

PAWSITIVELY 2013

THE YEAR IN REVIEW

2013 ANNUAL REPORT



1,437
ANIMALS FOSTERED

4,769
PETS RETURNED
TO THEIR OWNERS

3.9% INCREASE IN LOST PETS
RETURNED TO OWNERS

5.7%
DECREASE
IN PETS
ENTERING
THE SHELTER

13,630 PETS SPAYED
& NEUTERED

10,302
PETS ADOPTED

2,643
PETS TRANSFERRED
TO RESCUE PARTNERS

20.75%
DECREASE IN DOGS & CATS EUTHANIZED

918 ACTIVE
VOLUNTEERS

A Pawsitive Year

2013 was a remarkable year for the homeless animals in our community. By maintaining a strategic focus on our sustainable programs and services, we reduced the number of animals entering our shelter and increased the number of lives we were able to save, ultimately reducing the number of pets humanely euthanized.

Eliminating pet overpopulation in Southern Nevada has been our mission for many years. We are encouraged by our progress last year -- but understand that a tremendous amount of work remains.

This report highlights the major accomplishments of 2013 and the progress we have made together in addressing pet overpopulation challenges in our community. We hope you will enjoy reading about the incredible achievements you've made possible and the thousands of lives you have helped save.

EQUATION FOR SUCCESS:
REDUCE INTAKES + INCREASE LIVES SAVED = FEWER LIVES LOST

Fewer Pets Received

The solution to pet overpopulation starts by reducing intake: decrease the number of lost and unwanted pets entering the shelter and more time and resources will be available to dedicate to the animals who continue to enter our care.

The Animal Foundation has witnessed fewer animals coming through our doors year over year since 2010. In 2013, 5.7% fewer animals entered our facility compared to 2012. We attribute this positive and life-saving trend to two factors:

- **Uniform mandatory spay and neuter ordinances:** We are experiencing the effects of the community-wide uniform spay and neuter ordinances (adopted 2008-2010). Pet owners in Southern Nevada are required to have their animals altered. With many low-cost clinics available throughout the valley to local pet owners (including our Low-Cost Spay & Neuter Clinic), more animals are being altered...and fewer animals resulting from unwanted and unplanned litters are entering our care.
- **Increased community outreach:** Through strategic, targeted advertising and increased publicity, participation in community events, and cultivation of an active volunteer constituency, we have significantly expanded the reach of mission-focused responsible pet ownership messaging.

In 2013, The Animal Foundation received an average of 110 pets every day. By continuing to focus on strategic and sustainable initiatives in 2014, we will further reduce the number of community pets entering our care on a daily basis.

2014 & Beyond

In late 2013, The Animal Foundation was awarded a Pets For Life grant from The Humane Society of the United States and PetSmart Charities. The grant funding will allow us to reach out to people and their pets in underserved Las Vegas communities in 2014 and provide them the tools and resources they need to keep their pets for life, further reducing the number of pets entering our doors.

ANIMALS RECEIVED

40,348

PETS IMPOUNDED



Capacity at Sam
Boyd Stadium:
40,000

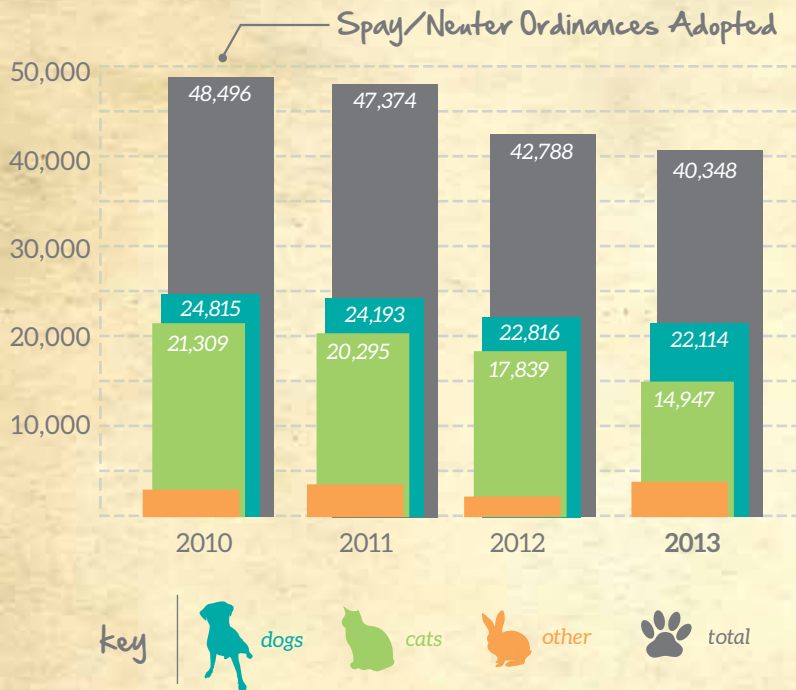


5.7%

DECREASE IN ANIMALS
RECEIVED FROM 2012

2013 IS THE THIRD CONSECUTIVE YEAR INTAKES HAVE DECREASED

SHELTER INTAKE TREND:



16.8%

DECREASE IN INTAKES
SINCE 2010



THAT'S 23 FEWER ANIMALS
ENTERING OUR CARE PER DAY

SUCCESS ATTRIBUTED TO STRATEGIC & SUSTAINABLE SPAY/NEUTER
PROGRAMS & COMMUNITY OUTREACH INITIATIVES

13,630

PETS SPAYED
& NEUTERED



2,437,540+

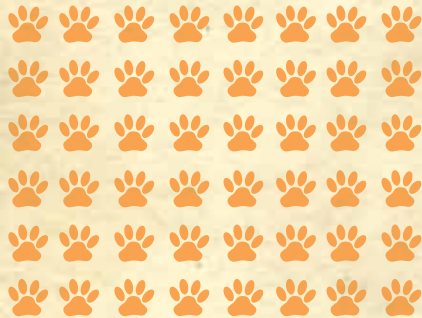
TARGETED MISSION-ENHANCING IMPRESSIONS
(EVENTS, ADVERTISING, NEWS COVERAGE, ETC.)

POSITIVE PLACEMENTS

17,714 LIVES SAVED



Capacity at MGM
Grand Garden Arena:
16,800



THAT EQUALS
**48 PETS
SAVED**
EVERY DAY

11.2%
INCREASE OVER 2012

THE 17,714 POSITIVELY PLACED ANIMALS FOUND HOMES THREE WAYS

4,769

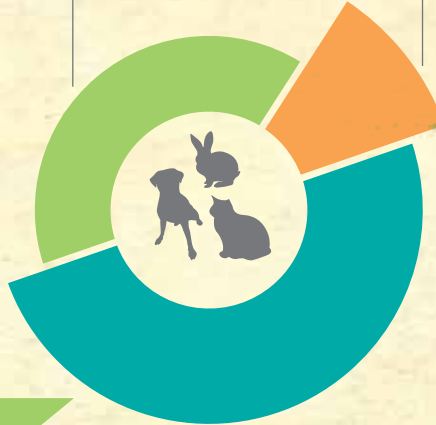
RETURNED
TO THEIR OWNERS



11.8%
OF ALL
ANIMALS
RECEIVED

3.9%
INCREASE
OVER 2012

Focus Area for 2014



2,643

TRANSFERRED
TO RESCUE PARTNERS

TRANSFER TREND:



28.1%
increase
over
2012

10,302

ADOPTED



6,952

5.9% INCREASE OVER 2012



2,521

18.2% INCREASE OVER 2012



829

40% INCREASE OVER 2012

1,294

adopted at the new
PetSmart Charities
Everyday Adoption
Center in Henderson

10.9%

INCREASE
IN PETS
ADOPTED

More Lives Saved

Thanks to support from friends like you, The Animal Foundation was able to save the lives of more than 17,000 pets in 2013 -- an 11.2% increase over 2012!

We have three strategic and sustainable programs in place to save more lives by positively placing animals. All three programs experienced tremendous growth in 2013:

1. **Lost Pet Reunion:** We work to return as many stray pets to their owners as possible. The majority of lost pets entering our care have no form of valid identification, making this task extremely difficult. By implementing new technology like our @VegasLostPets Twitter account and reaching owners of lost pets through sites like Craigslist, we witnessed a 3.9% increase in pets reunited with their families in 2013.
2. **Adoption:** Through enhanced community outreach, advertising, publicity and promotions, we saw a 10.9% increase in pets adopted from our adoption centers and at community events in 2013.
3. **Transferring pets to rescue organizations:** The Animal Foundation partners with more than 70 local and regional rescue partners to increase the number of lives saved. Thanks to expansions in our Rescue Department in 2013, more than 2,500 pets were transferred for placement with our partners (a 28.1% increase over 2012). Transferred animals include healthy, adoptable pets as well as animals with medical or behavior issues.

2014 & Beyond

The Animal Foundation was the Grand Prize Winner of the 2013 ASPCA Rachel Ray \$100K Challenge. The grant funds awarded will be used to implement new strategies in 2014 to increase the number of pets reunited with their families.



Fewer Lives Lost

While the lives of 21,183 animals were still tragically lost in 2013, there is hope for the future. The Animal Foundation has decreased humane euthanasia 31.7% since 2010 and is now in the position to treat and rehabilitate animals who, in the past, would not have received a second chance.

In 2013, we expanded our treatment programs for minor medical issues, such as upper respiratory infection, because we had the space and resources available to be able to do so. We also expanded our Foster Program, placing 1,437 animals that weren't ready to be adopted (too young or too sick) into temporary care with volunteer foster families -- a 56.5% increase over 2012.

As we continue to strategically decrease the number of pets we receive and increase the number of pets we positively place, the possibilities for treatment and rehabilitation will grow and new programs and services will be developed to provide additional targeted approaches to reducing pet overpopulation, in turn reducing humane euthanasia.

2014 & Beyond

The Animal Foundation will continue to implement and enhance programs to save the lives of more animals. Sadly, more cats than dogs are euthanized every year. As such, The Animal Foundation is partnering with local, established organizations including Community Cat Coalition of Clark County (C5), Heaven Can Wait and Las Vegas Valley Humane Society to strategically reduce the euthanasia of Southern Nevada cats by enhancing community-wide Trap Neuter and Return (TNR) initiatives.

ANIMALS HUMANELY EUTHANIZED

19,659

DOGS & CATS HUMANELY EUTHANIZED

1,925

of these through our low-cost public euthanasia services (9.8%)*

*The Animal Foundation provides affordable, owner-requested humane euthanasia services to pet parents whose animals are suffering and no longer able to live a happy, pain-free life.

20.7%

DECREASE IN ANIMALS EUTHANIZED FROM 2012

2013 IS THE FOURTH CONSECUTIVE YEAR HUMANE EUTHANASIA HAS DECREASED

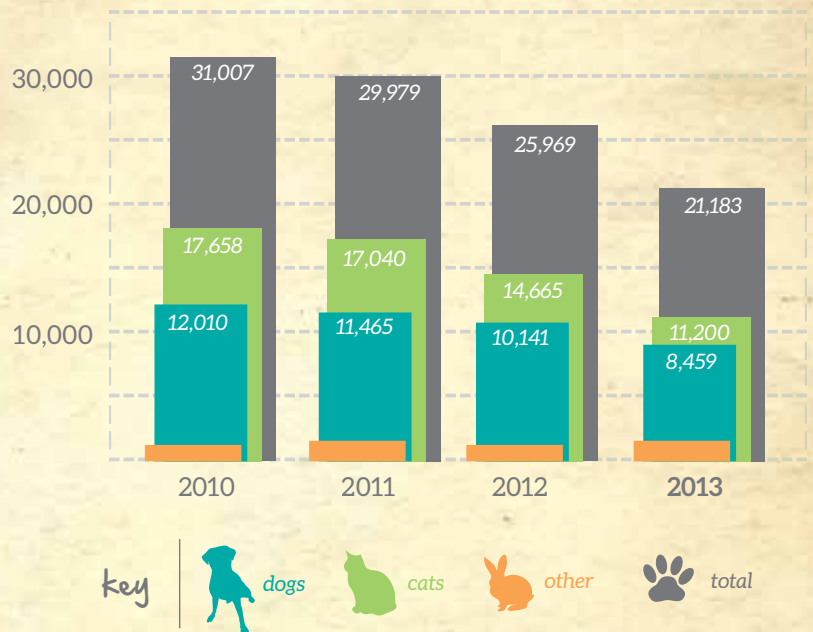
31.7%

DECREASE IN DOGS AND CATS EUTHANIZED SINCE 2010



THAT'S 27 FEWER PETS
EUTHANIZED EVERY DAY

EUTHANASIA TREND:



REGARDLESS OF THE REDUCTIONS IN EUTHANASIA, THERE WILL ALWAYS BE PETS THAT, SADLY, ARE GREATLY SUFFERING OR CANNOT LEGALLY BE POSITIVELY PLACED.

19.8%

OF PETS EUTHANIZED WERE FERAL, FIGHTING ROOSTERS, LEGALLY DEEMED DANGEROUS OR VICIOUS, ETC.



2013 FINANCIAL REPORT

(unaudited)

REVENUE

Municipal Contracts:	\$4,073,744
Pet Adoption:	\$1,247,497
Fundraising:	\$1,365,449
Public Clinic:	\$ 987,743
• Spay & Neuter Surgeries	
• Vaccine Clinic	
• Related Services	
Shelter Fees:	\$ 174,028
• Impound	
• Boarding	
• Owner Surrender	
Other Revenue:	\$ 259,147
Unrealized Gain on Investments:	\$ 461,034
Restricted Revenues:	\$ 323,222

TOTAL REVENUE:
\$8,891,864

EXPENSES

Shelter:	\$3,784,565
Pet Adoption:	\$2,092,894
Administrative & Fundraising:	\$1,606,329
Public Clinic:	\$ 378,864
Behavior Evaluation:	\$ 153,039
Volunteer & Community Service:	\$ 62,221
Rescue Program:	\$ 43,531
Foster Program:	\$ 29,021

TOTAL EXPENSES:
\$8,150,464*

INCREASE IN NET ASSETS:
\$741,400

*Depreciation expense of \$653,637 is included in the expenses listed above.

2013 Board of Directors

Doug Crosby
Matthew Frasier
Jane Greenspun Gale
Tom Kaplan
Marilyn Larson

Vivica Marshall
Linda Marvin
Dianne K. Merkey
Jillian Plaster
Kim Sibella
Chris Stacey

Denise Valdez
Andrew Vaughan, DVM, DACVIM
Michael Wilkins
Andrea Wynn
Dale Wynn

OUR SUCCESS DEPENDS ON YOU!

The incredible accomplishments listed in our 2013 Annual Report could not have been achieved without your support. Our programs and services are working to combat pet overpopulation, but we know that there is still much work to be done.

OUR SUCCESS DEPENDS ON YOU. PLEASE RENEW YOUR SUPPORT TODAY.

Together, we can create a brighter future for the thousands of lost, unwanted and abandoned pets who enter our care each year through no fault of their own.

Please use the enclosed envelope to mail your gift or visit us online to make a one-time gift or a recurring monthly donation at animalfoundation.com/donate/.

You can help make a difference in 2014.



the animal foundation

The Animal Foundation is a Nevada 501(c)3 organization (Tax ID# is 88-0144253) dedicated to ending pet overpopulation in Southern Nevada.

To eliminate the tragedy of pet overpopulation, The Animal Foundation believes community is essential, education is empowerment and action is everything. Our mission is to inspire, educate and empower people to join the fight against pet overpopulation.



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