



PASADENA HUMANE SOCIETY & SPCA
2015 ANNUAL REPORT

2015 ANNUAL • CONTENTS

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EXECUTIVE LETTER



2015 was a year for completion. The Pasadena Humane Society & SPCA finished construction on The Neely Cat Center and on the Critter House. The Capital Campaigns for both the Animal Care Center and The Neely Cat Center are closed.

Cats and kittens that need our care are sheltered in a state-of-the-art facility with two community rooms. Underage kittens and nursing cats have a place with us before they go to foster homes.

Our other “critters” (rabbits, pocket pets, amphibians, reptiles and some birds) have their own dedicated space where they receive the specialized care they need.

As an open door shelter, PHS is well prepared for any animal that needs our care. After all, the animals are the heart and soul of PHS.

Our programs have responded to the expansion successfully. Our cadre of volunteers contributed 42,030.5 hours to help the animals, which is an equivalent of 21 full time employees!

The Shelter Shop, at the end of 2015, began a pilot program to offer boarding for cats.

The Wellness Vaccination Clinic provided 13,428 vaccinations and 1,762 microchips for pets throughout Los Angeles.

Our Adoption/Placement rate was 99.9% for cats and 99.4% for dogs.

The staff at PHS is an exemplary group of dedicated animal lovers. Their work, your support and contributions from volunteers and donors made 2015 a very successful year!

ADOPTIONS

adoptions & placement

The Pasadena Humane Society & SPCA is the perfect place to find the newest addition to your family.

In 2015, 4,305 animals found new homes or were placed with one of our rescue partners, an increase of 14% from 2014.

Our adoption counselors adopted 3,192 into new homes, a 17.5% increase from 2014.

Among the adopted animals are 1,570 cats, 1,383 dogs, 111 rabbits, 18 hamsters, 13 guinea pigs, 11 chickens, 7 turtles, 6 tortoises, 5 rats, and 1 mouse.

In July 2015, a new adoption partnership was formed with Pet Food Express in Pasadena. The retail store can showcase up to 12 cats at a time. 78 cats were adopted from this location in just six months.

The adoption/placement rate for cats was 99.9% and 99.4% for dogs. PHS is very close to its goal of 100% placement of adoptable animals.

rescue

We placed 1,113 animals with our rescue partners in 2015, an increase of 5.2% from 2014. Our strong alliances with rescue groups help us give animals a third chance at finding a good home.

In addition to 216 cats and 293 dogs, rescue groups helped PHS with 37 turtles, 35 chickens, 23 rabbits, 12 ducks, 5 guinea pigs, and 1 tortoise, among other animals, including wildlife.

Rescue partners have extended our borders throughout the United States by welcoming and adopting PHS animals. In 2015, we formed a new partnership with Santa Fe Animal Shelter in New Mexico, which welcomed 26 cats.

foster

The PHS Foster Program was developed in 2014 to save the lives of very young animals in need of extra care outside shelter walls. Animals in the foster program are cared for off-site by PHS Foster Parents until they meet the minimum adoption age and weight requirements mandated by the state. The Neely Cat Center has a dedicated nursery for young animals to be housed while they wait for foster pick-up.

PHS saw a 100% placement rate for healthy animals returning from foster homes, including nursing moms. 406 nursing moms, kittens and puppies went through the program with an additional 120 underage kittens and 10 nursing cats going to rescue, an increase of 52.7% from 2014.

PROGRAMS

humane education

In 2015, the Humane Education department focused on expanding existing programs and developing new ones.

Barks and Books, our literacy program, has increased to 17 libraries. The Pet-Assisted Therapy program now visits 15 different sites in surrounding areas.

The Humane Education department led 85 campus tours for school children, girl scouts, and other groups, and gave 28 offsite presentations in the community.

Newly launched in 2015, our Summer Program for Students welcomed students between the ages of 12 to 15 for a weeklong, hands-on learning experience at the shelter.

The PHS Docent program is also new to 2015. Volunteer docents are available to assist visitors in our kennels Tuesday, Saturday and Sunday.

wildlife

Our Federal Permit allows us to possess and rehabilitate birds that are protected under the Migratory Bird Treaty Act, including, but not limited to, Crows and other corvids, Mourning Doves, Band Tailed Pigeons and various birds of prey.

The Wildlife Department rehabilitated and released or transferred 1,753 wild birds and mammals in 2015, the majority of them orphaned young. Thanks to seasonal staff and interns, care and triage was available to wild

animals thirteen hours a day, seven days a week during spring and summer. Partnerships with new wildlife rehabilitators and exotic animal veterinarians proved beneficial to our animals under rehabilitation.

Public outreach and education continued to be a focal point for the department. Residents are welcome to call the Pasadena Humane Society to receive tips and learn how to humanely co-exist with urban wildlife.

mobile outreach

The prime directive of Mobile Outreach is to inform the public about PHS services, represent PHS at community public and private events, and facilitate adoptions. During 2015, The Mobile Outreach Unit, PHS's "Shelter-on-Wheels," attended 130 events, a decrease of 17 events from the previous year.

The Mobile Outreach Unit attended six school or after-school events where the Mobile Coordinator gave a presentation and students met shelter dogs. The Mobile

Unit also transported dogs on Shelter School "field trips" throughout the year and took PHS Health Staff to a vaccination clinic in Monrovia in June.

Over 300 dogs and cats were taken to a variety of Mobile events in 2015. 100% have been adopted or sent to rescue.

The more than 70 Mobile Unit volunteers have donated over 5,000 volunteer hours. Monetary donations taken in at Mobile Outreach events for 2015 totaled \$3,001.87.

PROGRAMS

community relations

The Community Relations Department continues to use traditional and social media, the PHS website, and various print and digital publications to connect animal lovers with adoptable pets and to the services and programs we provide for the community.

This year, PHS launched a fully redesigned, responsive website. New features include an easy to navigate search menu, an “In Your City” page for residents of our service cities, and a growing pet resource library.

The Community Relations department hosted media for NBC’s “Clear the Shelters” adoption event and KTLA’s “Take 5 to Care” adoption and donation drive, new for 2015.

In 2015, the department ran an outdoor advertising campaign at the Paseo in Pasadena and Americana in Glendale to promote our low-cost spay and neuter services.

volunteer department

PHS volunteers completed a total of 42,030 hours and 30 minutes of service in 2015. That is equivalent to 21 full-time employees working 40 hours per week, 50 weeks a year.

In 2015, volunteers participated in all areas of the shelter and helped at the Golf Tournament, San Marino Motor

Classic, Wiggle Waggle Walk and the KTLA Take 5 to Care Adoption and Donation Drive. The volunteer response for the KTLA event was overwhelming, and those who participated enjoyed themselves and would love to do it again.

SUPPORT

development

In 2015, gifts to our Annual Fund totaled \$6,480,433, \$2,421,007 was donated to the *Campaign to Save Lives*, \$617,003 was donated to the *Campaign to Save Cats*, for a total of \$9,518,443 raised for the animals.

Support came from individuals, foundations and corporations in our community who responded to direct

mail appeals, grant and sponsorship requests, emails, newsletters, in-kind donation drives, special events and community fundraisers, and our Affiliate, Company Matching Gift, Constant Companions, Heroes Circle, Online Giving, Planned Giving, Tribute and Memorial, Vehicle Donation, and Workplace Giving programs.

special events

Our special events and community fundraisers were successful and effective in providing a fun and interactive opportunity to help the animals and raised \$700,610 in 2015.

Our two signature events raised \$278,314 in April for the 16th Annual Doglegs, Birdies and Eagles Golf Tournament and \$294,988 in September for the 17th Annual Wiggle Waggle Walk in Brookside Park.

We are especially thankful for the numerous community fundraisers that were organized to support PHS. Our largest community fundraiser, the 5th Annual San Marino Motor Classic at Lacy Park, donated a portion of the event proceeds in the amount of \$100,000.

Our generous new and returning supporters hosted a variety of creative community fundraisers this year that raised \$27,309 and truckloads of in-kind donations. These fundraisers ranged from donation drives, restaurant promotions, hosted birthday parties and much more.

Although our donors chose to give in ways that were most meaningful to them, they all shared the same desire to save the lives of animals in our community.

Pasadena Humane Society & SPCA is grateful for the commitment and generosity of the community that gave over 23,000 donations in 2015.

SERVICES

animal enrichment & training

The Behavior & Training Department continues to expand our programs for both the animals in our shelter and in the community. The Agility and Nose Work classes gained in popularity and accounted for 5 of 90 classes held on campus. Our puppy classes continued to grow and, in 2015, the average number of enrollees with each class doubled from 10 to 20 puppies.

Offering on-site and in-home private training sessions generated an additional \$5,458 for the organization. The National Association of Canine Scent Work rented The

Education & Training Center for two, four- day courses bringing in \$3,000 in rental fees and dog trainers from as far as Australia and Canada to PHS.

The monthly Cat & Rabbit Nail Trimming Clinic brought in over \$5,000 and averaged 40 cats and rabbits per clinic. Our cat behavior specialists now offer cat behavior phone consultations and in-home private trainings. The Cat Off-Site Enrichment Program expanded with a new location in Pasadena, bringing in 30 new volunteers to help care for the cats at Pet Food Express in Pasadena.

the shelter shop

What you spend here, helps here. The Shelter Shop carries quality food, treats and toys for companion animals. In 2015, the Shelter Shop generated \$539,918.20 in sales.

The Shelter Shop is open seven days a week, has competitive pricing, free underground parking and carryout assistance. Proceeds from the Shelter Shop benefit the Pasadena Humane Society.

boarding

The Pasadena Humane Society offers boarding for dogs between six months and ten years old. Dog Boarding is managed by the Shelter Shop. In 2015, we began offering

the playtimes every day of the week and on holidays. In 2015, 1,744 dogs boarded in our kennels, generating \$143,763.

wellness clinic

The Wellness Clinic provides affordable spay/neuter surgeries and low-cost vaccinations to protect pets from disease. In 2015, our veterinarians spayed or neutered 3,861 animals, including 1,920 dogs, 1,903 cats and 38 rabbits, an increase of 44.9%. Free spay/neuter is offered

for pit bulls, chihuahuas and their mixes residing in our service area. Residents of our service area can also take advantage of our no-cost trap-neuter-return program for feral cats.

vaccination clinic

Our vaccination clinic is held twice a week and is open to residents of all cities. The clinic books up weeks in advance and will be expanded in the coming year. In

2015, the total number of vaccines administered and microchips implanted was 15,190, an increase of 39%.

FINANCIALS & STATISTICS



annual fund revenue statement

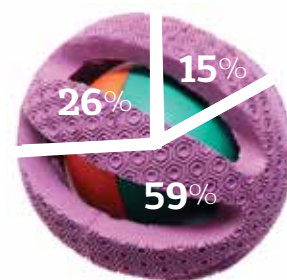


EXPENSES **\$9,183,027**

Support Services	\$3,371,760	37%
Outreach Services	\$1,064,741	12%
Animal Care and Control	\$3,795,227	41%
Fundraising	\$951,299	10%

INCOME **\$10,971,694**

Shelter Services	\$1,598,886	14.57%
Fundraising	\$6,480,433	59.07%
Animal Care and Control	\$2,892,375	26.36%



The above numbers are based on operations and do not include activity from investments and other campaigns.

field services

TOTAL CALLS **35,960**

98.5 calls every day!

intake

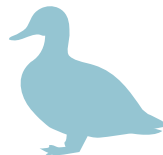
11,870

(3.4% increase from 2014)

dogs **3,781**
(decrease of 7.5%)

cats **3,292**
(increase of 7.4%)

others, including wildlife **4,797**
(increase of 10.8%)



pets reunited with
their families (RTO's)

1,539

(7% decrease from 2014)

dogs **1,360**
cats **150**
others **29**

volunteers

volunteers contributed **42,030 & 1/2 HOURS**
(equivalent to 21 full-time employees)

FINANCIALS & STATISTICS

adoptions

3,192

(17.5% increase from 2014)

cats **1,570**
 dogs **1,383**
 rabbits **111**
 others **128**



pets placed with adoption partners or other sheltering agencies

1,113

(5.2% increase from 2014)

cats **216**
 dogs **293**
 others **604**

licensing

PHS provides dog licensing services for 8 of its services cities and cat licenses for one city.

CITY	LICENSES SOLD	TOTAL \$
Arcadia	3,351	\$49,675
Bradbury	116	\$3,895
La Cañada Flintridge	2,273	\$32,467
Monrovia	2,778	\$79,931
Pasadena	8,262	\$143,259
San Marino	1,106	\$29,745
Sierra Madre	1,119	\$20,338
South Pasadena	1,510	\$22,215

adoption placement rate

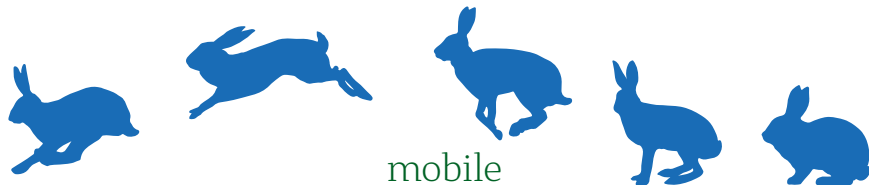
99.9%

CATS

&

99.4%

DOGS



mobile

315 (100%)

dogs taken out on the mobile outreach van were adopted or sent to one of our rescue partners.

FINANCIALS & STATISTICS

wildlife rehabilitation & release

209

birds rehabilitated and released

355

birds transferred to other facilities

1,063

mammals rehabilitated and released

45

mammals transferred to other facilities



SNiP

(Spay Neuter in Pasadena)

total animals

3,861

(an increase of 44.9%)

male dogs 1,011

female dogs 909

TOTAL DOGS 1,920

male cats 876

female cats 1,027

TOTAL CATS 1,903

male rabbits 28

female rabbits 10

TOTAL RABBITS 38

the shelter shop

\$539,918

gross sales

\$346,782

cost of sales

\$193,137

net sales

boarding

number of dogs

1,744

(an increase of 32.6%)

boarding income

\$143,763

(an increase of 12.4%)

wellness vaccination clinic

total

15,190

(an increase of 39%)

vaccines **13,428**

microchips **1,762**



euthanasia

2,829 total

2,817 animals euthanized for behavioral or health reasons, age, or irremediable suffering, which includes 263 dogs, 1,078 cats, and 1,488 other animals (a decrease of 2.9%).

adoptable/placeable animals euthanized for space

10 dogs and 2 cats

(a decrease of 25%)

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