

♥ 2015 REPORT TO THE ♥ COMMUNITY

FOR FRIENDS OF THE ATLANTA HUMANE SOCIETY



Investing in Excellence



Dear Friends,

As we welcome the New Year, it is always customary to take a moment and reflect upon what transpired in the year just past and at Atlanta Humane Society (AHS), there is much to review for 2015! Thanks to the generosity and commitment of literally thousands of animal

lovers in Georgia, we were able to deliver more mission than we ever have before in our history!

Our strategic vision as an organization is to reduce and eventually eliminate companion animal homelessness in Georgia and the Southeast. While that's a lofty goal, it is something we believe can be done if enough people join together and commit. A goal of that size and scope cannot be done by one single person or organization. Throughout the history of our nation, great problems have been solved by many people coming together to improve the world we live in.

AHS is the largest animal welfare organization in the Southeast and we believe it is our responsibility to take a leadership role in collaboration and coordination of animal welfare work in the region. In 2015, we worked with more than 100 different organizations, animal controls and rescue groups to help find homes for animals, rescue those in danger and coordinate massive prevention efforts like our mobile spay/neuter project.

We also established animal transporting programs that have saved thousands of lives by moving animals from overcrowded and overwhelmed shelters to Atlanta where these animals were able to be adopted into loving homes. In 2015, we placed more than 8,300 animals in new homes, which was an increase of more than 1,000 animals from the year before! We hope to place 9,000 or more in 2016.

In another historic collaboration, we formally began a partnership with the University of Georgia College of Veterinary Medicine to begin an on-site student surgical and shelter medicine program that will enable UGA students to learn surgical techniques and management of health issues in our shelters in Atlanta and Alpharetta.

This will expose more future veterinarians to shelter work and hopefully generate more interest in helping veterinarians in their future careers wherever they may end up practicing veterinary medicine.



Finally, we saw the greater Atlanta community come together to make a bold statement of support for AHS and the animal welfare work we do by attending the inaugural **Walk for the Animals** at Atlantic Station in October. More than 2,000 people and their pets joined together to raise much needed funds and awareness of the need to fight animal cruelty in our region.

Please join with us! We cannot do this alone. We need your time, talents and treasure to make sure that animal suffering becomes a thing of the past! Onward to 2016!

A handwritten signature in blue ink that reads "Cal".

Cal Morgan
President and CEO

Operations By The Numbers

8,300

Adoptions

In 2015, AHS found loving homes for 8,300 homeless animals in the Metro Atlanta Area. At AHS, we pride ourselves on making quality matches. We employ fun, creative and innovative adoption specials, events and promotions in order to bring more people to AHS and make adoption their first option.

5,837

Transfers

Our transfer program saved 5,837 lives in 2015 alone by reaching out to other shelters that have an excess of adoptable pets, but a shortage of homes in which to place them.

12,691

Spay/Neuter

AHS is addressing the pet overpopulation challenges in Atlanta and more than 30 counties throughout Georgia with the Low-Cost Spay/Neuter Georgia Initiative. The mobile Surgical Utility Vehicle (SUV) enables our team of experienced veterinarians to travel to rural communities and provide spay/neuter services. In 2015, at both AHS campuses and with the mobile SUV, AHS performed 12,691 spay/neuter surgeries.

475

Obedience and Training

AHS is committed to helping pets and their owners long after the adoption process. This year we were able to give 475 pet owners the knowledge to have a more rewarding relationship with their dog by showing them how to teach their dogs how to best behave in their new home.

155

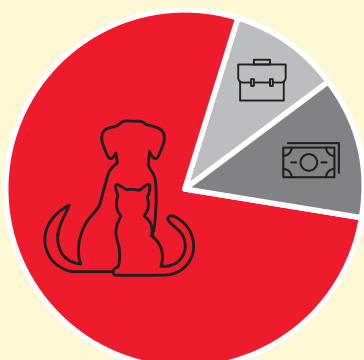
H.E.A.R.T. Cruelty and Rescue

AHS is involved in rescues across the Southeast. In 2015, our Cruelty and Rescue Team deployed five times to rescue 155 animals. Rescue operations included one puppy mill and four hoarding rescues across the state of Georgia and in Mississippi.

Thanks to our supporters in 2015, Atlanta Humane Society has helped more than 25,000 animals.

For a listing of 2015 \$1000+ donors, go to: atlantahumane.org/2015donors

Where Your Money Goes



72% Programs



15% Administrative Expenses



13% Fundraising & Marketing

AHS Values Transparency



Year One Strategic Plan Update

The mission of the Atlanta Humane Society (AHS) is to improve animal welfare in the Southeastern United States by providing quality animal services including preventative initiatives, education, advocacy and adoption of animals into permanent loving homes. The vision of the AHS is to be the premier leader and organizational resource for the welfare and protection of companion animals in the Southeastern United States. Our core values focus on leadership, respect and commitment. We have a heart of compassion for animals, we are good stewards, we provide exceptional service to all, and we operate with integrity, transparency and the highest ethical standards.

Our mission, vision and values are top of mind as we complete Year One of our Strategic Plan and look ahead to Year Two.

Goal 1 Improve Service Quality

- As we continue to improve service quality and reduce the number of animals returned to our facility post-adoption, the **Adoption Follow-Up Program** remains critical. Through the program, an adopter is contacted three days, three weeks and three months post-adoption in an effort to check on the wellbeing of the pet and to offer any help or resources needed to assist the pet and parent as they adjust to their new lives together.
- We continue to establish a much more rigorous **Shelter Medicine** program to oversee the health and behavioral wellbeing of our animals. A new Director of Shelter Medicine was hired to lead the Shelter Medicine team at AHS. In 2015, 8,300 lives were saved through animal adoption.
- The **Atlanta Humane Society Veterinary Center** concluded an exciting year. A new Director of Veterinary Medicine was hired to lead the Vet Center. Other additions to the team included a staff veterinarian and business manager. These additions have helped build the AHS Vet Center into a full service animal hospital. The AHS Vet Center intends to position itself as a top primary care provider in the community. These changes have enabled the AHS Vet Center to see more than 5,500 animals and gain more than 1,000 new customers.



Photo courtesy:
Amanda Marie Photography

Goal 2 Increase Preventive Measures

- Putting an end to companion animal homelessness in Georgia remains a high priority. The most effective way to curb pet overpopulation is through spay and neuter services. **The Atlanta Humane Society Low-Cost Spay/Neuter Georgia Initiative** is sponsored by the Holland M. Ware Charitable Foundation, with additional support provided by The Daniel P. Amos Family Foundation and the Georgia Department of Agriculture. In 2015, 6,793 animals were spayed or neutered in more than 30 counties across the state of Georgia.
- In an effort to reunite families with lost dogs, more than 12,000 animals were microchipped, either upon intake or through low-cost microchipping clinics offered as a public service and commitment to our community.
- We implemented a methodology for tracking the health and temperament of an animal as he or she enters our care. Our vision is to be able to provide more medical assistance to those in need.
- As we continue to increase the number of organizations AHS works with through our **Transport Program**, collaboration remains a key initiative with over 60 Transport Partners statewide. In April, we hosted our inaugural Epic Adoption Event "Meet Your Best Friend" at our Mansell Campus in Alpharetta. We had fifteen animal welfare organizations from across the state join us for a day dedicated to pet adoption. That day 92 animals found forever homes.



Goal 3 Expand Education and Community Outreach

- AHS remains committed to developing targeted humane education programs for youth and adults. Through our in-school programs, organized humane education tours and outreach to youth-oriented organizations and clubs, we reached more than 500 Atlanta youth. In 2015, we launched the adult education division of the **Education and Advocacy Department**. This service has engaged hundreds of community members and educated animal advocates on topics including responsible pet ownership and care and assisting with pet identification efforts.



Goal 4 Build Financial Strength and Organizational Strength

- As part of the strategic plan, AHS made a commitment to investing in fundraising capacity. Through these investments, AHS was able to significantly increase its fundraising results during the year exceeding targets. Understanding we are stewards of donor gifts, AHS works hard to reduce expenses. AHS was able to deliver more services to the community than ever before while staying within our budget.
- Investing in our staff and volunteers remains vital in maintaining organizational strength. We launched an online **Applicant Tracking System** to better streamline the recruitment process. We also enhanced our Onboarding process and launched a **Leadership Management Training Program**. These efforts ensure we have the highest quality and experienced staff and volunteers to serve the animals.



Goal 5 Develop Short/Long-term Solutions to Facility Needs

- AHS believes in providing the highest quality of care for our animals. To do this, we need to invest in physical infrastructure. We are proud to have invested more than \$300,000 into plants and equipment, ensuring the best environment for our animals, as well as staff and volunteers.

Goal 6 Build and Leverage our Reputation

- We help to connect adoptable animals with the public through marketing and promotions. Over the past year, Social Media followers increased by 30%. Thanks to a complete website re-design, we are able to communicate with adopters, donors and animal advocates in real time.
- Key events allowed us to engage with our donors and supporters in new and exciting ways. The inaugural **Corporate Hero Luncheon** brought together the Atlanta business community and honored our first Corporate Hero, Constangy Brooks, Smith & Prophete LLP, an Atlanta-based law firm with a 50-year history of strong support for AHS.



In June, the first ever, **Bone Appétit – A Celebrity Chef Dinner** was hosted and raised over \$90,000 to benefit the animals.



The Evolution of Shelter Medicine

By Dr. Jennifer Morris, DVM, Director of Shelter Medicine

In the 19th and 20th centuries, veterinary care for animals housed in shelters included little more than a visit from a local, private practitioner once or twice a week to diagnose disease and prescribe treatment or perform spay and neuter surgeries. Beginning in 2000, a more proactive approach to shelter medicine began to emerge with illness prevention. Research focused on small animal “herd health” and it began in earnest. In 2008, the first edition of the *Guidelines for Standards of Care in Animal Shelters* was published by the Association of Shelter Veterinarians, a group dedicated to “advance and support the practice of shelter medicine in order to improve community animal health and well-being.” Today, shelter medicine is a recognized specialty by the American Board of Veterinary Specialties.

With this newfound surge of information, veterinarians working in shelters were asked to challenge the “old way” of shelter care in favor of a more holistic approach to wellness. This included important areas such as facilities design, stress management, behavior assessment and modification, as well as medical care focused on caring for the group and the individual animal. Attention has shifted to the quality of care each animal receives while reducing the quantity of animals that enter the shelter system.

The Guidelines remind us that the core of our mission is to provide every animal in our care with The Five Freedoms:

1. **Freedom from hunger and thirst**
2. **Freedom from discomfort**
3. **Freedom from pain, injury or disease**
4. **Freedom to express normal behavior**
5. **Freedom from fear and distress**

While these seem like simple requests, keeping animals happy and healthy in a shelter environment poses a significant challenge. Pain, injury and disease often accompany animals when they enter the shelter. Addressing these issues while keeping other animals healthy requires staff and veterinarians to proactively



Photos courtesy: Ron Goldfarb

manage the population with protocols and outbreak management tools. The inability to express normal behaviors is a common problem in many shelters since cats and dogs are rarely confined to small areas for long periods of time. Fear and distress are common results of this type of confinement. Compounded with the potential for infectious disease, caring for animals in a shelter requires a special knowledge base that the field of Shelter Medicine is working to expand.



In pursuit of the goal to remain at the forefront of these changes, Atlanta Humane Society (AHS) has invested in achieving or exceeding the standards put forth. Additionally, AHS is looking to the future of shelter medicine by forming a partnership with the University of Georgia College of Veterinary Medicine. The externship program allows fourth-year veterinary students to visit AHS for a period of 3 weeks, allowing them to not only increase their

skills as veterinarians, but increase their awareness of the realities of animal sheltering and what is being done as the field advances. Before 2005, few graduating veterinarians had exposure to animal shelters, which resulted in strained relationships between animal welfare non-profit organizations and private practice veterinarians. By fostering this relationship early in a veterinarian's career, AHS can set the stage for their future interactions with shelters, ultimately benefitting the animals the most.

AHS has dedicated efforts to train shelter staff in the most current information to aid them in their life-saving work. Lectures, online learning tools and

form of Kong toys or reinforcing behaviors that lead to faster adoptions, such as gazing into the eyes of a potential new pet parent. As we progress in this journey, AHS plans to introduce a behavior modification program to address specific behavior issues that may be preventing an animal from being adopted.

Going forward, it is our intention to stay on the cutting edge of research and programs to further benefit animals across the Southeastern United States. In this way, AHS will remain a valued resource and leader in the fight to end companion animal homelessness.



activities are ongoing to set a baseline for the type and quality of care we deliver to the animals we touch, whether inside the walls of the shelter or in the community as a part of our outreach services. Staff members have enthusiastically embraced this training and are excited to participate in more challenging

work, such as working with the H.E.A.R.T. (Humane Emergency Animal Rescue Team) team in performing rescues or learning to become certified Veterinary Technicians.

AHS has committed to not only caring for the medical needs of our animals, but their mental well-being as well. Enrichment programs keep busy minds occupied during their stay in the shelter, providing stimulation in the



Anne Cox Chambers Received Inaugural Humane Heroine Award



The **Saks Fifth Avenue Haute Hounds and Couture Cats Fashion Show and Luncheon** took place on March 23, 2015. The event was once again a sellout, with net proceeds benefiting the Atlanta Humane Society (AHS). Saks Fifth Avenue was the presenting sponsor, with models showcasing the Badgley Mischka Spring 2015 collection. Private Wealth Advisory Group, Inc. and Wilmington Trust were both Bronze Sponsors.

The Inaugural Humane Heroine Award was presented to Anne Cox Chambers. For decades, Mrs. Chambers has been a voice and advocate for animals unable to speak for themselves. Beyond a lengthy and distinguished career with Cox Enterprises, Mrs. Chambers served on the Board of Directors of the Coca-Cola Company from 1981 to 1991, the Bank of the South from 1977 to 1982, represented the United States

as Ambassador to Belgium from 1977 to 1981, and is currently an AHS Honorary Board Member.



James Cox Chambers, Mrs. Chambers' son, accepted the award on his mother's behalf. He highlighted her modesty, noting his mother often claims "she

did nothing." "If only we all could be like mother and just do nothing," James remarked, "the world would be a better place."

The award will now be renamed the **Anne Cox Chambers Humane Heroine Award** and will honor Atlanta women who continue to step up when animals are in need here at home and across the Southeast.

*Photos courtesy:
Nancy Jo McDaniel*



Opening Homes and Hearts to Animals in Need

The Story of Dottie



Dottie thrived in her foster home. She loved her foster siblings and learned to love the kindness of human touch. She would melt into her foster mom's arms and relished evening snuggles.

As the weeks passed by, pink skin started to peek through on sweet Dottie's stomach. The infection was so bad that her stomach will never look like it once did. But thanks to a loving and patient foster mom, Dottie was soon ready for adoption. Just a few weeks prior, Dottie's foster mom had lost her beloved dog of more than 14 years. In her grief, she realized that Dottie helped to fill a void in her heart she thought could never be replaced. It was clear that Dottie had not just found a foster home, but her forever home. After several months together, Dottie's foster mom made it official and adopted her.



Dottie arrived at Atlanta Humane Society (AHS) with one of the worst skin infections we had ever seen. Infested with fleas, severe flea dermatitis had developed. The infection turned her stomach black, rough and scaly. It had even started to smell.

Dottie was immediately given medication to kill the fleas, and then the real treatment started. Dottie would need weekly medicated baths. Ideally, she would recover outside of the shelter setting in a calm and quiet environment. Thankfully, we have more than 100 foster families who are able to give special animals like Dottie that one-on-one attention they need to fully recover.

That night, Dottie went home with her new foster mom. She received her first bath in far too long. Dottie's foster mom gently scrubbed her tummy, working to reverse years of skin damage.



Today, Dottie spends her days with her fur-sister, Hannah, and her new mom. They love to explore every walking trail in Georgia and take each day one adventure at a time.

Dottie's happy beginning was made possible thanks to our dedicated foster families. These amazing families provide the critical care these animals so desperately need. From medical attention to socialization and behavioral care, these animals thrive in the calm and loving homes of their foster families. With your help, we can ensure these families and animals have everything they need to succeed.

To become a Foster Family, contact:

Nicole Haines

Foster Coordinator

nhaines@atlantahumane.org

Caring For A Special Needs Animal

The Story of Norton

Norton was brought to Atlanta Humane Society (AHS) through animal services as a stray. He was covered in open sores, nearly hairless and incredibly underweight. His legs and back were hunched over, and he had what appeared to be pressure wounds on his legs. It is likely nine-month-old Norton had been confined to a small space for far too long.

Norton was also diagnosed with Demodex Mange, a common skin disease causing hair loss, itchy skin and in severe cases, infected lesions that must be treated. Because Norton had not been receiving regular treatment, hair loss, open sores and scar tissue soon developed. It was the worst case of mange we had ever seen.

Neglect and abuse leave most dogs emotionally damaged, but not Norton. He welcomed love and attention from the staff and volunteers at AHS and got the medical attention he so desperately needed. Norton received regular medicated baths and topical treatments to help his many wounds heal and his fur grow back.

Soon, Norton was ready for adoption. A woman who recently lost her beloved pet of 15 years came to AHS searching for a new companion. Norton's face caught her eye, and his story captured her heart. She was searching for a furry friend to love that would hike, run and enjoy life with her. Norton was no doubt that dog. It was love at first lick for both of them. Norton finally found the home he deserved and had waited for all his life.

Stories like Norton's are all too common across the shelter world. Thankfully, the **Have a Heart Medical Fund** provides a second chance for the most in-need animals requiring medical care for injuries, skin conditions, heartworm treatment, upper respiratory infections and more. This program gives animals a chance to receive the specialized care they deserve and need before they find a permanent, loving home.



To support the Have a Heart Medical Fund, contact:

Joy K. Hallinan, CFRE

Vice President of Development and Communications

jhallinan@atlantahumane.org

Saving Lives is a Collaborative Effort

The Story of Maddie

We first met Maddie on the day she was scheduled to be euthanized. The two-month-old Persian kitten was suffering from a painful eye condition that would require surgery. She was at a small, rural Georgia shelter that was unable to care for the special needs girl. The shelter is a trusted transport partner of Atlanta Humane Society (AHS), and they reached out for help. We couldn't say no to such a sweet, loving little girl. She was immediately transferred to AHS. In just a matter of minutes, her life had changed forever.

Maddie was suffering from a congenital deformity called entropion. A portion of her eyelid was folded inward, towards the eye. This was causing severe irritation. The eyelid was scratching the cornea resulting in a corneal ulcer and scar tissue. If left untreated, the condition could cause a loss of vision. It is an incredibly painful condition.

Maddie soon underwent surgery to fix the condition, but it permanently altered the shape of her eye. One eye would be forever smaller than the other. A physical deformity can pose a challenge when searching for a home for an animal. What's more, Maddie's future was unsure. The condition had been fixed, but there is never a guarantee further medical issues won't arise. It was vital that Maddie find an understanding family that could look beyond her issues and give this deserving kitten the safe and happy home she deserved.

We are happy to announce Maddie found a wonderful family. They had a special love of Persians and understood all Maddie's current and potential future illnesses. She even has a big (human) brother who loves her, plays with her, and spoils her each and every day! It was the happy beginning that Maddie very much deserved!



Maddie's story shows how saving lives is a collaborative effort. It starts with our transport partners. Working with shelters across the Southeast helps us to work towards our mission that no healthy, adoptable animal is ever euthanized. Next, our Shelter Medicine team works tirelessly to make sure animals are healthy when they make their way to your home. Lastly, lives like Maddie are saved because animal lovers in Atlanta and across the Southeast said every animal deserves a loving home. Together, we truly can rescue them all.

To support the Transport Program, contact:

Jeff Esola

Director of Corporate Relations & Marketing
jesola@atlantahumane.org

Thank You To Our Corporate Champions





My legacy?

**I need to provide
for my loved ones.**

**But, I also want
Atlanta Humane
Society to carry on
for generations
to come.**

What can I do?

**You can do both and it's easy.
Consider...**

- ★ Designating your retirement plan
- ★ Leaving a life insurance policy
- ★ Making a gift through your will
- ★ Making a gift now, and receiving income for life

Many such gifts can help you and your family today as well as help our mission years into the future. And some you can even put into place today without affecting your cash flow during your lifetime.

Want to learn more?

Contact:

Joy K. Hallinan, CFRE

Vice President of Development
and Communications

jhallinan@atlantahumane.org

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