed their knowledge about our diverse animal friends. Every day our animals “competed” in some type of Olympic sport to show off their unique adaptations. Whether it was a high jumping rabbit or a side winding snake, our campers did their best to keep up. It was hard to decide which animal really “brought home the gold” but we know for sure that they received perfect scores with these junior judges!

~~~~~

*Critter Camp has come to an end*

*We met animals, played games, and made friends!  
All week we sang songs and even memorized the words  
Then on Fridays we encountered the most exotic birds  
Sauerkraut the social media star taught us about cats  
Mollie the mini cow came and we gave her a few pats  
We cheered on the box turtles as they ran in a race  
Even learned why alpacas may make a funny face*



*Did you know that snakes can actually smell with their tongue?  
Or that hermit crabs switch shells starting from when they're young?  
Our teachers helped us tie-dye our shirts red, white, and blue  
We pet the feathers of doves and discovered why they coo  
We saw all the adoptable cats and dogs  
They were much fluffier than any of the frogs  
When school starts again we may shed a tear  
But we know that we'll be back to camp next year! 🐾*



Now through October 31, enter your pet to win a full page feature in Helen Woodward Animal Center's

## My Pet Rocks! 2017 CALENDAR

The pet with the most votes receives:

- a full page in our 2017 Calendar
- One on-location pet portrait photo session Value: \$300
- a feature in the Companion and more!

To enter or for more info, visit [animalcenter.org/petcalendar](http://animalcenter.org/petcalendar)

**\$25 ENTRY FEE** guarantees your pet a spot!



**We wanted to take a moment to say thank you to the generous sponsors of our Surf Dog Surf-A-Thon! Together we made it a smashing success. See you next year!**

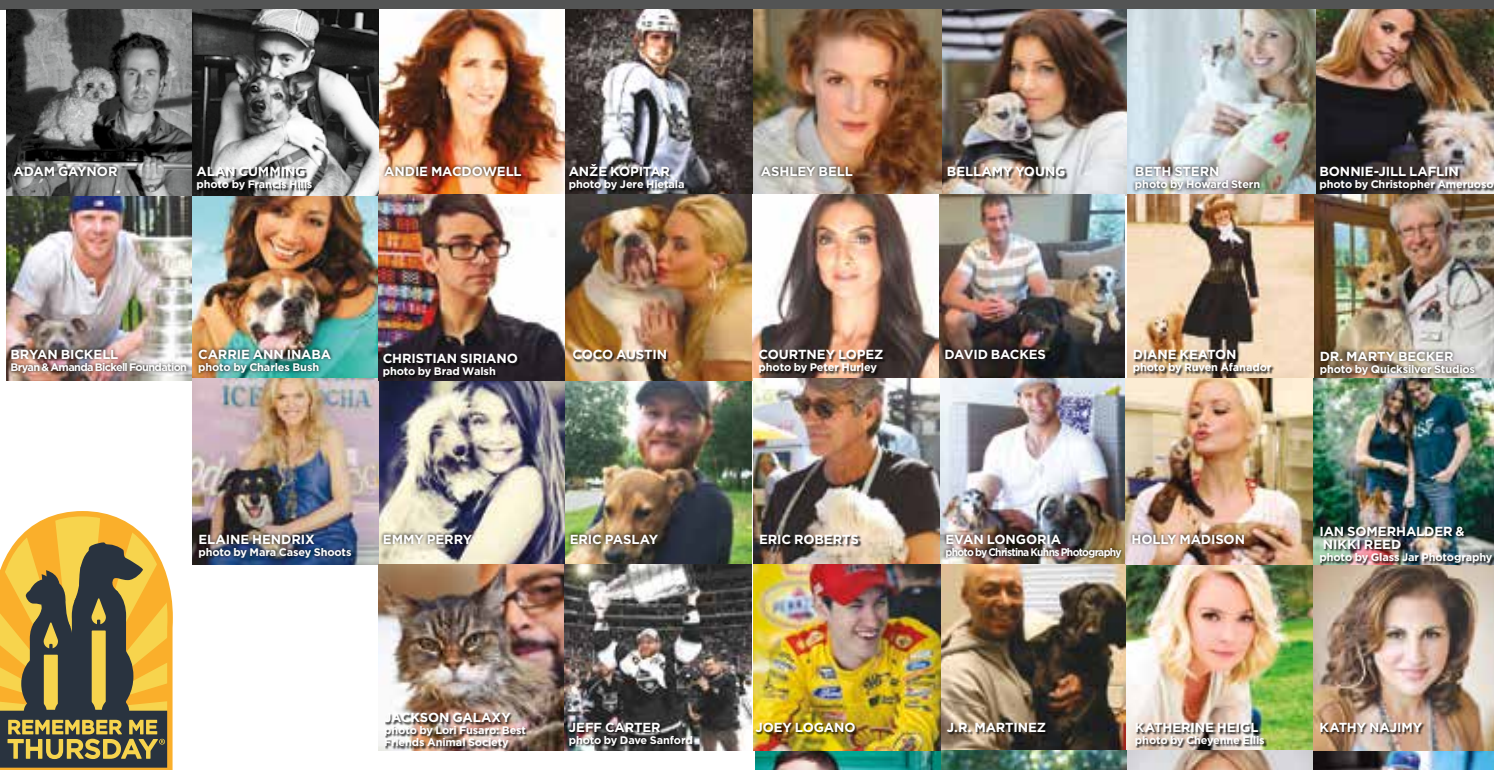
- |                         |                             |
|-------------------------|-----------------------------|
| Blue Buffalo            | Pacific Highlands Dentistry |
| California Bank & Trust | Petco Foundation            |
| Embrace Pet Insurance   | San Diego Pet Training      |
| Guild Mortgage          | Sparkletts                  |
| Invisible Fence         | Star 94.1                   |
| Mossy BMW of Vista      | Sydnee's Pet Grooming       |
| Mt. Woodson Golf Club   |                             |



**iProspect**  
Driving Digital Performance

Helen Woodward is so grateful for all of the amazing partners that support us in our life-saving work. We'd like to give a special shout out to iProspect for helping us stay in step with you, our supporters, in the digital world. Thank you iProspect for all you do for the people and animals at Helen Woodward Animal Center! 🐾





**Thursday, September 22, 2016, we will join together for Remember Me Thursday®**

Now in its fourth year, this global campaign unites individuals and pet adoption organizations around the world. Together, we can be an unstoppable voice, advocating for orphan pets to live in forever homes, not die waiting for them.

In over 160 countries, hundreds of thousands of individuals and over 500 animal welfare organizations are spreading the message. On social media, #RememberTheRescue and #RememberMeThursday will get the entire world talking about pet adoption.

The list of supporters continues to grow and includes many celebrities, athletes, and for the first time, A-list animal luminaries have joined the campaign in remembrance of their fellow companions. Admired social media stars such as Tuna Melts My Heart and Lil BUB will share with their followers how they #RememberTheRescue on #RememberMeThursday.

**We are excited to announce the official spokesperson for the 2016 Remember Me Thursday® campaign, Pauley Perrette.**



Pauley Perrette, 2016 Remember Me Thursday® Official Spokesperson

Pauley is best known for playing “Abby Sciuto”, the brilliant but offbeat forensic scientist on CBS’ NCIS (2003), the #1-rated drama in the world. She is also a published writer, singer, civil rights advocate, and most importantly, an animal lover. When asked what she hopes to accomplish through her involvement with Remember Me Thursday® she says, “I want everyone to know the joy and fulfillment of rescuing an animal. Spreading the word about rescue and adopting homeless pets will

only give joy to all that heed the call.” Helen Woodward Animal Center is honored to have such a passionate and caring individual raising awareness and being an advocate for orphan pets everywhere.

To get involved and learn more about Remember Me Thursday®, visit [remembermethursday.org](http://remembermethursday.org) 🐾





Ready for their debut, these friendly kittens are ready for their forever families!



## FINDING KITTENS IN A HAY STACK

It started out as just another summer day for a hay farm worker in Chino, California. But it certainly didn't stay that way!

On this particular day, the farm worker was out on his normal delivery rounds to several feed stores and ranches in the area. It was a long route, from single-lane country roads all the way to multiple-lane roaring freeways. During each stop he unloaded the hay, talked with his customers, hopped into his truck and drove on.

As he neared his next stop, a feed store in Orange, California, he slowed for the wide turn into the parking lot, and a miracle happened. While he gave his side mirror one last glance before turning, he saw an object fall out of the back of the truck and land in the middle of the street. Alarmed, he hit the brakes and leapt out of the truck cab, running to see what fell off. It wasn't an object at all, but a tiny, ten-day-old kitten, looking dazed, but overall unhurt, from its hay-to-street tumble.

He rushed the kitten into the feed store, handed it to a staff person, and slowly moved the truck into the parking lot.

Once the truck was parked, the driver and the feed store employees diligently dug through each and every hay bale to

see if there were more kittens, and sure enough, three more kittens were discovered!

Thank goodness he glanced at his mirror just when he did and witnessed the fall. Otherwise, the kittens might have been found too late.

After surviving a long day along winding roads and thunderous freeways, a store employee began bottle-feeding the vulnerable litter and took it upon herself to care for them. After a few days, the employee realized just how much time it took to care, feed and clean a quartet of hungry, needy kittens; too much time to keep up with her full-time job. She was lamenting to a customer at not knowing what to do and it just so happened this customer not only fostered kittens, but knew just the place to take them when they were ready to find forever families...

On August 4, the kittens' foster dropped all four kittens off at the Center, ready for their new adventure. We named them Flounder, Fox, Ferret and Flamingo, and we're happy to say that all came through with glowing bills of health.

Our little "hay bale kittens" will soon be ready to find forever homes! Please keep your eyes on the Cat Adoption page to find them. 🐾

## YOU CAN MAKE A DIFFERENCE TODAY!

Your support ensures that every orphan pet in our care, like our hay bale kittens, receives vaccinations, a microchip, a spay/neuter surgery, and emergency medical care when needed. We hope you are able to open your heart and make a lifesaving difference for animals! 🐾

# 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](http://www.animalcenter.org) to learn how!

Contact 858-756-4117 x350, or visit [animalcenter.org/donate](http://animalcenter.org/donate) to give online

## MONETARY DONATIONS

Helen Woodward Animal Center relies heavily on private donations to fund our programs. [www.animalcenter.org/donate](http://www.animalcenter.org/donate)

## 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. [www.animalcenter.org/wishlist](http://www.animalcenter.org/wishlist)

## 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 special card notifying the recipient of your gift. With your gift of \$100 or more, we will place an engraved gold leaf on our "Tree of Life." [www.animalcenter.org/memorial](http://www.animalcenter.org/memorial)

## ALTERNATIVE GIFT CARDS

Give the gift that saves lives! [www.animalcenter.org/donate/donate\\_alt\\_gift\\_cards.aspx](http://www.animalcenter.org/donate/donate_alt_gift_cards.aspx)

## HONORARY GIFTS

A gift to help the animals is a great way to celebrate a birthday, graduation, or any other occasion for the animal lovers in your life. We will send a special card notifying the recipient of your gift. [www.animalcenter.org/honorary](http://www.animalcenter.org/honorary)

## 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! [www.animalcenter.org/vehicledonation](http://www.animalcenter.org/vehicledonation)

## 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. [www.animalcenter.org/plannedgiving](http://www.animalcenter.org/plannedgiving)  
Contact Heather Disher: 858-756-4117 x351 or email [HeatherD@animalcenter.org](mailto:HeatherD@animalcenter.org)

## OTHER WAYS TO HELP

### SPECIAL EVENTS

The Center holds a variety of exciting fundraising events throughout the year from a 5K to a gala. [www.animalcenter.org/events](http://www.animalcenter.org/events)

### 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. Contact Kelsey Shea: 858-756-4117 x312 or email [KelseyS@animalcenter.org](mailto:KelseyS@animalcenter.org)

### VOLUNTEER

Our work depends entirely on the support of our dedicated volunteers. Many opportunities are available for youth, adults, and groups in our many programs and events. [www.animalcenter.org/volunteer](http://www.animalcenter.org/volunteer)  
Contact Megan McCarty: 858-756-4117 x305 or email [MeganM@animalcenter.org](mailto:MeganM@animalcenter.org)

### BECOME A FOSTER PARENT

Some pets just need a few days or a week 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 pets in need. [http://www.animalcenter.org/adoptions/foster\\_parent.aspx](http://www.animalcenter.org/adoptions/foster_parent.aspx)  
Contact Emily Beltran: 858-756-4117 x375 or email [fosters@animalcenter.org](mailto:fosters@animalcenter.org)

# YES! I want to help animals and people in need.

\$250     \$100     \$75     \$30     \$ \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Enclosed is my check for \$ \_\_\_\_\_

YES! I want to receive the Center's E-newsletter

I authorize a one-time credit card payment of \$ \_\_\_\_\_

I want to be a Paw Pal with a monthly gift of \$ \_\_\_\_\_ until I choose to cancel.

Card Number

Expiration Date \_\_\_\_\_ Cardholder Signature \_\_\_\_\_



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.



# HELEN WOODWARD ANIMAL CENTER

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## CREATING A HUMANE WORLD FOR ANIMALS AND PEOPLE



## Upcoming EVENTS

### REMEMBER ME THURSDAY® SEPTEMBER 22

11:30am-12:30pm ..... Westfield UTC Dog Park  
5:45pm ..... Balboa Park (6th Street & El Prado)  
7:10pm..... Padres Game at PETCO Park

### OCTOBER 1- JANUARY 2

Blue Buffalo Home 4 the Holidays®

### OCTOBER

1-31 ..... Howl-O-Ween Harvest  
Tours by Appointment  
8 ..... Volunteer Orientation  
9 ..... Bow Wow Brunch (Hornblower Cruises)  
12-14 ..... The Business of Saving Lives Workshop  
30 ..... Howl-O-Ween Harvest Family Day

### NOVEMBER

19 ..... Therapeutic Riding Horse Show  
20 ..... Hope Telethon  
21-23 ..... Thanksgiving Critter Camp  
24 ..... Family Mile Fun Run  
(Del Mar Thoroughbred Club)



-EIGHTH ANNUAL SAN DIEGO-

Lucky Duck Foundation

# Swing & Soirée

IS MONDAY,  
OCTOBER 3, 2016 AT THE SANTALUZ CLUB

[www.LuckyDuckFoundation.org](http://www.LuckyDuckFoundation.org)

## 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.

