



WILL & CHARLIE THORELL  
*with Molly*

PASADENA HUMANE SOCIETY & SPCA  
**2017 ANNUAL REPORT**



**JULIE BANK**  
*President & CEO with Tucker*

## >>>>> 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.



**CAROL KIRBY**  
*2017 Board Chair with Higgins*

## 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.



**MAY HUANG**  
*Volunteer with Shadow*

## 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.



**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.

# HUMAN-ANIMAL BOND



“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.



**PRESTON LOPEZ**

*Helping Paws Coordinator with Charlie*

## 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.



**THOMAS NG**

*Animal Control Officer with Whiskers*

## 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.



**JESSICA POWELL**

*Behavior Coordinator with Scout*

# MIRACLE

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.



**RILEY**  
*1-year-old terrier mix*

## 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.



**MAX AND JOJO**  
*6-week-old brown tabby kittens*

## WILDLIFE

We encourage peaceful co-existence 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.



**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.

# ENGAGEMENT

“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 MEMORY: EDGAR

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.

# ADVOCACY

“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.*

## 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.



**STELLA**

*2-year-old domestic shorthair*

## 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.



**WILBUR**

*adult rabbit*

## 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.



**PAIGE**

*3-year-old pointer mix*



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Thank you to the generous donors who supported Pasadena Humane Society & SPCA in 2017:

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**CONNIE CHEN**  
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WITH ROSE





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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.*



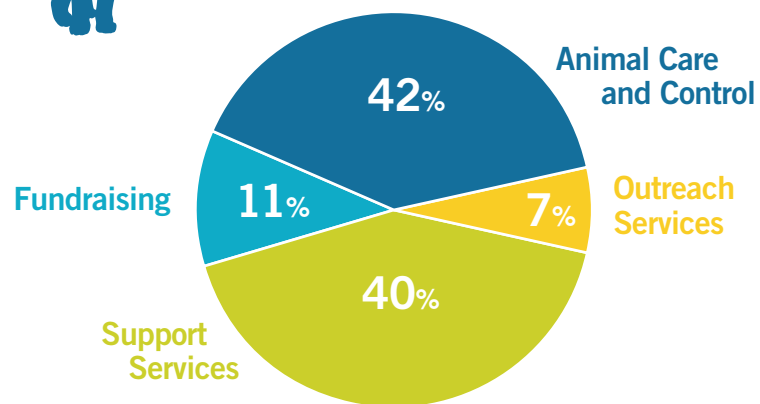
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# >>>>> 2018 FINANCIALS

## REVENUE STATEMENT



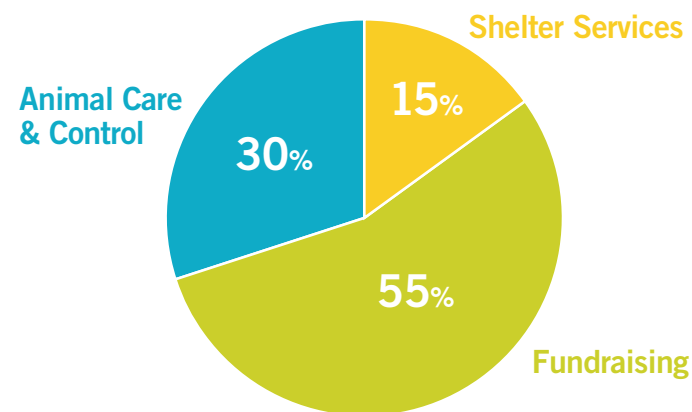
EXPENSES TOTAL  
**\$10,376,698**



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\***

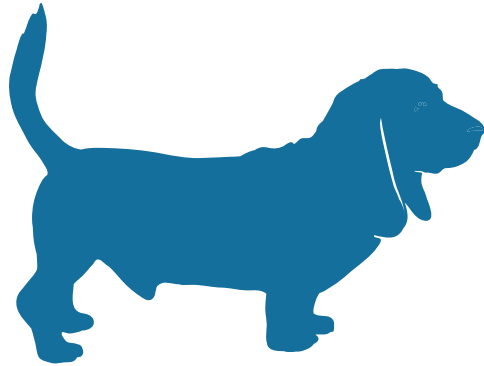


Shelter Services .....	\$1,861,795	15%
Fundraising .....	\$6,995,752	55%
Animal Care and Control ...	\$3,741,513	30%

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

# INTAKE



TOTAL LIVE INTAKE  
**12,614**

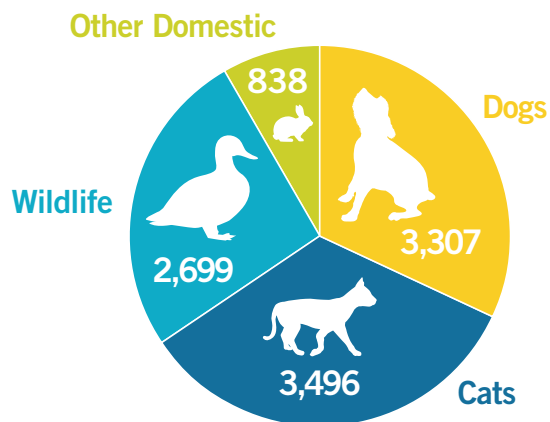
PERCENTAGE CHANGE FROM PREVIOUS YEAR  
**+10%**



# TOTAL LIVE INTAKE

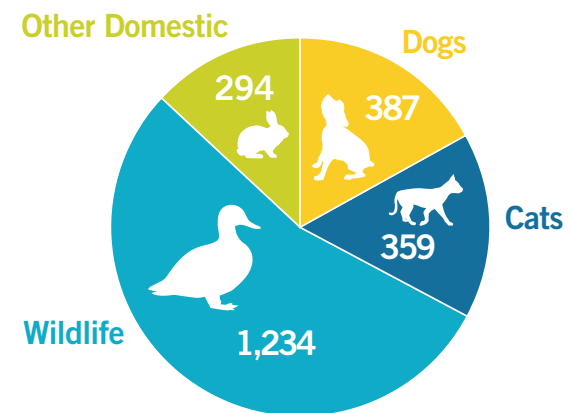
**10,340**

TOTAL LIVE INTAKE FROM 11 ANIMAL CONTROL CONTRACT CITIES

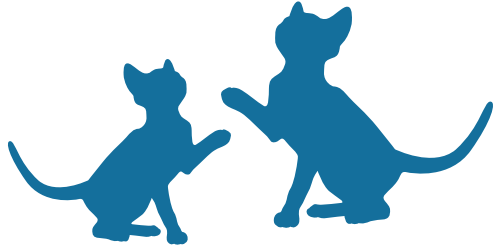


**2,274**

TOTAL NUMBER OF ANIMALS TRANSFERRED TO PHS FROM PARTNER ORGANIZATIONS

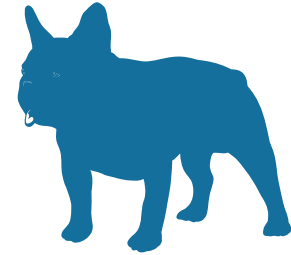


# PLACEMENT RATE OF ADOPTABLE ANIMALS



CATS  
**100%**

DOGS  
**100%**

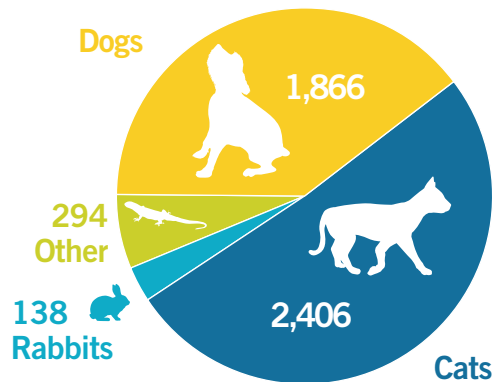


## PLACEMENTS

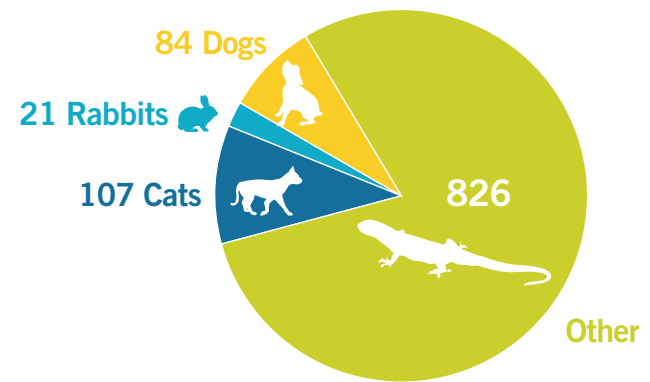
TOTAL PLACEMENTS  
**5,742**

PERCENTAGE CHANGE FROM PREVIOUS YEAR  
**+23%**

**4,704**  
TOTAL ADOPTIONS



**1,038**  
TOTAL TRANSFER OUT

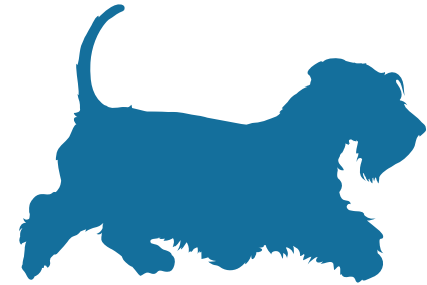
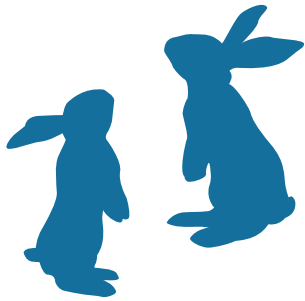


# FIELD SERVICES

TOTAL CALLS  
**35,852**

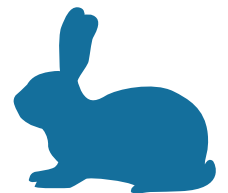
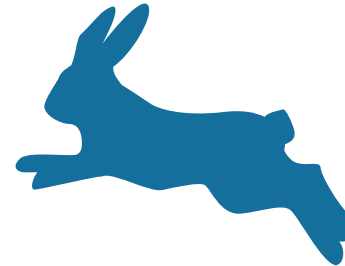
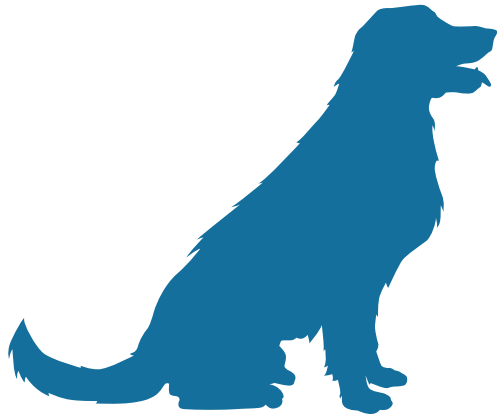
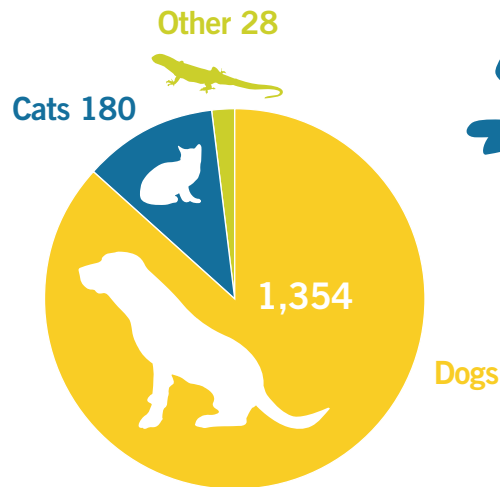
AVERAGE NUMBER OF CALLS EACH DAY

**98**



# PETS REUNITED WITH THEIR FAMILIES

**1,562** TOTAL

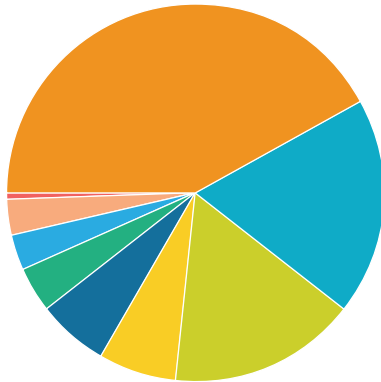


PERCENTAGE CHANGE FROM PREVIOUS YEAR

**+0.5%**

## WELLNESS SERVICES

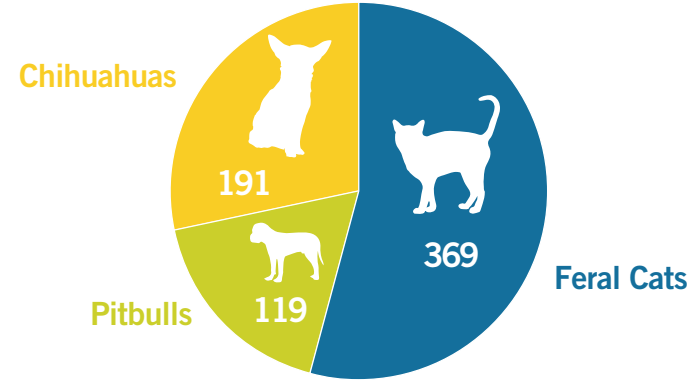
**18,976** TOTAL



- **8,006** VACCINES
- **3,513** SPAY/NEUTER SURGERIES
- **3,037** MICROCHIPS
- **1,270** DEWORMERS
- **1,162** NAIL TRIMS
- **764** FELV/FIV TESTS
- **579** FLEA PREVENTION
- **577** BLOODWORK
- **68** OTHER SERVICES

## SUBSIDIZED SURGERIES

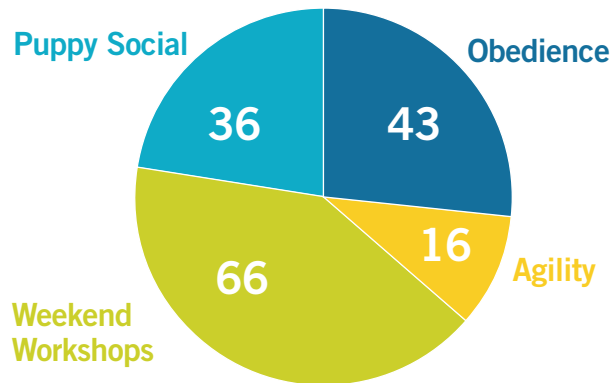
**679** TOTAL



PHS offers free/spay neuter surgery for pitbulls, Chihuahuas and community cats residing within our 11 animal control contract cities.

## TRAINING

**161** TRAINING CLASSES  
**1,322** NUMBER OF DOGS ATTENDED



## HELPING PAWS

**57** PEOPLE SERVED

**93** PETS SERVED

## VOLUNTEERS

**1,354** VOLUNTEERS GAVE  
**73,187.30** VOLUNTEER HOURS  
 Equivalent to **35** full time employees



## MOBILE OUTREACH

**102** mobile outreach events

**5** mobile wellness clinics

**433** vaccines; **44** microchips;  
and **14** licenses given at mobile wellness clinics

## HUMANE ED

**1,166** Kids for Animals

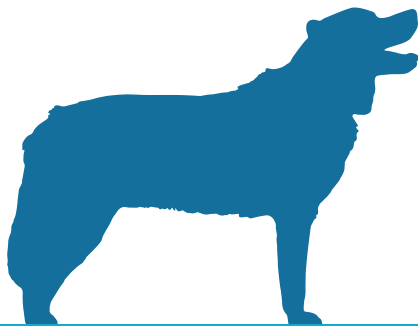
**124** participants in Animal Adventurers

**102** participants in Critter Camp

**45** campus youth and scout tours

**19** Barks & Books Libraries

**136** Pet-Assisted Therapy Visits



## SOCIAL MEDIA FOLLOWERS



**32,251**



**5,053**



**8,382**



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Ruthie Hughes  
*Vice President of Administration*

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*Vice President of Development*

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**JOAN AQUINO MONTEROSSO**  
DIRECTOR OF CARE & FACILITIES  
WITH MOLLY AND CHARLIE