CREATING A HUMANE WORLD FOR ANIMALS AND PEOPLE

WINTER 2018

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HELEN WOODWARD ANIMAL CENTER

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# BREAKING GROUND PAGE ON OUR NEW CENTER 8

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# FRIENDS AVAILABLE FOR ADOPTION



#### RIGATONI

Hello! I have been told I am as lovely as they come and a real joy to be around! You'll see my biggest joy is being with you. I hope to see you soon!

#### REY

I am a very energetic pet needing guidance, and a lot of exercise. I love to play and with training I'm sure to be a wonderful, fun-loving addition to your family! GABBY

I am very sweet and playful and can

entertained. However, my biggest joy is

being with you. Are you looking for a best friend? Let it be me!

find almost anything to keep me

### 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.

# **COMPANION**

#### WINTER 2018

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# PRESIDENT'S MESSAGE

Dear Friends,



It is hard to describe the bittersweet feelings as we oversaw the demolition of our old Adoptions building and began construction on our new building. As we look back on Helen's vision and all that she created, we can't help but feel nostalgic. It has truly been an amazing 45 years of growth with Helen's dream of "people helping animals

and animals helping people" guiding the Center throughout these years. During the Center's early days, we focused on life-saving adoption and education, but soon expanded into programs and services that enrich the community, such as Therapeutic Riding, Pet Encounter Therapy, AniMeals, the Equine Hospital, and Club Pet. On a global level, the Center has seen incredible results from programs like "The Business of Saving Lives" workshop, which reaches out around the world to help pets in need and those who serve them.

In preparation for this momentous event, we took a look back at the Center's history and the true impact of this organization. On pages 8 and 9 you can read all about the recent groundbreaking, the expansion of the Center, and see our temporary facilities. We are excited for this new chapter in the Center's history and we are also very proud of what has been accomplished with your support over the past 45 years. We have never lost sight of the fact that none of this would be possible without friends like you. We thank you for all you have done and continue to do to make Helen's dream a reality.

Though it is an exciting time here at the Center, we must still share our important message around the world. I am honored to have been invited to speak at the International Companion Animal Welfare Conference in October in Poland with over 300 animal welfare delegates from around the world. It will truly be a unique opportunity to share the message of hope and inspiration to our fellow animal welfare champions while encouraging them to develop the business skills and professionalism that are so needed in our field.

We will also host "The Business of Saving Lives" workshops here at the Center in June and October. We are honored to announce that special guest, Elizabeth Oliver, will be joining us all the way from Japan. Elizabeth has made a significant impact on the issues affecting animal welfare throughout Asia. Through these workshops, your Center is making a difference on a global scale!

Thank you for your kind support and for your partnership in this amazing adventure.

For a more humane world,

Sichaelh. Cyms

Michael M. Arms, President and CEO



# MAKING A WISH

Six little puppies shivered against the cold December wind with only each other's body heat for warmth. The hole in the ground that their mother had dug for them was their only protection against the frigid weather, other animals, and the cruelty of humans. How long would they survive in these conditions, their eyes not even open and unable to find food or water on their own? Thanks to a good samaritan, they didn't have to find out.

The woman, who had seen the puppies earlier in the week, quickly noticed that their mother was no longer there to care for them and circumstances were looking very dire. She quickly snatched up the little bundles and took them to her nearest rescue, explaining that their mother had been there at first but was now unable to be found.

The rescue was happy to take these special pups but knew that they would need more care than they could provide at their small organization. They reached out to their friends at Helen Woodward Animal Center and we quickly sprang into action to get the puppies to the safety of our facilities. Our team worked around the clock to get them fed, help them to go to the bathroom, and keep their bodies healthy until they were able to function on their own. Foster families were carefully screened and trained in providing the special care needed to save these little pups' lives. Within a matter of a few weeks, they were growing and thriving with full bellies and loving homes.

Once the puppies were old enough to get their second set of vaccines and spay/ neuter surgery, they began looking for their forever families. Since they began that search so close to the New Year's holiday, we named them after popular New Year's wishes: Love, Joy, Peace, Prosperity, Friendship and Luck!

We are happy to share that all of the "Wish Puppies" got their collective wish of being adopted into loving forever homes! Looking back, it's hard to imagine that these precious pups almost didn't get a chance at life; they began their journey shivering and cold, and now they are members of loving forever families. It's a happy ending we wish for every orphan pet.

# WE NEED Your Help!

Because of our construction we have limited space at the Center during this time. We are looking for Foster parents who are willing to take in adoptable dogs or cats for a period of time until space becomes available for them to return to the Center. You can make the the difference in a puppy or kitten's life, just like Fosters made the difference for our Wish puppies. The need for foster families has never been greater, so if you have the time and space, and most of all the heart, for this life-saving work please reach out today.

*To apply or find out more, email: fosters@animalcenter.org or call 858-756-4117 ext. 366* 



# ENDING 2017 WITH **A BANG!**

Our 16th Annual HOPE Telethon was a huge success. We broke a record with **over \$1,000,000 raised for orphan pets** and community programs! Thank you to everyone who volunteered, presented their donation, called to donate, watched, or adopted!

Additionally, Blue Buffalo's Home 4 The Holidays adoption campaign, which was founded by our own Mike Arms, collectively found homes for 1,279,809 pets around the world this year! Helen Woodward Animal Center is honored to work alongside all the incredible organizations dedicated to helping orphan pets find perfect, forever families.



visit animalcenter.org



#### <u>THE COMPANION</u>

Our riders practice all year long to show off their newly acquired riding skills to friends and family at our Annual Holiday Classic.

# 

**ON DECEMBER 2, 2017,** our Therapeutic Riding program hosted its annual Holiday Classic Horse Show. Our riders practice all year long to show off their newly acquired riding skills to friends and family on this special day. With this year's theme being "Winter Wonderland", we created an obstacle course based on the holiday song "Over the River and Through the Woods".

37 program participants completed a course that included the use of our wooden bridge, complete with a water feature and river rocks. The riders were then able to guide their horses 'through the woods' of a series of potted evergreen trees, and as the song would indicate, they then brought the horses through the 'drifting snow' which included several 3-foot tall snowflakes. The next element of the course was to take the horses through the barnyard gate and then on a fun, brisk trot to 'grandmother's house we go'.



Rider Josh Myers, pictured here with Therapy Horse Dante and friends. From left to right; Jim & Josie Myers, Katherine French, Jenn Gates, Courtnee Aubain, Gretchen Davis and Courtney Mellor.

Thanks to some generous sponsors, we were able to provide a large silver and white winter themed ribbon as well as a cozy blue blanket that included our festive Horse Show logo. With our program being at its fullest with participant attendance, we needed to be careful about the timing of the scheduling for the big show day. When we began to take into account the horse use and tack assignments, as well as, the volunteer availability and rider preferences, the schedule turned into quite a puzzle! However, thanks to the help of our specially trained and dedicated volunteers, the Therapeutic riding staff of five were able to get almost 40 riders mounted on our seven horses in a matter of five short hours.

In the end, it was a beautiful and well-choreographed event and we are happy to report that our riders, their families, and friends had a lovely and festive time here at the Center. We want to give a special thank you to all of our horse show sponsors, our fabulous volunteers, and of course our amazing horses who were much indulged with plenty of candy canes.

Special thank you to Evergate Stables for the generous donation of pasture for Therapeutic Riding.





Lunch options, extended care, and scholarships available Sibling and military discounts are also available!





# SAY G'DAY TO BANANA...

Meet the lastest addition to our education animal ambassadors, Banana! Banana is a Citron-crested Cockatoo. Cockatoo's are native to Australia, but Banana resides comfortably at the Center's Pet Encounter Therapy building. Like most parrots, cockatoos are very social animals and enjoy lots of interaction with their human "families". Banana loves to dance, sing, and talk! Some of his favorite phrases to say include "I'm banana", "what's the matter", "buh-bye", "Banana", and "cockatoo".

In the wild, Citron-crested cockatoos are critically endangered due

to both the illegal pet trade and the loss of their native habitat. Through our educational programs, Banana works hard to teach the importance of protecting and preserving his species.

What's orange, and rhymes with CARROT? PARROT! HA!

#### **petco** foundation

When you donate or adopt in a Petco store, you make **big things happen** for animals.

Learn more at petcofoundation.org

ALL FOR LOVE - CC





"I remember the excitement when we built the [original] building and it's bitter sweet to see its demolition, but the new facility will provide great service and excitement going into the future. Helen is still smiling!"

- Arlo Sorensen, Founding Board Member

# Breaking Ground on the The Animal Center of the Future



SUNDAY, JANUARY 14<sup>TH</sup> WAS A PROUD AND ESPECIALLY MEANINGFUL DAY FOR HELEN WOODWARD ANIMAL CENTER.

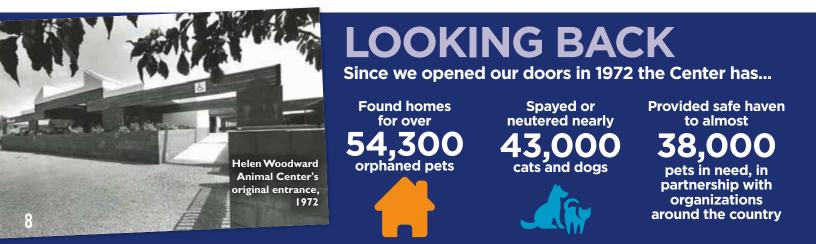
Our President, Michael Arms, Helen Woodward's family — daughter, Win Rhodes, grandson, Emery Rhodes, and her great-granddaughter Jacqueline Rhodes — and several of our esteemed Board Members broke ground on our new Adoptions building.

The new Center will house fully enclosed indoor/outdoor kennels, a largely expanded medical facility, and a separate entrance for the efficient transfer of orphan pets from around the world. It will be in the original footprint of our current Adoptions center and we anticipate that it will be completed in 12 to 15 months from the beginning of demolition in early February. It is a culmination of many years of hard work and planning and the incredible generosity of our wonderful donors to whom we are so grateful. We truly could not have done it without your support!

The Center has been dreaming about a day when we would have absolute confidence that, no matter how cold and windy it was outside, our adoptable dogs and puppies would be safe and cozy inside.

We are grateful that, no matter how many dogs and cats needed our help due to overcrowded shelters and limited staffing, we will be able to welcome them all with open arms.

We will now have the medical facilities to get them all treated, spayed or neutered, and into loving adoptive homes as quickly as possible.



Guests of the groundbreaking ceremony were treated to a meet and greet with current adoptables.



# **ADOPTIONS VILLAGE**

In the meantime, the Center has created an Adoptions Village onsite to ensure that we continue to meet our Adoptions goals even in the midst of construction. By utilizing our old Education house, we have been able to transform the space with a sustainable area for our adoptable pets, including temporary kennels for dogs and an indoor area for cats.



This new space also houses the Adoptions "check-in" area, the Foster program, and our retail shop, Paws in the Ranch. We are utilizing the old medical facilities in the Club Pet building for spay/neuter surgeries and medical procedures during this time, as well. It is a busy time for our hard-working Adoptions staff, but they are committed to a future that provides the best care possible for our pets. 🛠

*Check the website, animalcenter.org, for our special hours during this* time. We will continue to take as many animals as we can, but we will be limited due to the temporary facilities.

#### THANK YOU TO THE WONDERFUL MEDIA OUTLETS WHO SUPPORTED OUR WORK IN 2017!

#### **TELEVISION:**

FOX 5 NEWS TEAM: Raoul Martinez Aida Soria

**KFMB - CBS CHANNEL 8 NEWS TEAM:** Barbara Richards Ashley Jacobs **Tiffany Frowiss** 

KGTV - ABC CHANNEL 10 RANCH LIVING **NEWS TEAM:** Joe Little Anthony Pura NBC - CHANNEL

**7 NEWS TEAM** 

#### **KUSI - CHANNEL**

**9 NEWS TEAM:** Elizabeth Alvarez **Jason Austel** Pam Davis Vince Douglas Pat Gilligan Charlie Grisham Sandi Lampev Mark Mathis Dan Plante Lisa Remillard Dave Scott Allie Wagner

#### **RADIO:**

98.1:

Dave Mason

**Clear Channel Stations:** Mark Zegan **MAGIC 92.5:** Jagger and Kristi Len Balistreri Sheryl Love **KFMBFM 100.7:** Shelly Dunn 91X: Danielle Stuht

RANCH AND COAST MAGAZINE: Mia Stefanko Bob Stefanko

MAGAZINE/WEBSITE:

NORTH COUNTY **PUBLISHERS:** Paulette Britton

NEWSPAPER/

MAGAZINE: Cindy Olivier FAIRBANKS LIVING MAGAZINE:

Lori Fox

SAN DIEGO UNION TRIBUNE: Diane Bell Jen Petit Linda McIntosh

#### **COAST NEWS**

**DEL MAR TIMES** 

**DISCOVERY NEWS** CHANNEL/WEB

**INSIDE EDITION** 

LA IOLLA LIGHT

LA JOLLA VILLAGE NEWS

**PEOPLE PETS** 

POMERADO NEWS

**RANCHO SANTA FE** REVIEW

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GARDEN LIFESTYLES MAGAZINE

SAN DIEGO MAGAZINE THE VILLAGE NEWS Z CODE MAGAZINE



#### <u>THE COMPANION</u>

THANK YOU TO ALL OF OUR LOYAL FRIENDS AND SUPPORTERS WHO MADE 2017 THE BEST YEAR IN THE CENTER'S HISTORY FOR THE PETS AND PEOPLE WE SERVE!

The Center saw tremendous growth this year with our educational and therapeutic programs, as well as an increased impact around the world with our international campaigns. We had, yet another record-breaking year with 3,476 orphan cats and dogs finding their forever homes, 70 of those being from our Hurricane Harvey rescue efforts, and our global presence reached even more people this year with the Remember Me Thursday<sup>®</sup> and Home 4 the Holidays<sup>®</sup> campaigns. Since Home 4 the Holidays began in 1999, we have helped find homes for over 14.6 million orphan pets, and this year, Remember Me Thursday made over 325 million impressions on social media worldwide to honor those pets who lost their lives too soon.

The Center's Humane Education program taught respect and compassion for animals to over 14,485 children this year, including providing hands-on interactions with animals to over 100 classrooms at low income schools. Pet Encounter Therapy and Therapeutic Riding initiated over 25,000 therapeutic interactions to the children and adults who benefitted from the animals, and AniMeals supplied 70,350 pounds of pet food to the pets of homebound seniors, lowincome families, and military veterans. Club Pet Boarding, the Companion Animal Hospital, and Orphaned Objects Resale Shop also had a successful year, but none of this would be possible without your support. Thank you for changing the lives of so many people and pets in 2017. We know 2018 will be even more spectacular with your help.

Thank you to all of our generous donors who joined or renewed their membership in one of our giving clubs, participated in special events, or provided in-kind support between January 1, 2017 and December 31, 2017.

#### **HELEN WOODWARD ANIMAL CENTER 2017 DONORS**

This list represents individuals and organizations who gave a total of \$150 or more between January 1, 2017 and December 31, 2017.

#### **BEQUEST GIFTS**

THANK

We are grateful to the individuals below who chose to leave a legacy of caring by including the Center in their estate plans. These gifts will help ensure the long-term stability of our programs so pets and people in need will continue to receive the help they need for many years ahead.

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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!

#### **MEMORIAL GIFTS**

The Center has always been a place where people can memorialize the pets of their friends and family with special gifts of support to help the orphan pets in their honor. One of the most visible programs we have had is the Tree of Life. *Due to the new construction we are going to be moving the Adoptions Tree to Club Pet.* There will be two Trees over there, but both Trees are going to be quite full with leaves so we have decided to discontinue the program. All the current leaves will find a home on one of the trees.

In lieu of the Tree of Life, we have a beautiful program called "I Remember You" to memorialize pets on-line, by "lighting a candle" and sharing a story and photo. See the link below. If you have any questions please call Elisabeth Baker at x350 or visit old.animalcenter.org/irememberyou/

#### **MONETARY DONATIONS**

Helen Woodward Animal Center relies heavily on private donations to fund our programs.

#### **BECOME A 'PAW PAL'**

Monthly donors support our work will be cared for in the event of your passing. throughout the year with recurring monthly gifts. Enroll with the form below! contact Renee Resko: 858-756-4117 x347 or email ReneeR@animalcenter.org

#### **IN-KIND DONATIONS**

To help reduce costs, our programs are always in need of items to support their activities. Visit animalcenter.org for our current wish list of specific needs.

#### **ALTERNATIVE GIFT CARDS**

Give the gift that saves lives! 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

#### **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, running your own fundraiser, or participating in our HOPE Telethon.

Contact Marilyn Martinez: 858-756-4117 x312 or email MarilynM@animalcenter.org

#### VOLUNTEER

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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	d people in need.	ANIMAL CENTER
□\$250 □\$100 □\$75 □\$30 □\$		
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#### CREATING A HUMANE WORLD FOR ANIMALS AND PEOPLE



Upcoming EVENTS

MARCH 18 Puppy Love 5K

MARCH 26 – APRIL 13 Spring Critter Camp

**APRIL 1** *Easter Brunch at Searsucker* 

**APRIL 28** Hornblower Cruises' Pet Day on the Bay to benefit Helen Woodward Animal Center

*Visit <u>hornblower.com/port/overview/</u> sd+petdayonbay* 

MAY 12 Volunteer Orientation

MAY 19 You Can Be A Vet Camp

**JUNE 2** Spring Fling Gala



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ANIMAL

CENTER

The new Adoption Center presents a historic opportunity for our donors and friends to help Helen Woodward Animal Center build a new facility. Your support of this project will provide a dramatically improved environment for the animals and people served by our adoptions program. Take this historic opportunity to show your family's commitment to helping animals by naming a portion of the new facility today. Plaques and pavers are still available.

These opportunities allow you to make a gift in memory or in honor of a beloved pet or family member, and give you a chance to leave your legacy.

Visit animalcenter.org/future TODAY to customize your gift for the new building and help us give the animals the new facility that they deserve!

## Renew or upgrade your GIFT CLUB MEMBERSHIP:

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The Faithful Friends\$250 - \$499
The Loyal Companions\$500 - \$999
The Helen Woodward Society, Bronze Circle <b>\$1,000 - \$2,499</b>
The Helen Woodward Society, Silver Circle <b>\$2,500 - \$4,999</b>
The Helen Woodward Society,

Make a one-time gift club membership donation <u>OR</u> divide your gift into 12 monthly payments by joining **Paw Pals** monthly supporters.

If you have any questions, call the Development Office at **858-756-4117 x350**