Thankful
Dear Friends of the San Francisco SPCA,

Eclectic, innovative, trendsetting, compassionate—we think differently in this City by the Bay, and always have. We are unflappable advocates and have given rise to much social justice and political change, locally and globally. At the San Francisco SPCA, we’re grateful that our hometown is one of the most humane in the nation. San Franciscans have so strongly supported our mission to end animal abandonment by 2020 that San Francisco is ranked among the safest major cities for dogs and cats in the country. We’re influential, too. What we do here benefits animals far beyond our city limits.

The SF SPCA shares many of the city’s attributes, and always has. We, too, have persevered as advocates for the rights of the underdog—literally—and we also embrace innovation. In the shelter, we use innovative technology—like electronic kennel cards—to provide potential adopters with details about available animals. We adopted technology that gives our Call Center real-time access to problem-solving information that helps callers keep their pets instead of surrendering them to the shelter.

And technology is not all that’s innovative at the SF SPCA. We’re achieving our goals with a number of groundbreaking programs. While expanding our hospital services, we’ve also provided much-needed medical care to animals in underserved neighborhoods, implemented best practices in caring for shelter animals, enriched our Animal Assisted Therapy and community-building efforts, and taken Humane Education into classrooms. What could be more forward-thinking than to educate the next generation of San Francisco’s animal advocates?

I’m especially impressed by our legal advocacy on behalf of animals throughout California. In 2016, our support of Assembly Bill 2505 helped end the euthanizing of animals using carbon dioxide gas, statewide—one of many victories. Our partnerships have been equally effective. Since 2013, we have helped our sister shelter in Stockton raise their live release rate from about 30 percent to nearly 80 percent—saving the lives of 10,000 animals. Now that’s having a good influence!

Other organizations might rest on laurels like ours, but we’re aspirational—each success spurs the next. We have an amazing team of volunteers and staff. And although I appreciate everyone’s dedication, I want to thank one person in particular, Jason Walthall, who will be leaving the Society in November 2016 after eight years, six of them as Co-President. During his tenure, Jason has contributed to our progress in countless ways—from overseeing major building improvements to spearheading our merger with Pets Unlimited to establishing world-class business practices and fueling our fundraising engine. In large part because of Jason’s guidance, our finances are stable and transparent and our revenue continues to increase, helping us earn top marks from both Charity Navigator and GuideStar. Jason’s strategic leadership has also helped us double our reserves and grow our donor base.

Most importantly, with Jason and his fellow Co-President Dr. Scarlett at the helm, we’ve been able to improve the lives of animals exponentially. Jason will be missed, but I’m happy to announce that the board has appointed Dr. Scarlett as President. I’ve no doubt that Dr. Scarlett, with her strong vision and exceptional knowledge of veterinary medicine, will continue to lead us forward.

On behalf of the Board of Directors, let me say how proud we are of all that the SF SPCA has achieved. It’s taken vision and dedication to bring us to this juncture. We are in a better position than ever to end animal abandonment, and thankfully, we have a phenomenal city like San Francisco to help us seize the moment.

With gratitude,

Derek L. Dean
Board Chair
Sit, Stay, Love.

Overpopulation, animal surrender, inhumane treatment, medical or behavioral neglect—these are the challenges animal welfare organizations face. Humane Education Manager Maggie Amiano likens these issues to a faucet that must be turned off if we’re to end animal abandonment by 2020. And from Maggie’s perspective, even if we manage to turn off this faucet, there’s only one way to make sure it stays off—and that’s to bring humane education to San Francisco’s schools.

So three years ago, the Humane Ed team began reaching out to the city’s low-income and Title 1 schools. The initial program booked up quickly and in the first year reached nearly 4,500 students. Terrific! But the home team was maxed out, and there were still hundreds of classrooms to reach. The solution? A volunteer program for grades K-2 called Sit, Stay, Love.

Humane Ed found no shortage of volunteers and partnered with nonprofit RedRover Readers, which trains volunteers to read empathy-based children’s books in the classroom. Volunteers read to students about animals facing challenges, asking the students questions and having them collaborate on humane solutions.

Classrooms also host a variety of animals, helping children replace any fear they might have with love. “It’s easy to love bunnies or kitties,” says Maggie, “but pigeons are animals even some animal lovers don’t like. Kids see them everywhere in the city. They might even witness adults chasing them away. These sweet creatures with their beaks and dinosaur-like feet need compassion, too.” Humane Ed saw that if you house and care for a few of these birds in an aviary in a second-grade classroom for a week of animal camp, you can change a majority of seven-year-old minds.

Now, Humane Ed plans to reach all of the city’s 630 K-2 classrooms, ensuring that the norm for San Francisco’s next generation is to take responsibility and care humanely for all the animals on the planet—even pigeons.

Number of school children reached by Humane Ed:

- 3,977 children in 2011
- 7,865 children in 2016
- 16,000 children Soon
We couldn’t do what we do without our volunteers.

Our volunteers’ contributions at the San Francisco SPCA are invaluable. Thank you, volunteers, for supporting our mission with everything you do—from adoption matchmaking to Animal Assisted Therapy visits to Mobile Vaccine Clinics, and so much more.

Jacqueline Pittel
Home Turf: NOPA
Years in San Francisco: 5
Joy of Volunteering: The SF SPCA reminds the community, the staff, and the volunteers of the important things in life, like unconditional love and the resilience of animals.

About SF SPCA Animals: I made the decision not to have my own pet because I can help so many more animals by giving my time and energy to the shelter animals.

Jessica Luu
Home Turf: Nob Hill and Chinatown
Years in San Francisco: Born and raised
Joy of Volunteering: First, as a dog walker and socializer at the Pacific Heights Campus and now, as a Shelter Medicine volunteer.

About her former roommate Lola: An enlightened mini American Eskimo, she wears her “thinking face” anytime she encounters something new.

Dan Spiegle
Home Turf: Candlestick Point
Years in San Francisco: 2+ years
Joy of Volunteering: Originally a cat socializer, then an adoption matchmaker, but I love my volunteer career as a weekend cat feeder most.

About Gladys, Abner, and Samantha: Dan describes his trio of felines as protective, affectionate, and curious, respectively.
How many volunteers does it take to make San Francisco one of the safest cities for cats and dogs in the country? 1,728 (every month), contributing 175,725 hours a year, 13 percent more than last year.

**Sue Chee**  
Home Turf: The Castro  
Years in San Francisco: All my life  
Joy of Volunteering: I love to walk into a room with a therapy dog and have someone who’s in a wheelchair or a bed say, “You just made my day.”  
About Herbee, who’s in the Puppy Dog Tales program: He’s shy but he sings, albeit off-key.

**Caroline Doyle**  
Home Turf: Pacific Heights  
Years in San Francisco: 3  
Joy of Volunteering: All the love and care that’s given to the animals.  
About Foster Kitty Oliver: He likes to hang out on shoulders like a parrot on a pirate ship.

**Laurie Yamamoto**  
Home Turf: Noe Valley  
Years in San Francisco: 20  
Joy of Volunteering: The role I play in preparing dogs for adoption.  
About Pet Darla: She’s a sweet, clever, mischievous rascal.
How a little innovation is keeping a lot of pets with their people.

The San Francisco SPCA Call Center receives 14,000 calls a month and handles everything from emergency triage to booking hospital visits to providing callers with the tools and resources to keep their pets in their homes. “Two years ago, our biggest challenges,” says former department manager Lisa Bassi, “were crisis situations where people were ready to give up their pets to the shelter. We had lots of medical and behavioral solutions to offer them, but our only access to this information was on a spreadsheet. It was extremely disheartening to know you had the solution to someone's problem but not be able to locate it.”

Being adapters of innovation, the SF SPCA began to look for a solution to this data problem. A customer relationship management tool from Salesforce was the answer. Soon the Call Center was locating the right problem-solving scripts in the heat of the moment. “There’s an advantage to talking with pet guardians in crisis mode before they come to the shelter,” explains Call Center teammate Kate Cullen. “When you offer support that can solve their problem—whether it be with behavior and training or a medical situation—you have a much better chance of convincing someone on the phone not to give up their pet and to try again.” Kate recalls how all it took for one exasperated family was a five-minute lesson in housebreaking with a crate. Callers like Aron Shafran (pictured right) are guided to our behavior team, who coached her with little Dragon so he could find the confidence to go for walks and climb stairs.

With an efficient way to search and track data, patterns became clear. When dog behavior appeared to be a big reason for surrender in a particular ZIP code, the Community Cares Program offered free training classes in the area. As pet owners and pets graduated, surrenders declined.

Not only did the repurposed technology prevent surrenders and make for happier, more confident pet guardians, the morale at the Call Center soared. “As the information hub of the SF SPCA, the Call Center has always played a critical role,” says Kate, “but knowing that in just a few years, we’ve prevented the surrender of more than 300 pets makes answering those zillion phone calls a joy.”

A record-breaking year.

Programs and services that prevent pets from being surrendered to shelters:

<table>
<thead>
<tr>
<th>Amount</th>
<th>Description</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,161 MILLION</td>
<td>in financial aid, a 6 percent increase, giving families the ability to take care of their pets, thereby preventing surrenders to shelters.</td>
<td>UP 6%</td>
</tr>
<tr>
<td>84,963 MEDICAL EXAMS</td>
<td>were performed, a 7 percent rise from last year and a new record for the SF SPCA.</td>
<td>UP 7%</td>
</tr>
<tr>
<td>$4.58 MILLION</td>
<td>went to Charitable Care, an increase of 13 percent from last year and a new record for the SF SPCA.</td>
<td>UP 13%</td>
</tr>
<tr>
<td>4,496 ANIMALS</td>
<td>attended Behavior and Training classes, marking a 20 percent growth over last year and a new record.</td>
<td>UP 20%</td>
</tr>
<tr>
<td>2,840 ANIMALS</td>
<td>were treated at mobile vaccine clinics, up 23 percent from last year—a new record. Animals treated today with preventive care are less likely to be surrendered for preventable medical issues down the line.</td>
<td>UP 23%</td>
</tr>
</tbody>
</table>
A record-breaking year moving us closer to Vision 2020.

- Veterinary Exams Performed: 53,914 ★
  - 7%
- Adoptions: 5,141 ★
  - 5%
- Animal Assisted Therapy: 108,322 people visited ★
  - 19%
- Humane Education Students: 7,865 ★
  - 8%
- Citywide Live Release Rate: 93% ★
  - 2%
- Animals Treated at Community Cares Free Mobile Vaccine Clinics: 2,840 ★
  - 23%
- Behavior and Training: 4,496 animals served ★
  - 20%
- Animal Intake: 5,455 ★
  - 5%
- Charitable Care: $4.58 million ★
  - 13%

★ = new record!
Our fiscal year in review.

The San Francisco SPCA is ranked as one of the top animal welfare organizations in the country. For the past several years, the independent nonprofit evaluator Charity Navigator has given the SF SPCA its highest rating based on financial management, accountability, and transparency. Consistently well regarded in the Bay Area, we’re also one of the most efficient nonprofits in the nation, with 90 cents out of every donated dollar going directly to support our programs.

This year, our funds from various sources totaled $33 million. That’s an 11 percent increase from last year, and it’s allowed us to fully fund operations without dipping into our reserves. It was a great year, as both hospitals saw significant growth in revenue and number of animals treated. Despite the blow the equity markets dealt us in unrealized capital losses, bequests increased by an equal amount of $1.5 million, making 2015–2016 a strong year.

* Excludes non-cash charges of $2M in depreciation and $1.5M in realized capital loss.
Advocating for the humane treatment of animals.

San Francisco SPCA Development Officer, donor, and adopter Nan Zimmerman says that these days, William—one of nearly 100 animals rescued from a shelter in the Central Valley—happily snuggles on a California King and loves to sit on her lap with his head out the car window, like any other dog. But a few months ago, William’s life was a different story.

Just three hours from San Francisco, on a back road of Coalinga, behind a barbed wire fence, was an animal shelter housed in a concrete structure built by the inmates of an abandoned neighboring prison. Over the years, William and thousands of other animals had come into the City of Coalinga Animal Shelter, and many were euthanized in what was California’s last-known carbon dioxide gas chamber—an inhumane and outdated process. With just two employees, a limited budget, and no access to humane euthanasia drugs, the Coalinga shelter was in dire need of help. But for a tip from another rescue organization, we never would have known.

Armed with this information, the San Francisco SPCA Law and Advocacy department, in cooperation with Assembly Member Bill Quirk and the Humane Society of the United States, jumped into action to introduce California Assembly Bill 2505, closing the loophole that allowed this last California shelter to use carbon dioxide gas to kill dogs and cats. The SF SPCA then partnered with Coalinga shelter staff, providing them with humane euthanasia training and the means to implement a new protocol. The gas chamber in Coalinga was dismantled in June of this year, and the bill was signed into law by Governor Jerry Brown in July, marking two tremendous victories for animals in California.

And that’s how a skittish little dog named William, more confident every day, is now living a wonderful new life with his guardian Nan. Meanwhile, the San Francisco SPCA continues to work with the Coalinga shelter to help improve shelter conditions and to advocate for animals across California.

Here are examples of statewide legislation we supported this year that were signed into state law:

- GAS CHAMBER BAN, AB 2505
- VICIOUS DOG DEFINITION, AB 1825
- REPORT ANIMAL CRUELTY, SB 1200
- HOUSING AND SUPPORT ANIMALS, AB 2760
- RIGHT TO RESCUE, AB 797
- RESEARCH ANIMALS, AB 2269
- BULL HOOK BAN, SB 1062
- PROTECTION OF ORCAS, AB 1453/SB 839

Note: The SF SPCA collaborated with other animal welfare organizations in supporting these state bills. We also advocated for local legislative improvements in San Francisco and in the cities in which we performed outreach, such as Sacramento, Stockton, and Coalinga.
Gina Lee & James Micheltorena  
_Donor and volunteer with adoptable dog Charlize_

Although Gina Lee and her family now live in Sausalito, her heart is still in San Francisco, where she continues to volunteer at the SF SPCA. Gina values the city’s progressive leadership, especially on issues like animal welfare. “I’d love my son, James, to grow up in a world where homeless animals are no longer being euthanized, and I’m proud that the SF SPCA has not only made sure our city has one of the highest live release rates, but has also partnered with other cities, like Stockton, to improve their rates.” After 17 years of weekly volunteering, Gina says she still feels the joy when dogs at the SF SPCA find their forever homes.

Magnificent—that’s how Gina describes her senior princess, Bella, who still fetches the newspaper every morning, hoping for a treat.

Susan Janin  
_Donor with adoptable kitten Crimson_

Russian Hill resident Susan Janin loves the views of the Bay and the climate of the city that she’s called home since 1982, which is when she started supporting the SF SPCA. Being a lifelong advocate of animal welfare programs, Susan loves the SF SPCA Sido program, which ensures that a pet that outlives its guardian and is enrolled in Sido will find its next loving home through the SF SPCA, regardless of the pet’s age or health status. A retired attorney, Susan wishes she could offer more hands-on support to the SF SPCA. “It’s those on the frontline who are the real heroes, but I’m glad I can at least provide some financial support.”

Loving—that’s what Susan calls her cats, Lilly and Sammy. “They’ve seen me through the darkest times and brought joy and laughter to the best of times.”

Celeste Meier  
_Antony Meier Fine Arts  
_Donor and on the SF SPCA Board of Directors with family dog Angus_

Along with its diversity and arts community, high on the list of what Celeste Meier says she appreciates about San Francisco is the sense she has of how people care about one another, and animals. Celeste has great regard for all that the SF SPCA offers people and their pets. For Celeste, the SF SPCA, after nearly 150 years, is testament to the kind of thoughtfulness and natural human kindness that makes this such an exceptional place to live.

“After raising my children, I got my first dog. Angus made me realize that you can love an animal as much as you love your children.”
Jennifer & Alan Petersen
*Donors with family dogs Rey, Coco, and Lilly*

Jennifer and Alan Petersen have lived in Corona Heights for six years, enjoying what Alan calls the neighborhood’s quaint and quirky personality and San Francisco’s dog-friendly nature. The couple can’t say enough good things about the SF SPCA. They’re impressed by the organization’s no-kill mission, by its outreach to other shelters, and by how proactive the SF SPCA is in getting to the root of animal welfare problems through prevention programs. Jennifer talks about being sick last year, when the SF SPCA Animal Assisted Therapy teams visited the hospital. “I had a taste of just how much animals from the SF SPCA can brighten one’s day.”

“We just love dogs”—that’s what these guardians of three have to say about Coco, Lilly, and Rey.

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The Jimenez-Cruz Family
*Donors with family dogs Jake and Max*

Jennifer always thought she and her husband, Mike, would move back to the suburbs after a couple of years, but 14 years later, moving isn’t even a thought. There’s so much keeping them here: from big things like the city’s diversity to small pleasures, such as playing with the dogs at Crissy Field, to going to a Giants game or a farmers market. And they just as readily rattle off the reasons they support the SF SPCA, support that began 11 years ago, when they adopted Max. Jennifer, who generously helped launch the photography program, couldn’t be more impressed with the adorable images that help get pets adopted.

Max’s and Jake’s nicknames sum up their personalities to a T: “Maximum Cuteness of the World and Jake, the Doodlebug.”

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Lynne Zydowsky
*Donor with family cat Bryan*

“Advocacy and innovation,” says Lynne Zydowsky, Ph.D., are woven into the fabric of this city, along with an acceptance of all our differences and views.” A lifetime animal lover, she’s a big fan of the SF SPCA, pointing to the fact that the locally funded organization serves the local community. She’s 100 percent onboard with its no-kill mission and appreciates all the medical help that’s given to rescue animals. “I believe deeply and passionately in the mission of the SF SPCA. All animals deserve to be well cared for, loved, and living in great homes.” Before her current feline beauty, Bryan, there was rescue kitty, Max, who had a heart defect and ended up breaking hers.

Bryan, who looks identical to Max, was given to her by a dear friend after Max’s death. “He’s my gift of life.”
Kelly Fleming
Kelly Fleming Wines
Donor with family dogs Sally and Lesko

Certainly the fact that she’s a vintner has something to do with it, but Kelly Fleming can’t think of anywhere in the world she’d rather be than Northern California. She’s lived here for 13 years and has supported the SF SPCA for many of those, praising its dedication and vision, especially when it comes to healing injured animals, finding loving homes for pets, and eradicating cruelty to animals in whatever form it takes. Kelly lists her constellation of animals, by weight, not importance: three rescue donkeys, two dogs, and three feral cats.

“All eight of my pets offer love and silliness, constantly, which are contagious and ever so welcome.”

Michael & Malcolm Bowles
Donors and volunteers with family cats Xander and Nico

After saying good-bye to Portland two years ago, Malcolm and Michael became ardent San Franciscans. They love the city’s rich urbanity as well as how easy it is to escape to the mountains and forests. Spend a few minutes with this couple and their menagerie, and you know why they support the SF SPCA—and there’s much thought behind that support. Malcolm cites how the SF SPCA helps shape the national conversation and the profound impact of the Community Cares Program, in which they’ve both participated. The couple’s grandest gesture, however, was to ask their wedding guests to support the SF SPCA in lieu of buying gifts.

Freyja, Malcom and Michael’s dog, is always up for a romp in the snow. Xander, apparently, is a world-class lounger, but it’s Nico who’s the eccentric, often, surreptitiously, rolling herself into “a very snug cat burrito.”

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Front cover:
Christopher Gross, SF SPCA employee, and adoptable dog Kylie

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