



the  
**animal**  
foundation

*All of us for all of them.™*

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**2017**  
**IMPACT REPORT**

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*Photo courtesy of the Las Vegas Golden Knights*

# Dear Friend:

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Last fall, many of you joined us to mark the beginning of the construction phase of our Mission: Possible 2020 capital campaign. As staff, volunteers, board members, partners and members of the community at large gathered to watch, shovels first moved dirt for what would be the most ambitious physical expansion in our organization's history. Needless to say, it was an exciting time and a long-anticipated moment.

As the pace of physical progress toward our goal quickens, it would be easy to focus exclusively on the end game – that future state so many of us are working diligently to achieve. But it's also important to take stock of the accomplishments of the past year and the many points of pride we can claim today.

In 2017, amidst the disruption of campus construction, our team continued to improve programs, services and outcomes in meaningful, measurable ways. Intakes of dogs and cats reached their lowest level ever, thanks in part to our spay/neuter initiative and programs designed to keep animals and their owners together through temporary setbacks. And, in a milestone for The Animal Foundation, the number of lives we saved topped the

25,000 mark for the first time in our history. These results attest to the fact that the key initiatives already in place as part of Mission: Possible 2020 are working.

In these pages, you'll learn more about our accomplishments in 2017 – work that puts us several steps closer to our goal of saving every healthy and treatable animal who comes through our doors. While we proudly celebrate those achievements, we realize there's more work to do – more funds to raise, more new programs to establish, more lives to save.

With your continued support, I'm confident that our progress will only accelerate in the years ahead. All of us are united in pursuit of an ambitious-but-achievable goal – and the animals who find themselves in our care are counting on us to succeed.

Thank you for your contributions to this monumentally important effort.

Sincerely,

A handwritten signature in black ink that reads "Christine Robinson".

Christine Robinson  
Chief Executive Officer, The Animal Foundation

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## Me-Mow

**Just three months old, Me-Mow was found on the streets with severe chemical burns over much of his body, neck and head. When he arrived at The Animal Foundation, our veterinarians immediately began an intensive pain- and wound-management program that continued until Me-Mow was stable enough to move to a foster home, where he was able to receive round-the-clock care.**

**Before leaving the shelter, however, Me-Mow caught the eye of a patron. Struck by the cat's quiet stoicism and severe burns, Darrin snapped a photo of Me-Mow to show his daughter.**

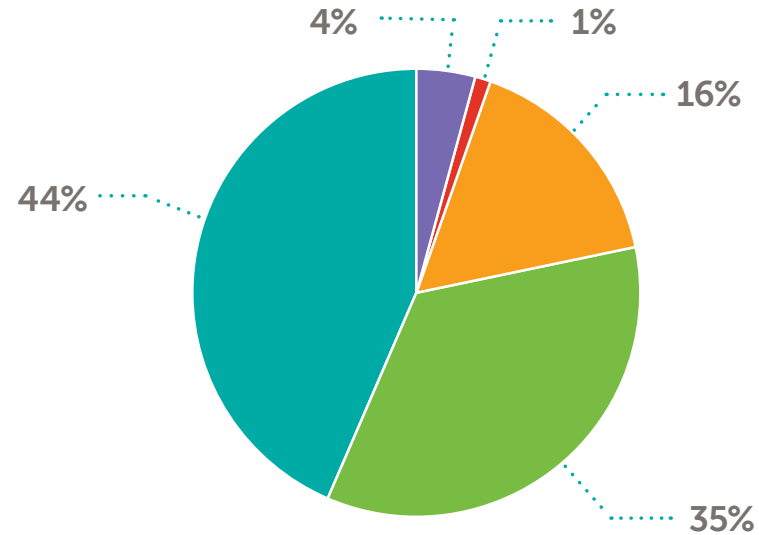
**In the days following his move to foster care, Me-Mow got worse. Our veterinarians and Me-Mow's foster caregiver worked together to establish a routine that included a rigorous combination of oral and topical medicines, syringe feedings and compresses applied three times daily. To everyone's relief, Me-Mow slowly began to improve. Wearing a newborn infant undershirt and a specially made cone to protect his wounds, Me-Mow began revealing his friendly and playful personality.**

**Within weeks, Me-Mow was ready for adoption. Darrin and his daughter were first in line that day, waiting to give Me-Mow his forever home. Today, Me-Mow thrives, showing few if any signs of his once-severe injuries. As he hunts for socks and chases his animal siblings, Me-Mow provides another example of how "All of Us for All of Them" works.**

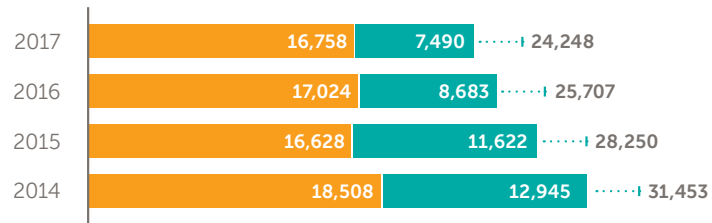
In 2015, we launched Mission: Possible 2020, our initiative to save the lives of all healthy and treatable animals who enter our care. Our progress toward that goal has been steady and substantial, as evidenced by our recent year-over-year results:

## POSITIVE PLACEMENTS 2017 ALL ANIMALS

1	Total Adoptions	10,981
2	Return to Owner	8,769
3	Transfer Partners	4,125
4	Return to Field	285
5	Shelter Neuter Return	1,070
	<b>TOTAL</b>	<b>25,230</b>



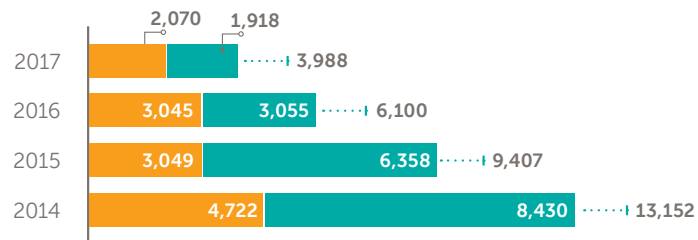
## INTAKES - DOGS & CATS



**23%**  
Decrease Since Launch  
of Mission: Possible 2020

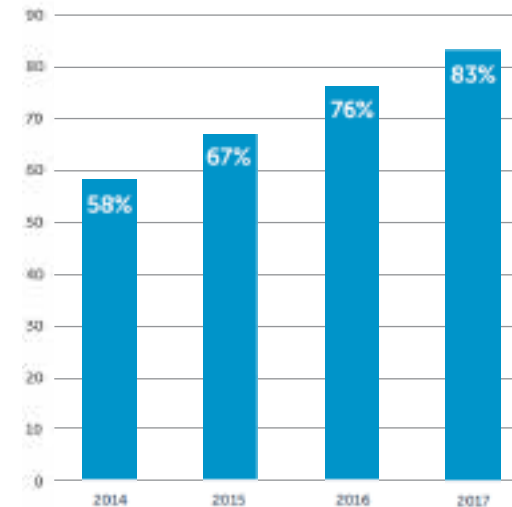
dogs  
cats

## EUTHANASIA - DOGS & CATS



**70%**  
Decrease Since Launch  
of Mission: Possible 2020

## LIVE RELEASE RATE DOG & CAT



# Our Progress Continues



The Animal Foundation marked a Mission: Possible 2020 milestone in October with a ceremonial groundbreaking event that marked the start of new construction and renovations at our 8-acre campus. New and updated facilities are paramount to our goal of saving all healthy and treatable animals who come to us in need.

"This is truly a historic and exciting day for the Las Vegas Valley," said Jan Jones Blackhurst, Campaign Chair of the Mission: Possible 2020 capital campaign and former mayor of the City of Las Vegas. "It's amazing what can happen when members of a community come together to support each other, and I am confident that this initiative is going to have a tremendous impact on our Las Vegas community."

While the groundbreaking was an important moment in our physical transformation, we've made marked progress toward our overall Mission: Possible 2020 goal in other ways as well.

Since its introduction in 2015, our Community Cats program has dramatically decreased the area's homeless cat population. Dogs Playing for Life (DPL) has substantially improved our live-release rate for dogs. Animal Relocation and Transfer (ART) has expanded its partner network and outreach efforts to drive similar improvements in positive outcomes. These programs have been instrumental in helping increase our overall live release rate from 58% before our strategic initiatives started to over 83% in 2017.

In the following pages you'll learn more about these and other efforts that take us closer to our lifesaving goal.





# Community Cats

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Some of our most important lifesaving efforts are those that address the root causes of pet overpopulation. A prime example is Community Cats, a program launched in partnership with Best Friends Animal Society to help control local cat populations and improve our shelter live release rates.

Community Cats are those found outside who appear to be thriving in their outdoor environment. Any un-owned, free-roaming cat – friendly or feral – is a candidate.

Participants in the program arrive through a variety of channels. Some are brought in directly by residents. Others come to us via our animal control partners. Here, they are sterilized, ear-tipped, vaccinated and released outdoors at the same place they were found.

Back in their home territory, these cats are far more likely to get back to their previous home – or find a new one. They also continue to use resources and help prevent other cats from moving in. Over time, this decreases the free-roaming cat population. Their absence at the shelter frees up resources, allowing us to help other cats through our adoption, transfer and foster programs.

By the end of 2017, The Animal Foundation had completed 7,055 spay/neuter surgeries on animals in the Community Cats program. This could have a massive impact on our valley's cat population since, by conservative calculations, a female cat can produce tens of thousands of offspring in a single decade.

Other metrics of the program's success include our cat intake rate, which has decreased a remarkable 64% from 2015, and our live release rate for cats, which has increased from 44% in 2015 to 73% in 2017.



# ART – Animal Relocation and Transport

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When Monique from our Animal Relocation and Transfer (ART) Department found herself driving nine pythons more than 200 miles so they could be placed in a sanctuary, she momentarily wondered what she had signed up for. Yet such an event is all in a day's work for the ART program, which is critical to our mission and goal.

Working with network partners, we relocate and transfer animals that need special medical care, who aren't thriving in the shelter environment or who are likely to be adopted more quickly elsewhere. We also transfer wild and exotic animals to sanctuaries where they can thrive. Since the inception of Mission: Possible 2020 the number of transfers has increased 56% overall and 67% for dogs and cats.

To achieve these results, the recently expanded ART team works tirelessly behind the scenes, networking and cultivating relationships across the country — and sometimes beyond — to find placement for animals in need. They maintain a list of 200 rescue partners, many of whom only accept specific breeds, and work with nearly half of them in any given year.

Last year, the ART team handled hundreds of cases and placed 4,124 animals. In addition to those nine pythons mentioned earlier, we also transported 37 Chihuahuas to a partner in Canada, 25 rabbits to San Diego and 76 chickens to a shelter in northern Nevada. The ART team also played a prominent role in last year's headline-grabbing Pomeranian story, transporting 20 of the dogs — including many who needed special medical care — to the Jason Debus Heigl Foundation, cofounded by Emmy Award-winning actress Katherine Heigl.

 Katherine Heigl added 2 new photos. February 10 · 🌐

A couple of months ago a UHaul truck was found abandoned by the side of the road in Las Vegas. When police officers opened the truck they found over 160 Pomeranians shoved 2 to 3 in crates only big enough for one dog. They were left with no food. No water. No fresh air. The Animal Foundation swiftly stepped in, got the dogs medical care and assessed each one. They did a phenomenal job caring for these cruelly abandoned creatures and I am so grateful to them! My Jason Heigl Foundation took twelve of the older dogs who needed more medical care. I'm thrilled to say that as of today all 12 have found their loving forever homes (as have all the rest of the poms!) One of them found his home with me...meet the newest member of the Kelley family Sergeant General Major Sir. Named for his commanding and in charge personality. We like to call him Sergeant Snuggles...he is not amused by this nickname. 🥰❤️❤️❤️❤️

# Lifesaving Behavioral Programs

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As part of the Mission: Possible 2020 initiative, we're finding ways to address the behavioral issues and public misperceptions that contribute to the disproportionate number of large dogs in our care. Big dogs and bully breeds typically stay in the shelter twice as long and face greater obstacles in achieving positive outcomes.

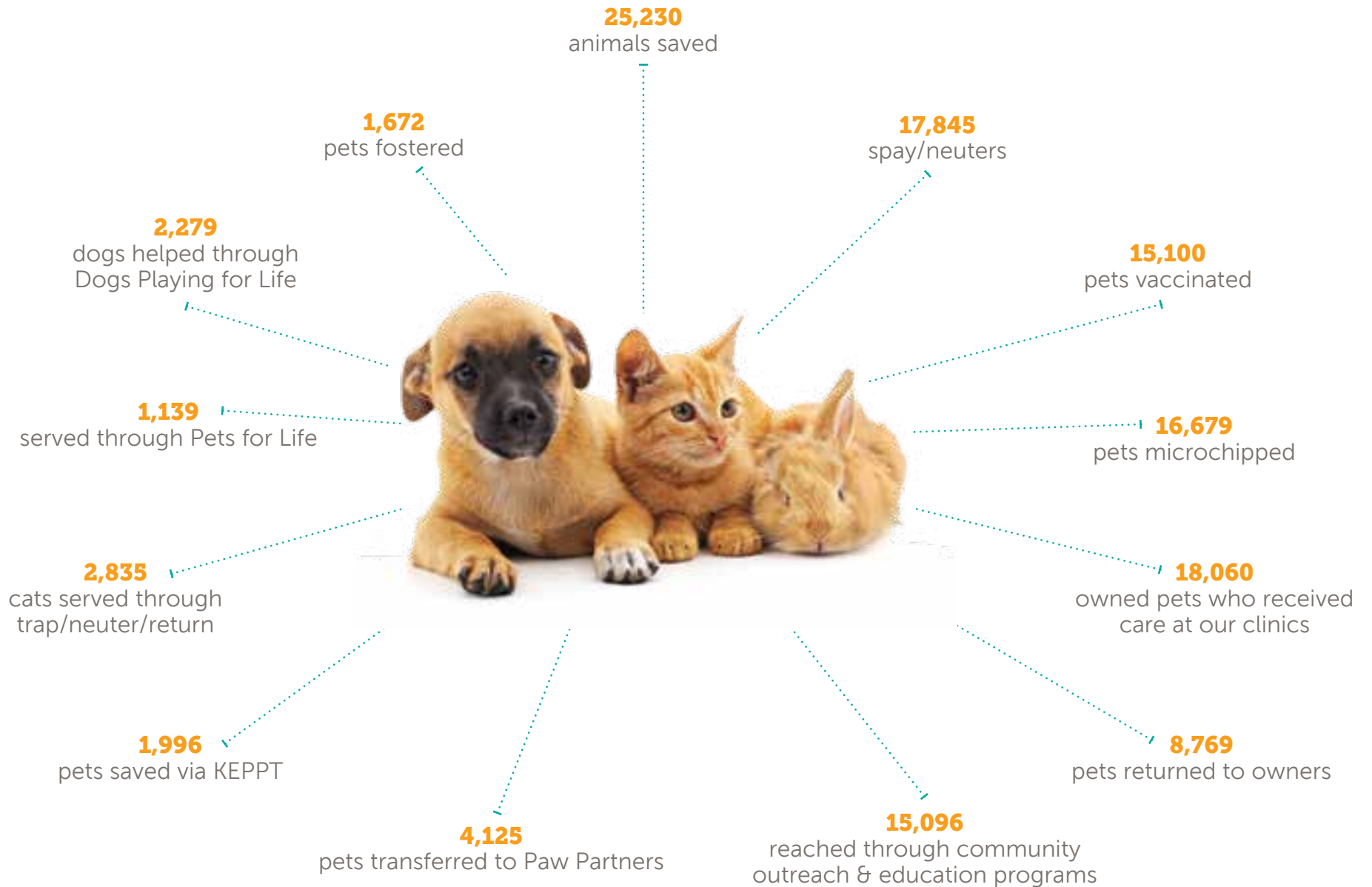
In response, The Animal Foundation implemented Dogs Playing for Life, which provides dogs with outdoor exercise and the opportunity to socialize with other canines and humans. The program is resource-intensive, requiring the efforts of dozens of employees and volunteers every day. But the payback is priceless: That crucial time out of the kennel improves the health of shelter dogs — and the likelihood of adoption by making every dog who participates calmer and better behaved. Programs like Dogs Playing for Life helped take our live release rate for dogs to over 87% in 2017.

Dogs Playing for Life is the first phase of our Academy for Canine Etiquette (ACE) program, which will ultimately provide a variety of training and enrichment programs like obedience training and loose-leash walking lessons. Future participants in ACE will be eligible for AKC Canine Good Citizen certification, which will help put them on a more direct path to finding their forever homes.





# 2017 by the numbers



# 160+ Happy Tails

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When 164 Pomeranians were rescued from the back of a U-Haul truck in late 2017, their arrival at The Animal Foundation captured the attention of millions. The story serves as a testament to the extraordinary efforts made daily by our team to accommodate animals in need.

An early morning call on November 30 set the wheels in motion. Our admissions team showed up well before dawn to begin the lengthy intake process — transferring the dogs from overcrowded, filthy crates into clean, safe shelter housing. Simultaneously, our animal care team sprang into action to find and prepare space for cleaning and feeding the traumatized dogs. Next on the scene, our team of behavior and medical specialists triaged resources over several days to conduct careful, in-depth evaluations of each dog. Those with special needs were quickly paired with staff members, fosters and rescue partners, who provided in-home care away from the shelter.

The pace quickened even further once the Pomeranians were made available for adoption. Our shelter groomer enlisted a small group of volunteers to prep every single dog for the adoption campaign. Volunteers stepped in to take beauty shots of the newly coiffed dogs while the adoptions, development and marketing teams planned a massive outreach campaign that included the celebrated “Pucks for Paws” event, in partnership with the Vegas Golden Knights.

Less than six weeks after their arrival at The Animal Foundation, the Poms had been transformed. Once shy and withdrawn, the dogs were healthy, relaxed, sociable and eager to accept kisses, cuddles, and ear-scratches from a fawning public.

Thanks to the unwavering support of the Las Vegas community — and the tireless work of a remarkable shelter team — we transformed tragic circumstances into more than 160 happy tails.

*“In Southern Nevada, The Animal Foundation alone has the capacity to take in, care for and hold in custody a 160+ dogs seizure.”*

— **Jeff Dixon, Nevada State Director**  
The Humane Society of the United States



# More Capacity to Save Lives

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In 2017, The Animal Foundation reopened a satellite location in Henderson, growing our geographic footprint and expanding our ability to save lives.

With funding from PetSmart Charities, our Everyday Adoption Center opened in February 2017 at Lake Mead Crossing. It houses up to 40 animals (dogs, cats, rabbits) and gives many valley residents a more convenient location to adopt a pet directly from our shelter.

Two full-time employees and a roster of volunteers staff the 2,500-square-foot location, which includes housing for large and small dogs, a separate cat adoption center and play areas for animals awaiting adoption.

In just 10 months of operation, our team completed 695 adoptions at PetSmart. Our goal is to exceed 1,000 in 2018.



# Best in Show

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In 2017, nearly 1,000 general-admission guests, 654 VIPs and four local TV news outlets joined us at UNLV's Thomas & Mack Center for Best in Show, our largest fundraising event of the year, where we raised a record \$428,000 and found permanent homes for each of the 53 dogs that participated.

Best in Show is a true "All of Us for All of Them" endeavor, requiring months of planning and preparation by an army of volunteers and employees.

It starts with our development department, which oversees the event, working with our Board of Directors and internal teams as well as sponsors, judges, donors, advertisers and vendors.

Members of our Best in Show Committee generously donate their time year round, selling VIP tables and soliciting one-of-a-kind products and services for silent and live auctions.

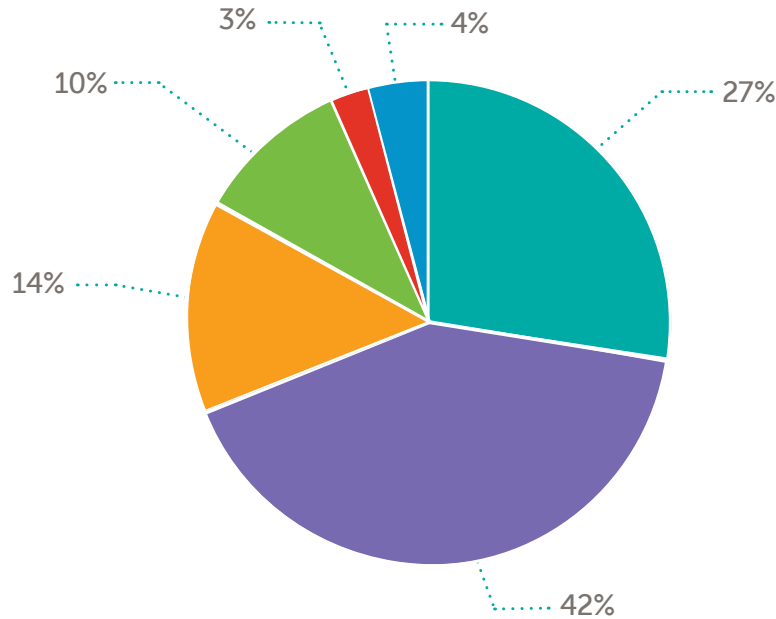
Others answering the "all hands on deck" call include our animal behavior team members, who carefully choose the right variety of participants for the event. Clinic employees then handle health exams, spaying or neutering, vaccinating, and microchipping. The foster team finds host families who are willing to handle the logistics associated with grooming, medical care, and photo shoots. On event day, the adoptions team handles post-event screening interviews and processing to ensure that every dog goes home with its new family.

The facilities department shuttles materials and supplies from campus to the arena, delivering them to more than 100 volunteers, who log thousands of hours on event week. During the actual show, a skeleton crew maintains business as usual at the main campus, ensuring that adoptions, admissions, and the clinic remain open to serve the public. Wherever you watch the main event – from the arena floor or behind the scenes, you'll see one thing clearly: Best in Show brings out the best in us.



*Photo courtesy of Lucinda Flint Photography*

# Audited Financial Results 2017



## 2017 REVENUE\*

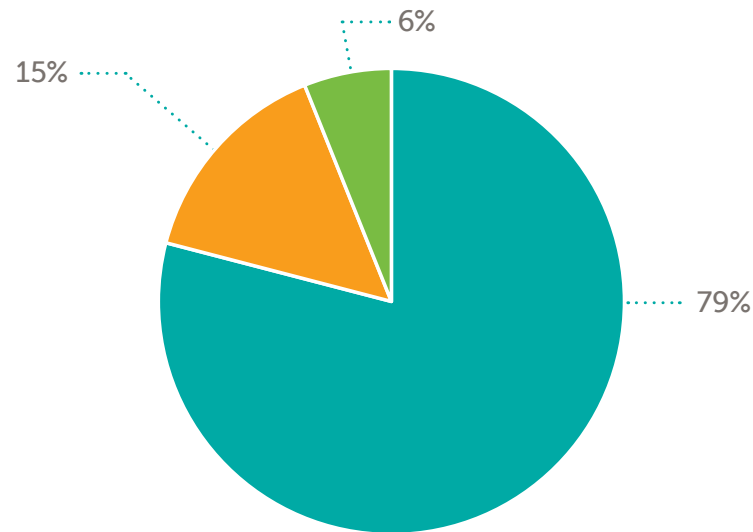
1	Contract Revenue.....	\$4,267,551
2	Contributions – Capital Campaign .....	\$6,496,398
3	Program Revenue (Net of Discounts).....	\$1,563,854
4	Contributions – Operations.....	\$2,170,219
5	Special Events (Net of Expenses).....	\$404,777
6	Other Income .....	\$671,431
	<b>TOTAL</b> .....	<b>\$15,574,230</b>

\* Includes unrealized gains on investments of \$522,786

## 2017 EXPENSES\*\*

1	Program Expense .....	\$8,488,895
2	Management & General .....	\$1,597,223
3	Fundraising.....	\$652,056
	<b>TOTAL</b> .....	<b>\$10,738,174</b>

\*\* Includes non-cash depreciation of \$612,714



To see our complete audited financial statements, visit [animalfoundation.com/about/statistics-reports](http://animalfoundation.com/about/statistics-reports)



# Olive and Julia

**Olive and her family truly embody the spirit of “All of Us for All of Them.”**

**Julia was a four-year-old Chihuahua waiting to be adopted when she was spotted by a very special girl named Olive, who was visiting The Animal Foundation with her family. Despite being just four herself at the time, Olive was inspired by Julia and by her trip to the shelter. She couldn't help thinking about all the other animals at the shelter and wanted to help them too. With her birthday coming up, Olive asked her family for a party where, instead of gifts, guests could bring donations to benefit the homeless pets at The Animal Foundation.**

**For the past four years, Olive has asked her friends and schoolmates to celebrate her birthday by donating to The Animal Foundation instead of giving her gifts. Last year, Olive raised over \$900 in cash and much-needed supplies. She was recently given the Acts of Kindness award by 8 News Now.**

**As her ninth birthday approaches, Olive, now a Las Vegas fourth-grader, plans to continue to inspire others by donating her award money and again collecting birthday donations for The Animal Foundation.**



*All of us for all of them.™*

**(702) 384-3333**

[animalfoundation.com](http://animalfoundation.com)

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