## 2018 ANNUAL REPORT



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A message from our Executive Director

#### **Dear Friends & Supporters,**

his past December the Humane Society of Yuma celebrated six years in our new facility! What always seemed like a dream became reality for me and many who have supported our shelter for years. 2018 was a really great year for the animals in our shelter. Not only did we save 90% of the dogs that entered our shelter, but we made some huge changes in animal welfare.

The work that HSOY and so many others in our community have done to control the community cats is finally paying off. As you will see in this year's annual report, we had a decrease of stray cats entering the shelter by almost 10%, which equates to roughly 400 less cats than 2017. We attribute this decrease to the amount of spaying and neutering of community cats that HSOY and many other local groups have been doing for so many years. It is only through the support that we receive in our community that we are able to make this happen. The Humane Society of Yuma is going to see some big things happen over the next three years. With the hopes of greatly increasing our live release rate for both dogs and cats, we are working very hard to ensure industry standards are constantly being met with the best interest of our guests always in mind. I hope that you enjoy this year's look back at all of our accomplishments and that we will be able to count on you for years to come. You are truly the reason we will make Yuma a No-Kill community.

Sincerely,

Xmnette Zazunar

Annette Lagunas & Bella Executive Director



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### SOLAR is Lighting the Way into 2019

id you know that HSOY pays \$7,280 a month for electricity?

The electricity bill is one of the largest monthly expenses incurred for the organization. This past August, to reduce the cost, the Humane Society of Yuma reached out to the community to assist with some of the costs to support our Solar Campaign. Phase one will cover approximately 60% of the shelter's energy usage and will include modification projects around the facility to reduce overall energy consumption. The money saved by installing solar and the energy modifications will grant more resources to the direct care for the animals and will help close the financial gap during the summer. The leadership planned ahead when designing the shelter and made the roofs on the buildings "solar ready," so that the addition of the solar panels was fast and cost-effective.

Special recognition goes to Sandra Edwards, Personal Representative of the Janet Metzker Estate, who decided to gift the Humane Society of Yuma a large portion of the estate to launch the solar project. Additional recognition goes to Eckard Commercial Construction for completing this project at cost and generously passed on the opportunity to make a profit. But that wasn't quite enough; in August, the Humane Society of Yuma reached out to the community to fund the down payment and remaining balance of the project. Within three months, the Humane Society of Yuma raised a total of \$360,000 and Phase one of the Solar Project was fully funded. Installation began this past December, while the shelter was bustling with people and animals, Eckard Construction completed the installation quickly!

Six years after the completion of the new shelter, solar is now a reality. This project was truly a collaborative effort from all of whom that have donated, Sandra Edwards (Personal Representative of the Janet Metzker Estate) and Eckard Commercial Construction. This long term investment will help secure funds for the organization to use for direct care of the animals and improve the animal welfare of Yuma County. Thank you to all of those involved in bringing new light to the organization!

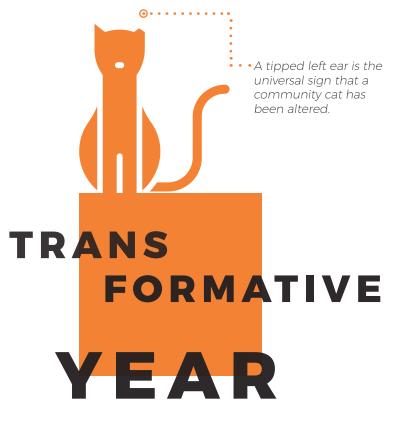
This project was largely possible because of a planned gift. You can also make a large impact when becoming a Legacy Circle Member. Contact the Humane Society of Yuma's Development Department for more information, or ask your professional estate planner, financial advisor, or insurance agent how to make a gift to the Humane Society of Yuma FEIN 86-6053617

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Janet Metzker passed away November 30th, 2017 and left behind her beloved dog, Luz. Sandra and her husband Bill attempted to care for Luz, but no longer could and trusted the Humane Society of Yuma to place Luz in a good home. Page and Lonie Misenhimer, passionate, loyal supporters, and volunteers, welcomed Luz into their home when they decided to foster Luz. During that time they fell in love with her and in January, they finalized the paperwork to make it official. Luz was ADOPTED! 2018 has been a year of evolution for the Humane Society of Yuma. Our lifesaving efforts have increased 12% due to hard work and determination of the staff and volunteers of the Humane Society of Yuma. History is changing here at the Humane Society of Yuma, cats and dogs now have the best chance at life than ever before. The focus changed in 2018 and cats have led the way to progress.

The programs with the largest success have been with our community cats. Trap/Neuter/Release (TNR) and Return to Field (RTF) programs combined increase life saving for community cats by almost 90% in the shelter. In 2017, 937 community cats were altered in our community; that is compared to the 1,779 community cats that were altered in 2018. 54% of those cats came directly from the shelter and were turned in as stray animals.



#### **Return to Field (RTF)**

Return to Field (RTF) is a program that is specifically for community cats that enter the shelter. Due to the lack of socialization most community cats are deemed unadoptable. The RTF program has two aspects to the program. If cats come in with a tipped ear, the cat is immediately returned to the location in which it was found. If it is not already altered, the cat remains at the shelter to get spayed or neutered and then transferred back to the location in which it was found. This program has not only reduced euthanasia in the shelter and boosted morale for staff and volunteers but has also provided much needed space and resources to other cats that had the opportunity to stay in the Humane Society of Yuma's care for longer, improving their chances of adoption.

#### **Feline Friends**

Feline Friends is a volunteer led community program that actively manages registered community cat colonies in Yuma County. Managing a community cat colony takes a lot of work, these volunteers do the following:

- Register their colony
  - To register a cat colony, visit: catstats.org/yuma
- Oversee the well-being of the cats
  - Provide food and a safe place to eat

- Monitor the population
- Trap, Neuter, Release
  - Trap
  - Neuter
  - Vaccinate
  - Tip ear
  - Return the cats to their colony

In 2018 Feline Friends in conjunction with the Humane Society of Yuma's Clinic altered 2001 cats in Yuma County. All cats brought into the clinic were vaccinated, spayed or neutered and had their left ear tipped before returning to their colony.

Feral cats serve as natural pest control and have a role in the environment. It is our duty to address the issue of over population.

Extermination of community cats is NOT an effective means of addressing the community's issue and is no longer an option for the Humane Society of Yuma.

#### **Transport/ Rescue Program**

The Humane Society of Yuma credits approximately a quarter of our life saving efforts to our Transport Program, in which we release ownership of animals to rescue partners across the state of Arizona. In 2018, 170 more cats took a ride on wheels and transferred to a partner rescue organization.

#### **Going Digital**

Online presence is essential in today's digital world. Marketing and communication is not only about television, print and radio, but the digital reach to get more animals seen and people engaged and connected with the Humane Society of Yuma. Social media has made a large impact on the work being done. Video stories and messages have been very powerful this year; more people have been engaged digitally than ever before. Fundraising through social media has been wonderful.

- The Humane Society of Yuma's Facebook page has over 21,000+ followers
  Facebook Fundraisers raised over \$32,000 in 2018
- More than 70,000 users visited our website, with 67.8% of users scrolling through our website with their mobile devices.
- Converted shelter software to have information more accessible.
- Online Rehoming option.

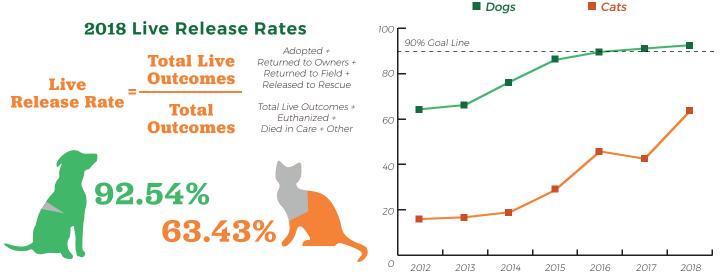
Lastly, the shelter has become more accessible. The Humane Society of Yuma took some bold steps, opening our doors to the public on Sundays and extending operational hours for the winter season. Our stray wing has traditionally been closed to the public. Late in 2018, we decided to open this building to the public to browse the stray animals and peak adoption interest; this helps give the animals more exposure and shortens their stay here at the shelter.

The Humane Society of Yuma is progressing towards the goal of reaching a "No-Kill" status and these changes, some big and some small, are all variables in our mission to reduce the number of homeless pets through adoption, rescue and spay and neuter programs.

## Saving lives

The Humane Society of Yuma focuses on five key factors in order to save as many lives as possible. This is done through **adoptions**, **spay and neuter surgeries**, our volunteer-run **rescue program**, **return to owners**, and our **foster care program**. Each of these areas are imperative to strive towards our common goal of zero euthanization of adoptable pets. It is with a strong network of selfless individuals that we are able to care for an average of 8,100 animals per year.

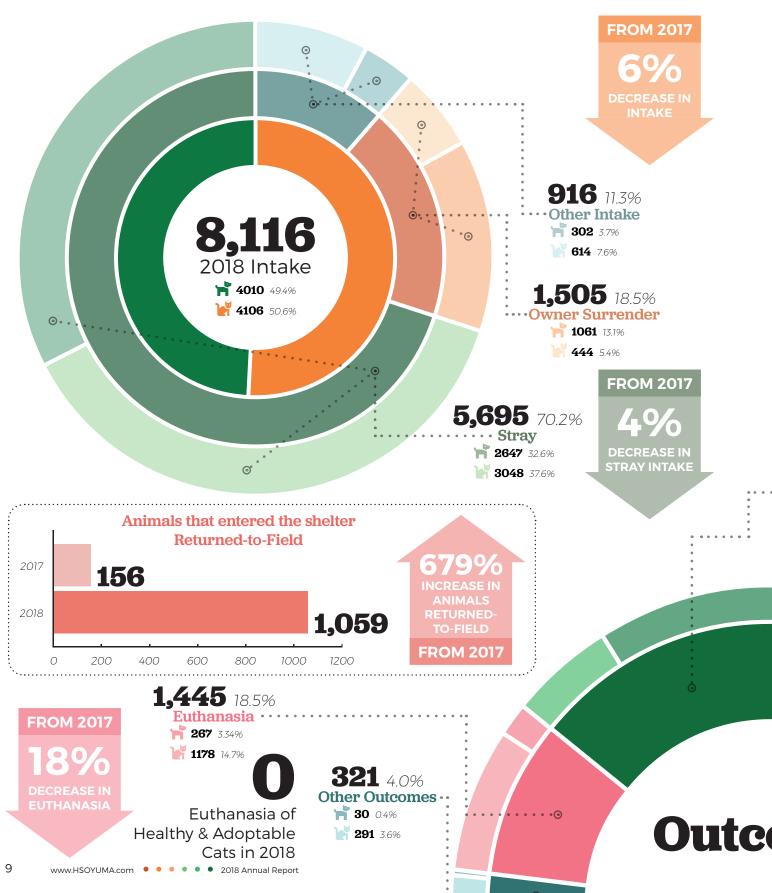
The Humane Society of Yuma is very excited about the progress that has been made in the past six years here at the shelter and in Yuma County. As you can see by the numbers below, we have made some great strides within our shelter.

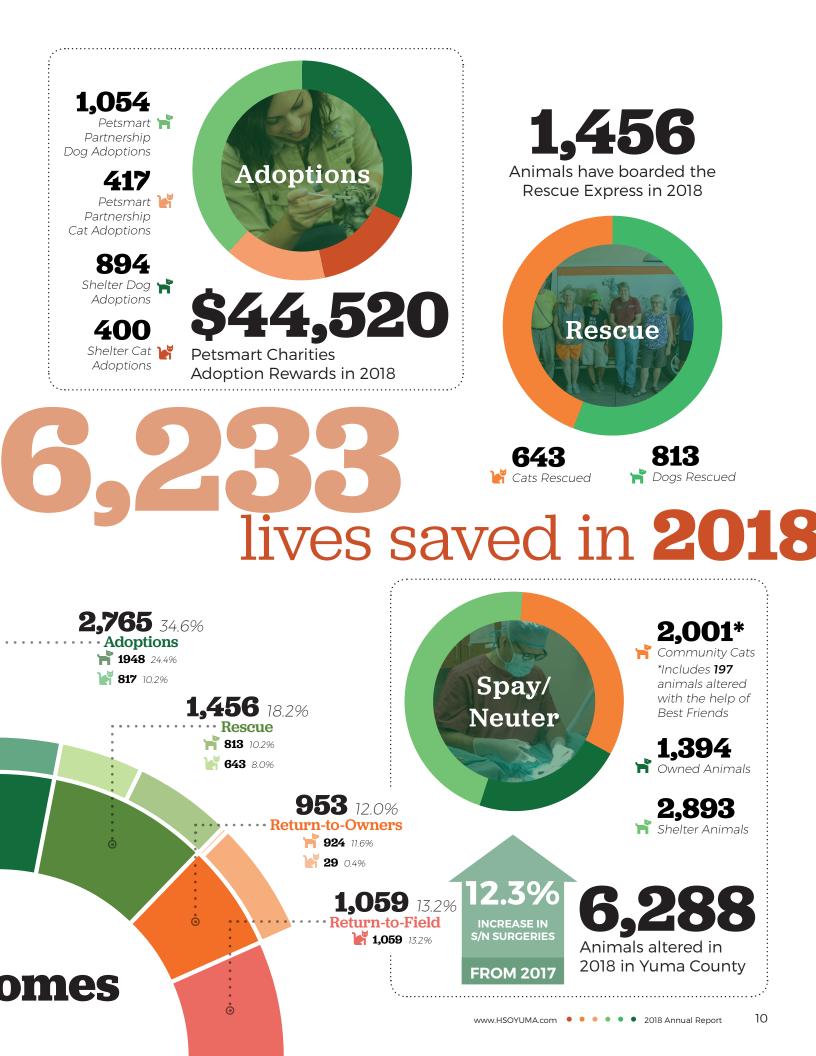


#### **NO-KILL STATUS EXPLAINED**

According to Best Friends Animal Society, the leader in the "no-kill" movement in the animal welfare industry, achieving a "no-kill" status means that 90% or more of the animals are released alive. Although we have accomplished this goal with the dogs in our community we have much more work to do with the cats that enter into our care. We have made huge strides in moving towards the "no-kill" status with cats in 2018.

## SAVE ONE Until there are none.





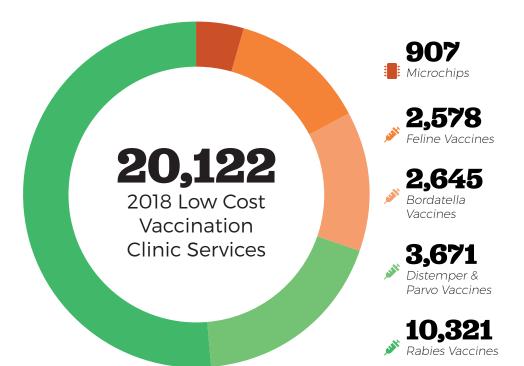






#### **Low Cost Vaccination Clinic**

The Humane Society of Yuma's Low Cost Clinic exists to give the community a chance to get the vaccinations, microchips, and basic services needed for all dogs & cats of Yuma County. In 2018, a total of 20,122 vaccinations and microchips were administered to animals in our community. 3,671 distemper and parvo vaccinations were administered while 2,645 animals were vaccinated for bordatella. 10,321 animals were vaccinated against rabies, a requirement set forth by the city and county in order to license your dog or cat. 2,571 feline vaccines were given and a total of 907 animals were microchipped which helps to aid animal control and the HSOY in returning stray animals to their rightful homes.



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#### **4 Paws Pantry**

In April of 2010, a group of dedicated volunteers recognized the overwhelming number of pets being surrendered to the shelter during the recession by families who could no longer afford food for their cats and dogs. In an effort to keep pets in their homes and from being turned in to the shelter, these volunteers banded together to create the 4 Paws Pantry, which provides supplemental food to those who qualify based on income. In partnership with the Yuma Community Food Bank and PetSmart Charities, the Pantry was kept stocked in 2018. In order for someone to qualify they must not only

meet income requirements but also agree to spay/neuter all animals in the household to prevent unwanted animal population. Over 154,000 pounds of food has been distributed since the Pantry's inception!



Of pet food were distributed to low income households in 2018



#### Love Me License Me Campaign

The Humane Society of Yuma has partnered with the City of Yuma and Yuma County to facilitate their licensing programs. Licensing your pet allows animal control to help your pet find its way home much easier in the event he or she gets away from you. There are different requirements depending on your residential jurisdiction.

It is very important that you know the jurisdiction of your residence. Yuma county is all areas of the county that are not part of the City of Yuma. This



Licenses were issued by the Humane Society in 2018 nty that are not part of the City of Yuma. This includes San Luis and the Town of Wellton. Residents of these areas are required to purchase a Yuma County license.

You can now license online! Visit our licensing page at:

www.hsoyuma.com/license-online.html.



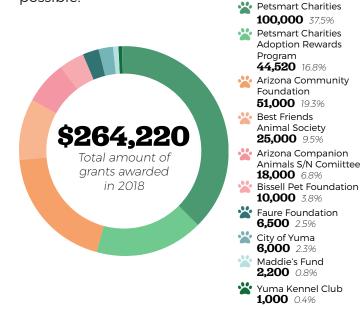
## **COMING TOGETHER FO**





#### Grants

Each year, the Humane Society of Yuma is awarded several grants to aid in our mission of saving as many lives of homeless pets as possible.



#### **Education**

2018 was an amazing year for education at The Humane Society of Yuma. We launched the second year of our Summer Camp Program which gave kids the opportunity to learn about everything from animal care to how the Humane Society works with the community to reduce the number of homeless pets. Thank you to our sponsors Yuma Rotary Club, Fort Yuma Rotary, El Dorado Broadcasters, Monster Media, Yuma Investment Group, and 3:10 Auto Works and Diesel Works.

2018 also saw another successful year of our Be Humane Campaign, which pairs a week of humane animal ownership lessons with a fundraiser and walk-a-thon. HSOY has brought the campaign to 5 Elementary Schools in 2018. Thank you to our sponsors 3:10 Auto Works, 3:10 Diesel Works & Bose.

## **R THE COMMON GOOD**

#### Roobee's Cruelty & Denver's Medical Fund

accomplish our

mission without

the support of

the community.

The RooBee's Cruelty/ Denver's Medical fund was created to fund the care and comfort of cruelty and other medical cases that come in to the Humane Society of Yuma. RooBee was a Basset Hound that was found with a broken leg and other various injuries and Denver was a Shar Pei mix who had skin issues. The Yuma community came through to help pay for their treatments until we could find these wonderful pets forever homes and inspired the name of this fund. Donations to this fund also allow us to put together rewards when we need the public's help in finding suspects of animal cruelty. The Humane Society of Yuma cannot



Raised for the Roobee's Cruelty & Denver's Medical Fund in 2018

#### **Thrift Store**

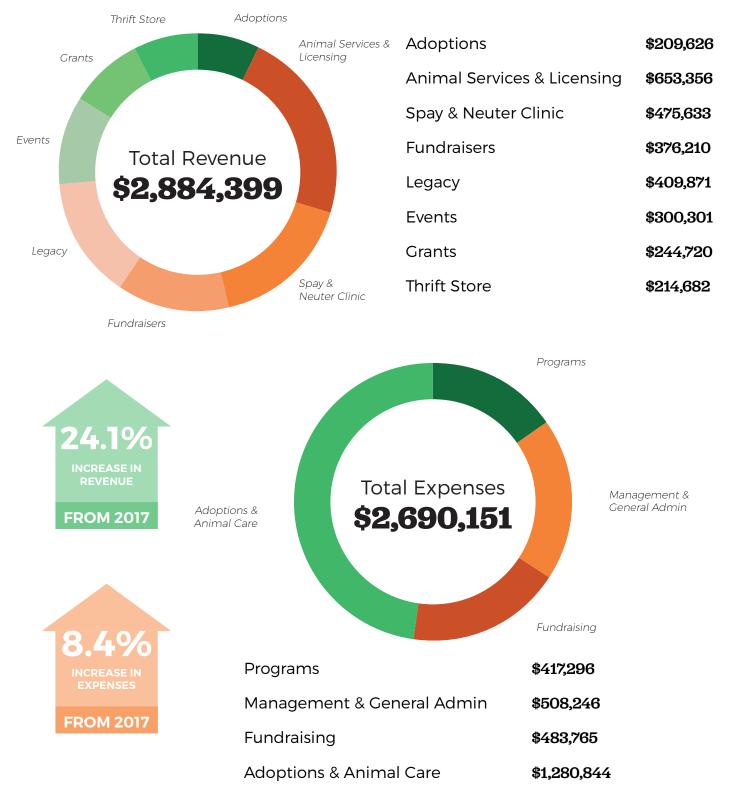
The Humane Society Thrift Store has helped bring in hundreds of thousands of dollars to support spay and neuter surgeries since it began in 2007 at an outdoor swap meet. Since then, the store has celebrated some great success with the opening of the first brick and mortar location in 2008 and again in 2014 when we moved to our new location in the Big Curve shopping center. The boutique-like store atmosphere helps to draw more customers in to shop as well as the convenient location adjacent to many other shops and restaurants in the heart of Yuma. Donations are always accepted and we see a great deal of support coming from the

community in the way of donations to the shop.



in revenue to support Spay and Neuter Surgeries

## 2018 FINANCIALS



### **EVENTS**





Paint & Paws for a Cause January 14th @ Artsy Fartsy



#### \$52,374 **Critter Country**



Crittery Country: Wild West Casino Night March 31st @ The Palms RV Resort







Fore Paws Golf Classic June 2nd @ Desert Hills Golf Course









Fur Ball XII September 15th @ AWC Schoening Center





125

Fall Festival October 27th @ HSOY Dog Park





Poker for Paws Poker Tournament December 15th @ 3:10 Auto Works

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### Unique Partnerships

The year 2018 was a year of blossoming relationships. The Yuma Art Center and the Humane Society of Yuma has for the past several years toyed with the idea of partnering on a unique art show. What developed was beyond what anyone expected. In early June, the Yuma Art Center and the Humane Society of Yuma reached out to the community for a call out for animal themed art to donate to the Humane Society of Yuma for a fundraiser. Soon after the press release went out, the Humane Society of Yuma was contacted by the Arizona Department of Corrections staff wanting to get involved. Inmates out of the



Cheyenne Unit were given two weeks to produce artwork. On the tight deadline, inmates and the staff were forced to get creative and hand made the canvas and painted unique pieces of art that went up on display at Pawblo Pawcasso in July and were auctioned off for the benefit of the homeless pets of Yuma. The collaboration between the Humane Society of Yuma, the Yuma Art Center and Arizona Department of Corrections was a unique experience that displayed the best of our community. Working together to connect people and animals through art was an amazing experience that will not be forgotten.

Buffalo Wild Wings partnered with the Humane Society of Yuma to help fundraise during the summer. The entire month of July, Buffalo Wild Wings ran a Paws Campaign for the Humane Society of Yuma and displayed paws throughout the restaurant in support of the homeless pets of Yuma.

### Southwest Gas Workplace Giving

Southwest Gas has been a loyal supporter of the Humane Society of Yuma. But in 2018 the employees did something extraordinary and voted HSOY as one of the two nonprofit organizations to participate in their Fuel for Life employee giving program. Southwest Gas's Yuma office has committed to donate over \$13,000 out of their paychecks in 2019.

We were overjoyed to find out that this comes straight from the employees. We had the opportunity to meet and present to the local office and tell them more about the organization and what their dollars go to if chosen. The commitment is



absolutely impressive and Southwest Gas DEFINITELY knows how to inspire philanthropy within their workplace. Thank you, again to the Fuel For Life program! - Annette Lagunas, Executive Director -Humane Society of Yuma.



#### **LEGACY CIRCLE**

In 2018, HSOY received a total of \$409,871, and currently has 68 recognized legacy members. These generous individuals have chosen to name HSOY as a beneficiary in a will, living trust, life

insurance policy, retirement account or have created a charitable remainder trust. To date, Legacy funds have been used to build the Solar Panels for the shelter, purchase new puppy pens & cat condos, build the Kathryn Keen Memorial Garden, and improve animals' quality of life. If you are interested in joining our Legacy Circle, please contact *Ishapiro@hsoyuma.com*.



Total amount received by the shelter from Legacy members in 2018

#### **IN MEMORIAM**

In Memory of those who passed in 2018 and requested The Humane Society of Yuma receive donations in their honor.

- Sharon Allen Deborah Bezdicek Jennifer Blair Herman Brown Manuel Cabrera Kathleen Carol Anderson Woelm nee Burke James Casper Patricia Castaneda Mignon Darlene Cuff Kevin Duane Long Daryl Duke
- Carl Enockson Bernie Estes Lousie Ferguson Merton Glass Ph.D Patricia Harkin Robert Knowlton Donald Kovacs Gary Langford James Lear Jerry Lindsey Ruth Malone Raymond McCoy
- William S. Mitchell Karen Nadean White Goldie Rivera Daniel Stanton Walker Steinly Raymond Ukura Richard Van Horn Sr. Betty Vance Carol Ann Walker Rose Whitman Carol Ann Willis Mark Barksdale
- Edna Kolhoss Aaron Segura Charles Summers Ann Venable Dale Sattley Kevin Long Jennifer Hooper Betsy Cumins Charles Bishop

#### **FACEBOOK FUNDRAISERS**

The people named below graciously reached out to their online network of family, friends and colleagues to raise money for the Humane Society of Yuma. Their efforts combined raised \$14,613; which accounts for 44.8% of donations received through Facebook in 2018. Together with the Humane Society of Yuma, they raised over \$32,591 in 2018. Thank you for inspiring others to give to a cause that you are passionate about.

Judy Bishop Josie Perez Debbie Frydenlund Ruth Eileen Waldrop Courtney Rackstraw Julie Knox Ott James McNatt Lana Shapiro Penny Higginbottom Chantal Underwood Whitney Andrews Annette Lagunas Victoria Dixon Christian McViking and Sharde Lauren Watson Rebekah Stansbury Teresa Sigler-Alcorn Leona Vallone Beveridge Karen Barclay John Horvath Rene Tacker Rodriguez Becky Blankership Ehrlich Jen Sellers Hanna Thomas Sasha Fowler Cynthia Hutchins Erin Elizabeth Anne Penfold Helland Jaque-lyn Stone Bill Seibel **\$32,591** Donations received through Facebook in 2018

Lynn Brown Fazz Jessie Sheltra Chrystal Porter-Earle Sara Gale Tami Nagel Priddell Lauren Elizabeth Tawn Gale WendyLou Lewis Tamy Lynne Linda Stagi Molly Harris Raffaella Onisko Cyn Costello Anita Fournier Lizzy Mendez Donations received through the Page's Donate button \$3,565 11.0%

 Donations received through HSOY's own Fundraisers 14,413 44.2%

 Donations received from Individual Fundraisers
 14,613 44.8%

Desiree Prior Luz Grossenburg Rachel Ann Kline Brenda Camarillo Kristy Cunningham Aidee Sandoval Diaz Stephanie Archer Charity Damron John Manning Susana Quintero Dan Duran Jon Andrew Wright Zechariah Prather Oasis Castillo Larissa Sandman





#### **Our Mission**

To reduce the number of homeless pets through adoption, rescue, and spay, and neuter programs.

#### **Board of Directors**

Claire Eckard President

т

**Terry Farr** Treasurer

Wendy Mckay

**David McHone** 

**Audra Evans** 

Secretary

**Bernadette Presloid** 

**Quincy Smith** 

**Debbie Frydenlund** 

#### Management Team

**Annette Lagunas** Executive Director

**Lana Shapiro** Director of Development

**Dr. Ernesto Sandigo** Director of Veterinary Services

**Lyndzie Osteen** Adoption Manager Andrea Cornett Director of Operations

**Jim Gray** Human Resources Manager

**Trentie Oliver** Volunteer Manager

**Opal Graves** Thrift Store Manager





