

FAAS

FRIENDS OF THE ALAMEDA ANIMAL SHELTER



2014

Annual Report



SPV



MARIE



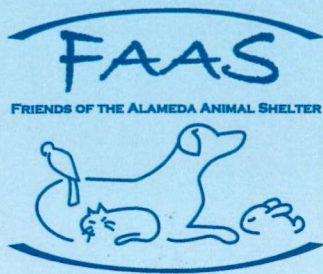
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EMILY



Submitted by FAAS
3-A
2-17-15



2014

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Letter From The President



NANCY & CO.

In early 2011, the City of Alameda was considering closing the Alameda Animal Shelter and outsourcing its operations to other communities. By January 2012, the non-profit Friends of the Alameda Animal Shelter (FAAS) had taken over the operation of the shelter under an agreement with the city.

Three years later, in January 2015, the Alameda Animal Shelter is poised to take yet another giant step toward its goal of caring for Alameda's homeless animals: at the end of this month, the executive director who shepherded FAAS through the transition from city management will turn the reins over to a new executive director who will be charged with taking the organization to the next level.

Our current executive director, Mim Carlson, took on the job with the understanding that her goal was to improve and stabilize shelter operations to pave the way for future expansion. Mim leaves behind an operation that has become a model for other shelters by sending an astonishing 97% of the animals to their owners, new homes or rescue groups. Few other municipal shelters that, like us, are legally bound to take in all animals can match that

record. She has also put into place and trained a superb staff that can manage the shelter on a day-to-day basis, freeing the executive director to focus externally to strengthen relationships between the shelter and the community it serves.

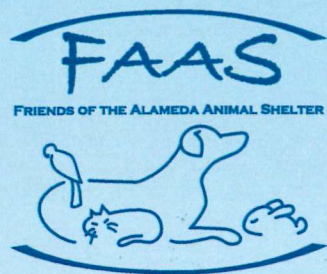
Our new executive director, Nancy Baglietto, comes to us with 25 years of experience as an effective administrator and successful fund-raiser for a variety of non-profit organizations. She has a great deal of experience with the kind of outreach we need to increase the connection between the shelter and the community. She also has a passion for animal welfare that will color every decision she makes. She is a perfect fit for the role the FAAS Board of Directors wants to see the executive director play.

As with all transitions, our excitement is tinged with sadness. As we bid farewell to a person instrumental in taking us to a new level, we welcome another who will take us to the next. Change is a never-ending journey whose destination is always just over the bend. We invite you all to travel with us to see where it takes us.

Sincerely,

Nancy Evans

Board President, Friends of the Alameda Animal Shelter



2014

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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 1,000th 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

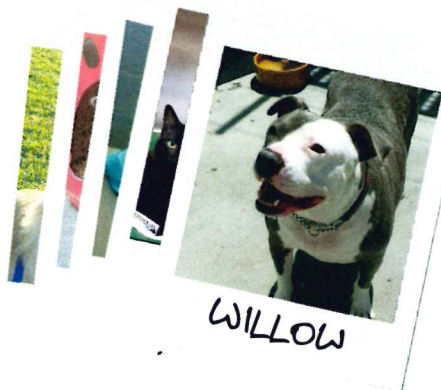
donation from a FAAS volunteer who wanted to make sure that all dogs adopted from FAAS received training post-adoption. The Sasha Fund pays for training for dogs adopted from FAAS and to date, no dog who has gone through this training has been returned.

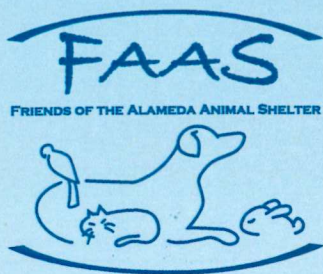
Expanded our Rescue Group Network: A total of 223 animals were transferred to Rescue Groups in 2014. We established closer working relationships with Muttville, which takes in hard-to-adopt senior dogs as well as with other rescue organizations and humane societies. Rescues are a major resource for FAAS 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.



MIM & LITA





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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.

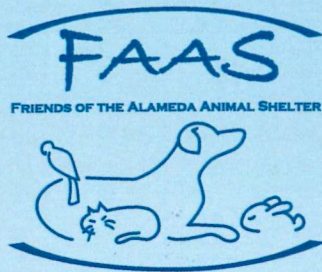
Created an educational outreach program: In accordance with our strategic plan, we designed a new Humane Education Program for children in K-2 grades in Alameda Schools that launches in January 2015.

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.



“Where else can you meet so many great friends all in one place!” -Jim Gotelli





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JIMMY & FRIENDS



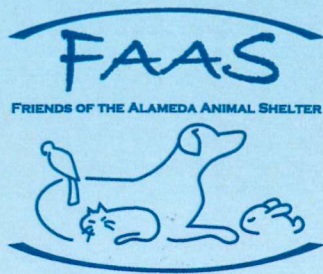
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LOU & SNOOPY

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.

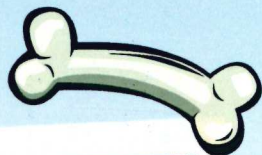
We are honored to be the stewards of our community's commitment to its animals. We will continue to do our best to live up to the trust you have placed in us.



2014

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Success Stories



DOGS



GRACE

GRACE - Little Grace was found running in and out of traffic on Webster Street in December. She had already been hit once by a car and was limping badly. A good Samaritan rescued her and brought her to us, and we rushed her off to a local veterinary hospital to find out the extent of her injuries.

Unfortunately, little Grace had a badly broken leg that would require thousands of dollars to heal it. Fortunately, our generous community provides FAAS with the funds to help abandoned pets like Grace. Thanks to your support, she had her surgery and has found her forever home.



POLAR BEAR

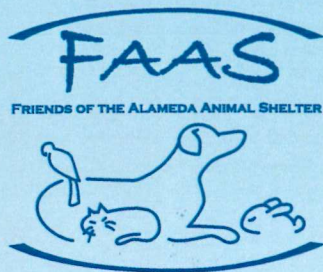
POLAR BEAR - Polar Bear came to FAAS in early 2014 with a long-term knee injury to both knees that prevented him from running, jumping and even walking without extreme pain. Polar Bear's owner could not afford the necessary medical care and surrendered him to us hoping we could save him. When we took him to a knee surgeon for an estimate, the cost was over \$6,000 which was significantly more than FAAS could afford to spend.

We appealed for help from the Humane Society of Alameda and they agreed to pay for the surgery! Polar Bear received the operation he needed and spent ten weeks recuperating, lovingly nurtured by the staff at FAAS. Today, he is enjoying a pain-free life in his new forever home.



DAKOTA

DAKOTA - When Dakota's owner passed away suddenly and unexpectedly, she was brought to the shelter because no family member could be found to take her. Dakota is a beautiful, but elderly 12 year old cattle dog mix who was extremely confused to have lost her person and not at all happy in our shelter even with all the love and attention we gave her. We all felt extremely sorry for her and began quickly looking for a way to get her into an environment where she would be happier. We reached out to Muttville, the Bay Area rescue group that takes senior dogs and they made room for her in one of their foster homes. After a few short weeks, Dakota found her new forever home through Muttville and now lives a happy life with her new person.



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Success Stories



MATISSE



SMUDGE



KEETCHOON & BABY



SPECKLES

CATS

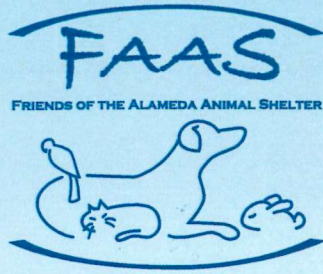
MATISSE - A good citizen brought little Matisse to the shelter after finding her wandering on the street. She was badly matted, had trouble walking, and was in very poor condition. It turns out that Matisse is a very elderly cat, approximately 16 years old, and not in the best of health. She settled into shelter life becoming a favorite of staff and volunteers, but we were concerned that she might spend her remaining months at the shelter rather than in a loving home. One of our amazing volunteers stepped up to provide Matisse with "fospice" care in her home and we gratefully agreed to this arrangement. Little did we know that Matisse would thrive in her new fospice home and even did well with a move to Michigan!

SMUDGE - Four-month old Smudge arrived with two siblings, semi-feral, and not at all happy about being brought to FAAS. To help Smudge gain trust in humans, he was separated from his siblings and moved into the Executive Director's office for socialization. Very slowly, he began to enjoy all the attention he received from visitors to the office, and the Executive Director spent many wonderful moments helping Smudge learn that he could trust and even enjoy being petted and held. He turned into a loud purring machine and was moved into the adoption area where he quickly found his forever home.

KEETCHOON & BABY - These two strikingly beautiful Tortie cats spent almost a year at FAAS waiting for their new home. They are a bonded mother and daughter pair that needed to be adopted together which often takes longer and they were also not outgoing with humans, preferring to cuddle together rather than cuddling with humans. FAAS volunteers and staff interacted with them every day while they waited and waited and waited to be adopted. Finally, the perfect person came into the shelter, spent some time with Keetchoon and Baby, and scooped them up to take them off to a great life in their new home.

RABBITS

SPECKLES - Handsome Speckles came to the shelter with his friend Martin after being abandoned. He immediately won our hearts with his playful personality and curiosity about everyone and everything. In spite of his charm, he spent many months at FAAS waiting for someone to take him home. Lots of special promotions were done about him and his fellow rabbit friends at FAAS, and finally one day Speckles hopped on out of the shelter into his forever home.



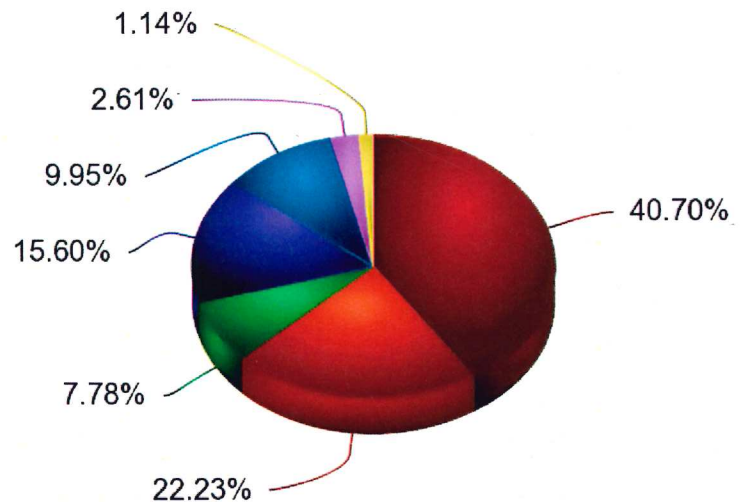
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Financials

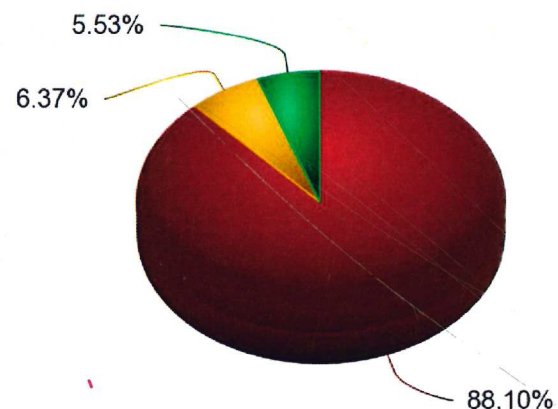
Revenue

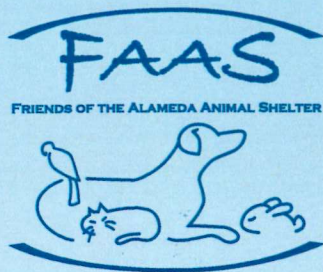
	Government Contracts	\$307,200.00
	Individual, Business and Community	\$167,779.00
	Corporate and Foundation Grants	\$58,717.00
	Events	\$117,762.00
	Program Fees (license, adoptions, etc.)	\$75,114.00
	In-Kind	\$19,684.00
	Other Revenue	\$8,574.00



Expenses

	Shelter Program	\$307,200.00
	Administration	\$167,779.00
	Fundraising	\$58,717.00





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Volunteers

FOSTER PARENTS



ANDREW & ANNA-MARIE BLINN
w/ FRANKIE.



ANDREW & RUSTY

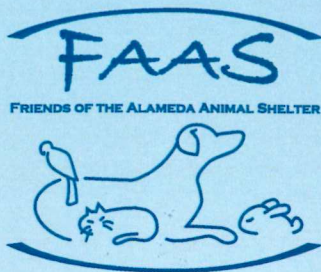
A few years ago, we became first-time "cat parents" when we took in two mature cats (Winnie & Boots) who had been abandoned when their home was condemned. The experience has been so rewarding that we thought about how we could help other cats in similar need.

While adopting them all was impossible, we found out about FAAS and decided to give fostering kittens a try (although we do reserve the right to adopt another special feline or two!).

It's amazing to see all the different personalities, even when they're only four to eight weeks old; some have been harder to return than others (especially the ones that give kisses).

When we're not taking care of kittens, Andrew is heavily involved in the chess community (teaching, playing, and helping to direct kids' tournaments) and Anna-Marie is a product manager for Imagine Communications.

"It's amazing to see all the different personalities, even when they're only four to eight weeks old." - Andrew Muechenerger & Anna-Marie Blinn



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Volunteers

CATS

We like to play with the cats and give each one a bit of personal time so they feel wanted and needed. It is so funny how each cat is an individual just like a person. Sometimes it takes a while for that personality to come out.

As volunteers we look after the cats feelings. You can tell if they are not happy or if they need that bit of extra personal time, and since we come each week we build great bonds with the cats. It can be a one-time love because they are adopted the next week and that is GREAT.

Our work with the cats is very comprehensive. We clean their water each visit, tidy their cage, replace beds and toys and paper where needed and most important of all clean the Potty for them because cats are very clean animals. We also load the washing machine, fold the dry laundry, sweep up, fill supplies, and keep the place spic and span.

What do we do when we are not here? We also are lucky that we are able to help foster the cats so sometimes we are doing the same thing at home. But usually Mom is working and we are at school or doing homework. Downtime is lying on the couch watching TV, or out shopping for clothes.

What do we get from doing all this? I think knowing that we let cats know that not all people are cruel, and we get to give back. Mom always says "that if everybody did a little something to give back to their community, the world would be a better place".

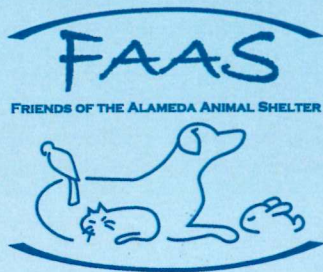
"We let cats know that not all people are cruel" - Sarah Adamson



GINA, SARAH & WRINKLES



SARAH & SOOTY



2014 Annual Report

Volunteers

DOGS

I have been volunteering with FAAS for two years now and have had the opportunity to give back to the shelter through my photography, art and web design skills. But my favorite thing to do for the shelter is spend time with the animals.

Two of my greatest loves in life (aside from my husband) are animals and art. My husband and I moved all the way from the East Coast to Alameda to focus more on our art. Our tiny little apt does not allow animals. That's been difficult because we LOVE animals. I decided to start looking for a place I could volunteer at and found FAAS. Lucky for me, it was only a short bike ride away!

Working with the animals has been very healing for me. I love witnessing the dog's transformation from scared and confused to playful and snuggly. It feels good to know that I have played some small part in that transformation. Any time I am out walking the dogs or spending time socializing the cats, I think I am the one who is really getting the most reward from these visits.

Everyone at FAAS has been so wonderful from the staff to the volunteers and I've learned so much from everyone. The time spent with the animals is very precious to me and has been rewarding in so many ways.

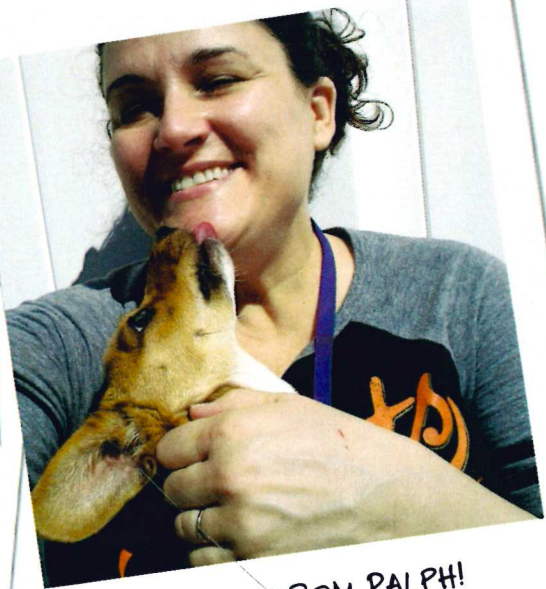
"Working with the animals has been very healing for me." - Jessica Warren



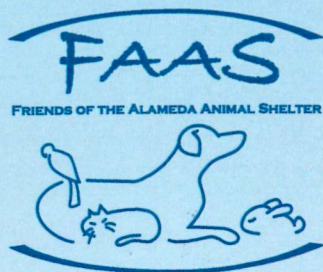
JESSICA & RALPH



JUST RALPH



KISSES FROM RALPH!



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Volunteers

RABBITS

As a volunteer I get lots of satisfaction and fulfillment. - Soreliz Ascanio

I started volunteering at FAAS because my son needed, and wanted to, do volunteer hours there for school. But I also love and have rabbits at home, and I ended up falling in love with FAAS and wanting to contribute and give more.

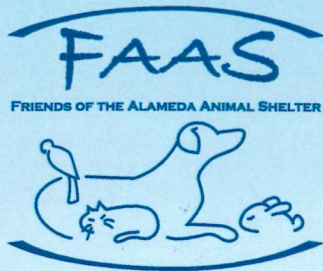
Some of the things I do as a volunteer is take bunnies outside to play, give them love, sometimes clean their cages and feed them, make sure they have toys, attend rabbit mobile adoptions, and foster bunnies after surgeries.

When I am not volunteering I am busy raising my amazing 13 year-old sweet boy, and I work for Children's Hospital as a Clinical Social Worker, helping others in need.

As a volunteer I get lots of satisfaction and fulfillment. I get to have fun, meet many great people, educate others about rabbits, and help them find forever homes for our rabbits.



SORELIZ ASCANIO



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BOARD OF DIRECTORS

Board Members

Nancy Evans, President
 Alison Botts, Vice-President
 Steven Busse, Secretary
 Michael Miller, DVM, Treasurer
 Gail Artikaslan
 Janet Davis
 Debborah Knowles
 John Lipp
 Kenneth Werner
 Kathleen C. Woulfe



SUSAN & PAAS

"The animals and staff make volunteering at FAAS feel so rewarding!" - Susan Gettman

Staff

Mim Carlson – 2012-2014 Executive Director
 Nancy Baglietto – Executive Director
 Tina Aedo – Operations Manager
 Geneva Aquino - Animal Care Assistant
 Jordan Bally – Animal Care Assistant
 Edgar Gutierrez – Animal Care Assistant
 Ariana Jacobs – Animal Behavior Coordinator
 Renee Leonard – Office Clerk
 Susana Perez – Animal Care Assistant
 Lou Schroeder – Animal Care Assistant II
 Cindy Shelby – Community Programs Coordinator
 Kim Stange-Herlihy – Development Coordinator
 Meggan Stringent – Veterinary Technician



INGRID & BARBARA WITH MEEKA

"I feel like I am making a difference for the kittens staying at FAAS until they find their new homes." - Barbara Coapman