



# TRANSFORMING LIVES

IMPACT REPORT 2019



## President's Message

Thank you for your generous support of the East Bay SPCA, especially during these uncertain and challenging times. Looking back, 2019 feels like a lifetime ago rather than just last year. Similar to this year, our organization was shaken by an unforeseen virus – not coronavirus, but rather Canine Influenza Virus. Thanks to your help, we were able to stem this sudden outbreak and protect our community while also seeing positive change and growth of our programs.

In 2019, we welcomed two new vice presidents and with new leadership in place, we re-examined our organization's mission and vision statements. After a highly productive strategic planning retreat, our mission remains unaltered, but we did develop this new Vision Statement: **The East Bay SPCA is recognized as the leading resource in the East Bay community for improving animal welfare and enriching the human-animal bond.** Attaining this vision is now the driving force behind all of our programs, services and activities.

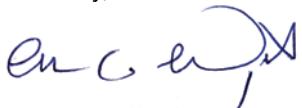
Important achievements that you helped make possible in 2019 include:

- Quarantine, treatment and care of more than 125 dogs exposed to the Canine Influenza Virus (CIV), thereby preventing the highly contagious virus from spreading to the general public.
- 3,041 animal adoptions, 7,415 spay/neuter surgeries and 7,739 animals served at our full-service, accredited veterinary clinic.
- Emergency relief efforts to assist animal shelters throughout California impacted by wildfires.
- A 100% save rate for healthy kittens who came through our doors.
- The launch of our new "Seniors for Seniors" program that provides senior citizens age 65 or older with free adoptions of shelter animals age 7 and up.
- All veterinary and shelter staff completing the Fear Free® Program. (See page 5)

Whether it was containing CIV last year or adjusting to the new normal of COVID-19, the East Bay SPCA has consistently responded to adversity with innovative solutions to continue serving our community. While many of the challenges we faced previously pale in comparison to the world we are living in now, much of what we endured in 2019 helped us prepare for some of the crises we've encountered since. Our staff and volunteers have remained nimble, resilient and incredibly dedicated over these past many months.

Please enjoy the stories in this 2019 Impact Report. These and so many more positive outcomes would not be possible without your valuable support. Thank you for your continued friendship and belief in the value of our work and mission.

Sincerely,



**ALLISON C. LINDQUIST**

President and CEO



## 2019 BOARD OF DIRECTORS

Mark Cratsenburg  
*Board Chair*

Marilyn Leahy  
*Vice Chair*

Sandi Wright  
*Treasurer*

Denise Garner  
*Secretary*

Lynne Dujmovich

Tiffany Edwards

Jay Hernandez

Heidi Madsen

Carrie Schliemann

Stacey Wells

## EAST BAY SPCA LEADERSHIP

Allison Lindquist  
*President and CEO*

Karalyn Aronow  
*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

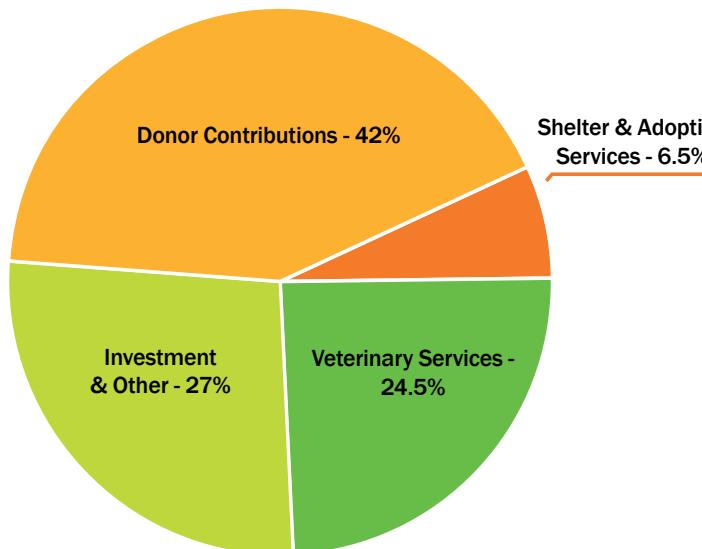
Adopter Amber Pinson with her dog, Bruce

## 2019 FINANCIALS

Since 1874, the support of caring donors like you has funded the East Bay SPCA's innovative, compassionate solutions to prevent cruelty to animals, educate the public and save lives. The East Bay SPCA has always been an independent, nonprofit organization dedicated to the prevention of cruelty to local animals. We do not receive funds from any other SPCA, Humane Society or animal welfare organization. We manage our costs and resources wisely so that \$0.85 of every \$1.00 donated directly supports our lifesaving programs and services.

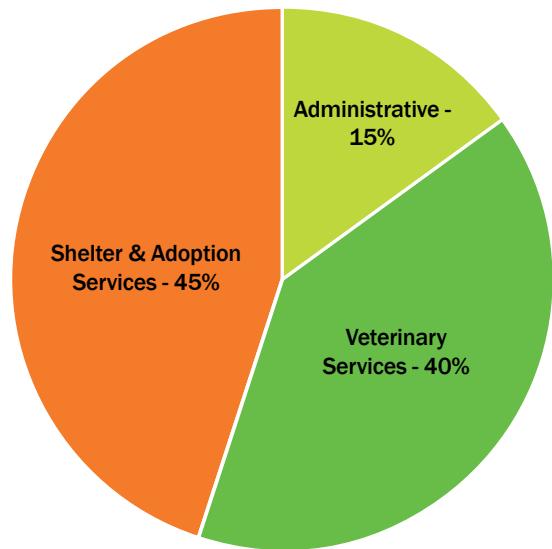
### REVENUES

\$11,706,490



### EXPENSES

\$9,886,959



## 2019 NUMBERS BEHIND THE LIVES

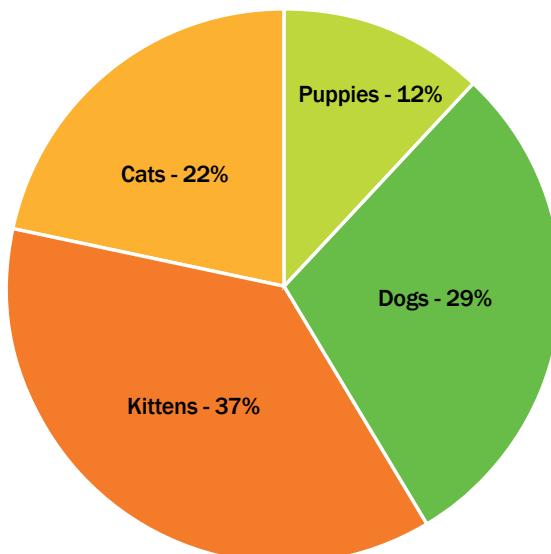
### TOTAL ANIMALS SHELTERED

**3,515**

### TOTAL ADOPTIONS

**3,041**

### 2019 ADOPTIONS



# PARTS OF A GREATER WHOLE

# Our Collective Commitment



The East Bay SPCA's team of 100 staff members work together towards a common goal of helping animals and people in the communities we serve. Many staff members hold professional credentials or have completed additional training in their areas of professional specialty. Some are continuing their advanced education while gaining valuable hands-on experience through their roles at the East Bay SPCA.



**Barbara Dryg**  
Vice President of Finance  
B.S. Animal Science, MBA

"My role is to safeguard our assets, ensure funds are maximized for program use and provide accurate and transparent financial information to our Board and stakeholders. I take pride in knowing I'm helping to ensure the financial stability of the East Bay SPCA for years to come."



**Karalyn Aronow**  
Vice President of Operations  
MS Ecology and Evolution,  
MS Animal Behavior

"I am honored to lead and support a team of experts who are passionate about the difference we are making in the lives of people and animals in our community. As an organization, we use scientifically informed decision making and continuous program evaluation and improvement to be leaders and innovators in the field of animal welfare."



**Kimberly Low**  
Vice President of Development  
B.A. Political Science, CFRE

"As a Bay Area native, I am proud to work for an organization whose mission, impact and service area are very meaningful to me. Every day, it is both gratifying and inspiring to see the passion and dedication of our staff and volunteers, the amazing transformations of so many of our shelter animals and the sheer joy that they bring to people's lives."



**Kristen Beitzel**  
Vice President of Medical Services  
CVPM, MBA Leadership and Change Management,  
MBA Human Resources

"Through integrative and progressive medicine, we are able to treat animals in the shelter and community that may not have had access to treatment elsewhere. Having the ability to develop solutions that set the team up to successfully meet our mission is something that excites me about my role on a daily basis."

## VETERINARY SERVICES AND SHELTER

# Creating Friendlier Environments for Pets

The East Bay SPCA's Theodore B. Travers Family Veterinary Clinic provides critical, expert care to our shelter animals and to the public. Knowing that clinic appointments can be stressful for both pets and their people, we enrolled in the Fear Free® Program, to train and provide tools for our staff to help alleviate fear, anxiety and stress in pets during their clinic appointments.

Developed by veterinarians and hundreds of animal welfare experts, Fear Free® is a series of educational programs and training courses that provide veterinarians, animal organizations and pet owners with the knowledge and tools to prevent and reduce fear and anxiety in animals when they are in new or typically stressful environments. For more information visit [fearfreepets.com](http://fearfreepets.com).

All members of our medical services team, including veterinarians, technicians and client service representatives have completed Fear Free® training. Many staff became more aware of their movement and sounds and applied the technical skills learned to make a big difference in care.

"With the introduction of the Fear Free® Program, I have been surprised by how many small adjustments can be made (and some that we already practice) to make a better appointment experience for everyone. Playing calming piano music in the lobby and using high value treats like peanut butter and canned tuna during appointments can make a big difference!" says Lily Chong, Registered Veterinary Technician.

Fear Free® training had such a positive impact in our veterinary clinic that we extended the program to all shelter staff, who also work with animals experiencing fear and anxiety in a new environment.

"Completing the Fear Free® Shelter Program has not only helped our approach in the care we give the animals, but it has boosted the confidence in our staff. We're able to provide an elevated standard of care that allows us to modify our actions to better suit the needs of the animal, as opposed to expecting the animal to adjust to the environment," says Amber Jocelyn, Dublin Shelter Manager.



Staff veterinarian Nozomi Watanabe, D.V.M. with Muffin



Animal Care Coordinator  
LudieAnn Sosa with Squirrel

## 1 of 12%

of veterinary clinics in the U.S. and Canada  
to achieve accreditation from the  
American Animal Hospital Association (AAHA)

## 1,194

surgeries performed at the Theodore B. Travers  
Family Veterinary Clinic in 2019

## 6,750

appointments at the Theodore B. Travers  
Family Veterinary Clinic in 2019

## HUMANE ADVOCACY

# Keeping People and Pets Together

Many of the cases of animal abuse and neglect that we encounter at the East Bay SPCA are unintentional and largely due to a pet guardian's lack of resources. We recognize the importance of animal welfare services in the greater community and how, by incorporating human social services, we can make a larger impact for both people and pets.

In 2008, our Humane Advocacy program launched to match low-income East Bay residents with discounted services including spay/neuter, vaccines, veterinary care and free pet food through our Pet Food Pantry. Over the years the program has evolved and grown alongside the changing needs of our community.

We have also built strong partnerships with other animal welfare organizations to offer free vaccines and basic veterinary care in communities that have limited access to care for their pets. By cultivating these partnerships and focusing on pet retention, we can utilize our funds efficiently, allowing our programs to grow.



Hold for Home client  
Annie with Play-doh

Our Hold for Home program was created to help pet owners who find themselves in emergency situations and have few or no options for safe, reliable pet care. We recognized there was a gap in services and that often when pet owners are faced with a crisis, they must surrender their beloved pets to an animal shelter, even if they only need help temporarily to get through the time of crisis. Hold for Home fills this gap by offering no-cost temporary boarding for pets of people in need. Our staff social worker also helps connect people in this program with the human social services needed to allow them to stabilize their situation and care for their pet long-term.

We have been able to double the size our financial assistance program which offers options to qualified pet owners struggling to cover the cost of emergency veterinary bills. Our Theodore B. Travers Family Veterinary Clinic allows us to serve a primary role in the community to provide access to affordable veterinary care to those who need it most.

A little six-year-old Chihuahua named Michelangelo and his family know firsthand the impact this program has on protecting the human-animal bond. One Saturday afternoon, Michelangelo was outside his home with his guardian, Mercedes, when he was suddenly attacked by a much larger dog. Michelangelo sustained severe injuries that exposed his rib cage and even part of his lung. He clearly needed urgent medical attention, but none of the veterinary clinics Mercedes contacted could perform the required specialized surgery at a cost she could afford. A friend recommended the East Bay SPCA and we scheduled Michelangelo for an immediate emergency procedure. The little dog had family and friends from the Philippines to Hawaii and California rooting for him! Thanks to our dedicated veterinary team Michelangelo pulled through and is now fully recovered and thriving with his family.

**497**

clients assisted  
through Humane  
Advocacy programs

**15,775**

pounds of free pet food given out  
at monthly pet food pantries

**1,822**

pets and households  
that benefited from  
pet food pantries

This is just one of the many stories our Humane Advocacy programs make possible every day. We are proud to offer these services to not only better serve local people and pets but also to be leaders in animal welfare.

In 2019, our team presented at the Association for Animal Welfare Advancement's conference to share our Humane Advocacy program as a model for other animal welfare groups. We offered best practices for groups to start their own pet retention programs and we continue to offer guidance to animal organizations across the country looking to launch their own programs.

As we look to the future, Vice President of Operations Karalyn Aronow shared, "Our programs are some of the most progressive in the country. In addition to working closely with other animal welfare organizations, we also partner with organizations in social services. These relationships with case managers far outside of the animal welfare allow us to aid and care for people who are in crisis – clients we would otherwise not be able to serve. We intend to continue this important work while growing the communities we serve."

**"We are so grateful for the amazing services and the staff, techs and veterinarians at East Bay SPCA. Thank you, from the bottom of our hearts for saving our little Michelangelo!"**

-Mercedes Terrado Hornshuh and Michelangelo



# THE EAST BAY SPCA WAY

## Keeping Animals Safe

For nearly 150 years, the East Bay SPCA has been committed to the humane treatment of animals through education, prevention and a robust offering of community resources and programs to meet growing needs. Our breadth of programs and services have an important common objective: keeping animals safe.

Over the last many years, California has experienced devastating wildfires, destroying land and displacing thousands of people and animals. During the Kincade Fire, the East Bay SPCA responded by transferring animals already available for adoption at local shelters to create space for animals displaced by the fire, keeping them closer to home and more likely to be reunited with their families.

"Bringing animals in from our community partners helps to provide a safety net for shelter animals throughout Northern California. The East Bay SPCA is poised to respond to crises and emergencies our community partners face, such as the Camp Fire in Paradise, and to help by taking animals into our program," says Ryan Erickson, Animal Recruitment Coordinator.

While many may think of emergency relief efforts in response to natural disasters, in the summer of 2019, we met a different kind of emergency. Canine Influenza Virus (CIV) became present in East Bay shelters, including our shelters and the Oakland municipal city shelter.

This highly contagious respiratory illness required a swift reaction to stop the spread within the shelters and to prevent spreading to the greater community. Our team worked quickly to transform an empty 80,000 sq. foot warehouse into a quarantine facility for over 125 dogs. Thanks to dedicated staff, volunteers, and generous donors and partners, we were able to clear all dogs exposed to the virus in just six weeks.

Every animal that comes through our doors receives a medical and behavioral evaluation. Of the 3,000 animals each year that arrive at our shelters, more than half require extra care through medical support or behavior modification before they are ready for adoption. Our Medical Support & Foster team is responsible for the everyday care of sick, injured, and recovering shelter animals including those placed in foster homes with support from our veterinarians. From administering daily medications to treating more complex ailments such as severe infections and broken bones, each animal gets the medical attention and support needed to prepare for life beyond our shelters.

Our Behavior & Training team is not only dedicated to shelter animals who may need extra time and training to resolve behavior issues through our behavior modification program, but also serves as a resource for the community through our training classes, behavior resource library and helpline. Our scientifically-supported, positive-reinforcement based methods help pet parents understand their animal's language and keep people and pets living comfortably together.



Animal Care Coordinator  
Britany Ferris with Ralph

**9,042**

participants in Humane Education Programs

**498**

training clients served

**8,162**

hours staff and volunteers spent on behavior modification and enrichment for shelter animals in 2019

Key to keeping animals safe is providing education that promotes humane values and compassion for all living things to help prevent cruelty and neglect. Our Humane Education programs strive to instill these values to empower the rising generation in both fun and educational ways.

"Many of Humane Education's lessons promote ways for kids to safely interact with animals through reading and respecting animal body language. All of our programs—animal camps, classroom visits, even birthday parties—provide our youth with the knowledge and resources to become animal advocates to help pets in their own homes and community. In fact, many of our campers and students return to the East Bay SPCA as volunteers and adopters in the future," says Courtney Campbell, Humane Education Manager.

As pets and their people get older, we know they can face a variety of challenges including illness, medical emergencies, mobility restrictions and other life-altering circumstances. We help keep pets safe by assisting pet owners so they can avoid surrendering their pets during times of financial hardship or other crises through our Humane Advocacy programs and services (see pages 6-7). In 2019 we also launched our Seniors for Seniors program to promote the adoption of older animals in our shelters that are often overlooked due to the popularity of puppies and kittens. This program waives adoption fees for senior adopters ages 65 and up who want to adopt a shelter animal age 7 or older.

At the East Bay SPCA, we take a holistic approach to animal welfare and care, recognizing that the integration and cooperation of our many programs and services will result in greater lasting benefits for the animals and people in our communities and beyond.



Animal Camper Rose  
with PeeWee

**"We work to keep animals safe during their shelter stay by helping them cope with the stress that can come from the shelter environment. We're here to help staff and volunteers feel more confident in their abilities to read cat and dog body language and to interact with the animals in our care safely."**

-Behavior & Training Manager Danielle Fuchs



## VOLUNTEERS

# The Heart of the East Bay SPCA

Our volunteers are truly the heart of the East Bay SPCA. In 2019, more than 1,100 shelter and foster volunteers generously contributed 71,794 hours of service, or the equivalent of \$1,952,796 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 help animals and people in our community.

\*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.



**Peyton and Pam Ball**

Volunteers since 2013 / Foster Care

“Volunteering has brought us so much gratification. Many fosters come to us very shut down and seeing them blossom is inspiring. We can control so little of the world and often can feel helpless. Helping a scared or traumatized animal come out of its shell - you really feel like you’re making a difference.”



**Malcolm Spencer**

Volunteer since 2019 / Canine Care

“The start of my volunteering happened to coincide with my senior year of high school, and it’s been great at teaching me how to get along in the adult world. I’ve been able to shadow staff on the job while learning how to really travail within the framework of a team. I bet that will be the most abiding aspect of my shelter experience going forward.”



**Ben Mow**

Volunteer since 2018 / Transfers and Canine Care

“Volunteering opened my eyes to the emotional turmoil that many animals experience in a shelter environment. My goal is to make things better with every interaction. It is gratifying to see how my actions can make a positive difference in the lives of these animals before they find their forever home.”



**Sarah Elmes**

Volunteer since 2009 / Feline Socialization

“I have been volunteering for 13 years and have noticed how the staff have continually improved the organization. I’m in constant admiration of their ability to adapt to changing needs. They always rise to the challenge.”

## FUNDRAISING EVENTS

# Growl, Meow & Wine 2019

On Sunday, May 5, more than 200 animal-loving friends, supporters and guests gathered at our Oakland shelter for our 2019 "Growl, Meow & Wine" annual fundraising event. It included local craft beer and fine wine tastings, an expansive silent auction and thrilling live auction, and a special Support Our Mission fundraising opportunity. Thank you to all our guests who helped raise over \$260,000 to support the East Bay SPCA's mission of supporting people and companion animals in the communities we serve!



(Left to right) Margie McLean, Allison Lindquist and Maureen Cassingham



(Left to right) Laura Fulda, Justine Travers, Chuck Travers, Beth Travers, Bill Friedricks and Eric Fulda

# Tails at Twilight 2019

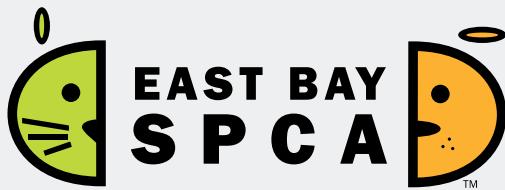
On Saturday, September 21, we welcomed over 100 guests to our Dublin Adoption Center for a new evening event in Dublin. This event featured great food, premium wines, craft beers, behind-the-scenes facility tours, fun silent auction items, exciting casino games, and special guest host Diane Dwyer, Former KTVU and NBC Bay Area News Anchor. Nearly \$55,000 was raised thanks to the generous support of our guests!



(Left to right) Katherine Primas, Rob Leuschnerand and Milton Primas



(Left to right) Elise McGuiness, Heidi Madsen (Board Member), Jennifer Winn and Kristen Tjaden



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 2019 Annual Report volunteer photographer:  
**Heidi Eder** of **Right Brain for Hire** rightbrainforhire.me

Staff Group Photographer:  
**Sabine Scherer**

Event Photographers:  
**Joy Ofodu** page 11 Tails at Twilight photos  
**Akim Aginsky** page 11 Growl, Meow and Wine photos

## 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