

HELEN WOODWARD ANIMAL CENTER **2023 ANNUAL REPORT**



People Helping Animals and
Animals Helping People.

Dear Friends of the Animals,

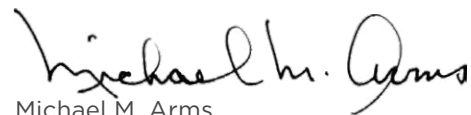
Thank you for another year of incredible support and commitment to our lifesaving work. This year has brought a lot of exciting opportunities for Helen Woodward Animal Center to expand our reach and become more global than ever before including our October trip to provide The Business of Saving Lives in Edinburgh, Scotland to our fund-raising efforts for Ukraine which have grown to create a full-fledged partnership between the Center and a number of rescue groups doing incredible work on the front lines of this horrible war. With your support we were able to purchase three four-wheel drive vans to rescue pets from the war-torn areas and bring them to safety, deliver medicine and food, as well as veterinary staff and support. They have no roads and these vehicles are the difference between life and death for many of these animals. Lastly, Helen Woodward Animal Center has been able to participate as a speaker in multiple United Nations events with our new Non-Governmental Organization consultative status. This has opened the door for us to share our vital curriculum work in the field of humane education.

We feel strongly that we will not change tomorrow unless we reach the children of today and on that note, we couldn't be more pleased to see the construction of our new Humane Education Campus underway. It has been a long time coming with COVID and a number of permitting issues but we are finally seeing Helen's dream of a state-of-the-art Humane Education Campus coming to reality. We anticipate an opening in June of 2025 and we are excited to share that the new building will include six classrooms, two birthday party rooms, new indoor and outdoor animal enclosures, two playgrounds to meet the needs of children of all ages and abilities, and so much more. Again, none of this would be possible without our good friends in the community.

Adoptions continues to be a challenge nationwide but the Center continues to be at the forefront of marketing and innovation to rescue and adopt out as many animals as possible. Our efforts across social media, local television and radio and our many community partners is helping us to save lives. A full 97% of our adoptable pets now come to us from overcrowded shelters and we are so pleased to be able to offer this vital support. Our fosters network of dedicated volunteers helps ensure that pregnant moms, newborn babies and those with health issues always have a safe place to go while they wait to become adoptable at the Center.

Thank you for helping us grow in so many ways, thank you for believing in our vision of education for children and the many organizations we serve, and thank you for caring so much for those who have no voice.

For a more humane world,



Michael M. Arms
President and CEO



SIGN UP FOR CENTER UPDATES

Be in the know of events and fundraisers happening in our community, and across the globe. Subscribe to our e-newsletters, by scanning the QR code above or visiting us at animalcenter.org/newsletter



VOLUNTEER

Giving your time at any of our fundraising events or donating your skills or experience to help at the Center are just some of the many ways you can help pets in need! To learn more, visit animalcenter.org/volunteer



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Michael M. Arms

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A MIRACULOUS RECOVERY

Wall-E's journey began in an unlikely setting but now he is living his best life in his new forever home. A woman found him in a parking lot of a local Wal-Mart on a sweltering summer day. Half-dead and abandoned, Wall-E had an infected cut on his back at only two days old. Thankfully, she took Wall-E



to Helen Woodward Animal Center knowing we would do everything we could to help him. Our medical team immediately got to work treating

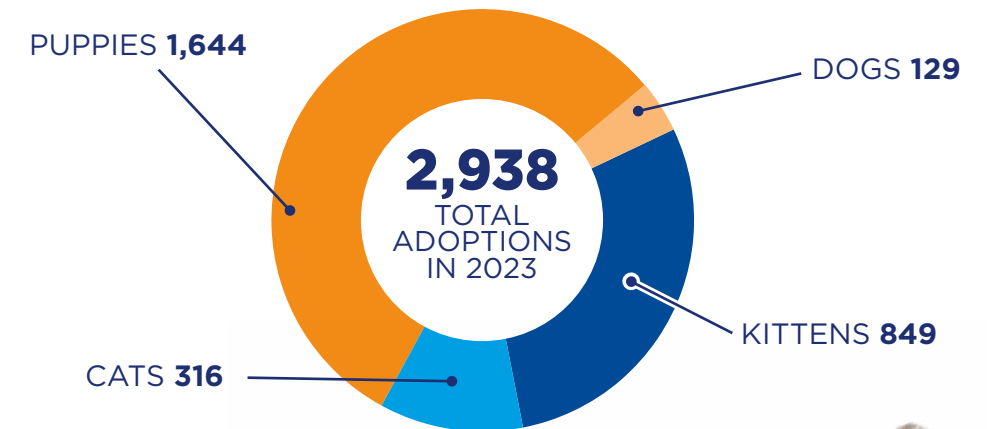
the wound on his back. The flesh surrounded the wound was beginning to rot and was infested with maggots. Despite the grim odds, the Center's medical team navigated the sepsis, cleaned and disinfected the wound, and applied antibiotic ointment. His dedicated foster family would bring him to our medical team for treatment daily and the kitten (and his appetite) grew stronger every day. After a few weeks of treatment, the cut on his back miraculously healed. In just three months, he had made a full recovery and was cleared to find his forever home. The Beal family came to the Center to adopt their first family pet. He is now known as Charlie and is enjoying his new loving family.



ADOPTIONS

Nationwide animal welfare organizations continue to feel the effects of decreased adoptions and increased surrenders due to the combined effect of inflation and concern for a future economic downturn. Additionally, a residual effect of COVID is more kittens and puppies being born due to the lack of sterilizations that took place during lock-down. With that in consideration, we are happy to say that 2,938 of our adoptable animals found their forever homes in 2023. The Center continued

to focus on areas of the country with limited resources and orphaned pets in dire need of help; specifically, underfunded shelters in Texas, Oklahoma, Louisiana, and at home in California. We transferred over 2,787 pets from our partners across the country. In the Fall, the Adoptions Team was able to partner with Hawaii Animal Rescue and Kitty Charm Farm to transport 30 animals from Maui in order to help clear kennel space to make room for owned pets displaced by the devastating Maui Fires. We were able to find loving homes for all of these pets, including Hana, who was featured on Animal Planet's Puppy Bowl.



FOSTERS

We are grateful for our network of foster homes who open their hearts and homes to help care for animals who need a little extra attention, which allows the Center to save more lives. In 2023, over 2,000 pets were fostered by our wonderful volunteers, and we onboarded over 130 new foster families.

2,095
PETS FOSTERED IN 2023.

ENGINE
Adopted September 23, 2023





One of the three contest winners.

HOME 4 THE HOLIDAYS®

Our annual adoption campaign was a huge success. Helen Woodward Animal Center in partnership with Blue Buffalo is excited to recognize the winning organizations for the 2023 contest: Camrose Animal Alliance Rescue Society, Refurbished Pets of Southern Michigan and Stray

Love Foundation. We delivered \$25,000 in lifesaving funds to Snake River Animal Shelter as the winner of the Home 4 The Holidays® media contest. Snake River Animal Shelter has participated in the Home 4 the Holidays® promotion in the past, but after attending Helen Woodward Animal Center's free "The Business of Saving Lives" conference, they were inspired to take their participation to the next level with everything they learned there.

Helen Woodward Animal Center and Blue Buffalo aim to encourage people to adopt their next pet instead of buying one from a pet store or backyard breeder. 888,723 pets found their forever homes during the 2023 Home 4 the Holidays® campaign with the help of 4,197 organizations nationwide who participated during the holiday season.

888,723

PETS ADOPTED DURING THE 2023 HOME 4 THE HOLIDAYS® CAMPAIGN

4,197 ORGANIZATIONS NATIONWIDE PARTICIPATED



ANIMEALS

has been providing no-cost pet food to low-income individuals, disabled military personnel and homebound seniors since 1984 by partnering with organizations like Meals on Wheels,

Jewish Family Services and Wounded Warriors. Currently, we serve an average of 825 pets monthly within San Diego County. We knew that COVID's financial impact on San Diego would be significant. We needed to expand AniMeals to meet this growing need so we partnered with Feeding San Diego. In 2023, we attended monthly Feeding San Diego distributions and continue to provide pet food for those in need.

613,260

MEALS SERVED IN 2023.

10,221

TOTAL PETS SERVED

805 AVERAGE PETS SERVED PER MONTH

108,585

POUNDS OF FOOD DELIVERED.



Andie MacDowell and Rainey Qualley.

REMEMBER ME THURSDAY®

(RMT) this year took place on Thursday, September 28th as animal lovers across the world united their voices for orphan animals by honoring those pets we have lost and those waiting for their forever homes in shelters. Social media posts using the hashtags #RememberMeThursday and #ShineALight, as well as

candle-lighting ceremonies, proclamations, and even flag raisings reminded the world that orphan animals need our help to raise awareness of their plight. The campaign, started in 2013 by Helen Woodward Animal Center has touched over 190 countries and made over 2 billion social media impressions since it's inception. For San Diego residents, this special day was honored locally at Balboa Park and included words from RMT founder and Center President and CEO Mike Arms, a reading of the official RMT poem, and a heartfelt international candle lighting. This year, we recognized a very special pet hero who was unable to receive his hard-earned award, as he crossed the rainbow bridge the day he was chosen as the recipient. Plato was a California dog who helped rescue over 66 missing pets in the last seven years. His family was extremely honored to receive the award on Plato's behalf and honor the true hero he was and will forever be remembered as.



@bluethgreeniguana

This year for the first time ever, Remember Me Thursday® had an Official Spokesteam Andie MacDowell and her daughter Rainey Qualley united their powerful voices to inspire the world and promote the 11th annual Remember Me Thursday® campaign to their devoted fans. Joining our Spokesteam were over 100 animal-loving celebrities, bloggers, influencers and social media-famous pets, who created personal and meaningful posts sharing their stories and asking the world to participate on this special day.



EQUINE HOSPITAL

Our Equine Hospital provides exceptional care to our equine population 24/7/365 days a year. Our equine patients range from Olympic competitors, to international show horses, to beloved backyard horses.

We offer 100% digital radiography, including abdominal radiographs. We have a three and a one-meter endoscope for a variety of procedures, including examining for gastric ulcers. Our surgical suite is completely equipped for fracture repair, colic surgeries, sinus surgery, laparoscopic, and arthroscopic surgeries. We are also one of only two hospitals on the west coast with a recovery pool for post anesthesia recovery.

253

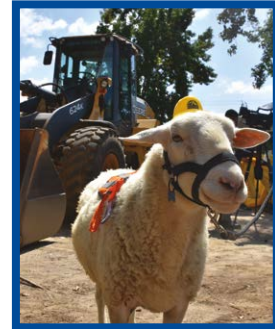
EQUINE PATIENTS RECEIVED CARE



HUMANE EDUCATION

Helen Woodward Animal Center's Humane Education department spread compassion for animals of all kinds with 464 humane education programs that reached 4,798 adults and 12,996 children.

Through hands-on interactions with animal ambassadors ranging from small invertebrates like Madagascar hissing cockroaches to large mammals like miniature horses, we celebrated each animal's individuality and discovered how we can be better pet parents and stewards to nature, because animals need help in our homes and in the wild. No matter your age, everyone can leave a positive impact on the world and improve the lives of animals globally, and we want to empower everyone to embrace this mindset. We visited schools 125 times for after school programming and we held 107 days of Critter Camps to ensure kids had engaging enrichment options when school was out. We shared career opportunities with 166 campers through Animal Care Camp and You Can Be A Veterinarian Camp, and we helped 474 Girl Scouts earn badges related to animals. We held 21 field trips with schools, and visited classrooms during the school day 53 times, 45 of which were to low-income and grant-funded schools. We celebrated 187 birthday parties with our ambassador animals, and 1,589 people enjoyed our family festivals during spring, fall, and winter seasons. With each program, we know that we connect people with animals in a meaningful way. Through humane education, we inspired kindness and understanding of the natural world we all share together.



October was a particularly exciting month, as we broke ground on the new Humane Education Campus. The Campus will expand the Center's ability to welcome even more animal lovers, and honors the vision of founder Helen Woodward, who felt that children were the only true path to making the world more humane. Plans for the Humane Education Campus include a 10,500 square foot campus that will house both the Humane Education and Pet Encounter Therapy programs, six classrooms, two outdoor playgrounds accessible to all children, two birthday party rooms, and new animal enclosures.



1,500

FAMILY FESTIVAL PARTICIPANTS

17,794

EDUCATION PROGRAM PARTICIPANTS IN 2023.

474

GIRL SCOUTS EARNED BADGES



VOLUNTEERS

It was an exciting year for the Volunteer department as it went digital! The new online application process for both Critter Camps and program volunteering have made the

recruitment process much more streamlined and successful. We are happy to report 362 individuals attended a volunteer orientation and 227 new volunteers started volunteering at one of the many programs at the Center.

We continued to see a tremendous amount of interest from local organizations and businesses that want to spend a day at the Center and volunteer their time. Some of the organizations that volunteered in 2023 were MANA Hermanitas (a non-profit youth leadership mentor program), San Diego Loyal Soccer Group, Military Spouse Kickball Association, Soapy Joe's, Harrah's, La Jolla Country Day School, and the San Diego Gulls AHL Team. These groups assisted with crafts for our Education department, helped with sorting and organizing items in our Orphaned Objects resale shop, and bagged/packaged donated dog and cat food for our AniMeals program. After their volunteer work, they were able to meet some of our wonderful Education animals and get some well-deserved puppy time courtesy of our adoptables. Over 900 volunteer hours were accumulated with these various onsite group projects.

95,547

TOTAL DONATED VOLUNTEERED HOURS

1,458

PEOPLE VOLUNTEERED IN 2023 FOR THE CENTER.



OMID

Adopted September 16, 2023



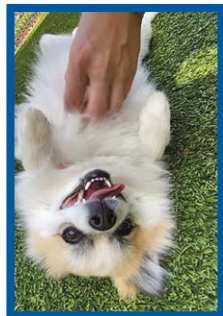
COMPANION ANIMAL HOSPITAL

Helen Woodward Animal Center's Companion Animal Hospital provides state-of-the-art traditional and alternative veterinary services to dogs, cats, and exotics. We are open 7 days a week, Monday - Friday

from 8am-6pm and Saturday and Sunday from 8am-4pm. Companion Animal Hospital does pet dentistry and many soft tissue procedures. Our hospital not only takes care of the public's pets, which account for over 12,800 interactions in 2023, but also provided over \$52,000 in free services to military families in our community through generous donors. In 2023, we saw 1,293 new patients at the hospital.

12,800+

VISITS TO HELEN WOODWARD ANIMAL CENTER'S COMPANION ANIMAL HOSPITAL



CLUB PET BOARDING

In 2023, Club Pet focused on creating a superior boarding experience for local pets in our community. Our doggie daycare is always a popular activity for many in the local area; especially Monday-Friday. We continued to grow our grooming clientele with both a full-time and part-time groomer taking

care of 306 unique cats and dogs over the year that are exclusively clients of our Club Pet's Spa. We cared for 3,378 dogs and 286 cats over this year and had 4,084 dog daycare reservations. We continue to strive for quality care for each pet, making Club Pet their home away from home.



DANNY

Adopted July 1, 2023



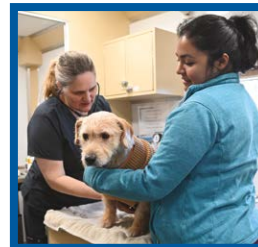
THERAPEUTIC RIDING PROGRAM

Our Therapeutic Riding program is dedicated to serving riders with special needs through equine-assisted activities. Students ages 4 and up interact with specially trained horses year-round in weekly lessons to enhance physical, cognitive,

social-emotional and motor skills. Additionally, we stress having fun in a safe and rewarding environment. Lessons with these magnificent animals, both mounted and from the ground, give tremendous physical and psychological benefits to our riders. The unmounted lessons are just as important as the mounted, as they teach and support life skills through guided horse interactions. In 2023 the program provided 1,352 lessons to 63 students throughout the year. Our PATH International certified instructors continue to provide top notch adaptive riding instruction to our mounted riders and we continue to develop and implement our Equine Assisted learning curriculum for those who participate in our unmounted activities. A highlight of each year is when we hold our annual horse show in June and our students are able to show off their progress to family and friends.

1,352

LESSONS WERE GIVEN IN 2023 TO 63 STUDENTS



PETS WITHOUT WALLS

Pets Without Walls is dedicated to helping the pets of the unhoused and low-income seniors across San Diego County by providing free spay/neuter services, wellness checks, preventative medical care,

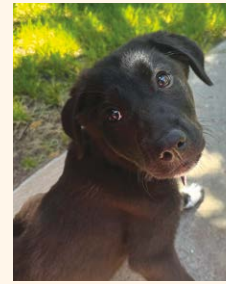
vaccines, flea/tick medication and pet food supplies. The need for these services continually grows and we are pleased to share we added two new locations to our schedule, PACE (Program for All-Inclusive Care for the Elderly) and The Orchard Senior Apartments, which provides housing to low-income seniors. In 2023, the Pets Without Walls mobile unit provided veterinary care to 486 pets, administered 682 life-saving vaccines and performed 33 spay/neuter services. This vital program saves hundreds of animals from owner surrender and euthanasia each year and is an indispensable resource for the community.

682

LIFE-SAVING VACCINES WERE ADMINISTERED

486

PETS WERE PROVIDED VETERINARY CARE ON THE MOBILE UNIT



A HEART FULL OF LOVE

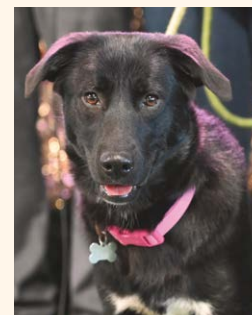
Lauren, a Labrador Retriever blend, came to the Center from one

of our rescue partners in Oklahoma at just two-months-old. The medical team gave her an initial examination to assess her health, as we do with all the pets who come to the Center. They found Lauren had a severe heart murmur - one that could be felt just by touching her chest.

The team performed a follow up cardiac evaluation where they made a startling discovery. Lauren's heart murmur was caused by a case of patent ductus arteriosus. In other words, Lauren had a hole in her heart.

The team had to act quickly. If patent ductus arteriosus is left untreated, it almost always leads to heart failure. We reached out to our partners at VCA Emergency Animal Hospital who recommended a procedure called "interventional transvenous occlusion." Put simply, a veterinarian would close the hole in Lauren's heart from the inside. It's state-of-the-art and expensive, but safe. The Lab blend could leave the hospital to recover in a home the day of the surgery, rather than be hospitalized for a week. Lauren came back from her surgery with a smile on her face. However, she still had a long journey before she could start looking for her forever home. So, the Center did the next best thing and placed her in a foster home. For the next three months, Lauren lived with Helen Woodward Animal Center's foster volunteers.

She gained the energy you could expect from a puppy, and developed a passion for fetch. When she came back for her final recheck three months after her surgery, Lauren was deemed ready for adoption. She now lives in her forever home.

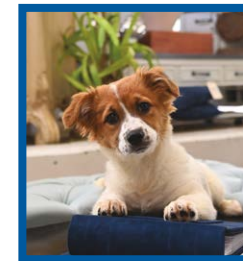


PET ENCOUNTER THERAPY

The (P.E.T.) program is founded on the belief that animals can have a tremendous positive impact on the human spirit. We do this by providing animal-visitation opportunities for people with special needs to experience unconditional love and a variety of physical, psychological and social benefits when interacting with specially trained therapy animals. Lowered blood pressure, increased memory recall and reduced anxiety are just a few

of the benefits that we see along with the simple enjoyment of petting a furry friend. In 2023, we provided 310 visits throughout the San Diego community. That equates to over 9,100 animal interactions with our clients, ensuring that the most vulnerable members of our community had access to the healing and unconditional love that only animals can offer. This program operates with one staff member and over 55 amazing volunteers who bring their own tested dogs or one of our other pet therapy animals to provide these touching interactions.

The following quote from one of our facility partners may best sum up the impact that our visits had in 2023 - "The PET program has been absolutely amazing. After working with our clients during various social activities, I've seen multiple clients who previously were essentially nonverbal and kept to themselves absolutely light up once they pet the animals. Our clients tell us that PET is what they look forward to every single month, and it has been such a wonderful experience for so many of our clients and staff."



ORPHANED OBJECTS DESIGNER RESALE SHOP

Orphaned Objects is a boutique-style resale shop where all sales benefit the pets and programs at Helen Woodward Animal Center. This designer resale shop offers something for everyone, including designer furniture, housewares, clothes, jewelry, shoes, handbags and more. We have grown important

relationships with local consignments shops who donate items to help our mission. Our partners include: My Sister's Closet & Attic, Home Consignment Center in 4S Ranch, EDIT Consignment Boutique in Rancho Santa Fe, Maroufi Fine Rugs and Antiques in La Jolla, Country Friends Consignment Shop, Savvy Interiors, Silk & Spero and Nicole Miller. We continue to use online revenue channels such as Facebook Marketplace, The RealReal, Ebay, Poshmark and Offer Up to increase our sales reach and it continually grows each year.

We are open 10am-5pm seven days a week. Donors can drop off donations during business hours and will receive a tax receipt. We can arrange pick up for large items! Buying second-hand not only helps the planet, each purchase helps the pets and programs at the Center.

50,777

ITEMS WERE KEPT OUT OF THE LANDFILL AND REUSED TO THEIR FULL POTENTIAL

1,134

COMMUNITY DONORS DONATED THEIR UNWANTED ITEMS TO SUPPORT THE PETS AND PROGRAMS AT THE CENTER

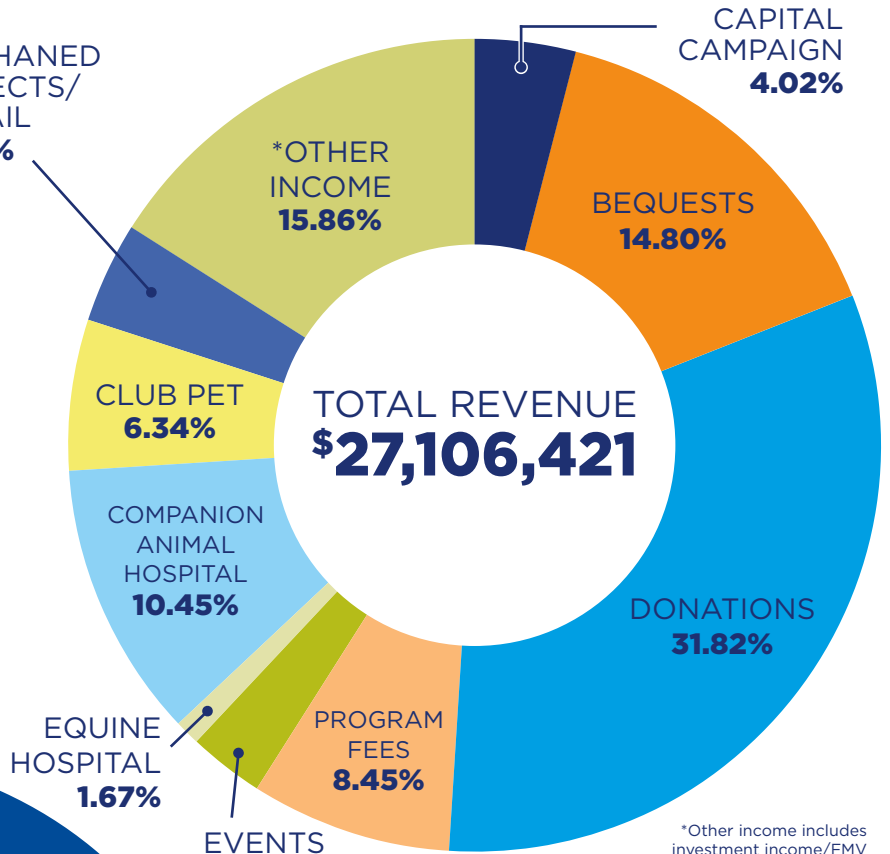


HELEN WOODWARD ANIMAL CENTER

FINANCIALS 2023

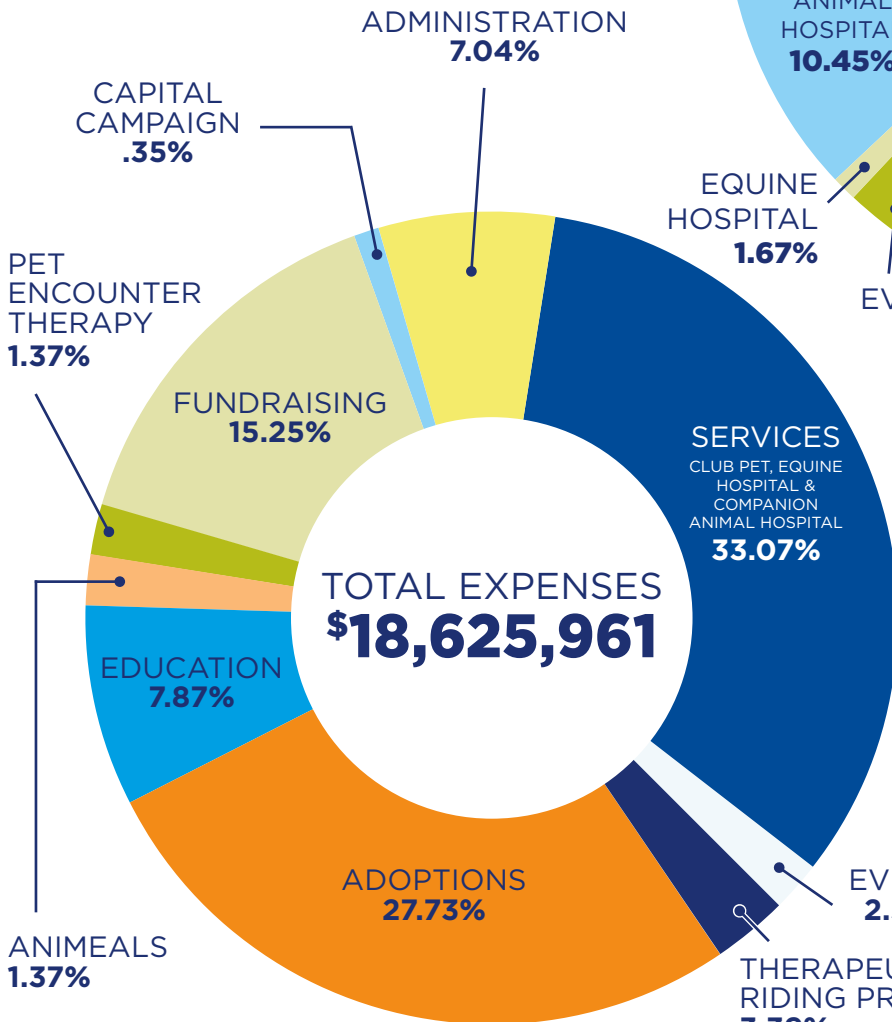
The surplus funds that are raised for Helen Woodward Animal Center go towards building the endowment for our future and into the "Campaign for Caring" to rebuild the various facilities at the Center.

ORPHANED OBJECTS/
RETAIL
3.58%



TOTAL REVENUE
\$27,106,421

*Other income includes investment income/FMV change in investments



TOTAL EXPENSES
\$18,625,961

PEPSI

Adopted July 22, 2023



HELEN WOODWARD ANIMAL CENTER
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Our full audited financials are available online at animalcenter.org

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.