



2007 Accomplishments

The Placer SPCA is pleased to share with you our accomplishments for 2007:

- Continued to work toward our vision that one day every adoptable companion animal in Placer County has a home.
- For the eighth consecutive year, no adoptable animals were euthanized due to time or lack of space (only for irreparable health or behavior problems).



- Successfully completed our *Making Room – Expanding Our Future* major gift campaign, raising nearly \$300,000 to relocate our existing administrative offices to make room for an expanded cat adoption room and construct a new on-site spay and neuter clinic. Our cat adoption room was outfitted with brand new cat suites that allowed us to house more animals in a healthier and less stressful environment. The spay/neuter clinic provides us with a more effective use of our resources — readying animals sooner to be rehomed and therefore, providing us with additional housing for more animals in need. ***The UAIC Spay and Neuter Clinic (as it is named) opened for its first surgery in November 2007!***

- Launched our newly redesigned website – thanks to a very generous grant through the Placer Community Foundation. The newly designed site helps to improve our organization by enhancing our web presence and providing a more functional and consistent site for the public to utilize.

- Provided food, shelter, and medical care to more than 4,000 abandoned, abused and strayed animals that came to our facility.

- The Placer SPCA increased our adoptions by more than 140 placing close to 1,800 animals into loving, permanent homes through a variety of unique and creative adoption strategies both on-site and through mobile adoptions. Such strategies included themed adoption days like the LoveFest, highlighting those animals in need of a little special attention and implementing a new fee structure for adoptions. We also reunited more than 600 animals with their families to date.

- The Placer SPCA continued our collaboration with search and rescue foundations, law enforcement agencies etc, in which we place animals in our care who have special skills and behavior characteristics befitting a service animal. Most notably, Duncan – a Placer SPCA alum – was placed with the Search Dog Foundation based in Ojai, California in January 2007. Duncan successfully passed both of the Foundation Skills Assessment tests in September 2007, which certifies him and his human partner, LA firefighter Tim Brun, as “deployable” to assist in rescue efforts around the world – which they did in record time!



Placer SPCA alum Duncan is now Top Dog working as an official search and rescue dog alongside his partner Sgt. Tim Brun.

- Provided specialized veterinary care to more than 600 sick and injured animals including those who had broken limbs, significant wounds and lacerations, heartworm and dental disease through our Guardian Angel program.

- Transferred into our care and found homes for nearly 100 animals from other area animal shelters through our shelter transfer program to help alleviate with their overcrowding and over-burdening conditions.

- Broadened our rescue efforts internationally in collaboration with other area rescue organizations by helping to save racing greyhounds scheduled for death in Mexico City. Jack Little Foot, Orion and Speed were all brought to our shelter, treated through our Guardian Angel Program, and placed into permanent loving homes.



Our foster parenting program helps provide for these little guys!

- Through our foster care program, we provided specialized care to more than 200 animals, who without intervention would have otherwise passed away.

-Traveled to areas throughout Placer County on nearly 300 occasions with our PetMobile (an average of 5 times per week), facilitating outreach and adoption efforts. In 2007, we successfully placed 29 animals with new families through our mobile adoption. Additionally, the Placer SPCA hosted informational booths at more than 30 community events.

- Established our “Humane Heroes” on our website recognizing our young animal heroes in the community.

- Our Humane Educator more than doubled the number of classroom visits from last year for a total of nearly 100 visits! Additionally, the Placer SPCA offered five weeks of Humane Kids Camp (ages 8 – 12 years) and continued our Youth for Animals club (ages 9 – 12 years) for young people who want to learn about respect and responsible care of animals. Our Humane Educator also conducted nearly 30 Scout badge presentations in our shelter for close to 400 people, including scouts, scout leaders and parents.

- Expanded our outreach and marketing efforts with our Special PALS, a program that seeks to match seniors (age 55 years or older) with adult companion animals (age four years and older), in which the adoption fee is waived. In 2006, there were 51 cats and 22 dogs adopted through the Special PALS program. In 2007, we have increased the Special PALS adoptions by over 10% having placed nearly 90 adult animals with senior adopters to date.



Pictured with CEO, Leilani Vierra, are just a handful of our volunteers who come to the shelter daily to help in a variety of capacities.

- Our more than 300 active volunteers logged 20,000 plus hours socializing with our animals on a daily basis, and provided help and support with our fundraising and organizational events. In 2007, we began a structured mentoring program to allow all new volunteers to spend one hour in hands-on training with a volunteer mentor.
- Provided low-cost microchipping to more than 400 dogs and cats and hosted microchipping and rabies vaccination clinics open to the public. We also held our first off-site microchipping and vaccination clinics – allowing us to have more direct impact with the community.
- In 2007, we launched a spay and neuter marketing campaign focused on highlighting the devastating impact of pet overpopulation to our community. We partnered with Comcast Cable who shot and aired 30 second public service announcements featuring Big Jim Hall as he brought the message of pet overpopulation to Comcast subscribers, as well as promoted the Placer SPCA’s SNAP program. Similar PSA’s (in audio form) were also aired through area Petco stores throughout the month of June. In the past year, we provided subsidized spaying and neutering options to the community by issuing more than 1,600 vouchers through our Spay Neuter Assistance Program (SNAP) and facilitated the altering at no charge or at a reduced rate (\$5 - \$32).

- Hosted nearly 850 people in the more than 60 free behavior and training classes addressing a variety of topics including, separation anxiety, house training, foster parenting, children and pets, understanding canine specific breed characteristics and canine aggression. A new class was introduced focusing specifically on critter care and we modified all of our classes to a more consistent and comprehensive PowerPoint presentation format.
- Facilitated 5 behavior classes at other area shelters and animal organizations including Folsom Zoo, State Humane Association, Placer County Animal Services, Sacramento Counsel of Dog Clubs and SCOOP, helping 145 attendees with their behavior related questions and concerns.
- Offered complimentary behavior services through our help line to all adopters and community members. Also, worked successfully with families' behavior and training problems to prevent the surrender of their animals to a shelter.
- Provided pet food to those families in need when food was available through our Food Assistance Program.
- Two management staff were invited to present at the state-wide conference for humane/animal control and veterinarian professionals.



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