



People for Animal Welfare in El Dorado County

ANNUAL REPORT 2012

EXECUTIVE SUMMARY

Below are some of the highlights of what PAWED did in our community last year to help pets and the people who love them...*thanks to your contributions and support:*

- ✓ **Success, after 8 years of advocacy for a new county animal shelter.** In December, the El Dorado County Board of Supervisors approved the purchase of a suitable building and land for the first permanent county animal shelter to serve the Western Slope! The new shelter is expected to be completed by Spring 2014.
- ✓ **Provided** four low-cost spay/neuter clinics for Somerset area residents in our mobile clinic's second venture into the community, resulting in the spay/neuter of 70 dogs and cats.
- ✓ **Continued** operation of county shelter volunteer program. PAWED had 75 trained shelter volunteers at year end, and these volunteers provided 2,747 hours of volunteer time at the shelter and 326 hours to administer the volunteer program, which is the total equivalent of 1.7 full time employees.
- ✓ **Provided** discount coupons to community residents for spay/neuter services at Animal Outreach, resulting in the altering of 453 dogs and cats.
- ✓ **Increased** senior dog and adult cat adoptions by funding 50% reduction in adoption fees during April -December. This resulted in the adoption of 79 cats and 10 senior dogs.

SPAY/NEUTER

- 🐾 **PAWED Mobile Spay/Neuter and Disaster Response Clinic: Another major milestone this year was achieved by taking our mobile clinic to the Somerset area.** This area was selected as it has a significant number of strays and litters coming into the county shelter. Services were provided by an ALL VOLUNTEER team, including the generous contribution of veterinarians Dr. Lorraine Sellers, Dr. Karen Jackett and Dr. Shirley Harman, several local RVTs and vet assistants, and PAWED trained volunteers. Spay/neuter surgeries were offered at \$25 per female dog, \$20 per male dog and \$10 per cat. All of the four clinics were completely full, and a total of **70 dogs and cats** were altered!
- 🐾 **PAWED continued to support the use of our mobile clinic to the county for the spay/neuter of animals from the Placerville(West Slope) and South Lake Tahoe shelters.** Surgeries were done every Tuesday, and in **2012 a total of 1,030** animals were spayed/neutered (442 dogs, 585 cats and 3 other small animals)! This brings the total to **3,756** shelter animals altered since our clinic operations began at the shelter in Febr. 2009.
- 🐾 **Continued our partnership with Animal Outreach and PAWED provided a total of 1200 discount coupons throughout the year** to Animal Outreach and the El Dorado County Animal Shelter for them to distribute to the public. These coupons provided for a \$25 discount for a dog's and a \$10 discount for a cat's spay/neuter surgery done at Animal Outreach, with a limit of two coupons per household. **A total of 453 pets, 257**

dogs and 196 cats were spayed/neutered using these coupons and PAWED invested a total of **\$10, 865**. The majority of these pets resided in Placerville and El Dorado.

- 🐾 **Held the Furry Friends Fiesta fundraiser** which raised \$3,096 for the PAWED spay/neuter program.

ADOPTIONS & SHELTER ASSISTANCE

- 🐾 Sponsored **half off adoption fees** for senior dogs and adult cats at the county shelter. Half off adoption fees is a very effective way to increase adoptions when the shelter is full, and PAWED invested \$5,000 in this program resulting in the adoption of 79 cats and 10 senior dogs.
- 🐾 **Continued taking photos each week for the “Adopt A Pet” section of the Mountain Democrat.** This section advertises adoptable pets at the El Dorado County Animal Services shelter and at the Animal Outreach cat shelter. PAWED also pays for a weekly ad. Due to PAWED’s advocacy for the Adopt A Pet section, several new businesses began paying for an ad, resulting in the full page section changing from a black and white to a color ad in each Friday’s newspaper. These photos and descriptions continue to be very effective in bringing people to the shelters to adopt.
- 🐾 **Held 12 offsite adoption events** at Bark Avenue in El Dorado Hills and Pampering Pickle in Placerville.
- 🐾 **Purchased** a large dog scale for use inside the county shelter, and “Adopt Me” vests of various sizes for use in taking shelter dogs into the community for adoption events.
- 🐾 **Provided funds from the “shelter pet medical fund”** to assist in the costs of medical care needed by several adoptable shelter pets.
- 🐾 **Purchased** a dental scaler for use in the mobile clinic, expanding the ability of the shelter vet to address dental issues of shelter animals.
- 🐾 **The Meowy Christmas and Yappy Holidays** fundraiser raised \$4,388 for the county shelter pet medical fund.

VOLUNTEERS.

- 🐾 **Continued responsibility for the county shelter’s volunteer program.** Volunteer training sessions were provided quarterly, and at year end, PAWED had 75 trained volunteers who provided 2,747 hours to exercise dogs, socialize cats and provide other needed assistance at the shelter. An average of 4 PAWED volunteers were present every day, 7 days a week. In addition, PAWED volunteers provided 326 hours in administration of the volunteer program.
- 🐾 **PAWED volunteers provided thousands of hours as foster parents,** caring for hundreds of county shelter pets in their homes. Foster care provided a lifeline for those animals who were too young to be adopted, had health or behavior problems or for whom the shelter did not have space or resources.
- 🐾 **Hosted a reception** in conjunction with the PAWED Annual Membership meeting, at Eskaton in Placerville, which included tours of our mobile clinic.
- 🐾 **Hosted an Ice Cream Social** for volunteers/members and their dogs, to thank them for their support of PAWED.

NEW COUNTY SHELTER PROJECT

- 🐾 Continued strong advocacy for the **new county animal shelter project**, including attending and speaking at several Board of Supervisors meetings and joining and supporting the efforts of the Animal Shelter Coalition for El Dorado County. This advocacy finally resulted in the county Board of Supervisors purchasing a building and

land in December, 2012 in Diamond Springs which will be the site of the first permanent county shelter for the Western Slope!

COMMUNITY OUTREACH AND EDUCATION

- ✔ Continued work on **PAWED's strategic plan** for the next 5-10 years. This included more focused work detailing the Roles and Responsibilities of the PAWED Board of Directors and Committees. As a result, a considerable amount of the workload previously done by the President was appropriately reassigned to other Board and Committee members.
- ✔ **Many local businesses and schools raised over \$7,000** for PAWED this year which was very much appreciated! These organizations included: The Bookery (Placerville), Bark Avenue (El Dorado Hills), Union Mine High School LEO Club and ROP students, El Dorado Nursery, Mountain Center for Spiritual Living, and Ponderosa High School ROP students. Of special note: \$3,000 was raised by PAWED member Karen Rapponotti through her employer's (Statewide Automated Welfare System (SAWS) Consortium) golf tournament auction!
- ✔ **Public Education and Outreach:** Volunteers staffed PAWED booths at the following community events: El Dorado Nursery Plant-a-Palooza (Shingle Springs), Bark Avenue 5th Anniversary (El Dorado Hills), ED Dog Pooch Plunge (Cameron Park) and Cherished Pets Expo (Cameron Park).
- ✔ **Participated in the June 9th Community Disaster Drill** in El Dorado Hills and staffed a booth and our mobile clinic at this drill.
- ✔ **Continued Constant Contact email, Facebook and Twitter** social media to improve and increase communication with our members and others interested in PAWED. A total of 37 Constant Contact emails and 950 tweets were sent and we had 340 "likes" (half of those new in 2012) on Facebook.
- ✔ **Continued Bullet's Blog in the months of January, April and December**—an online description of daily shelter life from the purrerspective of shelter resident cat, Bullet.
- ✔ **Completely redesigned the PAWED newsletter** and distributed it quarterly and posted it on our website.
- ✔ **Responded to 200 phone calls and 1,580 emails** to PAWED from community residents regarding a wide variety of pet related questions.
- ✔ **Launched and maintained the redesigned PAWED website** in January, after six months of development work.
- ✔ **As of December 31, 2012, PAWED had 322 active members and over 1,000 donors.**