



2019 Annual Impact Report

For pets and the people who love them





Doing the vital work of protecting and saving animals from suffering is a great privilege, one that my colleagues and I never take for granted. We approach our mission with energy, hope and determination every day, and we never lose sight of what's at stake.

This last year was one of impact as we celebrated the 75th Anniversary of the Humane Society of Southern Arizona. It all started in 1944 with a small group of citizens concerned about the welfare of unwanted animals in Southern Arizona. They set out to establish an animal shelter in which all animals were cared for and loved. Joining in our celebration was Brandon McMillian, animal behaviorist and star of CBS television show "Lucky Dog". Brandon was the guest speaker at HSSA's 75th Banquet Dinner where more than 700 guests learned about Brandon's career and his years of perfecting the art of dog training.

During 2019, we continued to settle into our new facility at 635 West Roger Road. The New Beginnings Canine Training program was expanded with the construction of the New Beginnings Canine Training Yard where staff and DOC training crews work on training dogs that need additional good citizenship training to become ready for their forever home. Because veterinary care can be expensive for some of our community, we now offer a donor-subsidized veterinary wellness program to serve low-income residents of Pima County. In addition, we introduced Puppy Care and Kitten Care Plans at the HSSA Spay and Neuter Clinic. HSSA's donor-subsidized veterinary clinic plays a crucial role in ensuring pets stay healthy with their families, and not surrendered to a shelter for lack of health care.

None of our campaigns are easy, and day after day, in case after case, we showed the strength to overcome and win. Our staff includes some of the best and brightest talents you could hope to recruit for advancing an animal welfare agenda as ambitious as ours. We use all of the levers of change available—direct care, education, rescue, policy reform, litigation and many more—because that's what it takes to win the battles we take on.

Our goal is to continue to seek transformational change in the best interests of animals. That's still who we are, and that's still what we do. Thank you for making it possible, and for standing with us as we help build an even more compassionate future.

Kellee Campbell, Board Chair

Our Mission and Vision:

Acting with compassion and responsible stewardship through innovative programs that serve **pets and the people who love them.**

In order to one day, realize our vision:
A community in which all pets are cared for and loved.

HSSA is a private nonprofit 501(c)(3) charitable organization. It is not a department of the federal, state, county or city government, nor is it a branch of, or affiliated with, any other charitable organization.

75 years
and over one million
pets served in our
community -
all thanks to local
supporters like you.



www.HSSAZ.org
(520) 327-6088



**3,634 happy and
loving pets found
their forever
families**

HSSA ADOPTIONS



Our adoption process has seen several improvements. Implementing a new, sustainable pricing structure has allowed for an increase in revenue while maintaining our successful adoption rates. The introduction of the New Beginnings Canine Program has seen many dogs with behavioral issues transform into calmer, more socialized, and ultimately, more adoptable pets.

Pairing dogs with selected Department of Corrections (DOC) crew members, the program is designed to provide guidance and structure to these dogs while giving purpose and responsibility to the DOC crew members. The program also enjoys a new exercise yard with artificial turf, equipment and shade structures. In its first full year New Beginnings has seen many dogs improve their behavior and be adopted all thanks to this vital program.

As the HSSA Spay/Neuter Clinic endeavors to expand pet wellness services to the community, offering Puppy and Kitten Wellness Plans were the perfect 'next step'! The numbers of puppies and kittens attending our twice weekly vaccination clinics were increasing, and their owners – are truly committed to the health and well-being of their new pet! Payment plans and packages have been proven to be appealing, and the plans were the ideal solution. Plans include a comprehensive physical examination at each of four visits, the complete series of vaccinations, fecal testing, deworming, FIV/FelV testing (cats), heartworm testing (dogs), spay/neuter, and microchipping, at a cost savings of between \$53 and \$75.

The clinic has definitely seen an increase in the number of cats for spay/neuter, vaccinations and wellness. Feline spay/neuter surgeries during Fiscal Year 2019 outnumbered canine spay/neuter surgeries.

Another new clinic initiative introduced during FY 2019 was the addition of a TNR (Trap/Neuter/Return) Coordinator position. The TNR Coordinator performs large scale TNR efforts on behalf of the elderly and disabled, who are physically unable to execute mass trappings of 15-20 or more cats, and local businesses willing to care for large colonies of cats but unable to trap en masse. One such TNR effort resulted in over 50 cats spayed and neutered on the Pascua Yaqui reservation.

2019 also saw the graduation of 21 more Clinic Kitten Kindergarten 'students' (feral kittens socialized by the clinic team and a team of very dedicated volunteers!) That brings the total number of graduates over the past 5 ½ years to 201!

A 2019 TNR and Spay/Neuter partnership with Benson Animal Shelter resulted in Benson achieving 300 kitten and cat adoptions – a record number for their shelter – and 200 TNR's!

**7,077 pets received
vaccinations and
preventative care**

**2,275 owned pets
were spayed or
neutered**

**598 cats were
brought in for Trap,
Neuter, Return**

HSSA CLINIC





BEFORE

HSSA's Admissions Department received 5,198 cats, dogs, and other animals into the shelter during the fiscal year. These animals are examined and scanned for a microchip, held for observation, receive medical care, are groomed, nurtured, and ultimately adopted.

5,198 pets were admitted into our shelter in 2019

995 pets were reunited with their owners from lost and found

HSSA ADMISSIONS



AFTER



**ANIMAL CRUELTY TASKFORCE
of Southern Arizona**

The Animal Cruelty Taskforce (ACT), under the leadership of Mike Duffey and Michelle Kleckner, works closely with the admissions staff and several local and state agencies to investigate suspected animal abuse. Over this last year, the taskforce has investigated over 100 cases. These investigations are crucial to HSSA's advocacy for animal rights and welfare.

It is only because of our incredible volunteer staff and coordinators that HSSA is able to accomplish so much! During the year, our volunteers clocked 126,647 hours of service. From walking dogs or socializing cats to assisting members of the public, our volunteers are truly one of the reasons HSSA is different.

Our foster care volunteers sacrifice free time (and especially sleep!) in service to the young and vulnerable pets in their care. Overseeing the delicate care and health of 1,727 foster care pets is a daunting task. Fortunately, our foster care volunteers have the guidance and expertise of our Foster Care staff members. Together, they form a tight-knit community of caregivers.

**1,727 pets went
through our foster
care program**

**1,403 active
volunteers collectively
donated over 126,647
hours this year**

*FOSTER CARE &
HSSA VOLUNTEERS*

Foster Care





Education and Outreach is one of HSSA's three pillars. HSSA's Education Department conducts several programs that cater to adult learning. Our SPEEK! Adult Lecture Series provides engaging presentations on a wide range of animal care and welfare issues. Enlisting experts and professionals from across the region, SPEEK! has explored topics ranging from the difference between service, therapy, and support animals, to animal cruelty laws, and living in harmony with wildlife. Along with our SPEEK! lectures, over the last year the Education Department also offered quarterly Pet Safety and First Aid and Rattlesnake and Toad Avoidance courses to prepare for and prevent pet medical emergencies.

For the 75th Anniversary, the Education team hosted several fun events. On the 4th of July, a version of the popular reading program Paws & Pages introduced a special version of the program. Veterans, Patriots Paws & Pages invited service members to read to our shelter pets during the stressful firework displays.

**Thousands of adults were served
through our educational programs,
classes and services**

HSSA EDUCATION & OUTREACH



Introducing children to our pet ambassadors is a powerful method of transforming our community into a more compassionate and humane environment for both pets and people. During the 2018-2019 schoolyear, our Education Team visited 376 classrooms. At the shelter, our Dog Days in the Desert Kid's Camps saw us hosting weekly camps over the summer, providing children ages 6 – 11 with fun, educational activities and opportunities to learn about and interact with our shelter pets. Kids learn how to care for cats, dogs, and pocket pets, how to identify animal cruelty and how to be more compassionate and humane towards pets and each other.

Our Hand in Paw Kid's Club monthly activities offered 410 children access to fun events hosted at our Main Campus including tours, hands-on interactions with a variety of shelter pets, craft projects, and many other activities that bring animal welfare and humane education into focus. Our children's literacy program, Paws & Pages was a popular program throughout the year. Many young readers sat and read to shelter pets through Paws & Pages. The program not only offers shy shelter pets a safe, low-stress way to socialize with people, but also promotes reading skills for children.

**410 children attended
educational programs,
camps or classes**

**376 FREE classroom
visits from HSSA
educators reached
12,479 students
including Ajo Juvenile
Detention Center
program visits**

*HSSA EDUCATION
& OUTREACH*



3,634 pets adopted
5,198 pets taken in

682 pets transferred in from other shelters

995 pets returned home

93% live release rate

5,068 total surgeries performed

7,077 pets vaccinated

1,717 pets received treatment

598 cats spayed or neutered through

Trap, Neuter, and Return program

One 75th birthday celebrated





Our pet supply boutique PAWSH stores are an important part of our operations. Providing unique pet accessories and essentials is a service we are proud to offer. As one of the only pet adoption locations serving Tucson's eastside, PAWSH Park Place gave 696 pets the gift of new homes and families. The Welcome Center at our Main Campus also officially became PAWSH Roger Road, bringing the retail portion of the Welcome Center in-line with our PAWSH brand.

The HSSA Thrift Store was recognized as the best thrift store in Tucson by the Arizona Daily Star Reader's Choice awards. The Thrift Store has continued to provide incredible offers to the public on a variety of merchandise including our selection of Sam Levitz furniture. Customer purchases at HSSA stores contributed an additional \$122,380 to support our pets and programs.



**696 pets were
adopted from our
PAWSH Park Place
Mall location**

**Customer purchases
at HSSA stores
contributed an
additional \$122,380
to support our pets
and programs**

*PAWSH Park Place,
PAWSH Roger Road and
HSSA Thrift Store*





Our Events Team stays busy. Planning and executing major events is a continual process throughout the year and there are dozens of smaller events that bolster adoptions, fundraising, and our mission. SWEAT for Pets, Cover Dog, Puttin' on the Dog, Howling for the Hounds, Tails and Ales, concerts, and many more events kept the team busy year-round.

Our biggest event of the year, Puttin' on the Dog was a smash hit this year. Being the 21st year the gala was themed as "Canine Casino Royale". The night showcased some special Second Chance Fund pets, offered an amazing selection of food from Tucson's best eating establishments, and a casino tent for some fun at the end of the evening. With auctioneer Bobby D. Elhert presiding over the live auction portion of the evening, the 21st Annual Puttin' on the Dog: Canine Casino Royale raised over \$250,000.

It's up to the Marketing Team to get the word out about the work being done by the Humane Society of Southern Arizona. From taking pictures of each adoptable pet, to creating audio/visual content for our biggest events, marketing all the different facets of HSSA is a big task! Each week HSSA's Marketing Team makes several media appearances on local television and radio.

The Marketing Team creates our publication materials including brochures, fliers, and other literature, t-shirts, the annual report, the quarterly Humanely Speaking magazine, weekly emails, and all of our social media content on Facebook, Instagram, and YouTube as well as commercials and other advertisements. The Cool Cats of Southern Arizona and the Hot Dogs of Tucson calendars are also created by the team. The Marketing Team does their best to make sure people in the public are aware of the great work we're doing at HSSA as well as giving a public voice to the pets that cannot speak for themselves.



**Over 50 events per year raising
over \$400,000 for homeless pets**

HSSA Events

**131 television and radio segments
as well as 1,100 homeless pet portraits
and videos produced each year**

HSSA Marketing



Our 75th Anniversary

To celebrate the organization's 75th anniversary, a series of unique and special events were held over the summer months. The Win-a-Wedding Contest gave one lucky couple a complete wedding package with the ceremony and reception hosted on-site at our Main Campus. Through generous sponsorships, every component of the wedding was donated.

Our Education Department hosted several successful events for the 75th anniversary. On the 4th of July, there was Patriots, Paws & Pages where veterans were invited to spend the evening reading to shelter pets to help soothe them during the firework celebrations. HSSA's Educator Appreciation week included the Top of the Class social mixer for education professionals hosted at the Main Campus and featured sponsored adoptions for educators.



On the actual date of the anniversary, July 11th, HSSA staff contributed items from each department within the organization for a time capsule dedication ceremony. Woofdown Wednesday was also part of the festivities this year and featured dozens of participating restaurants and eating establishments. There was also a free screening of the classic film “Lassie Come Home” we hosted at The Loft Cinema. Children weren’t left out of the fun! Family Fun Adoption Night invited families to the shelter to meet puppies, kittens, and pocket pets, with face painting, ice cream, an inflatable bouncy castle, and ball pit.

The biggest event was the HSSA 75th Anniversary Banquet. Emmy Award-winning television host and animal trainer Brandon McMillan of CBS’s “Lucky Dog” was the special guest speaker with live demonstrations of dog training. The night also included a banquet dinner, an HSSA history exhibit, a documentary on the organization’s long history, special presentation about the New Beginnings Canine Program complete with a new song written and performed by Amber Norgaard, a silent auction, and a live auction hosted by charity auctioneer Bobby D. Elhert.



A birthday to remember...





Income

<i>Public Support - General</i>	\$6,298,348	79%
<i>Service Revenue</i>	\$791,111	10%
<i>Investment and other</i>	\$462,896	6%
<i>Special Events</i>	\$412,567	5%
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Total	\$7,964,922	100%

Expenditures and Appropriations

<i>Program Services</i>	\$5,165,655	48%
<i>Fundraising and Development</i>	\$892,680	8%
<i>Management and General</i>	\$195,726	2%
<i>Debt Retirements</i>	\$992,188	9%
<i>Appropriations to reserves</i>	\$3,206,885	30%
<i>Capital Expenditures</i>	\$262,062	3%
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Total	\$10,715,196	100%

No construction loans = **a bright future for our pets and programs**

During our fiscal year we were elated to pay off the loan that finished the construction of our new campus at 635 West Roger Rd. in Tucson. With the support of our donors we are debt-free.

For more information and to support our great work please visit us online at www.HSSAZ.org.





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Let's work together. Contact us.

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