2011 Bark & Whine Mascot

Napa
Guardians: Drs. Quita
and Marc Cruciger

The Bark & Whine Ball will be held March 30, 2011, at Fort Mason Center, Herbst Pavilion
Ticket info: 415.522.3548
Co-Presidents’ Letter

We are honored and excited about being named Co-Presidents, and we look forward to working with all of you in 2011. New leaders enter organizations with ambitious goals, and we’re no different. San Francisco is already unique among large cities in its ability to save every healthy animal and nearly every animal with a treatable medical condition.

For most animals, by the time they enter a shelter, society has already failed them by not making the decision to spay/neuter, seek training, or provide medical care. But what if shelters were really a safe haven for those that really needed sheltering—after a house fire or the death of a guardian—and not a repository due to overpopulation or neglect? What if every guardian had access to affordable spay/neuter, training, and support? What if children received the chance to bond and understand animals early in their lives? What if there were enough pet-friendly housing so that everyone could have the joy of animal companionship? What if we could make a positive shift in how we view our personal responsibility—and each one of us could make a difference? We can create that future—soon.

What will it take to get there? It’ll take a lot of heart—we’re fortunate to have a compassionate and committed staff, plus donors, and volunteers to provide the love. But passion alone will not be enough. We’ll need to employ hard data in order to use our limited funds effectively in the creation of a city where we end animal abandonment. Join us in this journey.

Thank you for all you’ve already given to us through your time, donations, and support. Now you need to take your commitment to the SF SPCA to a different level. If you aren’t already a volunteer with the SF SPCA, please become one! We need more volunteers to make these dreams a reality. We want to hear from you. Tell us how we are doing. Engage with us every day on Facebook, Twitter, and our blog, LitterDidYouKnow.com. You can always reach us by email at presidentsoffice@sfspca.org.

Sincerely,

JENNIFER SCARLETT, DVM
Co-President

JASON WALTHALL
Co-President
From November 19 through January 2, we joined with Macy’s Union Square for the 24th Annual Holiday Windows, featuring adoptable cats and dogs from the San Francisco SPCA. This was the seventh consecutive year that Macy’s partnered with us to help find homes for these animals during the holiday season.

Macy’s Holiday Windows has become a beloved Bay Area tradition and has been an enormous boon to our efforts to bring comfort to the animals we care for through donations and adoptions. More than 2,800 cats and dogs have found new homes through Holiday Windows, and the SF SPCA has collected $370,000 in lifesaving donations. This year alone, generous Macy’s customers and passersby adopted nearly 300 animals and donated more than $74,000 to the SF SPCA.

Creating the windows is a gargantuan task. More than 100 people worked on the display before the animal containments and backdrop pieces made their way to Union Square—and that doesn’t even count the work that went into the custom soundtrack, which featured original music. “Once here, the Union Square visual team spent 10 days installing, embellishing, and prepping the space,” Hixson said. The team fabricated an enchanted town based on the animated CBS movie, “Yes, Virginia.”

Holiday Windows was unveiled on a cold, rainy Friday evening. Within hours, Denise Kettunen had gone home with Heart and Bananarama, two beautiful Siamese cats. Soon after, Dan Watanabe and Jean Ann Genova adopted Tinker Toy (aka Flea, now known as Spek). Jean Ann and Dan had spent the past three years researching toy and teacup dogs, thinking they might like a Yorkshire Terrier. “I didn’t want to spend $3,000 on my dream puppy, but we considered that,” Jean Ann noted. Friday morning, Jean Ann overheard the SF SPCA spot on KGO radio publicizing the
Holiday Windows display and decided it would be fun to go for opening night.

When they arrived around 7 p.m., Jean Ann and Dan rounded the corner to see two puppies sleeping in a window. Jean Ann couldn’t even see Tinker Toy’s face, but something told her the 2-pound black-and-white Chihuahua was special. The couple went inside to find out more about the tiny puppy, and discovered that he had struggled with health problems at the shelter. After talking to the staff and filling out paperwork, they excitedly met Tinker Toy. “His little medical issues didn’t frighten us,” recalls Jean Ann. “He cuddled right up with me, and curled up and went to sleep. He was very mellow and sweet. I immediately liked him.” She and Dan bonded instantly with the little guy. It just felt right.

A month later, Tinker Toy, renamed Spek, has more than doubled in weight and is enjoying getting to know Obie, the 15-year-old cat with whom he now shares a home. “The way they’re getting to know each other is adorable,” gushes Jean Ann. “The kitty’s really fascinated.”

Laurie Childress has been a greeter at the last four Holiday Windows. She’s already looking forward to coming back next year. You can expect to see her husband Peter with her. “I enjoy helping at Holiday Windows because I am able to do an activity with my wife that really means a lot to her,” he says. Their love for each other, and our animals, is infectious: they regularly brought in $100 a shift this year.

Thanks to the staff of Macy’s, many SF SPCA employees, and all of our volunteers, this year’s Holiday Windows was a huge success. You can measure that success in the number of animals adopted, the number of chocolates sold, or the amount of donations made, but really, the greatest success is the joy this event brought to everyone involved—from the passersby who stopped to ooh and ah at the puppies and kittens, to the staff and volunteers, and especially to the adopters and their new family members.
THE SIDO PROGRAM

With his owner facing a terminal illness, Ishi, a beautiful 15-year-old Siamese mix, was enrolled in the Sido Program. The program offers pet owners an innovative way to plan for their pet’s future by assuring them that their cat or dog will be cared for if they outlive their guardians. When their owners die, cats and dogs enrolled in the Sido Program are taken into the SF SPCA Adoption Program, where they receive exceptional care and attention while the SF SPCA works to place them in a loving home.

The Sido Program provides peace of mind for those who don’t have friends or family members they can appoint as guardians for their beloved companions. A dear friend of Ishi’s guardian wrote that the Sido Program “allowed her to be relieved of worry for Ishi’s safety and well-being. This program is an incredible blessing to those who must leave their pets behind.”

Ishi came to the SF SPCA in late September when his guardian was in the final stages of her illness. He is still waiting for a loving home and has his own fan club of staff and volunteers who are providing him with love and affection during this phase of his journey.
SIDO PROGRAM
Gives peace of mind to people who don’t have a designated guardian to appoint after their passing. Enrolled cats and dogs are taken into the SF SPCA Adoption Program. To participate, contact Planned Giving Manager Sandy Irber at 415.554.3027, or sirber@sfspca.org.

ISHI IS AVAILABLE
• Male Siamese mix
• 15 years old
• Very sweet personality, friendly and affectionate
• Prefers to be an only cat
• Meet Ishi at www.sfspca.org

ILLUSTRATOR
Logan Parsons is a scientific illustrator who holds a master’s certificate in science illustration from the University of California, Santa Cruz Extension. Parsons is available for private commissions and can be reached at www.parsonsillustration.com. A percentage of any commission will benefit the SFSPCA.
7th Annual Dog Day on the Bay

Hosted by Hornblower Cruises & Events
Sunday, June 12, 10:30 a.m. to 1 p.m.
For event details and tickets, visit www.sfspca.org/dogdayonthebay

This popular fundraiser for the San Francisco SPCA invites canines and their humans aboard the Hornblower’s San Francisco Belle for a delicious champagne brunch. Tickets are $125 for adults; $75 for children 4–12 (under 4 free); and $112.50 for seniors. Tickets include a two-hour yacht cruise, full brunch buffet (including coffee, tea, and photo with your dog), doggie buffet of all-natural dog treats, water bars strategically positioned around the Belle, free-flowing sparkling wine, scenic San Francisco Bay views, sod-covered poop deck, and live entertainment.

The event benefits Animal Assisted Therapy at the San Francisco SPCA, specifically the Puppy Dog Tales Reading Program, which began with a pilot at the Chinatown Branch of the San Francisco Public Library in June 2007. Since our modest start, we have expanded our program to serve several San Francisco Unified schools, Boys & Girls Clubs, independent schools, and other locations for a total of 18 sites.

Attaining basic literacy can be a struggle for many children. In our diverse city, many
children concurrently learn English as a second or third language; others have learning disabili-
ties that prevent them from maintaining the pace of their classmates; and still others are shy or anxious when called upon to read aloud.

Through our Puppy Dog Tales Reading Program, we promote literacy in at-risk popu-
lations and work closely with education staff to engender a love of reading in children.

Reading to an adult may seem overwhelming, so participants in this program read to therapy dogs. Teams are placed at a school or library for six-week to yearlong sessions and work with four to six children for 10–20 minutes each. Reading time is a sustained, individual-
ized activity that children eagerly anticipate.

Volunteers report that children who could not read through a sentence in the first meeting quickly warm up to their pets, feeling safe and supported enough to meet their reading chal-
lenes. Children who were once too nervous to read aloud in class uncover self-confidence, and those who needed additional attention to vocabulary and grammar find themselves finishing books.

*One dog per person, all dogs must be on leash and have good social skills in a group. Please see guidelines for more information.

MARCH 30
The 15th Annual
Bark & Whine Ball
Wednesday, March 30
6:30 p.m. to 10:00 p.m.
Fort Mason Center, Herbst Pavilion
For tickets, contact Jamie Holt at 415.522.3548.
Join us for the 15th Annual Bark and Whine Ball. Bigger and better than ever, this unique event benefits the Cinderella Fund, which transforms the lives of the neediest of cats and dogs at the San Francisco SPCA. Guests will enjoy a hosted bar, outstanding food catered by Dan McCall, and great music by Carlos Reyes. As always, we encourage dancing with your dog.

EVERY WEDNESDAY
Check us out every Wednesday on 7x7.com for “Ask the Vet.” Dr. Jennifer Scarlett, DVM and co-president, answers questions submitted by 7x7 readers. Ask anything—she’ll have an answer for you!

Find us on Facebook at facebook.com/sfspca.

EVERY FRIDAY
Catch us on KSFO 560-AM for “Puppy Love” at 8:40 a.m.

And every third Friday of the month on ABC 7 News for “Perfect Pet” at 11:25 a.m.
OUR DONORS
We thank the following who generously supported the SF SPCA with gifts of $500 or more for the period from July 1, 2009 - June 30, 2010.

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Pets Across America

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Adobe Systems Inc.
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The following lists individuals who are part of the Legacy Society and have included the SF SPCA in their estate plans.

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Charlotte Martin, R.N.
Stephen and Bonni Schiff
Dr. Cheryl Schimenti
Elizabeth Schultz

The SF SPCA received gifts of $500 or more in honor or in memory of the following individuals during the period from July 1, 2009 – June 30, 2010.

IN MEMORY OF

Amanda
Baby, Cookie, TuBbs, Pudge, Tiggar; No Name, Tyke, Callie and Ebon
Bert and Sophie
Boddeheimer
Catherine & John, and Timmy
Joey, Bummer, Sarge, Annie and Alfie
Charlie
Lieutenant Mortimer J. Considine
Dorothy
Maggie and Maury Felthouse
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Pee Wee and Max
John Phibrook
Rosie Placencia
Princess
Quint
David Ranzer
Richard’s mother
PK, Tyr and Munju
Leanne Roberts

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Angus and McCloud
Jack Aldridge, DVM
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Daniel Becker
Dr. Donald Brown
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Tito and Tatiana
Tonton
Vinny
Katy Volz
M.C. David Walker and SF SPCA
Winne
Winston
Wolfgang’s Doggy Day Care
Zoe and Pookie

IN MEMORY OF

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Miss Pale
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Oliver
Pee Wee and Max
John Phibrook
Rosie Placencia
Princess
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David Ranzer
Richard’s mother
PK, Tyr and Munju
Leanne Roberts
Rocky
Sushi and Tabby Rosenberg
Rusty
Sam and in honor of his veterinarian, Diane Roberts DVM
Robert Scherman
Donald James Stevens
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Tabby, Darth, Fred, Honey, and Nusch
Kathy Thornton and Miss Otis
Tabby-Poo
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MATCHING GIFT CORPORATIONS
The following companies have provided matching gifts based on their employees’ generous contributions to the SF SPCA.

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LEGACY GIFTS
We pay tribute to the following donors who generously provided for the SF SPCA in their estate plans for the period from July 1, 2009 - June 30, 2010.

Lucile Alpers
Julia Rose Arnoldo
Claire Banks
Fred Barsuglia
Elaine Bauer
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Patricia F. Berman
The Berry Family
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Kathleen R. Burgy
Marcella Burris
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Ina Colekley
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Joseph Wissing and Dorothy Wissing
Frederick Woods III and Harriet Woods
William L. Wright and Ruth E. Wright
Albert Zadnik

We have made a sincere effort to honor our donors by being accurate. Please accept our apologies for any errors or omissions and notify the Development Department at 415. 554.3029 with any corrections. Thank You.
Join Hornblower Cruises & Events and The SF/SPCA on June 12 to benefit the homeless dogs and cats of San Francisco!

The 6th annual Dog Day on the Bay is a popular fundraiser for the San Francisco SPCA and invites canines and their humans aboard the San Francisco Belle for a delicious champagne brunch.

hhornblower.com  •  888-HORNBLOWER
For more information, visit dogdayonthebay.com
To see how this event helps homeless animals, visit sfspca.org

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THE 15th
BARK & WHINE
ANNUAL BALL

When: Wednesday, March 30, 2011 6:30 PM
Where: Fort Mason Center, Herbst Pavilion

You and your dog are invited to walk the red carpet and celebrate with us!
• Delectable food from McCall's Associates
• Live Auction
• Music and dancing with Carlos Reyes

For more information, please visit www.sfspca.org or phone Jamie Holt at 415-522-3548 or jholt@sfspca.org.

* Sponsored by Critter Lovers at Work (CLAW) Benefiting the Cinderella Fund of the SF SPCA