



the animal foundation's

MISSION:
Possible
2020

All of Us for All of Them

The Campus Completion Project
for The Animal Foundation

Chief Executive Officer's Letter

Dear Friends,

It's no secret that The Animal Foundation changes lives for the better every day. Whether working with families to keep the pets they love in their homes, reuniting other families with their lost pets, or finding new homes for animals with so much more love to give, our staff and volunteers work tirelessly on behalf of our two- and four-legged guests to implement best practices in the animal welfare profession.

Thanks to your support, we continue to make significant strides in advancing our mission. As we shared in our 2015 Annual Report, The Animal Foundation has seen positive trends across each area in which we measure success. Over the past five years, intake has decreased by 31.8%, positive placements have increased by 21.8%, and euthanasia has decreased by 63.5%.

Still, there is more work to be done.

In June 2015, we unveiled our *Mission: Possible 2020* initiative to save the lives of all healthy and treatable animals who enter the care of The Animal Foundation by the year 2020. This aggressive five-year plan includes the addition of new programs, expansion of existing programs, major renovations to the 15-year-old Lied Shelter, and the addition of a new adoption center.

These programs and facility improvements are vital. They are necessary to provide a humane and safe environment for both animals and people and to achieve *Mission: Possible 2020*.

As of August 2016, we have raised \$21 million of the \$35 million needed. The remaining \$14 million will help us complete our campus and contribute to the long-term sustainability of our lifesaving programs.

We cannot do this without you. Your generous support will help us save the lives of all healthy and treatable animals entering our care by 2020. That's right. In the coming years, we're going to expand existing and create new lifesaving programs to save all healthy and treatable animals who pass through our doors. Ambitious, I know. Thanks to you, it is also attainable.

Together we will create one of the nation's most successful nonprofit organizations engaged in saving animal lives.



Sincerely,
Christine Robinson
CEO, The Animal Foundation



Campaign Chair's Letter

Dear Fellow Animal Lovers,

It is with great honor that I have accepted the opportunity to serve as campaign chair for the *Mission: Possible 2020: All of Us for All of Them* capital campaign.

As many of you already know, I am an animal lover and have since my mayoral days long been a supporter of the work The Animal Foundation does in the greater Las Vegas area.

Over the past five years, The Animal Foundation has made amazing strides in increasing the rate of lifesaving placements of animals in its care, but it isn't enough. With your help, we can save even more lives – the lives of all healthy and treatable animals that pass through The Animal Foundation's doors.

Mission: Possible 2020 is the key to making a lasting impact on the animals of our community through the growth of its lifesaving programs and the facilities needed to support them. This capital campaign is the game changer we need to save the life of every healthy and treatable animal that enters the care of The Animal Foundation.

Please join me in rallying around The Animal Foundation and helping us complete our mission - it truly will take All of Us for All of Them.

Sincerely,

Jan Jones Blackhurst
Executive Vice President of Government
Relations & Corporate Responsibility
Caesars Entertainment, Inc.





“ The 8-acre campus of
The Animal Foundation served
over 30,000 animals in 2015...

enough to fill the MGM
Grand Garden Arena twice! ”

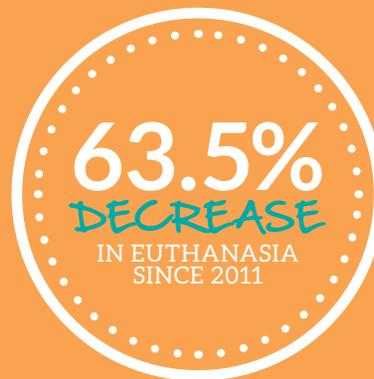
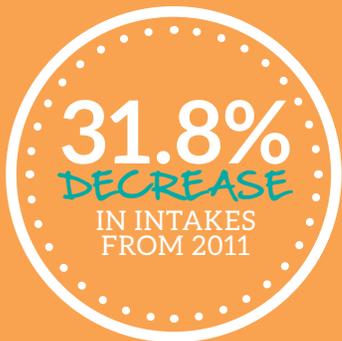
Saving Some is Not Enough

Homeless. Lost. Neglected. Unwanted. Abused.

More than 30,000 animals in need passed through our care in 2015 – enough cats, dogs, pigs, turtles, birds, bunnies – you name it – to fill MGM Grand Garden Arena twice.

The eight-acre campus of The Animal Foundation serves more animals than all other animal rescue organizations in the state of Nevada combined. Our volume is on par with animal shelters in major U.S. cities like Atlanta, Chicago, and Cleveland.

In just the past five years, the number of animals coming into the shelter has decreased by 31.8%. The number of animals adopted, returned to their owners, or transferred to partner organizations has increased by 21.8%, and euthanasia has decreased by 63.5%. Working with the support of the Las Vegas community, The Animal Foundation is on track to create one of the nation's most successful nonprofit organizations engaged in saving animal lives. But this momentum will not continue if we simply stay the course. Bold new thinking and additional resources are required to reach the ultimate goal.



Saving Every Animal Possible

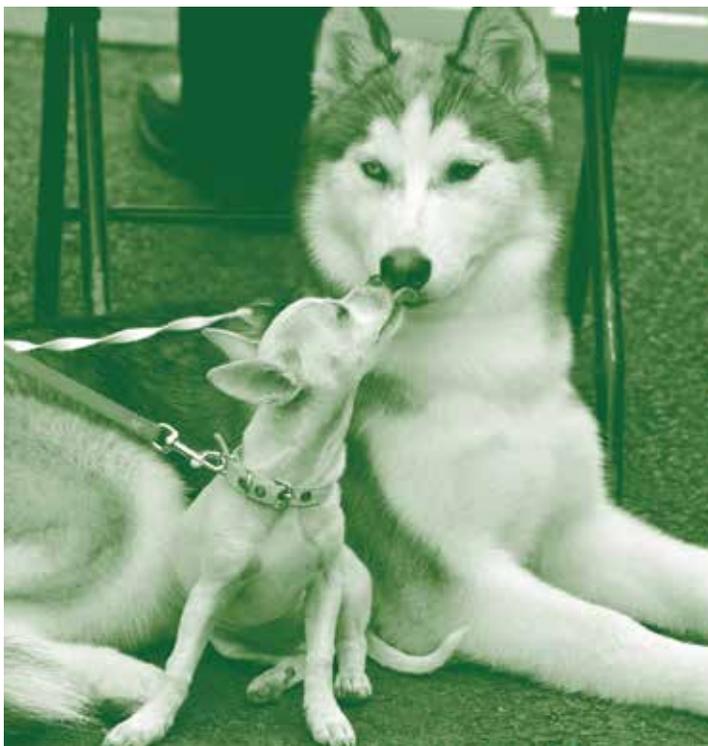
Mission: Possible 2020.

The Animal Foundation's best years are still ahead. In 2015, we announced a bold plan, *Mission: Possible 2020*, our new initiative "to save the lives of all healthy and treatable animals who enter our care by the end of the year 2020."



#MPAW
2020

Mission: Possible 2020 is a necessary and profound step toward achieving our mission to save the lives of ALL healthy and treatable animals in the Las Vegas valley. This is a lofty but achievable endeavor that has compelled our organization to create new lifesaving programs and continue to make improvements in almost every area of our work.



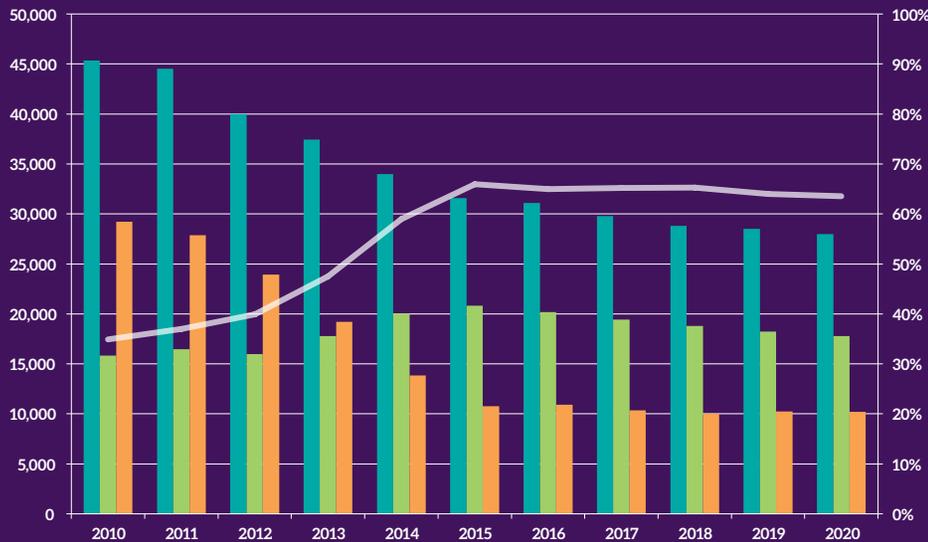
Mission: Possible 2020

The Animal Foundation is committed to saving the lives of all healthy and treatable animals that enter our care by the end of the year 2020.

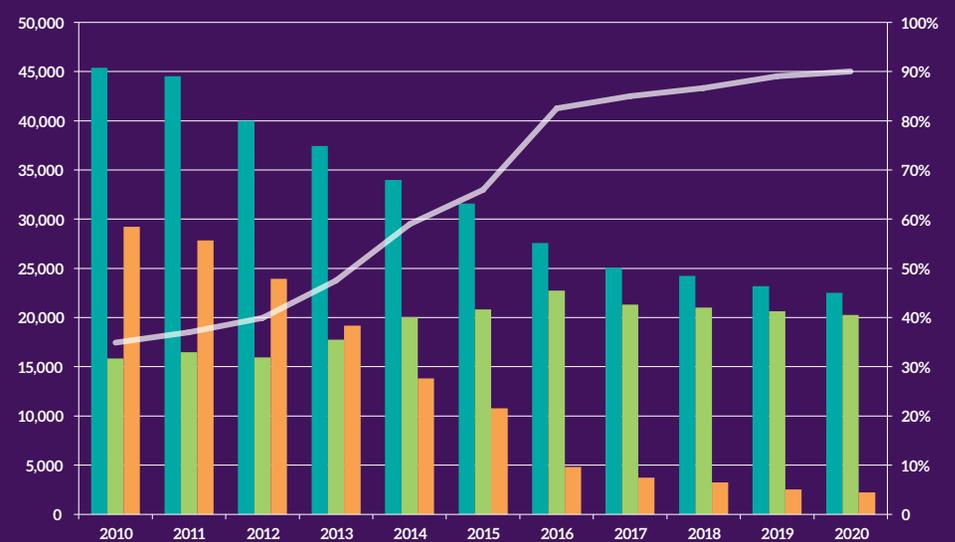
Thanks to supporters like you, this mission IS possible.



Existing Programs



Existing Programs + Mission: Possible 2020 Implementation



INTAKES

POSITIVE
PLACEMENTS

EUTHANASIA

LIVE
RELEASE RATE

Lifesaving Programs for All of Them

The most effective way to save lives is to treat the root causes that create animals in need. *Mission: Possible 2020* includes an expansion of many of our programs, including our Foster Program, Animal Relocation & Transport Program, Adoption Promotions, Spay/Neuter Clinic, Vaccine and Microchip Promotions, plus the launch of several new lifesaving programs:

Keeping Every Person and Pet Together (KEPPT)



Surrender intervention program that addresses the issues of pet overpopulation on the front end by keeping pets in their homes and out of the shelter.

Companion Animal Rehabilitation and Enhancement Fund (CARE)



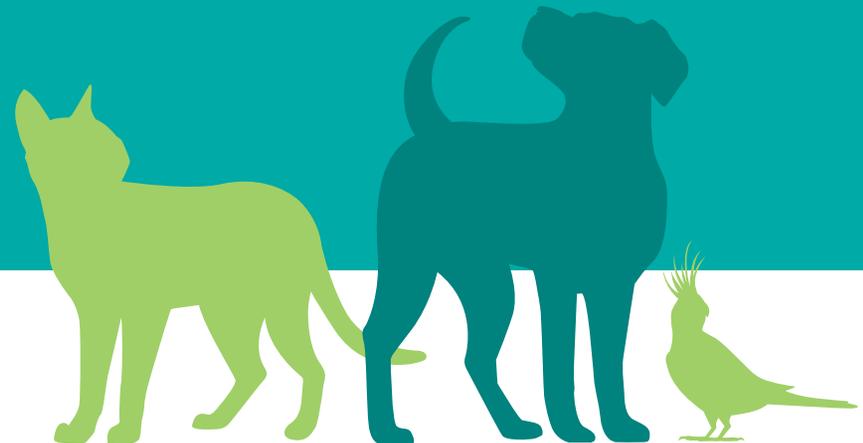
A fund to expand and enhance current medical capabilities and resources to treat sick and injured pets.

Community Cats Program (CCP)



A program that will serve and save the lives of 5,000 cats annually.

The full implementation of the *Mission: Possible 2020* programs will result in achieving the goal of saving all healthy and treatable animals in our care, but we cannot accomplish these objectives with our current facilities.





Lifesaving Care from All of Us

Our top priority is to make sure the animals who come to our campus get the best care possible and can stay comfortably as long as needed. With The Animal Foundation's current physical resources, we have maximized our capacity to save lives. Our main shelter building, the Lied Animal Shelter, has not seen a significant capital improvement in at least 15 years. Additionally, many of our services have operated out of temporary structures for more than eight years, including a tent for cat adoptions and a portable trailer for administration.

Capacity to Save More Lives

In order to increase our capacity to save lives in a humane and healthy way, significant renovations to our existing shelter facility are paramount, and a new structure to house adoption areas for cats and other small animals, community education center, and administrative offices is necessary.

As our intakes continue to decrease with the full implementation of many of our **Mission: Possible 2020** programs, the animals entering our care will likely require more resources and a longer period of time to find their new family. This creates even more of a need for housing that allows us to consistently provide the care they need and deserve. Providing humane, long-term housing as well as more robust veterinary surgery facilities will allow us to continue our dramatic gains in saving lives.



A Place to Save More Lives



Improved Shelter 🐾 New Adoption Center

The upgrades to the **Lied Animal Shelter** will enable us to provide hospital-grade, longer-term housing, isolation areas for the sick, and more thorough veterinary care with an expanded and upgraded veterinary clinic. It will also enable us to double our capacity to offer spay and neuter services.

The new **Engelstad Adoption Center** will promote, encourage, and boost adoptions. Through our carefully planned housing structures, designed in concert with best practices in animal shelter care, and meet-and-greet areas, our animals will be provided with safe and comfortable housing, and visitors will get to know their potential companions in a more intimate and interactive environment. The new play areas will allow our animals to interact with each other and with their potential new families in a more natural setting.



Community Education Center 🐾 "Mission Central"

A new **Community Education Center** will enable us to offer both animal and human training and education programs designed to create a community of pet owners who have been afforded every opportunity to ensure a long, happy, and mutually beneficial relationship between themselves and their four-legged friends.

Finally, a new **"Mission Central"** area within the new Engelstad Adoption Center will provide permanent and professional office space for the administrative and management staff. Staff are currently working out of temporary structures and in multiple locations. Centralizing leadership efforts and bringing the team together in a permanent structure will increase the ability to serve all of our customers, both animals and the humans who love them, with greater efficiency.



The Animal Foundation is committed to adhering to the widely accepted Five Freedoms.

◦ Five Freedoms ◦ of animal welfare

It is a critical priority of The Animal Foundation to provide the best possible care to all animals who come to our campus and to ensure they are all afforded each of the Five Freedoms while in our care.

These are the Five Freedoms of Animal Welfare:

- #1 FREEDOM FROM HUNGER AND THIRST**
by ready access to fresh water and diet to maintain health and vigor.
- #2 FREEDOM FROM DISCOMFORT**
by providing an appropriate environment, including shelter and a comfortable resting area.
- #3 FREEDOM FROM PAIN, INJURY OR DISEASE**
by prevention or rapid diagnosis and treatment.
- #4 FREEDOM TO EXPRESS NORMAL BEHAVIOR**
by providing sufficient space, proper facilities and company of the animal's own kind.
- #5 FREEDOM FROM FEAR AND DISTRESS**
by ensuring conditions and treatment that avoid mental suffering.

“ **Humanity's true moral test,
its fundamental test...**
*consists of it's attitude towards those
who are at its mercy: animals.* ”

— MILAN KUNDERA



All of Us for All of Them. [NOW]

We envision an organization capable of saving all healthy and treatable animals in The Animal Foundation's care.

But we can't do it without you.

This profound, exciting, and necessary project will require the generosity and leadership of those who share this vision. The Animal Foundation has developed a bold strategy to raise the funds necessary to complete our campus and contribute to the long-term sustainability of our mission. The overall investment for the enhancements, new facilities, and program support is \$35 million. Many within the community have already stepped forward to support this effort. But it will take all of us.

A successful campaign will help us meet and exceed nationally accredited standards of housing and care for our animals. It will allow us to increase adoptions, improve medical care, and provide much-needed space for the highly effective lifesaving programs at The Animal Foundation. Please help us as we march toward *Mission: Possible 2020 - All of Us for All of Them.*



Photos by: Scott Roeben and Brandi Stoneman Scharrer.



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MISSION: Possible

2020

All of Us for All of Them



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**The Campus Completion Project
for The Animal Foundation**

Graphic design donated by: Ashley Campbell, AKDC

Printing donated by: Edward Smith, RR Donnelley

