

SPRING 2025

ANIMAL FRIENDS



PRESIDENT'S MESSAGE

SPRING 2025

We have always been strong believers that everything we are able to do for the people and animals who rely on us is thanks to the strong support of our incredible community. With the help of adopters, volunteers, and supporters, we provide high-quality care to every pet and ensure accessible services to pet parents in need.

From innovative parvovirus treatment to finding the perfect homes for our long-stay animals, we are always finding ways to elevate the care of animals in our community and strengthen the human-animal bond.

In this edition of Animal Friends, we highlight the ways our veterinary clinic is caring for the pets in our community. We celebrate the adoption of a dog who benefited from extra behavioral support in our care before finally finding a family of his own. And we celebrate the volunteers who make our work possible by dedicating their time to help us create a more compassionate world for animals.

Finally, we invite you to celebrate the incredible impact of our community's support for animals in need at Growl, Meow & Wine, our annual fundraising event, taking place this year on Sunday, May 4, at our Baldwin Street location in Oakland. Enjoy wine and spirits tasting stations, delicious food, live and silent auctions, and meet some of our adoptable animals. Visit our event website at growlmeowandwine.org for more information on tickets and sponsorships.

Thank you for your continued support as an essential part of our community.



ALLISON C. LINDQUIST
President and CEO
East Bay SPCA



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On the Cover

Our first neonate kitten of the season

BEHAVIOR & TRAINING

ENRICHING YOUR CAT'S LIFE



bonding activity! Letting cats just be cats is a win-win for everyone.

Most enrichment can be broken down into three main categories. Providing enrichment opportunities doesn't have to be hard—you may even be doing it without knowing. Read on for more ideas to let your cat's natural behaviors shine!

Play

Play is perhaps the most obvious (and fun) form of enrichment. From wand toys to crinkle toys to ping pong balls, there are so many options for getting your cat to play and use those hunting instincts. Try a variety of ways to make the "prey" move to



see what your cat is interested in—wave a wand toy in the air, slowly move a toy around a corner, or try hiding a toy under a blanket or newspaper. Finding your cat's play style is a great way to provide them with the exercise and brain stimulation they need.

Food

Food toys and puzzles are another great way to engage that hunting instinct. From lick mats and snuffle mats to wobble toys to puzzle trays, there are so many ways to hide your cat's favorite food or treats. Food enrichment doesn't have to break the bank, either! Try hiding pieces of food or treats inside a cardboard box or crinkled up newspaper and watch your cat's foraging instincts kick in.

Environment

Cats are naturally prone to prowling, leaping, stalking, and climbing. You can help your cat express those natural behaviors by making just a few alterations to their environment. Create plenty of vertical spaces (especially near windows, when possible!) through options like cat trees, window ledges, bookshelves, and other furniture. Cats love hiding spots, too, so make sure their home is equipped with lots of space for safe relaxation.



Learning with East Bay SPCA's Behavior & Training Team

While enrichment is a useful tool to help prevent some undesirable behaviors (think scratching, door darting, rough play, etc.) some of our feline friends need a little extra help to feel confident or manage tough behaviors. Our team is here to help! For one-on-one support, check out our private training sessions, which can help address a myriad of issues. Our expert team has also put together a variety of affordable webinars on cat behavior topics, to help cat owners understand and address at home. Finally, our Behavior & Training Library has tons of detailed handouts to help you understand your cat's behavior and set them up for success! Get access to all these resources and more at eastbayspca.org/training.

SPRINGING INTO PET CARE ACCESSIBLE, FRIENDLY AND HERE FOR YOUR PETS

At our Oakland clinic, we offer care that is welcoming, accessible, and tailored to every pet's needs. With a growing team of knowledgeable and compassionate veterinarians, we're expanding our ability to serve more animals while ensuring each visit is personalized and stress-free. Whether it's a routine checkup, a new treatment plan, or simply answers to your questions, we're here to help.

More Than Just Care—A Community

We understand that visiting the vet can sometimes feel overwhelming, which is why our team is dedicated to making the experience as smooth as possible. From the moment you walk in, you and your pet are treated with compassion. We take the time to listen, explain treatment options, and ensure care plans are both effective and affordable. Our goal is to empower pet owners with knowledge and support so they feel confident in their decisions.

Innovative Care for Every Pet

We're always looking ahead, incorporating the latest in veterinary medicine to offer the best possible care. Whether it's preventative measures like vaccines, advanced treatment plans, or personalized wellness strategies, we strive to provide solutions that fit the unique needs of every pet. Our expanded capacity means shorter wait times and more opportunities to meet the growing needs of our community.

Keeping Your Pets Safe and Healthy

This spring, we're encouraging pet owners to stay proactive about their pet's health. Warmer weather brings more outdoor adventures—and potential risks. Simple preventative measures, like staying up to date on vaccines and regular wellness checks, can make all the difference in keeping your pet happy and healthy. Our team is always available to answer questions and guide you through the best care options for your furry companion.



A Welcoming Space for You and Your Pet

We know that pets are family, and we treat them as such. The Theodore B. Travers Veterinary Clinic is designed to be a welcoming, supportive place where pets feel comfortable, and owners feel heard. Whether you're a longtime client or visiting us for the first time, we're committed to providing compassionate, high-quality care in a way that works for you.

Looking for a vet that truly cares? Come see us! We're here to keep tails wagging and pets thriving—because every animal deserves the best care possible.



Theodore B. Travers Veterinary Clinic

8323 Baldwin St • Oakland, CA 94621

(510) 569-1606 • eastbayspca.org/vet-clinic

PEDIGREE'S 2025 RESCUE DOG OF THE YEAR

EAST BAY SPCA FRIEND: RELIC

When Relic arrived at East Bay SPCA, he showed signs of stress and reactivity. With the right programs already in place, our staff were able to immediately activate a care plan for this gorgeous, adult German Shepherd.



Our Behavior & Training team started by moving Relic to a private habitat where he could be monitored closely, while working on a long-term training plan incorporating decompression, desensitization, and counter-conditioning training. With the goal of getting Relic more comfortable with people, they kept his handling to staff-only and let him set the pace for new experiences.

Simultaneously, our Foster team put out the call to our community of dedicated Foster friends to find a good fit for Relic. A stay away from the shelter was the best option for alleviating his stressors, and—if the family was willing—an excellent opportunity to continue positive reinforcement training in a calm environment.

We found the perfect fit in a couple who had recently lost their beloved cat, and were looking to bring love back into their home without leaping too soon into an adoption.

Relic's fosters invested time, attention, and love into his journey, utilizing home trainers referred by our team and a veterinary behavioralist. Realizing they were committed to his happiness now and well into the future, they decided to adopt Relic into their family.

PEDIGREE Foundation in Action

We were honored to have Relic chosen as PEDIGREE's 2025 Rescue Dog of the Year. It is a testament to the success of our training programs, foster community, and the power of adoption in this special way. Relic's story is one of strong shelter pet advocacy made possible through the annual PEDIGREE Foundation grant cycle.

"East Bay SPCA's work is a shining example of our grants in action," said Deb Fair, Executive Director of PEDIGREE Foundation. "The expansion of their training and development program has long-lasting benefits to the shelter dogs that will come through their doors. We applaud them for taking the extra step in sharing this inspiring experience with the greater shelter community, as it will lead to more dogs finding their forever homes."

To learn more about PEDIGREE Foundation's work, head to pedigreefoundation.org

There you can also find Relic's custom plush, linked at the bottom of his story!



HONORING VOLUNTEERS DEDICATED PARTNERS IN ANIMAL WELFARE

Our volunteers are a vital part of almost everything we do, dedicating their time, energy, and compassion to improving the lives of animals in need. Their commitment and passion create a lasting impact, from comforting scared shelter pets to supporting vital medical services.

This year, we are especially proud to celebrate the terrific individuals who have been part of our mission for years—some for more than a decade, or more!

Let's take a moment to recognize their incredible contributions!

12 extraordinary volunteers

have been with us for
15 years or more—including one amazing individual, who has been a cherished part of our community for an incredible 34 years!



Every volunteer brings something special! From our beloved dog-whisperer Marti, who has a gift for soothing even the most anxious pups, to the gentle and patient Carol, who brings the perfect energy to socialize with shy felines—we are so lucky to have them as part of our tapestry of animal caregivers.

Supporting so many departments at our Oakland and Dublin campuses and enhancing our work in countless ways, the positive impact our volunteers make is substantial. Whether an Event Ambassador, sharing their knowledge out in the community, or a high school student just starting their animal care journey, each role is beneficial and comes with lasting rewards.

A Special Shoutout to Our Spay/Neuter Support Team!

One of our Volunteer Services Manager's top priorities this year has been strengthening volunteer support for our spay/neuter efforts. This has led to the expansion of critical roles like Spay/Neuter Clinic Assistants, Surgical Support Assistants for Shelter Medicine, and Shelter Animal Transport Volunteers. These dedicated individuals play a vital role in assisting our veterinary staff, enabling us to care for more animals and enhance our lifesaving capacity.

Approximately 25 dedicated volunteers in these roles have contributed an astounding 1,816 hours—helping transport animals, assist surgical teams, and ensure every procedure runs smoothly. Their work has been pivotal to our lifesaving efforts.

52 impressive individuals dedicated **10-14+ years** to our mission.



110 wonderful volunteers have been with us for
5-9+ years.



318 compassionate helpers have contributed for
1-4+ years.



Thank you to every single volunteer who makes a difference for the animals and our community! We couldn't do this without you!

CELEBRATING COMMUNITY GROWL, MEOW & WINE 2025 - OUR SIGNATURE EVENT



Growl Meow Wine

Sunday, May 4 • 4 p.m. - 7 p.m.
8323 Baldwin St, Oakland

Join us as we honor the incredible impact of community partnerships.
Toast to the successes we experience together.

Enjoy wine and spirits tasting stations, scrumptious foods, bid on exciting live and silent auction items, meet our adorable animals, and talk to our knowledgeable animal care staff.
Be a part of this unforgettable evening that supports animals and their families.

Tickets available now!

Interested in Sponsoring or donating an auction item? We would love to hear from you!
Contact us at: giving@eastbayspca.org

Mark your calendar and get ready for an evening of delicious food & drink,
connection and community!

For more information and tickets, visit: growlmeowandwine.org



8323 BALDWIN STREET - OAKLAND, CA 94621

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About East Bay SPCA: Established in 1874, East Bay Society for the Prevention of Cruelty to Animals (East Bay SPCA) is proud to be one of the nation's oldest shelters and a leading innovator in the Bay Area region. East Bay SPCA is More Than a Shelter, transforming the lives of cats and dogs by enriching the human-animal bond through accessible and respected expertise. Learn more at eastbayspca.org.

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

Get Social With Us
[@eastbayspca](https://twitter.com/eastbayspca)



LOCATIONS

Oakland Adoption Center
8323 Baldwin Street
Oakland, CA 94621

Dublin Adoption Center
4651 Gleason Drive
Dublin, CA 94568

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

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