

The COMPANION

HELEN WOODWARD ANIMAL CENTER

REMEMBER ME
THURSDAY[®]

SUMMER
WRAP UP

ANNUAL
REPORT



FRIENDS AVAILABLE FOR ADOPTION



BALBOA

I'm looking for a patient and loving family with older children only. I will be the best I can be when I meet your entire family. If I'm the one for you, pack up the family and stop by and see me soon.



ROGUE

I absolutely love attention and love being petted. I will become your best friend forever. I look forward to meeting you!



PIPPIN

I want nothing more than to settle into your home forever. If I am the dog for you, come meet me soon!

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 45 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 2017

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PRESIDENT'S MESSAGE

Dear Friends,

This is a very special issue of the *Companion* as it features the Remember Me Thursday® program which was created right here at Helen Woodward Animal Center. This year we are proud to introduce our 2017 spokesperson, Kristin Chenoweth. Remember Me Thursday® has grown exponentially since it began just a few years ago and has now reached over 865 million social media impressions in over 186 countries with the important message of remembering our animal friends who are waiting for their forever homes in shelters around the world.

We are especially proud of some new features of the program this year including an educational element that has expanded to partner with the Girl Scouts of San Diego/Imperial County for a theme-based skit contest. In addition we have officially launched the campaign in Latin America, with materials on-line in Spanish, and invitations to groups throughout the region to participate, thanks to our good friend, Michelle Cintron with PR Animals. We even have a featured Remember Me Thursday® Latin Luminary in Gilberto Santa Rosa, a famous Latin singer who is known throughout Latin America for his enduring classics and his love of animals. We are so thankful for all our luminaries and sponsors who are supporting this unprecedented awareness program.

I would be remiss if I didn't also share with you an update on the Campaign for Caring and our new Adoptions building. We are busily restructuring the Center preparing to break ground in October. The brand new Adoptions Center should better meet the needs of our growing facility, which has gone from a few hundred adoptions a year to a few thousand! We will be keeping all of our programs running during this exciting transition but the Center will look a bit different, with temporary kennels and creative homes for all of our programs.

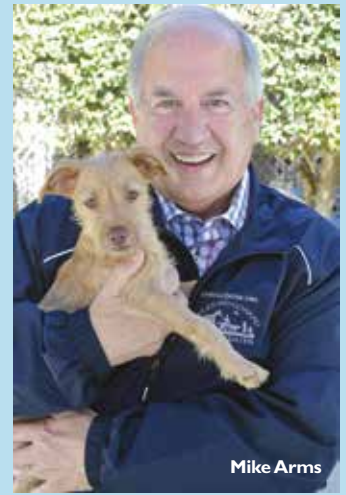
Thank you for your patience. We look forward to serving as many animals as we can while we are under construction. If you have supported the Campaign, thank you. If you have not, please consider a gift to the cause. You can purchase a plaque or paver today and leave your legacy to the love and care of animals.

Thank you for all you do to make these amazing feats possible for our animal friends.

For a more humane world,



Michael M. Arms
President and CEO



Mike Arms

CHANGING THE WORLD, ONE ORGANIZATION AT A TIME

Since coming to Helen Woodward Animal Center almost 18 years ago, it has been my dream for the Center to become a resource for animal welfare organizations around the world. In large part, this dream is coming true through The Business of Saving Lives program, that has brought the lessons of fundraising, marketing, public relations and social media to groups across the globe, from Puerto Rico to Australia. It is truly humbling when I meet people I haven't seen in 10-15 years who believe they found their direction in life and their true purpose through attending one of our workshops. It is a ripple effect and the pebbles in the pond are now making an impact on the care and treatment of animals from around the globe. We are truly changing the way that people in this industry see themselves and the life-changing work they are doing. 🐾



Mike Arms speaking to a group of Workshop Attendees in Australia.



WE'RE BREAKING GROUND!

EVERYTHING YOU NEED TO KNOW ABOUT CENTER ACTIVITIES DURING CONSTRUCTION

If you have driven by the Center lately, you have likely noticed some changes taking place as we prepare to tear down the current Adoptions building in late October/early November, and get to work on our new, state of the art Adoptions facility.

This new building will allow us to finally accommodate the growth of Helen Woodward Animal Center and the fact that we have gone from a few hundred adoptions a year to close to 4,000. Each of these adoptions represents medical and behavioral assessments, and treatments by our Adoptions team and we can't wait to be able to provide these in a timely and efficient manner. There's no question that the new facility will help us to move adoptable animals through our process more quickly and into adoptive loving homes faster than ever before.

Each of the various departments at the Center will be making accommodations for the construction and many will be moving into temporary locations, so that we can keep Adoptions going through this transitional period. We do not want our life-saving work to stop for even a day during this busy time.

Adoptions reception, processing, available cats and management staff will be located in the old education house and the new kennel structures for 18 available dogs will be located against the pipe corrals of the Equine stalls. Inventory, foster staff and adoptions volunteers will be in a modular building coming into the area by the pool/cabana. The retail store, Paws in the Ranch, will be in the cabana. Adoptions medical will be located between Orphaned Objects and Morse Hall. That will consist of 1 exam room, 1 surgery

room, 1 recovery and lab area, and 3 quarantine areas. Medical offices will be in the old library, while cats that are not yet available will be in two rooms formerly a part of Orphaned Objects and dogs that are on hold will be located on the lawn outside Club Pet between the library and Orphaned Objects.

There is still room in the new adoptions building for additional customized plaques and pavers, so if you would like more information on those naming opportunities or others for the Campaign for Caring please reach out to Renee Resko, Vice President of Development at 858-756-4117 X347 or ReneeR@animalcenter.org.

Thank you for your support during this challenging time, so that we can build the facility the animals deserve. 🐾



Make your pet a star in the My Pet Rocks! 2018 Calendar

Starting October 1st fundraiser for a great cause and enter your pet to win a full page feature in Helen Woodward Animal Center's 2018 Pet Calendar

The pet with the most votes receives:

- a full page in our 2018 Calendar, a feature in the Companion and more!

For more info, visit animalcenter.org/petcalendar

\$25
ENTRY FEE
guarantees
your pet a
spot!

CENTER SALUTES THE MILITARY

BY JESSICA GERCKE

THE FOLLOWING ARTICLE APPEARED IN THE AUGUST ISSUE OF HOMELAND MAGAZINE.

Helen Woodward founded her Animal Center in 1972 with a dedicated mission of “people helping animals, animals helping people,” and the understanding that heroes can be found in all shapes and sizes. 45 years later, and with an expansion to 12 unique programs, Helen Woodward Animal Center is proud to report that four of these programs assist the heroic men and women of the US Military.

The benefits are twofold. The unconditional love of a pet provides years of comfort, laughter, joy and devotion — crucial elements to assist military members and their families whose lives have been dedicated to dangerous careers and necessary bravery. The families, in turn, are lifesavers to orphan pets longing to find their forever homes.

Proof of the symbiotic relationship between pets and the military can be seen in Helen Woodward Animal Center’s PET (Pet Encounter Therapy) program. PET serves 60-70 veterans monthly (at the VA Hospital and the Hawthorne Center), utilizing therapeutic animals to help lower blood pressure, even breathing, improve memory and lift the spirits of wounded soldiers.

Helen Woodward Animal Center also assists the military through its AniMeals program, thanks to a partnership with the natural pet food company Blue Buffalo. In 2015, the program began providing pet food to wounded military

clients with service dogs through the Recovery Care Coordinator Office (RCC) and the Navy Marine Corps Relief Society (NMCRS), ensuring that food cost would not be a factor in keeping these beloved friends by the sides of the soldiers who depended on them.

This year, Helen Woodward is proud to report the expansion of the AniMeals program to the deserving men and women at ASPIRE Center, located in Old Town. The ASPIRE Center provides in-patient support of returning soldiers

FOUR OF (OUR) PROGRAMS ASSIST THE HEROIC MEN AND WOMEN OF THE US MILITARY.

with PTSD and/or physical disabilities. This treatment center houses 40 men and women with assistance lasting between 4 to 9 months, based upon the clients’ needs to reenter civilian society. The ASPIRE Center recognizes the importance of canine companion relationships and allows service dogs to live at the facility with their owners, but as a VA government run agency with limited resources, the agency was unable to provide the needed pet food. Helen Woodward Animal Center and Blue Buffalo have been honored to step in to sponsor this need.

Helen Woodward’s Companion Animal Hospital’s Military Fund also supports our military by offering free services and deep discounts to Active Duty Enlisted Military E-1 to E-7 or Disabled Military and their immediate family members including: One free wellness exam; free vaccinations; and free spay and neuter procedures for up to two pets in the household per 12-month period.

Additionally, Helen Woodward Animal Center salutes our military twice a year with an “Animals for Armed Forces Adoption Event.” In partnership with Animals for Armed Forces, a non-profit organization dedicated to uniting orphan pets with military heroes, adoption fees are covered for approved military families, while supplies last. Based upon the incredible success of the promotion, Helen Woodward Animal Center runs these special events all four days of Memorial and Veteran’s Day Weekends.

“We are so grateful to our military,” stated VP of Development Renee Resko. “The wonderful men and women who serve our country protect the lives of our citizens and by adopting, they save the lives of orphan pets. In return, that pet gives them a lifetime of love, devotion and gratitude.” 🐾

For more information, please contact Helen Woodward Animal Center Adoptions Department at: 858-756-4117 ext. 313, visit www.animalcenter.org

Remembering the Rescue

THURSDAY, SEPTEMBER 28

We are excited to announce the official spokesperson for the 2017 Remember Me Thursday® campaign, Kristin Chenoweth.

Kristin Chenoweth is a TONY® and EMMY® Award-winning actress with credits across stage (“You’re a Good Man, Charlie Brown”, “Wicked”), film (“Rio 2”) and television (“The West Wing”, “Pushing Daisies”, and “Glee”). She recently co-starred in “Hairspray” for NBC and her newest album “The Art of Elegance” was released in September 2017. Kristin received a coveted star on The Hollywood Walk of Fame in the category of Live Performance, Stage/Theatre in 2015. She is also a new Mamma to her rescue Miss Thunder Boom Boom Chenoweth, affectionately known as Thunder Pup, who is a (bigger than expected) bundle of unconditional love, laughter and fluff.



Kristin Chenoweth and her rescue, Miss Thunder Boom Boom Chenoweth

Being an advocate for adoption and a part of the campaign since its inception, we asked Kristin why she feels it's so important.

“I just like the whole concept of the word

adoption,” Kristin shared. “There’s just a lot of animals and children that are in need, and the whole concept of Remember Me Thursday® rang true for me in my heart. That’s why I wanted to be involved.”

We are so thankful for her support, and the support of so many other influencers who lend their voice to this cause. This year Kristin hopes “to remind people that right before they get their animal, that they think of the option of adoption” and we couldn’t agree more.

“I kind of look at (the human/animal bond) like music.” She shares, “there’s just certain things you can’t speak.” Here at Helen Woodward Animal Center, we are honored that Kristin is using her voice to speak up for pet adoption. 🐾

WHEN I ACTUALLY MET THUNDER, I COULDN'T GET HER OUT OF MY MIND. AND I KNEW THAT WAS MY NEW DOG.

Kristin Chenoweth and Thunder
photo courtesy Larsen&Talbert



Now in its fifth 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 180 countries, hundreds of thousands of individuals and over 700 animal welfare organizations are spreading the message. On social media, #RememberTheRescue and #RememberMeThursday will get the entire world talking about pet adoption.

We encourage you to get involved and learn more about Remember Me Thursday®. Visit remembermethursday.org and on September 28th, join us as we shine a light on pet adoption. 🐾





THREE ACRES OF PARADISE

Thanks to three acres of lush green pasture, the Therapeutic Riding horses are in heaven! On August 1st **Jennifer Gates of Evergate Stables** generously offered us the use of some beautiful pasture space. Our horses, volunteers and staff could not be happier! We look forward to lots of green horse kisses this autumn!

Special thanks to our friend Gail for all her help!

ARENA RESURFACING

The Therapeutic Riding department would also like to extend a big THANK YOU to **Ron Johnson of Triple Crown Arenas** for the completion of our much needed arena resurfacing project. Last winter proved to be very challenging to ride! With all the rain we had; much of our footing was washed away. Ron and his team were thoughtful, professional, and hard working. Ron was willing to meet our budget needs and was able think outside the box when the project had challenges. The biggest surprise was having the project completed ahead of schedule! Our horses, riders, volunteers and staff are all enjoying the beautiful new footing. Thank You Ron! You are our Hero! 🐾



SPOTLIGHT ON JUNIOR VOLUNTEERS



Junior volunteers' Nathan, Jasmine, Ryan, Jolie Ana, Kelly, McKenna, Avery, and Hannah, all helped this summer with our Critter Campers.

Junior volunteers (JV's) are important members of the education team and we cannot thank them enough for their help!

Many of our JV's start out as campers and we are proud to say that many continue on with the program to become full-time instructors or volunteers at Companion Animal Hospital or the Equine Hospital once they are in college and several even go on to veterinary school each year.

During their time here, the fourteen to seventeen year olds take on various tasks such as helping campers feel welcome, assisting with behavior management, leading games, keeping classrooms organized, and so much more. Because they are younger than our instructors, but are still in a leadership position, the campers really connect with them and form bonds, which makes the experience much more special for the kids.

While the majority of the volunteer work involves helping children, the JV's get to learn about our education animals and other departments too!

We are lucky enough to have a few volunteers that dedicate their time to more than one department, including Jasmine. This wonderful teenager helped our Development department in addition to volunteering at Critter Camp; she said that she enjoyed camp because she "loves helping kids learn about animals."

Avery, a volunteer that helps during camp and other special projects throughout the year, says she loves to volunteer because "I enjoy working with the kids and meeting animals while giving back to the community." The junior volunteers not only form connections with the campers, animals, and instructors, but with each other as well!

Ryan, one of our repeat volunteers, explains "I love helping out at Critter Camp because I get to work with another volunteer to make sure that all of the kids in our group are having fun." We have Critter Camps during every school break and welcome new or returning volunteers.

If you would like more information on how to become a volunteer, or junior volunteer at the center, visit animalcenter.org.



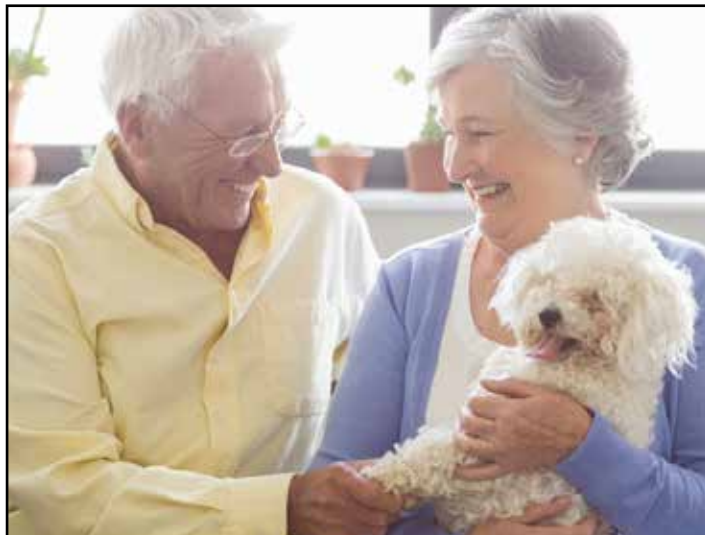
Special Thanks to the generous sponsors of our Surf Dog Surf-A-Thon! Together we made it a smashing success.

See you next year!

Blue Buffalo
Petco Foundation
The Control Group
Search Quarry

Just Food For Dogs
Kahoots
Embrace Pet Insurance

Maxota Raw
Sea World
San Diego Pet Training
Sparkletts



Plan Well.

Ask us about how to include the Center in estate gifts and pet bequests today.

Contact Renee Resko
at 858-765-4117 X347 or email
ReneeR@AnimalCenter.org

Love them like family.



Feed them like family.®



High-Quality, Natural Ingredients

- All BLUE™ foods are made with the finest natural ingredients enhanced with vitamins and minerals. They start with real meat and contain wholesome, nutritious grains and real fruits and veggies.
- BLUE has more life stage and breed size foods than any other natural pet food so you're sure to find one that's exactly right for your dog or cat.

OUR OWN FINDING NEMO

THE SISTERS JUST KEPT "SWIMMING".... INTO OUR HEARTS!

During kitten season, here at the Center we are touched by each little life in our hands, but sometimes there is an extra special animal that impacts us all.

Three-month-old Nemo and her sister Dory arrived at Helen Woodward Animal Center in early May after being rescued in the Corona area. The kittens were as stunning as any tropical fish. Nemo had the markings of a Ragdoll (tan and chocolate fur with bright blue eyes); Dory the Siamese looked like a miniature white tiger. Nemo was playful and loved being cuddled, while Dory was more shy and sweet.

Their rescuer let us know something special about Nemo: she was born with an underdeveloped right front leg. She has a tiny paw pad at the bottom of that leg, but it's much smaller than her other

paws and doesn't have any toes or claws.

With one leg shorter than the other she walked a bit lopsided—but didn't let it slow her down! There was no doubt that this little "fish" was destined to live up to her namesake.

After getting care and attention as well as their spay surgeries, Nemo and Dory were adopted faster than you can say "anemone!" These special kittens show us how our animal friends can overcome the biggest challenges and swim into our hearts.

If you missed out on Nemo and Dory, don't worry, there are lots of fish in the sea (or should we say, cats in the cattery.) Visit animalcenter.org and search adoptable cats to find your new companion today. 🐾



Above, sisters Dory and Nemo get acquainted with our staff photographer. Left, you can see Nemo's compromised front paw.

FROM EXTREME ABUSE TO EXTRA LOVE

THANKS TO GENEROUS DONORS LIKE YOU, DWAYNE HAS RECEIVED THE MEDICAL TREATMENTS HE NEEDED, AND ALL THE LOVE HE DESERVES.



Since his arrival at Helen Woodward Animal Center in early May, Dwayne, an orphan pup who had been horribly disfigured by abuse, has been living a true Cinderella story. Thanks to the media, Dwayne's tragic early life (subjected to kicking, beatings, and a crude wire muzzle), and his Tijuana rescue have become news throughout the world, leading

to well-wishes and donations from as far away as Brunstatt, France. With over \$40,000 donated towards medical needs, Dwayne has spent the past three months receiving loving care, life-changing surgeries, stem-cell therapy and other therapeutic medical treatments at Helen Woodward Animal Center, all in an effort to put him on a sure path to his forever home. 🐾

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 Development 858-756-4117 x350, or ElisabethB@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. With your gift of \$100 or more, we will place an engraved gold leaf on our "Tree of Life."

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.

Contact Renee Resko: 858-756-4117 x347 or email ReneeR@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.

CORPORATE AND BUSINESS PARTNERSHIPS

Get your company involved to raise funds for the animals by sponsoring an event and/or participating in our Business Buddies program.

Contact Marilyn Martinez: 858-756-4117 x312 or email MarilynM@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 various programs and events.

Contact Megan McCarty: 858-756-4117 x305 or email MeganM@animalcenter.org

BECOME A FOSTER PARENT

Some pets just need time in a loving, comfortable home before they are ready for adoption. We are in great need of more volunteers willing to open their homes to these orphan pets.

Contact Emily Beltran: 858-756-4117 x375 or email 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 _____

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.

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 **PAWPALS** supporter with my monthly gift of \$ _____ until I choose to cancel.

□ □ □ □ □ □ □ □ □ □ □ □ □ □ □ □

Card Number

Expiration Date _____ Cardholder Signature _____

COSU0917



HELEN WOODWARD ANIMAL CENTER

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CREATING A HUMANE WORLD FOR ANIMALS AND PEOPLE



Upcoming EVENTS

SEPTEMBER 28

Remember Me Thursday®

OCTOBER 1- JANUARY 2

Blue Buffalo Home 4 the Holidays®

OCTOBER 1-31

*Howl-O-Ween Harvest
Tours by Appointment*

OCTOBER 7

Volunteer Orientation

OCTOBER 14

You Can Be A Vet Camp

NOVEMBER 19

HOPE Telethon

DECEMBER 2, 3, 9 & 10

Frosty Farm

DECEMBER 18 - JANUARY 5

Winter 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.

