



the  
**animal**  
foundation

*All of us for all of them.™*

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**2019**  
**IMPACT REPORT**

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## MISSION: Possible 2020 Closer Than Ever



Last year was full of extraordinary, landmark gains for The Animal Foundation. It was one of breathtaking impact, as we got closer than ever to achieving our Mission: Possible 2020 milestone. New construction and renovations at our 8-acre campus were paramount to reaching our end-of-year goal of saving all healthy and treatable animals who come to us in need.

Our extensive veterinary clinic renovation includes upgraded exam suites and new diagnostic tools such as digital and dental x-rays. We can better respond to shelter emergencies with isolation areas for sick animals and hospital-grade longer term housing. The much-needed space allows us to offer more low-cost spay and neuter surgeries, microchipping, and vaccinations than ever before.

At the end of 2019, we opened our new Engelstad Family Adoption Center. The 28,000 square foot facility provides safe and comfortable housing for cats and other small animals, such as birds and reptiles, which were previously kept in portable trailers. Thanks to your support, we rescued, helped, healed, and sheltered nearly 30,000 animals in need.

Together we are changing the life of every animal who comes to us in need. The broken, the rejected, the unwanted. They all have a place with us. Thank you for standing with us as we close in on our life-saving goal. 2020 is set to be the best year ever for the animals in our care.

Thank you,



Christine Robinson  
Chief Executive Officer



## In 2019, we made some magic...

In 2019, Las Vegas Strip headliner magician and America's Got Talent winner Mat Franco expanded his partnership with The Animal Foundation to help promote shelter pet adoptions during the busy summer season. The adoptive parent of two shelter dogs himself, Mat has been one of The Animal Foundation's most consistent celebrity supporters. In 2016, he launched an annual campaign to collect supplies and monetary gifts, which over the years has raised more than \$16,000 in animal care supplies and monetary gifts for the shelter.

Last summer's "Bring Home the Magic" campaign featured Mat in print, outdoor, radio, and television advertising across multiple media outlets, thanks to generous funding from a host of other valued partners. The magical ad blitz further strengthened the popular illusionist's commitment to helping some of our city's most vulnerable residents and aimed to encourage Valley residents to adopt and not shop when looking for a new pet. Mat's big-hearted efforts helped to shine a much-needed spotlight on hundreds of loyal, loving shelter pets at The Animal Foundation and resulted in a highly successful summer adoption drive.



## 2019 Board of Directors

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Rikki Tanenbaum – Vice Chairperson  
Robin Perkins – Secretary  
Lisa Gann – Treasurer

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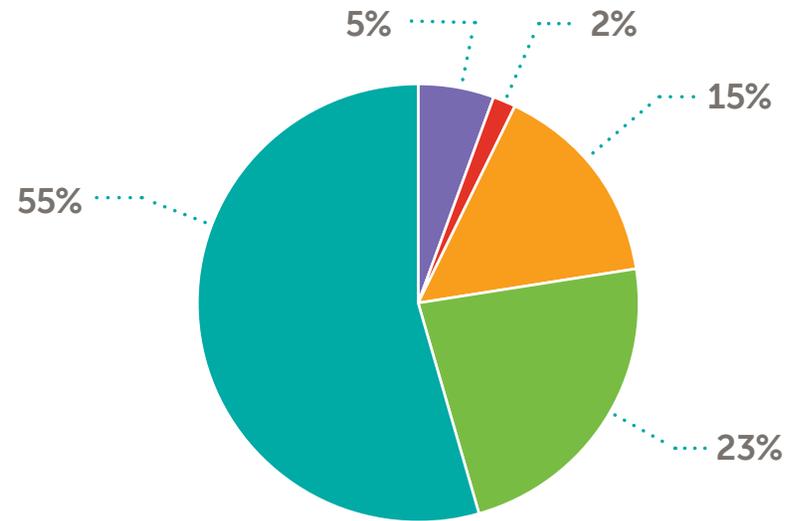
[www.animalfoundation.com](http://www.animalfoundation.com)

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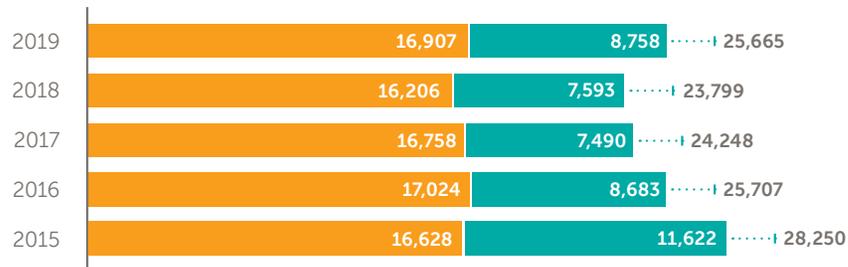
In 2015, we launched Mission: Possible 2020, our initiative to save the lives of all healthy and treatable animals who enter our care. Our progress toward that goal remains steady and substantial.

## POSITIVE PLACEMENTS 2019 ALL ANIMALS

<b>1</b>	Total Adoptions	13,216
<b>2</b>	Return to Owner	5,579
<b>3</b>	Transfer Partners	3,736
<b>4</b>	Return to Field	366
<b>5</b>	Shelter Neuter Return	1,326
	<b>TOTAL</b>	<b>24,223</b>

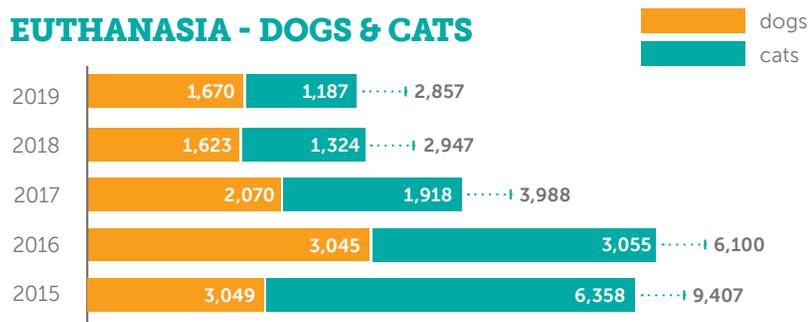


## INTAKES - DOGS & CATS



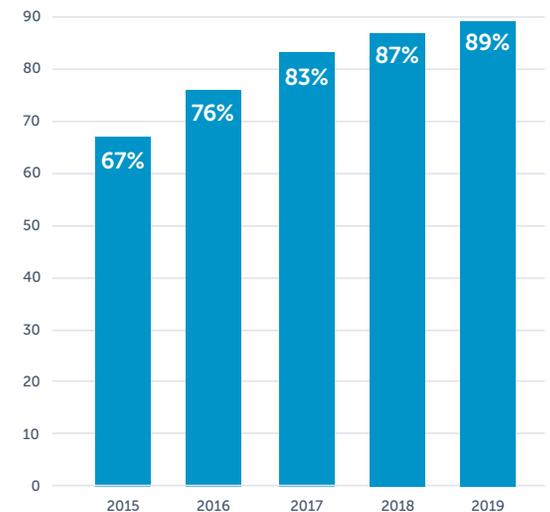
**9%**  
Decrease Since Launch  
of Mission: Possible 2020

## EUTHANASIA - DOGS & CATS



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

## LIVE RELEASE RATE DOGS AND CATS





## We found adventure...

A day out of the shelter and a view to enjoy. A combination Chester the dog could not resist. Trading in his kennel for a trail and Lake Mead. His future was bleak until two foster field trips changed his life.

Like so many other canines cooped up in the shelter, Chester was going stir crazy, and just a few hours outside can make a big difference. Through our foster program, hundreds of volunteers took dogs out of the shelter for a few hours to a couple of weeks. Foster field trips give larger, harder-to-adopt dogs the chance to take in all the sights and smells they often miss out on. These doggy day outs include hikes, dinners, and sleepovers.

The numbers are pretty doggone good. In 2019, our pups went on more than 500 foster field trips. Even better, sometimes these trips last several days. More than 1,700 fosters opened their homes and hearts to homeless pets. That's nearly double from the year before. Some fosters go above and beyond, actively marketing to find a forever home for the pets in their care.

Adoption aside, these breaks from the shelter have a profound effect on these pooches. Time outside the shelter helps them manage kennel stress, burn off energy, and get the exposure they need and deserve.

Our fosters gave Chester a second chance. Now the dog labeled unadoptable has his forever home. Two field trips with the perfect ending.

## We created new purpose...

About three months into working as an Adoption Counselor at The Animal Foundation, Jennifer met a scared puppy that was hiding under his bed at the shelter. Jennifer sat down in the kennel and, after a few moments, he climbed onto her lap and nuzzled into her neck. Jennifer had never even considered adding another furry family member, but after carrying him around the adoption area, she fell in love with him.

Pup-i was found injured at a park, with an eye that needed to be removed. He joined Jennifer and his new sisters on many adventures, ranging from short day trips to overnight trips, kayaking six days on the lower section of the Colorado River, to kayaking through stunning canyons on Lake Powell. The cute little Chihuahua mix soon became the missing link in Jennifer's family.

One afternoon, Jennifer spoke to the veterinarian who operated on Pup-i to learn more about him. The conversation sparked her interest in the medical side of animal care. Inspired by the treatment Pup-i received from the veterinary services team, she decided to pursue a new career path and recently started her new position as a Veterinary Assistant at The Animal Foundation. Soon, Jennifer will be going back to school to work on her Veterinary Technician degree so that she can continue to make an impact in the lives of so many more animals.

In 2019, Jennifer's story of how adopting Pup-i changed her life won a \$10,000 grant for our shelter pets from the Petco Foundation's Holiday Wishes Grant Campaign. Not only has Pup-i enhanced Jennifer's life and the lives of his sisters and his foster siblings, but he has also helped to provide care for the thousands of animals who come to us in need every year.





## We found forever homes for more large dogs...

Since launching in 2018, The Animal Foundation's Academy for Canine Etiquette (ACE) program has seen hundreds of large breed dogs benefit from expanded behavior and enrichment activities. The ACE program improves their mental health and gives them the life skills they need to get adopted and stay in their homes.

Thanks to generous grant funding, the shelter was able to expand its outreach in 2019 to raise further awareness of its well-socialized large dogs available for adoption. And the word got out. During one single weekend in November, as many as 11 dogs participating in the ACE program's Canine Good Citizen (CGC) training were adopted out to loving homes.

Of the nearly 99 dogs that went through CGC training in 2019, an impressive 85 were adopted by the end of the year, which kept the shelter's behavior team on the constant lookout for new candidates to learn good leash skills among other good behavior and obedience skills.

Short-term fostering opportunities lasting as short as an afternoon or as long as a few weeks also helped to get more shelter dogs adopted. In fact, as many as 553 dogs participated in foster "field trips" in 2019, allowing them much-needed physical and mental reinvigoration to improve their shelter presence.

The strong momentum for the ACE program was made possible in part by ongoing training to keep the shelter's behavior team fully up-to-date on best practices for Dogs Playing for Life, which provides large dogs with daily outdoor exercise and the opportunity to socialize with other canines and humans.

# We worked together...

When animal lovers work together, there is nothing they can't accomplish.

This is one of the underlying beliefs of Maddie's® Pet Project in Nevada\*, and it is why our relationship with the organization has been so successful for our shelter animals. Since 2018, The Animal Foundation, along with dozens of shelters and rescue groups from across Nevada, has participated in Maddie's Pet Adoption Days. This event, which reimburses every participating organization for each adoption on those two days, is part of Maddie's® Pet Project's goal to increase the chances that cats and dogs in Nevada shelters find good homes.

During the course of two separate Maddie's Pet Adoption Days events in the spring and summer of last year, 494 animals were adopted at The Animal Foundation. The promotions helped to showcase the importance of adopting a new pet from the shelter and even brought people out to adopt some of our longest-term residents.

One of them, a 7-year-old pit bull mix named Rocky, had been in our care for 323 days. His adopter, Briyona, had never owned a dog before, but when she saw a flyer for the Maddie's Pet Adoption Days event in the break room at work, she decided it was the perfect time to adopt. Today, Rocky enjoys sleeping, playing in the park and belly rubs in his new home. "He knows he doesn't have to worry about going back. And that I am going to be with him until the very last day," Briyona said.

## #Thankstomaddie

*\*Maddie's® Pet Project in Nevada is made possible by the generosity of the Nevada-based Dave & Cheryl Duffield Foundation as well as Maddie's® Fund. The campaign is in memory of the Duffield's beloved dog, Maddie.*





## We saved the tiniest lives...

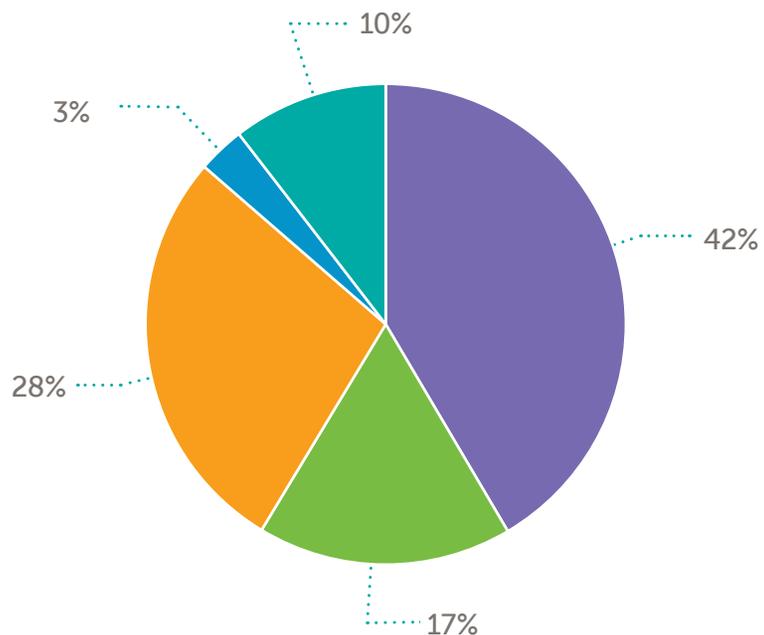
Thanks to a generous grant from the Dave and Cheryl Duffield Foundation, we were able to open our kitten nursery in May of 2019.

At the height of kitten season, when temperatures climb and more litters of kittens are born to stray or feral mother cats, as many as 25 kittens can make their way into the shelter each and every day. While that sounds extremely cute, it can also be overwhelming. Newborn kittens need to eat every two to four hours, always need to be kept warm, and aren't able to go to the bathroom on their own.

Funds from the grant helped provide incubators, kitten formula and special bottles for feeding. The grant also allowed us to hire the necessary staff to provide the extra care these tiny kittens require until they can be placed in foster homes and then eventually adopted by their forever families.

Between just May and December of this year, 591 neonatal kittens were positively impacted by the opening of our kitten nursery. We are so thankful that the nursery allows us to save even more of the most vulnerable lives in our care.

# Audited Financial Results 2019



## 2019 EXPENSES

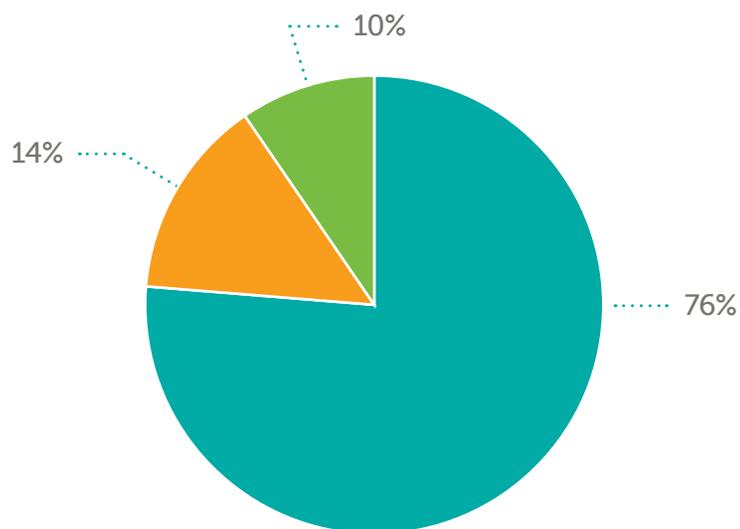
1	Program Expense .....	\$10,045,140
2	Management & General .....	\$1,863,964
3	Fundraising .....	\$1,259,225
	<b>TOTAL</b> .....	<b>\$13,168,329*</b>

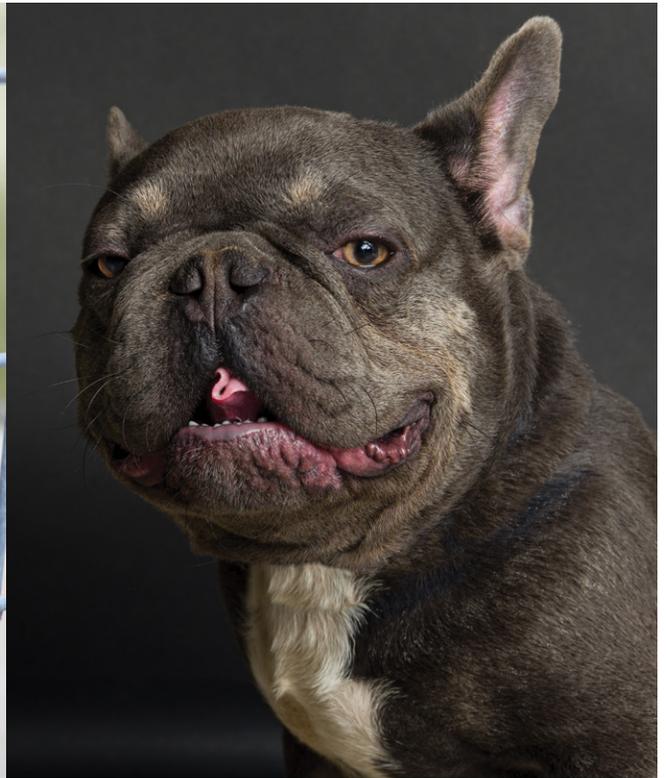
*\*View our complete audited financial statements at [animalfoundation.com/about-us/financial-reports-statistics](http://animalfoundation.com/about-us/financial-reports-statistics)*

## 2019 REVENUE

1	Contract Revenue .....	\$4,615,173
2	Program Revenue (Net of Discounts) .....	\$1,904,886
3	Contributions – Operations .....	\$3,083,132
4	Special Events (Net of Expenses) .....	\$351,251
5	Other Income .....	\$1,163,536
	<b>TOTAL</b> .....	<b>\$11,117,978 *</b>

*\*View our complete audited financial statements at [animalfoundation.com/about-us/financial-reports-statistics](http://animalfoundation.com/about-us/financial-reports-statistics)*





## We turned tragedies into happy endings...

On a bright September day last year, a thick plume of black smoke rose up high into the sky above a two-story house in a residential neighborhood of North Las Vegas. Inside, 41 dogs were trapped in kennels strewn about the residence. Fortunately, thanks to the quick and brave actions of local fire and rescue personnel, everyone made it out in relatively good condition apart from some smoke inhalation. The animals, all either English or French bulldogs and some as young as seven-weeks-old, were immediately transported to The Animal Foundation for medical care and comfort.

Large scale hoarding or abuse cases are tragic situations that The Animal Foundation is uniquely positioned to deal with. Upon their arrival here, the dogs received veterinary care for respiratory illnesses and much-needed food and grooming. Fosters were found for those dogs in need of time away from the shelter. Our operations team worked with local animal

control and other authorities to ensure that the wellbeing of these animals was protected. And then our marketing and development teams stepped in.

Given the overwhelming interest on the part of the community, the opportunity to adopt one of the rescued dogs was created through a raffle administered by a third-party bidding system. Designed to give everyone an equal chance to adopt, the promotion welcomed the public to celebrate the journey of the 12 rescued dogs who remained at the shelter and to begin the process of helping them find loving homes.

Ultimately, through the raffle and other appeals, over \$25,000 was raised for the ongoing care of our shelter animals and several animals found loving homes, proving that some tragedies can have a happy ending.

## 2019 by the numbers



### On the cover...

Bleeding from the mouth and with blood on his legs, Dudley was found on the side of the road left for dead. Shot in the head and dumped on the highway, Dudley's future looked bleak. That is, until the Nevada Highway Patrol transported him to The Animal Foundation where the Great Dane received a second chance at life.

Our vet staff removed the bullet fragments from Dudley's skull, treated him for fractured teeth and an injured tongue and nursed Dudley back to health. Even in obvious pain, Dudley's sweet nature was still on display. He especially enjoyed belly rubs from the staff.

Richard and Fiona saw Dudley's story on the news and decided to adopt him. The couple says this gentle giant has completely recovered from his ordeal, and you would never know he had been treated so horribly. Dudley is an absolute water dog who can't get enough of the sprinklers and hose on a hot summer day. He also enjoys chasing lizards, snuggles, and watching TV with his human parents. It's amazing to see how far he's come!

