



2008 Accomplishments

The Placer SPCA is pleased to share with you our accomplishments for 2008:

- Continued to work toward our vision that one day every adoptable companion animal in Placer County has a home.
- The new UAIC Spay and Neuter Clinic gave us the ability to spay and neuter 909 animals on-site and perform 34 additional surgical procedures.
- The Placer SPCA increased our adoptions by 4%, placing 1,979 animals into loving, permanent homes. We utilize a variety of unique and creative adoption strategies both on-site and through mobile adoptions. We increased our partnerships with local radio stations and added live weekly interviews featuring adoptable animals and topics of our choice. We continued our partnership with Comcast to make video clips of animals available to cable television subscribers.
- 519 lost animals were reunited with their families.
- For the second consecutive year, Charity Navigator, the country's largest independent evaluator of charities, gave us four stars for our ability to effectively manage and grow our finances. Fewer than 25% of all charities evaluated by Charity Navigator receive this rating, which indicates that the Placer SPCA "outperforms the majority of nonprofits in America with respect to its fiscal responsibility."
- Our web presence continues to grow, with the number of unique hits on our site doubling from 1,000 in the spring to over 2,000 per week currently. We continue to enhance our site with additional community resources, such as the new Landlord/Tenant Resource page. We have taken advantage of new technology to create a new funding source and additional traffic to our site, the Virtual Sponsorship. We also introduced the capability for visitors to submit e-mail addresses to be added to a monthly e-blast update, to keep informed regarding Placer SPCA news and events. In December 2008, we were given the "Best Website Award" at the Rocklin Chamber of Commerce Business Excellence Awards.
- We redesigned and re-named our quarterly newsletter, now called the *Companion Connection*. The new format is more readable and professional in appearance.
- The Placer SPCA provided food, shelter, and medical care to more than 3,800 abandoned, abused and stray animals that came to our facility.
- We have garnered community support for sick and injured animals through the Guardian Angel program. With specific appeals for each animal needing serious care, we have been able to give 161 animals a healthy pain-free life. The Guardian Angel program also funds more minor health conditions such as skin irritations or kennel cough. We treat an average of 70 animals per month through this program.
- Through our foster care program, our volunteers provided individual care to 400 animals, saving the lives of puppies, kittens, and injured or malnourished animals.
- Traveled to areas throughout Placer County on 224 occasions with our PetMobile, and hosted informational booths at many community events.





- In 2008, we hosted five week-long sessions of our Humane Kids Camp, with a record attendance of 70 children. Campers enjoyed learning about responsibility, kindness, and respect for all living things. Participants had an opportunity to learn from the experts at the Placer SPCA and also from a local horse expert, Wildlife Care, Roseville Animal Control, The Eco Station and the Folsom City Zoo Sanctuary. Our Humane Educator also

gave 39 school and community group presentations to a total of 1,946 Elementary through High School age students. We upgraded all of our Girl Scout Programs to meet the changing badge requirements for girl scouts and introduced two additional badge programs for Boy Scouts. As a result, we held 30 scout programs for 354 scouts. We continued providing guided tours of our Animal Care Center, programs for adults, and our Youth for Animals Club. In 2008, we started hosting our annual Be Kind to Animals Day for children 6 through 15 years of age. We also started hosting Birthday Parties for anyone five years of age or older. Our Humane Educator worked with a Senior Girl Scout to create the Placer SPCA Activity Book, a coloring and activity book for young people that illustrates how to take care of and stay safe around cats and dogs.

- Expanded our outreach and marketing efforts for 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 2008, we placed 141 animals through Special PALS, an increase from 90 in 2007 and 73 in 2006.
- In a demonstration of the strong community support enjoyed by the Placer SPCA, we have received close to \$38,000 in Third Party Fundraisers. These are fundraising efforts done spontaneously by members of the community on our behalf. From service clubs to scouts to business associations, groups of people in Placer County raised these funds with virtually no expenditure or staff time from the Placer SPCA. These members of the community support our mission so strongly, we frequently receive new requests with unique ideas to raise funds. This figure does not include all the various in-kind gifts members of the community are moved to give us, from a single bag of kitten food to a case of dog leads.
- We received a donated 40" LCD monitor for our lobby, on which we recognize Corporate Sponsors and highlight programs and upcoming events. We are also able to include video of long-term dogs in order to show their behavior in home settings, on-leash, and on the agility course. With the LCD display, a new paint job, and the "Paw Club" display for major donors, our lobby is increasingly professional and welcoming.



- Our volunteers, an average of 150 individuals per month out of a pool of hundreds of active volunteers, contributed close to 26,000 hours. Volunteer serve in almost every program we offer, allowing us to keep our costs low and give the volunteers a valuable experience.
- The community voted the Placer SPCA "Favorite Charitable Organization" and "Favorite Place to Volunteer" in the October edition of *Sierra Style Magazine*.
- Continuing our outreach efforts for the Spay and Neuter Assistance Program (SNAP), in 2008 we increased the number of vouchers issued to 2,260 – an increase of more than 15% from last year. The SNAP program is emphasized at all outreach and Pet Mobile events. We designed and professionally printed door hangers and utilized volunteers to distribute them in lower income areas. The door hangers are in English on one side and Spanish on the other, and the SNAP program flyer was translated into Spanish in order to

reach out to non-English speaking members of our community. We increased to 12 the number of veterinarians with whom we partner.

- We have served 886 pet owners in 81 free behavior and training classes addressing a variety of topics including: separation anxiety, housetraining, foster parenting, children and pets, and critter care for small animals. We introduced a curriculum specific to pit bull owners to supplement training in understanding canine specific breed characteristics.
- In addition to implanting microchips for every animal adopted from the center, we provided low-cost microchips for 251 dogs and cats and held low-cost rabies vaccination clinics, the largest of which inoculated 55 animals in a two-hour period. We also held two off-site microchip clinics.
- We offer complimentary behavior services through our help line to all adopters and community members. Also, we worked successfully with families to address behavior and training problems to prevent the surrender of their animals to a shelter.
- We have provided pet food to those families in need when food was available through our Food Assistance Program.



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