



*News From*  
***Friends of the Alameda Animal Shelter***  
**1590 Fortmann Way, Alameda, CA 94501**  
**[www.alamedaanimalshelter.org](http://www.alamedaanimalshelter.org)**  
**510-337-8565**

**January 2015**

Help us spread the word; forward this email to friends, family and neighbors.

# State of the Shelter

**An annual progress report to our community**

***By Mim Carlson, FAAS Executive Director***

Friends of the Alameda Animal Shelter (FAAS) assumed responsibility for the Alameda Animal Shelter on January 1, 2012. In our first three years, we have made great progress toward our goal of making the shelter a safe haven for homeless animals and a resource to the community. During this past year, a newly adopted strategic plan helped us set specific goals. Here are some highlights of our accomplishments this past year:

**Maintained high adoption levels:** A total of 495 animals were adopted during 2014, a 5% increase over last year. This year, we made our 1,000<sup>th</sup> adoption since we assumed responsibility for the shelter. We're also getting the animals out faster – average length of stay has dropped more than 18% due to a strong marketing effort involving, our website, social media and newspaper ads. Per the strategic plan, we doubled the number of mobile adoption events. A stepped-up effort to socialize and train shelter animals also made it easier to get them adopted. During 2014, the Sasha Fund was started with a generous donation from a FAAS volunteer who wanted to make sure that all dogs adopted from FAAS received training post-adoption. The Sasha Fund pays for training for dogs adopted from FAAS and to date, no dog who has gone through this training has been returned.

**Expanded our Rescue Group Network:** A total of 223 animals were transferred to Rescue Groups in 2014. We established closer working relationships with Muttville, which takes in hard-to-adopt senior dogs as well as with other rescue organizations and humane societies. Rescues are a major resource for FAAS because they help to alleviate overcrowding and make sure we always have space for the new strays who arrive daily. We are always eager to have these groups visit FAAS and take animals that they can foster and find new homes for.

**Saved lives:** At 97%, the "live release rate" at FAAS – the percentage of animals returned to their owners, adopted or transferred to rescue groups -- is the highest of any open intake shelter in the Bay Area which, like us, is required by law to take in any animal brought to us. It's also among the highest in the state and nation. Animals at FAAS are sheltered for as long as it takes to find them new homes and are not euthanized due to limited space or for running out of time. The only animals euthanized are those with untreatable diseases or injuries or those with irreversible behavior problems. Key to our success has been our aggressive adoption campaigns, our intensive medical and behavioral rehabilitation program and our improved relationships with rescue groups.

**Improved the health of shelter animals:** FAAS worked closely with all three veterinary hospitals in Alameda – Providence Veterinary Hospital and Clinic, Park Centre Animal Hospital, and Alameda Pet Hospital – to ensure the medical needs of our shelter pets were met. FAAS has added a veterinary technician to staff to work with our veterinary hospital partners. The Angel Fund was able to help dozens of sick and injured stray pets because of the generosity of the FAAS supporters.

**Revamped volunteer program:** We completely reorganized our Volunteer Program in accordance with our three-year strategic plan. We created a new recruitment process with application, interview and orientation, also providing comprehensive training for volunteers wanting to help socialize animals. The number of volunteers increased to over 170. They performed a total of 13,626 service hours which included walking dogs, socializing with cats, helping with events, doing office work, fostering kittens and puppies, cleaning and sanitizing kennels and cages, and improving the safety of our old facility.

**Maintained a Pet Food Pantry:** Working closely with the Alameda Food Bank, our Pet Food Pantry is open once a month to provide free pet food and cat litter to low-income Alamedans. Since it started operating in Spring 2013, the number of low-income Alameda families participating has grown to 160.

**Improved Our Facilities:** We remodeled the cat adoption room with larger kennels to allow cats more space and gave each cat a Koranda bed for more comfort. We also painted the outside of the building to make it more welcoming to the public.

**Created an educational outreach program:** In accordance with our strategic plan, we designed a new Humane Education Program for children in K-2 grades in Alameda Schools that launches in January 2015.

**Exceeded our fundraising goals:** By introducing a number of new fundraising efforts, we not only raised our share of the funds needed to operate the shelter per our contract with the City of Alameda, but exceeded that goal by \$30,000. The Wiggle Waggle Walk almost doubled in size from its first year and raised \$15,000 from sponsorships and the 250 people who attended. After the Ball generated over \$90,000 in sponsorships, donations, auction sales and ticket sales.

---

2014 was a year of stabilizing and planning for the future. We adopted a new three-year strategic business plan that is guiding us as we grow and expand to meet the needs of both people and pets in the City of Alameda. As we move into the future, we continue to have a strong partnership with the Alameda City Officials and we appreciate their unwavering support. Additionally, we have a great partnership with the Humane Society of Alameda who helped again in 2014 with funds to pay for food and other expenses for the shelter animals. We are also extremely grateful to have the support of the citizens of Alameda and were honored to be voted "Best Charity for 2014" by Alameda Magazine. None of our accomplishments would have been possible without the financial and volunteer support we had in 2014. Thank you for making sure that Alameda's abandoned pets get the very best care while at the shelter, and have the very best chance for a second chance in a new forever home.,

We are honored to be the stewards of our community's commitment to its animals. We will continue to do our best to live up to the trust you have placed in us.