

courage through crisis

2020 IMPACT REPORT



PASADENA HUMANE



DEAR FRIEND,

It's hard to look back on 2020 without experiencing a mixed range of emotions. I feel deep sorrow for the personal loss, financial hardship and social injustice faced by so many people in our community and beyond. At the same time, I feel an enormous sense of encouragement and hope.

In this report, you will learn about the many ways your support helped Pasadena Humane adapt and change during this incredibly challenging year. We courageously faced seemingly insurmountable obstacles and came out stronger and better able to serve the animals and our community.

One of our biggest achievements in 2020 was opening an Animal Resource Center, backed by expert telephone support and a wide range of online education. Our goal is to provide the community with the information and help needed to resolve problems and, hopefully, prevent animals from having to come into the shelter, whenever possible.

If someone finds a litter of orphaned kittens, our foster team provides support so families can foster these babies until they are old enough for adoption. If someone locates a lost pet, we help reunite the pet with its owner. If a pet owner is in crisis, we connect them to resources, such as free food through our Pet Food Bank, temporary boarding, and our free animal behavior helpline.

Our work doesn't stop with companion animals. Concerned community members can connect with a wildlife expert, using our wildlife helpline. Not sure what to do with a baby bird who fell out of its nest? We will walk you through how to reunite an animal with its mother. And if a wild animal is truly orphaned, injured or sick, these animals can be brought to the shelter for care and rehabilitation, with the goal of releasing them back into the wild.

We've helped thousands of animals and pet owners throughout the pandemic, and the truth is that we could not have done any of this without you. I am so grateful to each and every one of you. Despite all the hardships of the past year, you continued to create a more humane and compassionate community for all animals.

Thank you for your love of the animals and for your support.

With heartfelt appreciation,



Dia DuVernet
President & CEO
Pasadena Humane



“Despite all the hardships of the past year, you continued to create a more humane and compassionate community for all animals.”



we are
essential

In April 2020, staff, volunteers and supporters joined together for a drive-by celebration of our Animal Control Officers who have worked on the front lines throughout the COVID-19 pandemic.



heroes in uniform

Animal Control Officers rescued fifteen dogs and five cats from a Pasadena apartment fire in September. Three cats were rushed back to our medical clinic for oxygen treatment before reuniting with their owner. Animal Control also assisted at Red Cross evacuation sites during the Bobcat Fire.



foster families to the rescue

When the pandemic hit in March, we put out an urgent call for new foster volunteers. Hundreds of community members raised their hands to help, and we placed every eligible dog, cat, and critter into a foster home within a couple of days. **LOLLIPOP** and her 8 kittens, pictured here, spent time in a foster home before getting adopted.



a new way to adopt

To meet the safety needs of our staff and the public, we created a hybrid virtual and in-person adoptions process where our expert counselors match adopters with a pet that fits their lifestyle. **GUMBO**, pictured here, was one of the first pets to be adopted via our updated adoption process.



temporary shelter

Staff remained onsite throughout the pandemic to ensure that every animal that came through our doors was treated with compassion and care. Animals like **TIERRA**, pictured here, enjoy spending time with staff members before being adopted into loving homes.



lifesaving medical care

Our dedicated team continued to provide high-quality medical care to all animals in need, including this badly injured turtle with a life-threatening crack to her shell. A shelter veterinarian fashioned metal strips to hold her shell together, allowing it to properly heal.

A photograph showing two people in dark blue scrubs and face masks working outdoors. They are standing next to a metal cage on a table, which is covered with a pink towel. Inside the cage, a cat is visible. The background features a concrete wall with hanging green plants.

helping our community's cats

In July, we hosted a five-day Trap-Neuter-Return-Monitor (TNRM) event where nearly 600 community cats from around Los Angeles County were spayed/neutered, vaccinated, and ear-tipped. TNRM helps improve the lives of community cats, curbs nuisance behaviors and reduces the number of kittens born on the streets.



a safety net for pet owners

The number of pet owners in crisis rose during the pandemic and we were there to support them with programs like emergency boarding, veterinary vouchers, and free behavior consultations. At the beginning of the pandemic, our Pet Food Bank pivoted to a drive-through model to keep people safe and ensure that no pet would go hungry.



new digs for wildlife

In December, we began renovations to create the Sandra J. Goodspeed Wildlife Center. The new center will include a nursery with incubators, as well as a radiology and surgical suite where our veterinary staff can diagnose and treat a variety of medical conditions in birds, mammals and reptiles with the ultimate goal of returning them to the wild.

going virtual

When the pandemic hit, we moved all of our in-person events and community programs online with a new series of webinars, social media engagements, and re-imagined fundraisers. In April, Instagram followers tuned into a special live from our kitten nursery to learn more about caring for orphaned kittens and becoming a kitten foster.

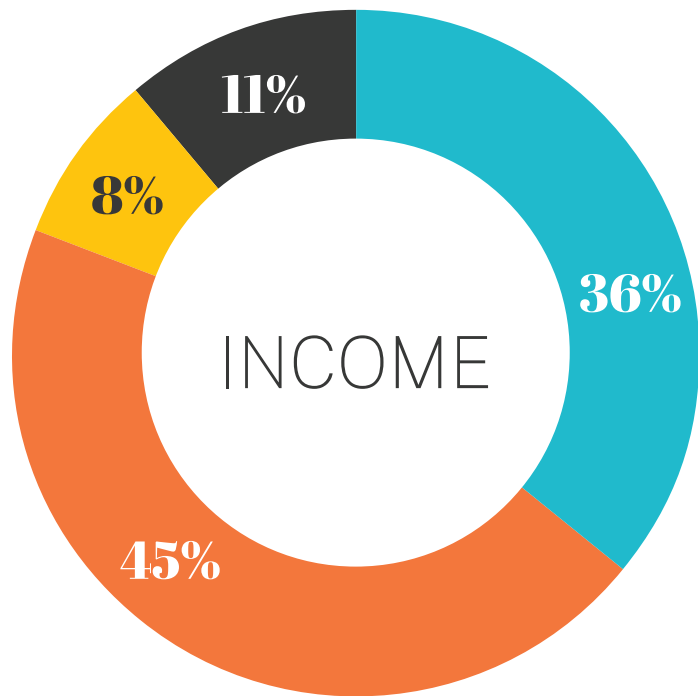


A photograph of two young girls sitting at a wooden table, engaged in a watercolor painting activity. The girl on the left, with long dark hair, is focused on painting a green animal on a piece of paper. The girl on the right, with long reddish-brown hair, is also painting a similar animal. The table is covered with a green plastic tablecloth and is cluttered with various art supplies, including watercolor palettes, brushes, a cup of orange paint, and a pair of scissors. A laptop is open on the right side of the table, displaying a video call with a woman. In the background, a grey sofa and a wooden coffee table with more laptops are visible, suggesting a home environment.

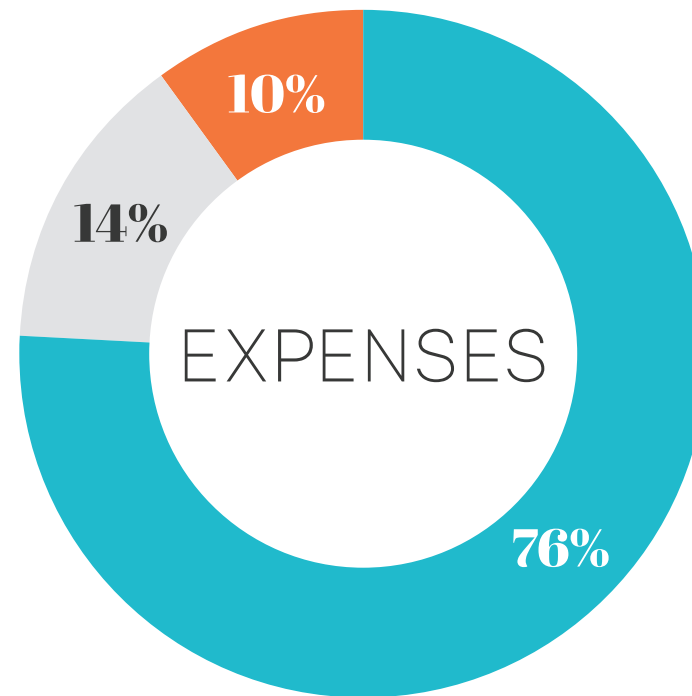
kids for animals at home

As school moved online, so did our humane education programs for young animal lovers. Kids across the region learned about animal care in our after-school Kids for Animals Club, explored the world of working with animals in our Careers in Animal Welfare series, and painted along during our monthly Wildlife in Watercolor workshop.

2020 financials



Program Fees & Contracts	\$4,589,772	36%
Fundraising	\$5,765,326	45%
Investment Income	\$945,864	8%
PPP Loan (Forgiven)	\$1,422,000	11%
TOTAL	\$12,722,962	100%



Programs & Services	\$10,173,251	76%
Administration	\$1,929,748	14%
Fundraising	\$1,377,727	10%
TOTAL	\$13,480,726	100%

NET RESULT: -\$757,764

* Derived from internal financial statements that have not yet been audited

** Does not include unrealized gains on investment portfolio

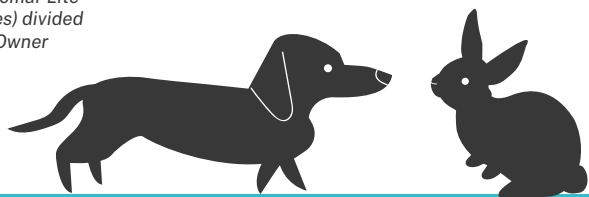
2020 shelter stats



In 2020,
we placed
100%
of healthy &
safe animals.

LIVE
RELEASE
RATE
91.5%
(DOGS, CATS
& CRITTERS)

The Live Release Rate was
calculated using the Asilomar Lite
formula of (Live Outcomes) divided
by (All Outcomes minus Owner
Requested Euthanasia).



COMPANION ANIMAL

ADMISSIONS

3,472

ADOPTIONS & PLACEMENTS

2,545

RETURN TO HOME

698

Visit pasadenahumane.org for the full list
of 2020 animal intakes and outcomes.

WILDLIFE

INTAKE

1,379

OUTCOMES

RELEASE

215

TRANSFERRED

205

NON-LIVE OUTCOME

959

WILDLIFE HELPLINE CALLS & TEXTS SINCE APRIL 2020

1,665

Pasadena Humane primarily admits wild animals
that are sick or injured. We actively seek a live
outcome for any animal that can be rehabilitated
and released back to its habitat. Sadly, others die
while in our care or are humanely euthanized to
prevent further suffering.

VOLUNTEER

VOLUNTEER HOURS SERVED

60,546 HOURS

= **29** FULL-TIME STAFF
MEMBERS

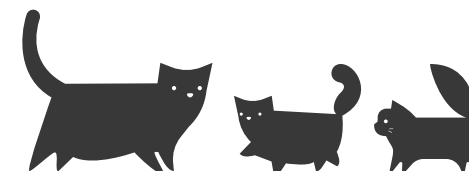
FOSTER

ANIMALS FOSTERED

1,009

ACTIVE FOSTER VOLUNTEERS

759



ANIMAL RESOURCE CENTER

PHONE CALLS

725 /DAY AVERAGE

IN-PERSON APPOINTMENTS

1,101

OUTREACH & EDUCATION

VIRTUAL PROGRAMS REGISTRANTS

11,066

MEMBERS OF OUR KIDS FOR ANIMALS PROGRAM

3,054

WEBSITE VISITORS

828,145

LICENSING

PET LICENSES ISSUED

13,797

FIELD SERVICES

INVESTIGATIONS (Cruelty, Neglect, Abandoned Animals, Municipal Code Violations)

2,274

STRAY PET CALLS

1,536

WILD ANIMAL CALLS

1,641

NOISE COMPLAINTS

283

PETS REUNITED WITH OWNERS IN THE FIELD

219

BEHAVIOR & TRAINING

VIRTUAL, PHONE & EMAIL CONSULTATIONS

742

HEALTH & WELLNESS

COMPANION ANIMAL SPAY/NEUTER

2,704

COMMUNITY CAT TNRM SURGERIES

1,405

MICROCHIPS IMPLANTED

2,922

TELEMEDICINE CALLS

471

HELPING PAWS PET SAFETY NET PROGRAM

PET FOOD BANK

714 PETS ACTIVELY
ENROLLED

33% INCREASE
IN DEMAND

FEE-WAIVED & SUBSIDIZED SPAY/NEUTER SURGERIES

150

FEE-WAIVED VACCINES

232

FEE-WAIVED MICROCHIPS

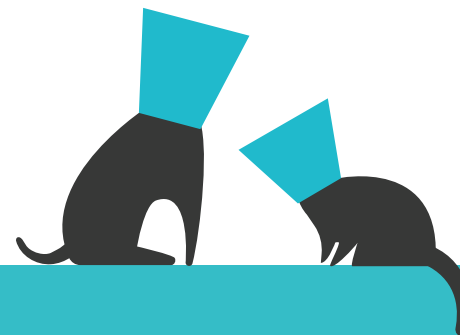
69

TEMPORARY BOARDING

28 PETS

VET VOUCHERS

11 PETS



PASADENA HUMANE 2020 DONOR LIST

THANK YOU to the
generous donors who
supported Pasadena
Humane in 2020

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MISSION

To lead the way toward a compassionate
and caring community for all animals.

OUR VISION

Companion animals reside in loving homes.
Communities respectfully coexist with wildlife.

AWARDS



**BEST LOCAL
NONPROFIT/CHARITY**



**BEST ANNUAL EVENT
Wiggle Waggle Walk**