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### OUR MISSION

The mission of the San Francisco SPCA is to save and protect animals, provide care and treatment, advocate for their welfare, and enhance the human-animal bond.

### OUR ENVIRONMENTAL COMMITMENT

Printed by a Forest Stewardship Council-certified printer on 30 percent post-consumer-waste, recycled paper.
Most of you will remember that in March the San Francisco SPCA merged with Pets Unlimited, a like-minded nonprofit in Pacific Heights. Pets Unlimited has a rich and important history, founded in the 1940s by Mrs. Carter Downing, Mrs. Alice Coldwell, and a small group of compassionate San Franciscans. They recognized that there was a vital need for a haven where cats and dogs could be cared for until they could be placed in loving homes.

With tenacity and gumption, these pioneers rallied community support, and in May 1947, the inaugural Pets Unlimited shelter was opened. It was the first no-kill shelter in San Francisco and has saved over 250,000 cats and dogs. Shortly after the shelter opened, the Pets Unlimited founders had the foresight to establish a nonprofit veterinary hospital available to the public, enabling complete medical care for animals awaiting adoption, plus animals in the community.

In May, we renamed the Pets Unlimited shelter as the San Francisco SPCA Adoption Center, Pacific Heights Campus. This change has allowed us to highlight all animals on the highly trafficked sfspca.org website and to bring the SF SPCA approach to adoptions to the Pacific Heights Campus. The results have been exceptional. Since the renaming, dog adoptions are up 400 percent and cat adoptions are up 800 percent.

We are excited to share another milestone in the merger, which will further support and align the operations at our Mission and Pacific Heights veterinary hospitals. Starting in October, both of our veterinary hospitals were joined under one common name: San Francisco SPCA Veterinary Hospitals. To differentiate between hospital locations, we will refer to them as:

San Francisco SPCA Veterinary Hospital
Mission Campus
At the Leanne B. Roberts Animal Care Center

San Francisco SPCA Veterinary Hospital
Pacific Heights Campus
At the Pets Unlimited Care Center

Despite the name change, there will be no change to the operations at either hospital. Your pets will continue to receive great care from the same veterinarians and support staff at our Pacific Heights campus location, just as they have in the past. The shift in the hospital name will bring the facilities closer together, free up additional resources for animal care, and eliminate any public confusion in our operational structure.

In the coming months, you will begin to see changes in our marketing and organizational materials to reflect this change. This will include a complete migration of the Pets Unlimited website to the SF SPCA website, sfspca.org.

If you have any questions or concerns regarding the renaming of the Pacific Heights hospital, please email us at PresidentsOffice@sfspca.org.

Thank you as always for your support.

Sincerely,

JENNIFER SCARLETT, DVM
Co-President

JASON WALTHALL
Co-President
SF SPCA and The Arc

Our Partnership with
The Arc San Francisco:
HELPING ANIMALS, INDIVIDUALS, AND OUR COMMUNITY

Whether we’re teaching kids at our Animal Camps or bringing mobile vaccine clinics to underserved neighborhoods, an integral part of our mission at the San Francisco SPCA is to enhance the human-animal bond throughout our community. Our partnership with The Arc San Francisco exemplifies our efforts to help all San Franciscans become engaged in animal welfare.

The Arc, a nonprofit organization that supports adults with intellectual and developmental disabilities, contacted us three years ago to see if one of their clients, Anne, could become a volunteer.

“Anne had recently retired from an office job, and she told us her goal was ‘to do something important, like help animals,’” says Meredith Manning, Communications Director at The Arc. “The SF SPCA welcomed the idea of Anne volunteering alongside one of our staff members.”

Anne, a dog walker and socializer, loves the experience of volunteering. “When I first meet the dogs they’re very jumpy, but by the end of the walk they’re calm and relaxed. That makes me proud,” she said.

Soon we realized that Arc clients could make a great addition to our facilities team. Since January 2014, we’ve hired three clients from The Arc to assist with part-time laundry duties and groundskeeping work.

“Our first hire from The Arc, Jesus, has been a great addition to our facilities team,” says Juan Recinos, SF SPCA Facilities Manager. “He takes great pride in his work, is a joy to be around, and is always willing to lend a hand.”

“Our clients understand that the work they do is important and that people and animals are counting on them,” said Kristen Pedersen, Director of Employment and Independent Living Services at The Arc. “That instills confidence and purpose. It offers clients a chance to follow their passion, become more involved in the community, and give back.”

The SF SPCA is now talking about the possibility of developing an internship program to help more clients from The Arc move from volunteer roles into paid positions.
The Maddie’s Fund Treatable Assistance Program (TAP) helps Northern California shelters find homes for senior animals, or those with treatable medical conditions, who were transferred from animal control shelters.

The San Francisco SPCA has been part of the Maddie’s Fund TAP since 2012, and last year alone the program provided more than $400,000 to help us care for some of our neediest shelter residents.

“We’re very grateful to Maddie’s Fund for helping us provide care and treatment for so many homeless animals,” said Suzanne Hollis, the SF SPCA’s Adoptions Director. “The TAP has been an enormous help for animals like Jefferson and Lia, who needed a little extra TLC before they started meeting potential adopters.”

When cats Jefferson and Lia were transferred to our shelter from San Francisco Animal Care & Control, they both had severe upper respiratory infections. The infections were persistent, and both cats spent several weeks in our Shelter Medicine Department and Foster Program being nursed back to health by staff and volunteers.

When they were finally ready for the adoption floor, Jefferson and Lia quickly found a new home with adopters Sarah and Aleix.

“Jefferson and Lia are doing great,” reports Sarah. “We love them very much, and they have made our lives happier. We now can’t wait to get home to our little babies!”

Every year the funding we receive through the Maddie’s Fund TAP helps countless animals like Jefferson and Lia find their forever homes. We’d like to extend our sincerest thanks to Maddie’s Fund for helping to give our shelter animals the second chance they deserve.

Jefferson and Lia enjoy a catnap in their new forever home.

Thank You
Maddie’s Fund
Making your holiday gift-giving list for family and friends? Do they need or want another _____? Really? Wouldn’t the animal lovers you know and love appreciate a gift made in their honor on behalf of homeless animals?

Donor Helen Gourley’s cats Lancelot and Siegfried.
The San Francisco SPCA depends on private donations from animal lovers like you. We are a local, independent nonprofit that is not affiliated with any national animal welfare organization and does not receive funding from the government. **Thanks to your generous support**, animals’ lives have been saved in San Francisco, the Bay Area, and beyond.

Here are some ways that you can provide lifesaving services and care for homeless cats and dogs this holiday season:

- **Give a gift in honor or in memory of a loved one:** When you are making your holiday gift list, celebrating a birthday, a special occasion, or an adoption milestone, consider making a gift to the SF SPCA for that special person or event. Please visit sfspca.org/donate.

- **Become a volunteer:** Volunteers are needed to be SF SPCA ambassadors at Macy’s Holiday Windows, our largest adoption outreach event of the year. To volunteer, please go to sfspca.org/holiday-volunteer.

- **Donate sales proceeds:** A number of generous organizations are donating part or all of their profits to the SF SPCA. Dogs ‘N Ties (see photos on this page), Sconset Sweetreets® (see page 13), and glassybaby are all giving back to the SF SPCA. Call 415.554.3029 for more information.

- **Give cash:** Gifts of cash are the easiest and most direct way to support the animals. You can make your gift online at sfspca.org/donate, by calling 415.554.3029, or by sending a check payable to SF SPCA to 201 Alabama St., San Francisco, CA 94103.

- **Give a gift of appreciated stock:** Making a gift of appreciated securities is simple and offers a number of financial benefits. Because the securities are donated rather than sold, capital gains taxes are not owed on the appreciation. The more appreciation the securities generate, the greater the tax savings will be. Please contact Jill Jacobs, Major Gifts Officer, at 415.522.3549 or jjacobs@sfspca.org.

- **Join Circle of Friends:** Our monthly giving program provides consistent support for our animals and ensures that we are always able to give them the care they deserve. Please visit sfspca.org/friends.

- **Leave a lasting legacy:** A bequest — a gift in your will or trust — can be the easiest way to make a legacy gift. We have simple language that can be added to your will or trust. Please contact Sandy Irber, Legacy Giving Manager, at 415.554.3027 or sirber@sfspca.org.

- **Donate from our wish list:** We accept lightly used towels, blankets, pet toys, natural chews, kennels, crates, leashes, and other practical goods. If you’re in doubt about whether we need an item, call us at 415.554.3029 or visit sfspca.org/in-kind.

- **Round up for the animals:** The next time you visit our adoption center or hospital, round up your payment to the next $5, $10, or $20 or drop a gift into our donation box. Every little bit adds up for the animals!
Dog Days of Summer

“Dog Days” describes the most sultry period of summer, usually ranging from July to August. The Romans referred to the dog days as dies caniculares and associated the hot weather with the star Sirius. Sirius, also known as the Dog Star, is the brightest star in the constellation Canis Major (Large Dog). Hundreds of years later and thousands of miles away, the San Francisco SPCA carries on our tradition to bring the dogs (usually dressed in costume) to the stars of San Francisco — the Giants — at our annual Dog Days of Summer. This year the event was held on Saturday, Aug. 30, a day that truly lived up to its name. The sun was shining as dogs dressed to the nines were out and about strutting their stuff around the bases of AT&T Park. If you have never seen a Corgi dressed as a burger and fries cross home plate, you simply haven’t lived. We like to think our four-legged friends warmed up the bases for the Giants, who followed us on to the field and beat the Milwaukee Brewers 3-1. Add this hysterical event to your bucket list and make sure you aren’t left out in the cold next year — tickets sell out quickly!

PROJECT HOMELESS Connect

Project Homeless Connect has a mission to connect homeless San Franciscans with the services they desperately need. But what if those services are being offered in a building that doesn’t allow pets? San Francisco SPCA to the rescue!

On Aug. 20, as part of an ongoing partnership, the SF SPCA teamed up with VET SOS to offer care for the pets of homeless San Franciscans. VET SOS provided veterinary exams and treatment, and the SF SPCA offered free spay/neuter surgeries. We are happy to report that 13 animals underwent surgery, preventing countless litters from being born. In addition, the SF SPCA offered pet-sitting services to citizens wanting to enter the Bill Graham Civic Auditorium to receive care services from Project Homeless Connect.

Hundreds of San Francisco residents line up outside the Bill Graham Civic Auditorium to receive support services.

Volunteers Bill Watson and Tiffany Spohrer with Volunteer Coordinator Pat Boyd.
SF SPCA TEAMS UP WITH PAWSCOUT

The San Francisco SPCA unveiled a new partner at the “There’s No Place Like Home” party on Oct. 30. Pawscout uses digital and social technology to aid in our mission of keeping animals from landing in shelters by locating lost pets through community engagement. Working together, we can keep every pet safe and in their loving homes! For more information about Pawscout, visit pawscout.com.

Zipcar

One of our favorite partners, Zipcar, hosted a three-day adoption event at their offices, right in the hub of downtown San Francisco at Second and Howard streets. For the third year, we brought adorable kittens and pups down to greet people with wags and smooches. We love watching busy people stop in their tracks once they see the furry little ones! No one can resist stopping for a cuddle, snapping a selfie, or texting their significant other with the caption, “Can I?” Thank you, Zipcar, for another awesome collaboration!

Holiday Windows

For the 28th year, Macy’s is featuring adoptable kittens and pups from the San Francisco SPCA in their Holiday Windows in Union Square. Last year was a record-breaker in both adoptions and donations, with 343 animals finding new homes and donations totaling over $100,000. Amazing! And so much of this success is due to the efforts of our many volunteers, who filled over 4,500 volunteer hours to make it happen. Want to help us this year? Visit sfspca.org/holiday to learn more and sign up for a volunteer shift.
When we rolled out Vision 2020 — the San Francisco SPCA’s plan to end animal abandonment in San Francisco by the year 2020 — many people said it couldn’t be done. A survey of San Franciscans indicates that people are skeptical of such an outrageous goal, but every day we get closer to achieving this vision. We couldn’t do it without our hardworking and passionate staff, our unbelievably dedicated volunteers, and people like Grace Perkins and her daughter-in-law Eileen Perkins.

“Grace and Eileen share not just a last name, but also a deep, lifelong passion for animals. Both grew up in households with dogs and horses. Grace always had dogs in the house when her four boys were growing up. Today, her sons are all adults, which means pups Mocha, adopted from the Pets Unlimited shelter, and Louis happily receive Grace’s undivided attention! As a young married couple, Eileen and her husband Phillips adopted a cattle dog mix, Camy, from the SF SPCA in 1997.

For many years, Grace and Eileen volunteered countless hours as trustees on the board of Pets Unlimited, and both donated generously to ensure that San Francisco’s dogs and cats got a much-needed second chance. Today, Grace sits on the board of the Winifred Johnson Clive Foundation, which was endowed by her Aunt Winnie. The foundation generously donated to Pets Unlimited for the conversion of the underutilized grooming center, now the site of our very popular Feline Wellness Center.

When asked about the merger of Pets Unlimited with the SF SPCA, Grace commented, “We accepted an invitation to tour the Mission Campus, and now that we’ve met the leadership and have seen the facility, we can see that they are dedicated, knowledgeable, and that the merger is a win-win.”

Agreed Eileen, “The synergy of talents and the resources are palpable.”

The merger between Pets Unlimited and the SF SPCA has strengthened the team of people working toward Vision 2020. Together, there’s no telling what amazing things we will accomplish.
Studies show that just five minutes with a dog can be more relaxing than taking a 20-minute walk. We know from our nationally recognized Animal Assisted Therapy program how therapeutic animals can be for stressed-out humans.

In this day and age, who wouldn’t benefit from a calming, cheering visit from our furry friends? The healing power of animals is clearly understood by anyone who has experienced the human-animal bond. Animals greatly improve our mood and reduce our anxiety. Why should these benefits be contained to your living room? Now, we’re bringing the power of puppies to a boardroom near you.

Want a visit from San Francisco SPCA kittens and puppies at your office? Join the Corporate Kittens and Professional Pups program by becoming a corporate donor. Sponsorships start at $2,500. The benefits are twofold: smiles and happiness for your staff and a real-life illustration of how important your partnership is to the lifesaving work being done in San Francisco.

By partnering with the SF SPCA and signing up for our Corporate Kittens and Professional Pups program, you’re not only reinforcing your company’s dedication to community, but you’re also enhancing your team’s quality of work life. Now that’s a gift that keeps on giving.

The SF SPCA is always looking for new ways to show our appreciation to our corporate donors. We are a nonprofit organization that relies entirely on the support of our community to continue our lifesaving work; you are the lifeblood. A visit from our kittens or puppies is only one of the many benefits you’ll receive when you join forces with the SF SPCA to save lives and strengthen the human-animal bond.

For more information on how to become a corporate partner and take advantage of our Corporate Kittens and Professional Pups program, please contact:

Belinda Getler
Development Officer
bgetler@sfspca.org
415.554.3073

Two adoptable kittens from the SF SPCA.
Heart of Gold Reception

H I T S A L L T H E R I G H T N O T E S

We hosted our annual Heart of Gold reception at the St. Francis Yacht Club on Sept. 17 to honor and celebrate our most generous contributors. The 180 guests enjoyed Grgich Hills Estate wines, delicious hors d’oeuvres, breathtaking views, and the comic stylings of our special guest speaker, Adam Savage, executive producer and host of the Discovery Channel hit show “Mythbusters.” Savage regaled our guests with humorous and heartwarming stories of the bond he and his family share with their two amazing rescue dogs.

This annual celebration includes the Heart of Gold Awards, which we present each year to donors who have made extraordinary contributions to the SF SPCA in the categories of youth philanthropy, society engagement, and partnership in fundraising.

To help Savage feel more at home, we busted some myths of our own. Our Co-Presidents, Jason Walthall and Dr. Jennifer Golden, regaled our guests with true stories of the SPCA’s history, from its first days to its current work in animal welfare. Savage was inspired by our commitment to animal welfare and our efforts to protect the rights of all beings.


Photos by Rob Schroeder
This annual celebration includes the Heart of Gold Awards, which we present each year to donors who have made extraordinary contributions to the SF SPCA in the categories of youth philanthropy, society engagement, and partnership in fundraising.

The Youth Philanthropy Award was presented to 17-year-old entrepreneur Jenny Golden. Three years ago, Jenny launched her own chocolate chip cookie business using her family’s secret recipe. She started Sconset Sweetreets® to raise money and awareness of homeless animals in Nantucket, Mass., and began supporting the SF SPCA last year. Since she started her business, she has donated $10,000 to help the dogs and cats at the SF SPCA find their forever homes.

The Society Engagement Award was presented to Vicky and Marshall Berol for the many ways in which they support the SF SPCA and the animals. Vicky and Marshall have been loyal donors since 1989. Vicky has been volunteering every week for the last nine years helping our cats find loving homes, and they are members of our Legacy Society. Their three rescue kitties, Mary, Martha, and Margot, are patients at our hospital.

The Partnership in Fundraising Award was presented to Alexis Spanos Ruhl of Stockton. Alexis is a lifelong animal welfare advocate who became an early champion in building community support and an effective partnership with the SF SPCA to support Stockton Animal Services. As a board member of the A.G. Spanos Companies, Alexis rallied her community to attend a sold-out dinner for 450 guests and raised more than $140,000 for our Stockton Fund for Animals.

Special thanks to all of our Heart of Gold contributors and to First Republic Bank, Austin Hills of Grgich Hills Estate, and the St. Francis Yacht Club for their generous sponsorship of the reception.

If you have questions or are interested in joining the Heart of Gold Society, please contact Jill Jacobs, Major Gifts Officer, at 415.522.3549 or jjacobs@sfspca.org.
MAKING HISTORY WITH THE

Stockton Animal Shelter

Going for the gold and breaking records, Stockton is making amazing strides for the community.

Since 2012, the San Francisco SPCA has partnered with the Stockton Animal Shelter to help improve animal welfare conditions in Stockton. From veterinary care to shelter photography and everything in between, many strides have been made in the past two years. But, this summer, history was made.

The Stockton Animal Shelter was a contestant in the three-month-long ASPCA® Rachael Ray $100K Challenge. This nationwide competition features 50 animal shelters and their communities competing for more than $600,000 in grant funding, including a $100,000 grand prize. The ultimate goal is to save more animals than ever before. Not only did the Stockton Animal Shelter achieve this goal by the end of the summer, they hit the ball out of the park.

Prior to the challenge, the Stockton Animal Shelter’s adoption record was 60 adoptions in 30 days. Fast forward to Fourth of July

Record after record, “furever” home after “furever” home, this summer has been a big one for the Stockton Animal Shelter. A total of 989 cats and dogs were adopted from June through August, a 242 percent increase from summer of 2013.

Stockton residents fall in love with their new family member.
weekend, when they held their first fee-waived adopt-a-thon. The shelter broke the record with 69 adoptions in two days! Hungry for more, the shelter planned another adoption event called the BIG Lick for the weekend of August 1. Again, they broke their previous record with 73 adoptions in two days.

With one more month left in the $100K Challenge, they couldn’t stop there. The Summer Block Party was the blowout of the year. The Stockton community came out to support their local shelter and to find their new best friends. With a goal of 100 adoptions that weekend, the Stockton Animal Shelter staff and volunteers put on their best smiles and comfortable shoes. It worked — the shelter broke the goal and their adoption record yet again with 101 adoptions in just two days! It was an unbelievable way to end the summer-long challenge.

Record after record, “furever” home after “furever” home, this summer has been a big one for the Stockton Animal Shelter. A total of 989 cats and dogs were adopted from June through August, a 242 percent increase from summer of 2013. On the whole, over 2,700 animals were saved in Stockton via adoptions, transfers, Trap-Neuter-Return and return to owner this summer. That is a 125 percent increase when compared to last summer. History is being made in Stockton, California.

The success and transformation at the Stockton Animal Shelter have not gone unnoticed. Results of the ASPCA Challenge were released in October, and we are pleased to announce that the Stockton Animal Shelter was awarded 2nd place. The ASPCA presented the Stockton Animal Shelter with a $30,000 check and shortly after, an anonymous donor gifted an additional $70,000! Congratulations to the Stockton team, the SF SPCA, volunteers, rescue partners, adopters, and everyone who had a hand in saving so many lives this summer. Let’s keep going!
Macy’s is proud to partner with the SF SPCA again in 2014. The Macy’s and SF SPCA holiday windows will be unveiled on November 21st at the corner of O’Farrell and Stockton Streets. Stop by and be the first to see them as the curtains are drawn back at 5pm.