



150 Corporation Yard Road, Roseville, CA 95678

P: 916.782.7722 530.885.7387 F: 916.782.8655 E: administration@placerspca.org

www.placerspca.org

PRESS RELEASE

**May 6, 2010
For Immediate Release**

For Further Information Contact:
Leilani Vierra, CEO
(916) 782-7722 x105 or (530) 885-7387 x105
leilaniv@placerspca.org

Placer SPCA Outperforms Most Other Charities, Says Charity Navigator Placer SPCA Receives Four Star Rating for Fourth Consecutive Year



Roseville, CA – Charity Navigator has announced that the Placer SPCA has received its highest rating, four stars, for the fourth consecutive year. This “exceptional” rating reflects continued sound fiscal management practices by the Placer SPCA board of directors and staff.

According to Charity Navigator President and CEO Ken Berger, “Placer SPCA consistently executes its mission in a fiscally responsible way, and outperforms most other charities in America.”

Charity Navigator is the leading charity evaluator in the United States. Only 8% of all charities rated have received the coveted four-star rating for four or more consecutive years.

As donors are becoming increasingly careful with their dollars and looking for transparency and accountability in the organizations to which they donate, a four-star rating means they can be confident that contributions to the Placer SPCA, local companion animal welfare experts, are put to the best possible use.

This remarkable achievement by the Placer SPCA is the direct result of continued efforts by the organization’s leadership to use careful planning to steward the organization through difficult economic times, without compromising the quality of services available to the pets and people of Placer County.

“Put simply,” said Placer CEO Leilani Vierra, “We do the most we can with what we have. With volunteer help and by seeking donations of everything from dish soap to dog food, we constantly work to be fiscally responsible and earn the trust and support of our community.”

For more information and a link to Charity Navigator’s independent evaluation of the Placer SPCA, please visit www.placerspca.org.

###