We have really exciting things planned for 2012, all of which are aimed at bringing us closer to our goal of ending animal abandonment in San Francisco. We call this plan Vision 2020, and you can read more about it on pages 8-9. All of our efforts are devoted to growing the programs that support the three tenets of Vision 2020: Prevent, Rescue, Educate.

To make San Francisco the first city in the nation to end animal abandonment, we will need the diverse communities of San Francisco to come together for this common cause. For example, we are very excited to embark on a partnership with Univision in TV, radio, and outdoor media. This education campaign will reach a wide swath of Spanish-speakers, one of San Francisco’s fastest-growing communities. Find us on TV and radio, and honk when you see our billboards!

In the coming months, we will expand CCI to the Excelsior neighborhood, offering veterinary care, vaccines and other preventive health resources, as well as behavior and training support. Come out and be part of the solution. Volunteers are always needed. It will be a rewarding Saturday you will never forget.

Sincerely,

JENNIFFER SCARLETT, DVM
Co-President

JASON WALTHALL
Co-President

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.

Co-Presidents’ Letter »
This marks them as a managed, sterilized cat, so were found. Cats that have gone through TNR, catch the cats in humane box traps, deliver them closely with Animal Care and Control and they aren’t taken in a second time. “We work with Animal Care and Control and they aren’t taken in a second time. "We work..." 

The SF SPCA spays and neuters San Francisco’s established habitats around the city. Population control is a main concern. The Community Cats program reduces shelter intakes by spaying and neutering feral cats and helping existing colonies thrive in their established habitats around the city.

The SF SPCA spays and neuters San Francisco’s community cats for free. Using the “TNR method” – Trap-Neuter-Return – volunteers catch the cats in humane box traps, deliver them to the SF SPCA to be spayed or neutered and vaccinated, and then return them to where they were found. Cats that have gone through TNR have their left ear tipped while under anesthesia, this marks them as a managed, sterilized cat, so they aren’t taken in a second time. “We work closely with Animal Care and Control and...”

Toni’s Kitten Rescue, the groups that are taking in kittens from residents, and both have let us know their numbers are down,” says Laura Gretch, manager of the Community Cats program. Gretch attributes these declining numbers to her team’s TNR work, particularly over the past year. Spaying and neutering colonies not only prevents more kittens from being born, alleviates competition for food, and decreases shelter intake, but also reduces disruptive behaviors associated with mating, such as yowling and fighting. In turn, neighbors get more sleep, and the cats live more harmoniously with one another.

But the positive effects of TNR don’t end there. In October, a Community Cats volunteer came across a friendly, snow-white cat while rounding up feral cats. Once back at the SF SPCA, the staff scanned the cat for a microchip – standard procedure for all felines, feral or not – and discovered that it belonged to Kevin Snow, who lives about 10 miles from where the cat was found. Snow had been missing his beloved companion, Pudie, for more than four months, and was thrilled to discover she’d been found.

Snow let the veterinarians keep Pudie overnight to be spayed, picked her up the following morning, and a joyful reunion ensued. Snow hopes that his story will encourage other pet owners to microchip their animals. The SF SPCA performs the simple procedure for just $25, and it can make all the difference in the world to pets and their owners alike.

Besides TNR, Community Cats volunteers perform other outreach services, such as feeding colonies around the city, training and educating the public, assisting in the SF SPCA office, and providing post-surgical assistance in their homes. "There is a huge need out there,” says Michele Blunt, a volunteer since 2007. “A need to feed, and a need to trap and get them neutered. I’m convinced it’s the solution to ending their hunger and possible suffering." Blunt began her work at the SF SPCA as a volunteer for Maddie’s Adoption Center, but when she heard about the tremendous need for feral cat management, she immediately felt drawn to the Community Cats program. “[With] this type of volunteering, we can think on our feet,” Blunt explains. “You’re out on your own, talking to the public, and advocating for feral cats and hopefully dispelling ignorance … it’s very rewarding. I wouldn’t give it up for anything.”

Blunt has become a feline ambassador in her neighborhood, building up a wide range of contacts within the community. When people see feral cats or come across a litter of kittens, they call her for assistance.

Erin Kerley, another avid volunteer for the program, maintains a colony of feral cats near her home in the Excelsior and serves as a point of contact for feral cat concerns in the area. She and the other volunteers who live nearby have formed a deep friendship. “We work together, go out for dinner, take care of each other’s cats when we go out of town,” says Kerley. More than just a volunteer opportunity, the Community Cats program forged new friendships and enhances community engagement all over the city. Want to help? Whether you can spare an hour a week for several hours a day, the Community Cats program offers various ways for you to pitch in and make a difference for the cats:

1. Call us if you see or are feeding feral cats in your area. If these are unaltered community cats, we can provide no-cost spay or neuter surgery, vaccines, and discounted food. Are your neighbors feeding large numbers of outdoor cats? We can help them control the population and keep the cats healthy.

2. Provide a garden or outdoor space for uprooted community cats. Sometimes, after surgery, community cats cannot return to their known area, and would love to call your yard home. You get a great way to control rodents and pests, and the cat gets a safe spot to call home. We provide the food; you provide the outdoor home.

3. Feed a cat or two. Our volunteers provide fresh food and water for community cats throughout San Francisco. Chances are, there are some in your neighborhood. Contact us if you are available even one day a week to assist. We provide the food!

4. Lend us your handy skills. Community cat colonies need shelter from the weather, and a safe space to eat and relax without intrusion from wildlife and other animals. If you’re a do-it-yourselfer, you can assist in building these shelters.

5. Volunteer. Volunteers are needed in all sorts of ways, from transporting cats to and from surgery, caring for cats post-surgery in your home, and educating the public about feral and free-roaming cats.

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Feral cats are cats that were not socialized by positive contact with people at a young age. They are essentially wild animals and, because they cannot adjust to a life with a human companion, are not adoptable.
MEET ARCHIE

Archie, a 12-year-old manx, was adopted in December after eight months in our adoption center. He is a super friendly and easygoing guy who quickly became a staff favorite. He was happy being on a leash, and some said he was more dog than cat. Archie was brought here from SF Animal Care and Control. When he arrived, our shelter medicine staff worked to identify his medical issues, with a final diagnosis of Inflammatory Bowel Disease, which is being successfully managed by medications. We wish Archie all the best in his new home.

ABOUT THE ILLUSTRATOR
Stephanie Rozzo is a scientific illustrator who holds a master’s certificate in science illustration from California State University Monterey Bay and recently completed a 10-week illustration internship at National Geographic magazine. Rozzo is available for private commissions and can be reached at srozzo@gmail.com. A percentage of any commission will benefit the SF SPCA.

CONTACT
Please visit our website at sfspca.org/cats to see photos of our available cats. Or call us at 415.522.3500.
Vision 2020: Prevention is the Solution
SF SPCA’s Plan to End Animal Abandonment by 2020

I magine if animals didn’t need the support of San Francisco’s rescues and shelters. Imagine a community where every animal has a loving home.

We can imagine it. And we know how to get there. Last summer, we launched Vision 2020, our plan to end animal abandonment by 2020. After months of research, we have identified the main reasons why animals end up in shelters:

◦ Overpopulation
◦ Barriers to veterinary care
◦ Pet behavior issues

Let’s look at two animals that have come through the SF SPCA:

Snickerdoodle is just a puppy. He was surrendered because of costly medical bills for parvo, a painful, deadly, highly contagious, and expensive disease that is easily preventable to get their dogs vaccinated. When we see an outbreak of parvo in the city, we act fast and make our vision a reality.

There will always be animals like Snickerdoodle and Nero that find themselves homeless. And we will always be here for them—to treat them and find them loving forever homes.

By the time an animal enters a shelter, the system has already failed it. A shelter should be a last resort. Vision 2020 puts into place the infrastructure to make sure abandonment doesn’t happen in the first place. We have expanded our current programs and launched new initiatives to address these root causes and are now engaging the community to help us make our vision a reality.

Together, we can strengthen our programs and create a virtuous cycle that will finally cure the problem, making San Francisco yet again an inspiring example to the world. We already know what will get us there. We just need the support of the community to make it a reality. Please join us on this exciting journey!

We already know what to do:

1. Prevent overpopulation and surrender in animals that need to enter a shelter.
   - Increase low and no-cost spay/neuter
   - Provide comprehensive behavior resources
   - Expand shelter veterinary care
   - Augment services for feral cats
   - Increase number of free vaccinations clinics

2. Rescue every healthy, adoptable, and medically treatable cat and dog in San Francisco.
   - Increase adoptions
   - Strengthen post-adoption support
   - Provide comprehensive veterinary care
   - Expose puppy and animal mills
   - Expand foster programs

3. Educate this generation and the next to be responsible and compassionate animal guardians.
   - Expand experiential learning summer camps
   - Expand music scholarships to at-risk youth for human education
   - Increase animal assisted therapy training and costs
   - Develop more dog training classes
   - Boost advocacy for all animals

Last summer, the San Francisco SPCA launched Vision 2020, our plan to end animal abandonment in the city by 2020 (see page 8 for more about Vision 2020).

We are hosting intimate gatherings with donors and community leaders to discuss Vision 2020 and how we can work together to end the needless abandonment of cats and dogs in our city. In September, Helen and Darrell Gourley hosted a lovely wine and cheese reception in their home for their friends, neighbors, and SF SPCA donors.

“Opening our home is small compared to the value that we receive knowing that the cats and dogs will be taken care of,” said Helen. “The SF SPCA is an organization that is doing the right thing on behalf of homeless animals.”

The 20-minute program included brief remarks from SF SPCA leadership, a four-minute video on Vision 2020 (visit sfspca.org/mission to see the video), and inspiring stories that exemplify the SF SPCA’s boundless compassion, and their dedication to providing a safe refuge and quality care for the animals,” remarked Carol.

Working together we can reach this ambitious goal. You too can be part of the solution: Donate much-needed funds, volunteer to help the animals, and help us spread the word about Vision 2020 by co-hosting a gathering with us.

Natalie Shuttlesworth, a member of our Legacy Society and Sido Program. “As a donor to the SF SPCA, I’m investing not only in the SF SPCA, but also in the city’s future. I’m excited by the prospect that this will be yet again one of the things San Francisco will probably do first in the nation and will be a model for other communities.”

About Vision 2020

About Vision 2020
George

In 2001, George graduated from the San Francisco SPCA’s Hearing Dog program. He was trained as a service dog to alert his deaf guardian to important sounds. After a decade of valuable service, he arrived back at the Adoption Center in need of a new family after his owner was placed in a senior center.

After graduating, George slowly started losing his eyesight. By the time he arrived at the SF SPCA Adoption Center at the age of 12, he was completely blind. Despite having lost both his eyesight and his owner, he was a sweet and happy boy who was great on leashed walks and would easily follow the sound of someone’s voice. His adoption even included lifetime veterinary care at the SF SPCA Veterinary Hospital at the Leanne B. Roberts Animal Care Center.

Although George had a fun-loving personality and had devotedly served his deaf owner for a decade, he continued to be overlooked at the Adoption Center – a common problem for senior and special-needs animals. These animals deserve to spend their final years in loving homes, but they are often passed over in shelters in favor of puppies and kittens.

George was a favorite among SF SPCA staff and volunteers, who were surprised that a dog like him could remain homeless for so long. Everyone agreed that if potential adopters knew George’s background, he’d quickly find a new forever home. In August, three months after he arrived at the SF-SPCA, a promotional campaign was implemented to tell George’s amazing life story. In addition to having his story broadcast on the SF SPCA’s social media sites, special fliers about George were placed throughout the Adoption Center.

Just days after the campaigns started, two potential adopters, Sebastian and Celeste, visited the Adoption Center to look for a new cat. After reading one of the fliers about George, they decided to visit him ... and they quickly fell in love! They felt that George would be a wonderful addition to their family.

George now spends his days lounging with his brother, a 7-year-old pug, and Sebastian, who works from home and is able to provide George with ample companionship. Sebastian and Celeste say that George is settling in great, loves his new home, and spends most of his time relaxing in the sun with his brother. It was a perfect match, and George has the happy ending he deserves.

Macy’s Holiday Windows Wrap-Up

Hundreds of People Take Home Their Own Bundle of Cuteness

This was a landmark year: the 25th Annual Macy’s Holiday Windows, featuring adoptable cats and dogs from the SF SPCA! For a quarter of a century, the city’s holiday spirit has been heightened with adorable, adoptable animals taking center stage in store windows. What was once a pioneering partnership is now an iconic event in San Francisco, and one that has always been brightened with adorable, adoptable animals taking center stage in store windows. Millions of people come out as greeters, matchmakers, and ambassadors of holiday cheer! We thank you.

Thank you to all of the hundreds of volunteers who came out as greeters, matchmakers, and ambassadors of holiday cheer! We thank you. The animals thank you.

Did you adopt from the SF SPCA? Share your story at littledidyoud know.com.

Consider adopting a senior or special-needs animal! Visit sfspca.org/adoptions.

Events

16th ANNUAL BARK & WHINE BALL
A benefit for the Cinderella Fund of the San Francisco SPCA
Thursday, March 22, 6:30–10 p.m.
Fort Mason Center, Festival Pavilion

For more information and tickets, contact 415.522.3549 or info@clawsf.org.

This promises to be an extraordinary event! Guests will enjoy a hosted bar, outstanding food by McCalls, and great music. And as always, we encourage dancing with your dog! All proceeds benefit the Cinderella Fund, which provides an extra measure of care and treatment to dogs and cats with special medical needs at the SF SPCA.

This event is produced by CLAW, an all-volunteer support group for the SF SPCA.

ESTATE PLANNING SEMINAR
Planning for you and your pets.
Saturday, March 10
10 a.m.–noon
San Francisco SPCA, 245 Alabama St.
Humane Education Classroom

Invitations will be mailed in April. For more information, contact Jill Jacobs, Major Gifts Manager at 415.522.3549 or jjacobs@sfspca.org.

HEART OF GOLD GRATITUDE RECEPTION
Thursday, May 17
Invitations will be mailed in April. For more information, contact Jill Jacobs, Major Gifts Manager at 415.522.3549 or jjacobs@sfspca.org.

We thank you.

Twitter twitter.com/sfspca
Find us on Facebook at facebook.com/sfspca
See more photos at flickr.com/sfspca
Check us out at sfspca.tumblr.com
Tell us your story at littledidyoudknow.com
On Nov. 8, we were shocked and saddened to discover that an adorable 8-week-old puppy, James, was missing from the Adoption Center just hours before he was scheduled to go home with his new family. We reviewed security camera footage and saw that a couple with a young child had stolen James while pretending to visit him. They wrapped James in a blanket and sneaked out an employee entrance.

James’ well-being was our top priority. We immediately contacted the San Francisco Police Department and sent out an alert to local media outlets asking that they broadcast the story and James’ picture. We also offered a $500 reward for anyone with information leading to James’ return. The media picked up the story and ran with it. By the next morning, James’ photo had been printed in several newspapers, broadcast on local TV stations, and shared widely across Facebook by SF SPCA supporters.

The following afternoon, about 24 hours after James was stolen, a woman walked into the Adoption Center with James, claiming that she had purchased him outside a grocery store. She said that she later discovered, thanks to the media coverage, that he was stolen. We were thrilled to have James back, safe and unharmed!

Ed Garcia, who had adopted James and was planning to bring him home the evening that he was stolen, was ecstatic when he heard the news. He had prepared himself for the possibility that he might not see James again, so he was delighted to learn that James had been found. Later that evening, James and Ed were happily and rightfully reunited at the Adoption Center. Several media outlets recorded the reunion, and James finally spent his first night in his forever home.

After the reunion, we continued to work closely with the San Francisco Police Department. They authorized us to release the surveillance footage, so we sent photos to the media outlets that had helped to get James back with the hopes that someone might recognize the criminals. Several weeks later, we got an unexpected call from a parole officer who said the male suspect was one of his parolees! We are working closely with the parole officer and the police department to ensure that the criminals are brought to justice.

This story might have had a very different ending if it weren’t for the media and SF SPCA supporters acting so quickly to spread the word about James’ disappearance and the search for the abductors. The community truly came together to help, and because of that we know that James is happy, healthy, and enjoying life at home with his new dad.

Thank you to everyone who assisted us with this case!

Keep up-to-date with SF SPCA news at facebook.com/sfpsca.
In April 2011, Toto, a 12-year-old Yorkie, was stolen from his fenced-in yard in the San Francisco Bay Area. His owner, Yvette, and her children were devastated. Toto was part of the family and had been with them since he was just a puppy.

They spent weeks searching for Toto, to no avail. Yvette tried to file a police report, but her local precinct refused to document her complaint. As Yvette searched for Toto, she learned that other families in the neighborhood had also experienced dog-nappings.

Eventually, Yvette and her family gave up hope. They just prayed that whoever stole Toto would treat him well, and that he’d be cared for.

Eight months later, to Yvette’s horror, Toto was left on her doorstep, in a dog crate, with substantial injuries. Whoever stole Toto had clearly abused and mistreated him for several months. Nearly all of his front teeth were missing, as well as his left eye. Yvette was hysterical and quickly rushed Toto to a local veterinarian.

Toto needed extensive veterinary care that Yvette couldn’t afford. She managed to raise about $500 through friends, family, and co-workers, but it wasn’t enough to cover the medical bills. Having exhausted her fundraising options, she turned to the San Francisco SPCA for help.

When SF SPCA Co-President Dr. Jennifer Scarlett heard Toto’s story, she immediately agreed to offer assistance. Toto’s care was transferred to the SF SPCA, and in December, he visited the SF SPCA Veterinary Hospital at the Leanne B. Roberts Animal Care Center for the first of several treatments. The estimated cost of Toto’s dental work, eye surgery, and other care is upward of $5,000, depending on how well he responds to treatment and the level of aftercare that he needs. The SF SPCA has launched a fundraising campaign to help cover Toto’s medical bills. (Visit sfspca.org/toto for more information.)

Yvette reports that Toto is doing well and recovering quickly. She says that after he was returned, it took about a month before he started trusting people again, but he’s slowly becoming the sweet, affectionate dog that he was before the kidnapping. Despite the terrible ordeal, Toto still happily greets strangers and is quickly learning how to explore the world around him with just one eye.

The SF SPCA is committed to providing Toto with the veterinary care that he needs to recover, but we wouldn’t be able to help Toto and other animals like him without the generosity of our supporters. Thank you! We couldn’t do it without your help.

Stay up-to-date on the latest SF SPCA news and stories at facebook.com/sfspca.
THE 16th
BARK & WHINE
ANNUAL BALL

When: Thursday, March 22, 2012 6:30 PM
Where: Fort Mason Center, Festival Pavilion

You and your dog are invited to walk the red carpet and celebrate with us!
• Delectable food from McCalls
• Live auction
• Music and dancing

For more information, please visit our website www.clawsf.org,
phone 415.522.3535, or email info@clawsf.org.

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

Sponsored by Purina One