



# TRANSFORMING LIVES TOGETHER

IMPACT REPORT 2020



## PRESIDENT'S MESSAGE

As we finally begin to emerge from the COVID-19 global pandemic that has disrupted our lives in countless ways, I am, above all, filled with gratitude.

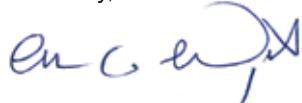
I am so very grateful to all of you who chose to support the East Bay SPCA during these recent troubled times, and especially to our new friends, who joined us with a first donation during the past 18 months. Welcome to our caring family of donors! Thank you to those of you who increased your support if you were able. I have marveled at how many of you have made your largest gift to date during these uncertain times! Every gift that we received during the pandemic confirmed your belief in the importance of our work and has inspired us to apply the important lessons we've learned to enhance our continued support of animals and people in our community.

This 2020 Impact Report is a testament to the resilience, creativity and dedication of our amazing staff, volunteers and community partners. Despite pandemic restrictions, we found innovative ways to continue our programs and services when it seemed practically impossible to do so, yet ironically, when our help was most needed. Since many of our paid services had to be temporarily suspended, the achievements featured in this report truly would not have been possible without your generous contributions.

Looking ahead, I am very excited about the upcoming re-opening of our Dublin location this fall. We will be installing an interactive exhibit, "Dogs: More Than Pets", that will be free to the public and we are expanding our programming to serve as an animal education and resource center, in addition to continuing as a shelter, adoption center and spay/neuter clinic. More information about these developments to come!

Thank you for helping us further our lifesaving work and mission. I look forward to continuing our journey together in assisting animals and people in our community when they need us most.

Sincerely,



**ALLISON C. LINDQUIST**

President and CEO

## 2020 BOARD OF DIRECTORS

### **Mark Cratsenburg**

*Board Chair*

### **Marilyn Leahy**

*Vice Chair*

### **Sandi Wright**

*Treasurer*

### **Heidi Madsen**

*Secretary*

### **Miranda Helmer**

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### **Bridge Mei**

### **Carrie Schliemann**

### **Stacey Wells**



## EAST BAY SPCA LEADERSHIP

### **Allison Lindquist**

*President and CEO*

### **Karalyn Aropen**

*Vice President of Operations*

### **Kristen Beitzel**

*Vice President  
of Medical Services*

### **Barbara Dryg**

*Vice President of Finance*

### **Kimberly Low**

*Vice President of Development*

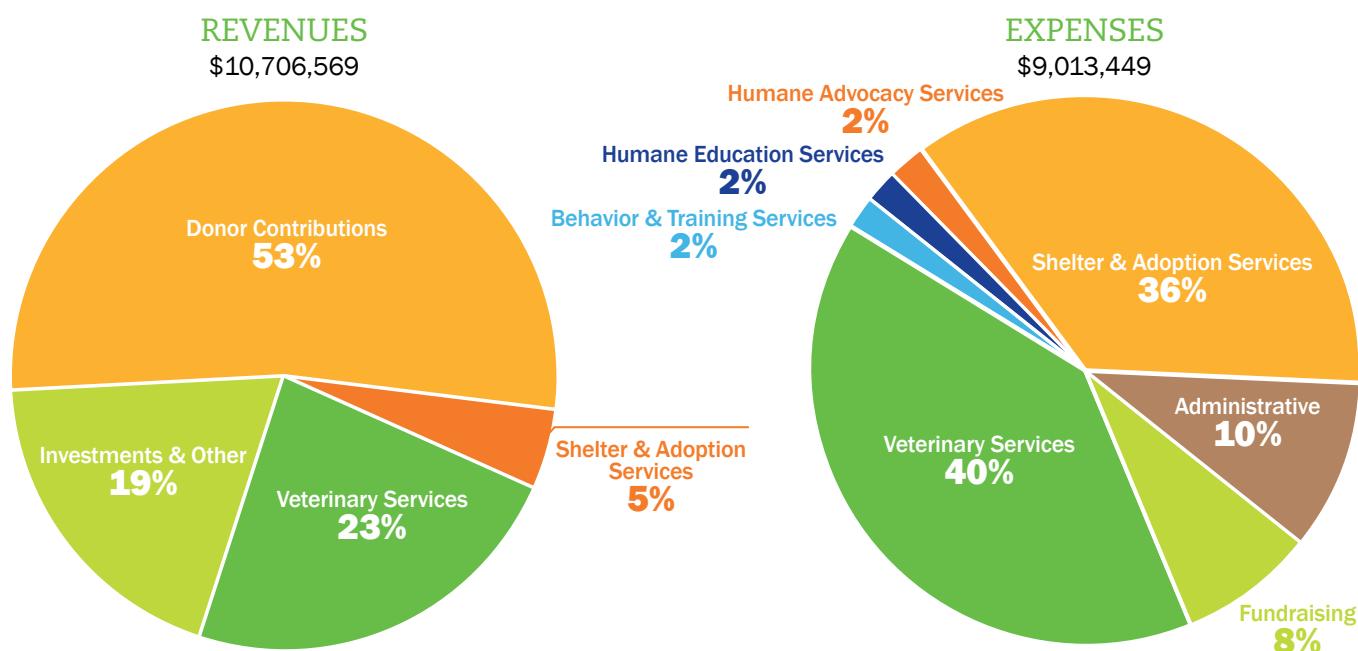
## COVER PHOTO

Foster volunteer

Jennifer Lueder with Sultan

## 2020 FINANCIALS

We are pleased to report that 2020 was, in fact, a strong year for us, thanks in large part to the generous monetary and in-kind contributions from our donors, volunteers, partners and friends. While most of our revenue-generating programs and services had to be temporarily suspended due to pandemic restrictions, there were also related cost savings from reduced operations. We made a point of taking advantage of government relief funds, including a \$2 million Small Business Administration Paycheck Protection Program loan, for which we have qualified as exempt from repayment. We are excited to resume and expand our programs and services to continue serving our community now and well into the future.



## 2020 NUMBERS BEHIND THE LIVES

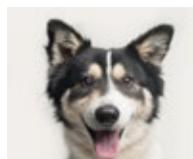
TOTAL ANIMALS SHELTERED

**2,004**

TOTAL ADOPTIONS

**1,900**

### 2020 ADOPTIONS



Dogs  
**30%**



Cats  
**21%**



Puppies  
**9%**



Kittens  
**40%**

## A WHOLE NEW WORLD

# Continuing to Serve Our Community

When Shelter in Place was announced for the Bay Area on March 16, 2020, we immediately began thinking about how we could continue to help animals and people in our community while also protecting the health and safety of our staff, volunteers, shelter animals, clinic clients and pet guardians.

With most of our staff confined to their homes, we needed to find temporary housing for our shelter dogs and cats. Thanks to the outpouring of concern from new and seasoned foster volunteers, nearly 200 shelter animals were placed in foster care within 48 hours! Happily, during the course of the pandemic, many foster volunteers chose to adopt their foster animals.

Our full-service veterinary clinic in Oakland remained open by appointment for non-elective procedures. New safety precautions included client curbside check-in and staff and veterinarians communicating with pet guardians through phone calls and text messages.

As demand increased for adoptable animals during the pandemic, we developed an online adoption application that allowed our staff to match potential adopters with adoptable shelter animals before scheduling live COVID-safe in-person appointments. This process has proven highly successful, with fewer adoption issues or animal returns.

Our Humane Advocacy programs and services were crucial for many pet guardians and families coping with unemployment, housing instability, health issues and other crises. Our free Pet Food Pantry distributions, Medical Assistance Fund and Hold for Home programs helped pet owners retain, rather than surrender, their beloved animal companions.

The East Bay SPCA Behavior and Training team transitioned to offering private and group classes online, with an option for clients to submit videos for trainer feedback. Our Behavior and Training helpline and online library continued to provide valuable support for pet guardians, especially new adopters during the pandemic.

We also conducted education programs and presentations online, both for youth and parents as most students engaged in distance learning. We are proud to have been among the first and few nonprofit organizations to offer COVID-safe in-person youth programs, including Animal Camp and our new Shelter Scouts after-school volunteer program.



# 5,030

Appointments seen at our  
Theodore B. Travers Family  
Veterinary Clinic

# 425

Behavior & Training clients  
served through online and  
phone appointments

# 5,326

Youth education program  
participants served

# **SHELTER AND ADOPTION SERVICES**

# Purrdy Pays it Forward

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When a kitten with a very loud purr arrived at the East Bay SPCA in May of 2020, our staff immediately noticed that “Purrdy” had difficulty walking or jumping. Our veterinarians determined that Purrdy had bone density loss in her hind legs, and she was suffering from muscle atrophy, either due to previous trauma or a congenital defect.

During her time at the East Bay SPCA, Purrdy received extensive medical treatments and a physical therapy plan that included targeted exercises, massages and medication. Even though her condition improved significantly, she would never be able to walk or jump like other cats.

This meant that Purrdy would require certain adopters who would be willing to provide her with special care and attention including regular physical therapy exercises, assistance with being placed on beds and other furniture, and much more.

It just so happened that adopter Catherine and her family had recently lost their special needs cat and were looking for a new feline companion. When they read about Purrdy on the East Bay SPCA’s website, they knew this kitten would have some unique challenges. However, as Catherine’s daughter Abby advises, “Don’t judge special needs animals by their appearance or disability. They can still be very loving and have great personalities.”

During Shelter in Place, Purrdy proved to be a great comfort to Catherine, her husband Art, and especially Abby while they self-quarantined at home. While Abby was attending school virtually from home, Purrdy loved to accompany her onscreen, to the great delight of Abby’s classmates. While other students’ pets also made onscreen appearances, Purrdy became a clear favorite and was voted “Best Pet at Home” by Abby’s 8th grade class.

“Here we thought we were the ones rescuing a disabled little kitten,” says Catherine. “But Purrdy has brought us so much comfort and joy since we added her to our family. We’re all very grateful for all the amazing care she received at the East Bay SPCA so that she could be with us.”



Purrdy arrived at the East Bay SPCA with a condition that required medical treatment and extensive physical therapy. She needed adopters who would be willing to continue her care indefinitely. Fortunately, Catherine, Art and Abby were looking for a special kitten just like Purrdy. Abby has found Purrdy to be a great emotional support during Shelter in Place and while distance learning from school.

# **EXTENDING OUR REACH**

# Through New Partnerships

To assist our communities with keeping animals healthy and together with their humans, the East Bay SPCA formed some important partnerships in 2020.

A collaboration with the Alameda County Red Cross was established to support people and pets who had been displaced due to emergencies, including the many devastating wildfires of 2020. Our first deployment was to Livermore to provide pet assistance and supplies to potential evacuees of the SCU Lightning Complex fire.

We also entered an agreement with the City of San Leandro to provide shelter services for lost or stray animals found in the city. The close proximity of our Oakland shelter helps San Leandro residents reunite with their lost pets.

During two separate Community Cat Spay/Neuter Days, the East Bay SPCA collaborated with Oakland Animal Services, Friends of Oakland Animal Services, and more than a dozen volunteers from Feral Change and Island Cat Rescue & Adoption (ICRA) to help stem overpopulation of free-roaming cats through free spay/neuter services. In addition to being spayed or neutered, 123 cats were ear-tipped to identify that they had been altered, dewormed, received rabies and other vaccinations, and given flea treatment.

The East Bay SPCA stands ready to help with any animal crisis, whether locally or from afar. When a shelter in Tulsa, Oklahoma put out a call for assistance with an overcrowding issue in December, the East Bay SPCA combined efforts with two other local rescues and shelters to provide shelter, care and adoption services for a total of 80 dogs. We gladly opened our doors to 27 dogs and puppies, mostly of larger breeds.

Shelter volunteer Jennifer Oliver is experienced in foster and animal care, and recalls being asked to assist with the transfer during the pandemic. “There was still a lot of uncertainty about the continued spread of COVID-19, but I wanted to help with the transfer. I appreciate the willingness of the East Bay SPCA to go out of their way to help. Those dogs from Tulsa needed us, and that’s why I became a volunteer here - to help animals in need.”



**Shelter Manager, Amber Jocelyn,  
at our first deployment with  
the Alameda County Red Cross  
at the Temporary Evacuation  
Point in Livermore for potential  
wildfire evacuees**



**1,015**  
Animals transferred from  
over 30 other shelters



**The East Bay SPCA collaborated  
with other local animal  
groups to begin offering  
quarterly free Community  
Cat Spay/Neuter Days**

After Jennifer assisted with transferring the Tulsa dogs to the East Bay SPCA, she also helped provide many of them with daily walks and exercise. One dog in particular, “Christmas Carol,” caught Jennifer’s attention. “I thought she might be a good fit for my family because of her sweet temperament, but someone had already expressed an interest in adopting her.”

Fortunately for Jennifer, that adoption appointment didn’t result in a match and she and her husband, Jerry, adopted “Christmas Carol.” They renamed her “Selma” in honor of Jerry’s mother, who was a teacher in Oakland. Selma is a great companion for Jerry, who works from home, and happily greets Jennifer when she returns from work. “Selma is a very special dog who fills our days with good. We’re glad we became her forever family.”

**“I appreciate the willingness of the East Bay SPCA to go out of their way to help. Those dogs from Tulsa needed us, and that’s why I became a volunteer here - to help animals in need.”**

Jennifer Oliver, East Bay SPCA volunteer



Jerry and Jennifer Oliver with Selma (formerly “Christmas Carol”) who was one of 80 dogs transferred from Tulsa, Oklahoma to Northern California in December 2020

## HUMANE ADVOCACY

# Supporting Animals and People in Crisis

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More than ten years ago, the East Bay SPCA recognized the critical need to assist pet guardians who might feel compelled to surrender their beloved pet during times of crisis. Our Humane Advocacy programs and services are designed to help people and pets stay together as families when faced with financial, medical, housing or other crisis situations. By providing access and referrals to free and discounted resources, including urgent care, the East Bay SPCA helps animals and people find hope and stay together during their times of greatest need.

To assist those financially impacted by the pandemic, we increased our outreach and support for pet families in need. We converted our monthly free Pet Food Pantry to a safe, contactless drive-through format and increased the frequency to weekly distributions during the height of the pandemic to meet newly increased demand. Last year we distributed 54,383 pounds of free cat and dog food, a 245% increase from 2019.

While Shelter in Place helped prevent the spread of the coronavirus, other consequences emerged, such as an increase in domestic violence cases, mental illness and depression and the need for in-home care of ill or elderly family members. The East Bay SPCA's Hold for Home program provides free, confidential pet boarding for pet guardians and families with limited pet care options. For more information call (510) 563-4627 or email [humaneadvocate@eastbayspca.org](mailto:humaneadvocate@eastbayspca.org).



Pet Food Pantry client, Medi, picks up free dog food from volunteer Megan

Key to helping people and their pets stay together is our Medical Assistance Fund, which helps subsidize veterinary expenses that some pet guardians cannot afford. Our Medical Assistance Fund can provide crucial support in urgent situations when a procedure is needed, but is cost-prohibitive for the pet family. With the help of our Medical Assistance Fund, pet guardians don't have to choose between a lifesaving procedure or making the heartbreakng decision to surrender their best furry friend.

Dale Moran adopted her dog, Buttons, as a puppy. Now 14 years old, Buttons had slowed down a bit, but always had a healthy appetite. So when her dog suddenly stopped eating, Dale feared the worst. "I knew she was really sick," she recalls. "And I was already going through a lot myself, too." Dale had recently moved and feared she might lose her job due to the pandemic.

During Buttons' appointment at the East Bay SPCA veterinary clinic, Dale learned that her dog had severe dental disease. Buttons needed to have a third of her teeth removed, and the cost was more than what Dale could afford. But the thought of losing Buttons during such a stressful time was more than she could bear.

"The clinic staff were so nice to me," Dale recalls. "My salary had just been cut and the cost of the surgery was prohibitive. I was so relieved when I found out I could receive help through their Medical Assistance Fund. Buttons is my best friend and I don't know what I would have done if the East Bay SPCA had not provided this help. I am so grateful!"



Kristen Beitzel, East Bay SPCA Vice President of Medical Services, with Dale and Buttons



# 1,177

Clients assisted through Humane Advocacy programs

# 54,383

Pounds of free pet food given out at Pet Food Pantries, a 245% increase from 2019

# 1,500

Pets and households that benefited from Pet Food Pantry distributions

# **FOSTER VOLUNTEERS**

## Helping Animals at Home

Our volunteers are truly the heart of the East Bay SPCA. In 2020, more than 950 shelter and foster volunteers generously contributed 42,243 hours of service, or the equivalent of \$1,205,615 in compensation for paid staff hours.\* We salute each and every one of our dedicated, caring volunteers who help us operate our shelters and support the many programs and services that we provide to animals and people in our community.

In 2020, we could not have shifted our operations as quickly and smoothly as we did without the critical assistance of our over 430 foster volunteers. East Bay SPCA foster volunteers provide necessary round-the-clock care for tiny infant kittens and puppies who are still too young to care for themselves. Foster care also provides peaceful respite for animals of all ages recovering from medical treatments, or who need a quieter environment away from other shelter animals to help prepare them for adoption.

\*Calculated according to independentsector.org's estimate of the value of volunteer time in California to include required payroll taxes and other hourly costs for employers.

# 1,001

Animals fostered in 2020



**Elizabeth Posadas**

Volunteer since 2019  
Kitten Foster Care

"Fostering is good for the community and very fulfilling on a personal level. The kittens depend on me and trust me to take care of them and I love that I get a new experience with them each and every day. I'm thankful that I can do this full-time while going to school."

# 42,243

Hours served by shelter and foster volunteers in 2020



**Jennifer Lueder**

Volunteer since 2020  
Large Dog Foster Care

"A lot of people might not know that some big dogs need foster care, too! I love knowing that by fostering, I'm a part of many adoption success stories. And the East Bay SPCA's Behavior and Training team is very supportive. They frequently call to check in with me to see how a dog is doing and if I need any help."

# 957

Active shelter and foster volunteers



**Jessica Shobar**

Volunteer since 2020  
Neonatal Kitten Foster Care

"Fostering is the greatest job ever! It's so rewarding to feed, cuddle and take care of tiny kittens who can't yet help themselves. Bottle feeding every four hours is a lot of work, but seeing them flourish and find their forever homes is amazing. There's no other feeling in the world like it!"

# 2020 Virtual Events

Last year during Shelter in Place, our live events had to be canceled, but we continued to host fun and engaging events virtually, including our first 2020 Growl, Meow & Wine Online signature fundraising event. In addition, new virtual events and partnerships were developed to stay engaged with our community, local businesses and supporters. Thank you to everyone who joined us for these and other online events in 2020!



The East Bay SPCA's annual Growl, Meow & Wine annual fundraiser was held virtually on August 16. We continued our tradition of exciting Live and Silent Auctions and a successful "Support Our Mission" fundraising opportunity with a generous \$25,000 anonymous matching gift. The event raised more than \$250,000 and was viewed by nearly 1,500 visitors online.



During the holiday season, we partnered with Cinnaholic Berkeley and Angel Cakes Cupcakes in Oakland to host a Pawliday Baking event.



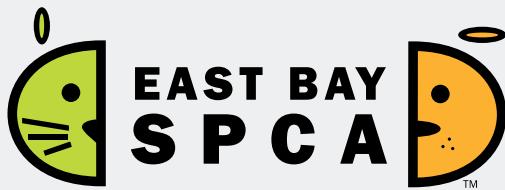
During the shortened Major League Baseball season, many teams sold cutouts so fans could "attend" games. The Oakland A's had a pet section of Coliseum Cut-outs with proceeds benefiting the East Bay SPCA.



In November we hosted a Donor Appreciation Online Reception to thank our donors for their invaluable support during this time of unsurpassed need.



Paint Fur a Purpose events were conducted virtually, with artist Ammo providing guidance and instruction to participants who logged in from home.



Saving Lives Since 1874

**THE EAST BAY SPCA** is committed to the welfare of cats and dogs in the communities we serve. We strive to eliminate animal cruelty, neglect and overpopulation by providing programs and education that support people and companion animals.

**[eastbayspca.org](http://eastbayspca.org)**

The East Bay SPCA is a 501(c)(3) nonprofit organization.  
Federal Tax ID # 94-1322202.

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The East Bay SPCA is deeply grateful to our 2020 Impact Report volunteer photographer  
**Heidi Eder** of **Right Brain for Hire** [rightbrainforhire.me](http://rightbrainforhire.me)

## LOCATIONS

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**Oakland Adoption Center**  
8323 Baldwin Street  
Oakland, CA 94621

**Theodore B. Travers  
Family Veterinary Clinic**  
8323 Baldwin Street  
Oakland, CA 94621

**Oakland Spay/Neuter  
Surgery Center**  
410 Hegenberger Road  
Oakland, CA 94621

**Dublin Adoption Center**  
4651 Gleason Drive  
Dublin, CA 94568

**Dublin Spay/Neuter  
Surgery Center**  
4651 Gleason Drive  
Dublin, CA 94568