Dear Supporters,

Over thirty years ago, I had a chance encounter that changed the course of my life. I was a twenty-something walking down a New York City street when I visited the dogs in a mobile pet adoption van. After a brief conversation with a staff member, I was motivated to help. The next day I signed up to volunteer at my local shelter and I’ve never looked back.

A lot has changed during my three decades in the field. Animal shelters across the country are no longer just receptacles for unwanted pets, but community-focused organizations that support pet owners, animal lovers, and people of all ages with a variety of programs, services and resources. I’m proud to say that the Pasadena Humane Society & SPCA (PHS) is right up there leading the charge into the future of animal welfare in this country.

When I became the President & CEO of PHS in 2016, I wanted to ensure the organization was a central resource for animals and people in the community. I sat down with the Board of Directors and members of my team to outline the things that were important to us as an organization. Over a series of meetings, we narrowed down our vision and developed the following five strategic goals for the years 2017 through 2019:

**Goal 1:** Create a culture where staff, management, board and multiple departments work together to meet the needs of human and animal guests, and ensure financial resources and infrastructure are solid.

**Goal 2:** Proactively provide support, supplies, education and programs, internally and externally, to help keep pets in homes, promote responsible pet ownership and assist partners to address diverse community challenges and pet ownership needs.

**Goal 3:** Save more lives in the region and increase PHS adoptions through enhanced partnerships, proactive programs, and updated processes, with an eye on decreasing disease, managing flow and meeting the 5 freedoms.

**Goal 4:** Increase community engagement and educational opportunities for all ages and geographical and ethnic communities, to contribute their time, talent and treasure to further the mission of the society and to ensure that the PHS brand and identity is clear and strong in the community.

**Goal 5:** Through advocacy, support and example, we will raise the standard of care and practice of animal welfare in the region and beyond.

These strategic goals inform our decision-making at PHS. They are our guiding principles as the organization moves towards the future. They are so important to me that I wanted to use them as the organizing principle to share the results of 2017 with you, our loyal supporters.

As we look forward to 2018, PHS is more committed than ever to our mission of providing compassion and care to all animals. I will continue to share those successes with you as our organization grows.

Humanely yours,

Julie Bank
President/CEO
Pasadena Humane Society & SPCA
GOAL 1

Create a culture where staff, management, board and multiple departments work together to meet the needs of human and animal guests, and ensure financial resources and infrastructure are solid.
CULTURE

“I love being a part of the Pasadena Humane Society & SPCA team—we work together to serve the animals and people in our community.”

RAFAEL HERNANDEZ
DIRECTOR OF SPECIAL EVENTS
WITH INEZ

PHS staff and volunteers help guests in more than 20 languages, including English, Spanish, Mandarin and Armenian.
CAMPUS
The PHS facility offers animal sheltering as well as public services like a low-cost wellness clinic, dog training classes and a retail store. In 2017, we relocated our adoptions office to a more central location to better serve guests.

TEAM
At the end of 2017, the PHS team was comprised of 107 full and part time staff members, as well as 1,347 volunteers, hailing from throughout the Greater Los Angeles Area, Inland Empire and Antelope Valley.

CUSTOMER SERVICE
We strive to provide the highest level of customer service to both humans and animals. Our customer-first model extends from the front desk to free helplines for animal behavior and wildlife.

CAROL KIRBY
2017 Board Chair with Higgins

MAY HUANG
Volunteer with Shadow

MELISSA FUENTES
Annual Giving Coordinator with Shelly
GOAL 2

Proactively provide support, supplies, education and programs, internally and externally, to help keep pets in homes, promote responsible pet ownership and assist partners to address diverse community challenges and pet ownership needs.
“The Pasadena Humane Society & SPCA is more than an animal shelter. Our organization is a community center that provides free and low-cost programs and services to pet owners across the region.”

JEANNIE BROUSSEAU
CLINIC COORDINATOR WITH HOPPER

PHS walk-in wellness clinics are held every Wednesday and Saturday.
HELPING PAWS

In 2017, PHS launched a safety net program for pet owners in crisis. The Helping Paws program aims to keep pets in their homes and out of the shelter by providing resources, such as a pet food bank, wellness services and temporary boarding, to pet owners in need.

ANIMAL CONTROL

Animal control officers rescue stray pets, enforce the laws and educate the community about responsible pet ownership. We provide animal control services to the cities of Altadena, Arcadia, Bradbury, Glendale, La Cañada, La Crescenta, Monrovia, Pasadena, San Marino, Sierra Madre and South Pasadena.

WELLNESS & TRAINING

PHS provides pet owners with services to help them care for their animals. In 2017, we were able to serve more animal lovers by expanding our vaccine, microchip, and nail trimming clinics, and by adding one-hour weekend training workshops for dogs.

PRESTON LOPEZ
Helping Paws Coordinator with Charlie

THOMAS NG
Animal Control Officer with Whiskers

JESSICA POWELL
Behavior Coordinator with Scout
In late December 2016, a 4-month-beagle puppy was hit by a car in a busy South Pasadena intersection. The driver took off leaving Miracle to suffer on the side of the road. When she arrived at PHS, we discovered that her right hind leg was so badly fractured that it required specialist surgery. After months of recovery, Miracle was adopted into a loving home.

Named after this special puppy, the Miracle Fund was established in 2017 to provide rescued animals with above and beyond lifesaving care due to cruelty, neglect and lack of veterinary services.
GOAL 3

Save more lives in the region and increase PHS adoptions through enhanced partnerships, proactive programs, and updated processes, with an eye on decreasing disease, managing flow and meeting the 5 freedoms.
SAVE MORE LIVES

“Seeing the look on an animal’s face when it knows it has been chosen is indescribable. It’s only matched by the twinkle in an adopter’s eye.”

ANTHONY WALKER
ANIMAL CARE ASSISTANT
WITH MOLLY

Dog, cat and critter adoptions increased by 31% in 2017.
**TRANSFER**

Our commitment to saving lives extends to animals at high volume shelters around the region. In 2017, we transferred in 1,040 dogs, cats and other domestic pets to PHS, where they were given a new chance to find a forever home. That’s a 362% increase from 2016.

---

**KITTEN-GARTEN**

In August 2017, the Kitten-Garten nursery opened at PHS. We cared for 672 young, orphaned kittens, 472 of which spent time in a loving foster home. When the kittens reached two pounds, they were placed up for adoption at PHS.

---

**WILDLIFE**

We encourage peaceful coexistence with native wildlife by offering a free wildlife helpline, community workshops and online resources. Our wildlife center took in 3,933 wild birds and mammals in 2017, most of which were orphaned, injured or ill.

---

**RILEY**

1-year-old terrier mix

**MAX AND JOJO**

6-week-old brown tabby kittens

**BABY SQUIRRELS**
GOAL 4

Increase community engagement and educational opportunities for all ages and geographical and ethnic communities, to contribute their time, talent and treasure to further the mission of the society and to ensure the PHS brand and identity is clear and strong in the community.
“I am proud to support an organization that reaches out to the community to bring in animals from other shelters and promote services to keep pets in their homes. Those are values I support and it reinforces why I volunteer at PHS.”

LINDA GORMAN
VOLUNTEER WITH LIMA, PINTO & GARBANZO

PHS increased its volunteer corps by 67% in 2017.
VOLUNTEERS

PHS provides volunteer opportunities for all ages from kids with their parents to seniors. Youth volunteers make up nearly 1/3 of our volunteer corps. Our longest-tenured volunteer has been part of the PHS community for over 60 years.

CHRIS DIXON
Volunteer with Virginia

COMMUNITY

PHS is always out and about in the community. In 2017, the Wiggle Waggle Wagon, a 35-foot RV used for mobile adoption events, wellness clinics and disaster relief, made its debut. The new Waggin’ comes equipped with space for 20 animals and 9 volunteers.

AMANDA WAGNER
Volunteer with Sunny

KIDS

Kids for Animals is a new community engagement program for kids 18 and under who want to make a difference in the lives of animals. The Kids for Animals handbook is available at the shelter and was distributed to school districts throughout the area.

MARLENE MARTINEZ
Volunteer with Cordie
In Summer 2017, 2-month-old Edgar came into our lives. A tiny kitten with a congenital heart defect, Edgar was full of love and affection. Thanks to the Miracle Fund, we sought the best care available for him with a veterinary cardiologist. He underwent specialist heart surgery, but it wasn’t enough. Despite our efforts, Edgar sadly passed away in his foster home surrounded by love.

Edgar truly captured our hearts and our minds. He united the community around his struggle. Thanks to your support, we were able to show him compassion and kindness. He gave us love in return.
GOAL 5

Through advocacy, support and example, we will raise the standard of care and practice of animal welfare in the region and beyond.
“PHS is a well-respected community institution. I see our reach continue to expand as the organization grows its programming and capacity for care.”

SALLY MENDEZ
LICENSING CANVASSER
WITH FRECKLES

PHS increased social media followers by 21% in 2017.
OUTREACH

In 2017, we launched Animals & Friends, a community access television show about animals in the community and the people who love them. The show airs on stations throughout our animal control contract cities and on YouTube.

MEDIA

PHS is local media’s go to source for animal welfare issues in the region. We had 477 media placements in 2017. That’s more than one per day! Follow us on social media at @pasadenahumane to see adoptable pets and learn more about our programs and services.

PRESENTATIONS

PHS’ resident experts are always out in the community giving presentations to community groups, professional associations, and city meetings. Plus, our humane educators lead tours and presentations for school children and scouts.

STELLA
2-year-old domestic shorthair

WILBUR
adult rabbit

PAIGE
3-year-old pointer mix
Thank you to the generous donors who supported Pasadena Humane Society & SPCA in 2017:

$50,000+
The American Society for the Prevention of Cruelty to Animals
Sherrill and Paul Colony
Elizabeth M. Falk Foundation
The Olga B. Harris Charitable Trust
PetSmart Charities
Joseph Salvo
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Every effort has been made to ensure the accuracy of the list. If your name has been misspelled or omitted, please accept our sincerest apology and contact the Development Department at 626.792.7151 ext. 123.
2018 FINANCIALS

REVENUE STATEMENT

EXPENSES TOTAL
$10,376,698

- Support Services $4,179,439  40%
- Outreach Services $773,021  7%
- Animal Care and Control $4,313,067  42%
- Fundraising $1,111,171  11%

ANNUAL FUND REVENUE STATEMENT

INCOME TOTAL
$12,599,060*

- Shelter Services $1,861,795  15%
- Fundraising $6,995,752  55%
- Animal Care and Control $3,741,513  30%

Total # of donations over 15,000 donors gave over 26,000 gifts
Total Annual Fund $6,995,752
Total Funds Raised $7,218,752
Campaign to Save Lives Fund $223,000

*FINANCIALS ARE UNAUDITED
TOTAL LIVE INTAKE
12,614
PERCENTAGE CHANGE FROM PREVIOUS YEAR
+10%

TOTAL LIVE INTAKE FROM 11 ANIMAL CONTROL CONTRACT CITIES
10,340

TOTAL NUMBER OF ANIMALS TRANSFERRED TO PHS FROM PARTNER ORGANIZATIONS
2,274

- Wildlife
- Dogs
- Cats
- Other Domestic

- Wildlife
- Dogs
- Cats
- Other Domestic
**Placement Rate of Adoptable Animals**

- **Cats**: 100%
- **Dogs**: 100%

**Placements**

- **Total Placements**: 5,742
- **Percentage Change from Previous Year**: +23%

**Total Adoptions**: 4,704
- **Cats**: 2,406
- **Dogs**: 1,866
- **Rabbits**: 294
- **Other**: 234

**Total Transfer Out**: 1,038
- **Dogs**: 84
- **Rabbits**: 21
- **Cats**: 107
- **Other**: 826
FIELD SERVICES

TOTAL CALLS
35,852

AVERAGE NUMBER OF CALLS EACH DAY
98

FIELD SERVICES

Other 28
Cats 180

1,562 TOTAL

PETS REUNITED WITH THEIR FAMILIES

Dogs
1,354

PERCENTAGE CHANGE FROM PREVIOUS YEAR
+0.5%
**WELLNESS SERVICES**

- **Total:** 18,976
  - Vaccines: 8,006
  - Microchips: 3,037
  - Spay/Neuter Surgeries: 3,513
  - Spay/Neuter Surgeries: 577
  - Bloodwork: 68
  - Other Services: 764
  - Flea Prevention: 579
  - Flea Prevention: 579
  - Dewormers: 1,270
  - Dewormers: 1,270
  - Nail Trims: 1,162
  - Nail Trims: 1,162
  - FELV/FIV Tests: 268
  - FELV/FIV Tests: 268
  - Flea Prevention: 579
  - Flea Prevention: 579
  - FLEA PREVENTION: 579
  - FLEA PREVENTION: 579
  - Other Services: 764

**SUBSIDIZED SURGERIES**

- **Total:** 679
  - Chihuahuas: 191
  - Pitbulls: 369
  - Feral Cats: 119
  - PHS offers free/spay neuter surgery for pitbulls, Chihuahuas and community cats residing within our 11 animal control contract cities.

**TRAINING**

- **Total:** 161
  - Training Classes: 161
  - Number of Dogs Attended: 1,322

**HELPING PAWS**

- **People Served:** 57
- **Pets Served:** 93

**VOLUNTEERS**

- **Volunteers Gave:** 1,354
- **Volunteer Hours:** 73,187.30
  - Equivalent to 35 full time employees
<table>
<thead>
<tr>
<th>MOBILE OUTREACH</th>
<th>HUMANE ED</th>
</tr>
</thead>
<tbody>
<tr>
<td>102 mobile outreach events</td>
<td>1,166 Kids for Animals</td>
</tr>
<tr>
<td>5 mobile wellness clinics</td>
<td>124 participants in Animal Adventurers</td>
</tr>
<tr>
<td>433 vaccines; 44 microchips; and 14 licenses given at mobile wellness clinics</td>
<td>102 participants in Critter Camp</td>
</tr>
<tr>
<td></td>
<td>45 campus youth and scout tours</td>
</tr>
<tr>
<td></td>
<td>19 Barks &amp; Books Libraries</td>
</tr>
<tr>
<td></td>
<td>136 Pet-Assisted Therapy Visits</td>
</tr>
</tbody>
</table>

**SOCIAL MEDIA FOLLOWERS**

- Facebook: 32,251
- Twitter: 5,053
- Instagram: 8,382
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