Lives made happy™

Summer 2017 | A Marin Humane Publication

gamer gives back

peer-to-peer fundraising takes a unique turn

a cat called sharkbite

and other special cases

our new look!

big-hearted, wise, spirited

just a few words to define the new us

marin humane

Lives made happy™

The McKenney Minute

As the cost of living in Northern California rises, I grow more concerned about the impact on companion animals in Marin County. Paying for our companion animals' pet food, regular veterinary visits, good toys or other supplies, and pet sitting can add up! So when the news hits about tough economic times, it can be tough on animals, too.

For decades, Marin Humane has offered services aimed at keeping people and their animals together. Our pet food bank and Pet Care Assistance programs, for example, utilize donations and volunteers to help those struggling to feed their cherished companion or to pay the veterinary bills during an emergency.

On occasion, we'll help homeless animal guardians in Marin, if needed. We offer resources such as our low-cost spay/neuter or free pet food and pet supplies, to grateful pet guardians. Our Animal Services Officers work with San Rafael Police Officers assessing the numbers and needs in that concentrated urban area.

Our Community Engagement team works with Sausalito's "Anchor Out" community to help families living with animals onboard their boats and we've just begun reaching out to mobile home communities throughout Marin.

This outreach and support for animals of low-income or homeless families has recently been recognized by the veterinary community. The California Veterinary Medical Association (CVMA) awarded Marin Humane the 2017 Meritorious Service Award. This award is designed to honor those giving special attention to, or promotion of, the human-animal bond in California. I had the honor of accepting the award during the CVMA state conference and want to thank our staff, volunteers, and supporters of our Community Engagement program for making lives happy each and every day.

Many Marin Humane staff have been recognized for their amazing talent and leadership by other humane organizations in California and beyond. This past year our team presented workshops at state and national conferences on topics such as customer service, volunteer management, and cruelty investigations.

Summer is one of the busiest seasons for animal shelters. We anticipate increased numbers of animals to care for and people to serve. Our success is only made possible thanks to the caring support of our community. Together, we're transforming lives!

Nancy

Nancy McKenney, CEO & Chief Executive

PS Please enjoy this informative issue and share it with others who may not know much about Marin Humane, since we are not a chapter or affiliate of any other animal organization!

CHARITY NAVIGATOR
★★★★
Four Star Charity

Lives Made Happy

Our Mission
We transform lives through exceptional animal care, humane education, and advocacy. Every day, we inspire compassion and positive relationships between people and animals.

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Animal Emergencies
415.309.6339
Marin Humane responds to animal emergencies 24 hours a day, 365 days a year.

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Say hello to the new Us.

A new look for the next chapter of our 110 year history.

Marin Humane has long been a trailblazer in the field of animal welfare, from innovative programs that help kids on the autism spectrum to national advocacy to rethinking the way we approach adoptions. Yet our "image" didn't really tell that story. And people weren't aware of the breadth of services we provide. In particular, they knew little about how our work impacts the lives of people, as well as animals. We knew we needed to start telling our story in a different way.

So we assembled a team and took a good hard look at who we are, who we want to be, and how we want people to know us. We distilled everything down to our essence, to our DNA (not an easy feat when you're an organization as complex as ours). We realized that what we're really about, what's at our core, is transforming lives. Sometimes they're small transformations, sometimes they're big. But the end result is that we're making lives happy.

We also asked ourselves, "If Marin Humane were a person, what would their personality be like?" We felt we were:

Spirited: Transforming lives is a pretty amazing thing. It fires us up to help as many animals and people as we possibly can.

Inventive: We didn't become trailblazers by following the status quo.

Big-hearted: We always wear our love of animals right on our sleeves.

Open-minded: We embrace different perspectives and recognize everyone's situation is unique. We meet them where they are, without judgment.

Wise: A wealth of experience gives us the confidence to navigate through complexities others might avoid.

Tenacious: We have the courage of our convictions. We're steadfast in our work, giving animals the life they deserve.

We did our due diligence in terms of research -- conducting interviews, surveying people, even holding a branding symposium. Taking all that into consideration, we chose a new identity system that we think truly reflects who Marin Humane is. This includes our new logo, which features a simple, clean look with a bright, cheerful blue, a warm grey, and lots of white space. The tagline "Lives made happy" is alluded to in the "U" in our name, as the shape of a smile.

The biggest public-facing aspect of our new branding is our newly-launched website, marinhumane.org. With a modern look and easier navigation, we're hoping it'll be your go-to site for all things humane!

Photo courtesy of the Bohannon family

COUNTRY

While we see our fair share of senior dogs at the shelter, when 15-year-old Country arrived, he stood out. Not only was he a senior, he also had a host of medical issues. He had an injured leg, his eyes and teeth were in poor condition, he'd lost much of his hair, and he was overweight. He'd come into our care when his guardian had a heart attack and could no longer take care of him. With all of Country's issues, he may not have sounded like a great candidate for adoption, but we were determined to give him a shot. Plus, he had one especially charming trait: he loved to sing along to music! He was especially fond of opera and country, and would howl along with passion.

But before our furry little soprano could be made available for adoption, he needed some TLC to help him recover from his various ailments. Off to our Pen Pals of San Quentin program he went, where he was fostered by a non-violent inmate in the prison firehouse. But even that stay wasn't enough to get Country feeling 100%, so he then enjoyed foster stints with our vet assistant and our special events coordinator. All told, Country spent three months recuperating and singing his heart out for staff until he was ready for his forever home. This musical star found the perfect home in March and is now living—and singing—happily ever after.

SHARKBITE

When Sharkbite arrived, he was a little worse for wear. His head and neck were covered in deep wounds that made it look like he'd been attacked by a vicious shark. He'd been living on the streets for years as a stray but it hadn't dampened his spirits. In fact, he was one of the friendliest, cuddliest cats we've ever had at the shelter. Sharkbite was so friendly that he offered hugs to everyone he met and staff members were known to avail themselves of his famous hugs whenever they needed a pick-me-up.

His recovery took several months and more than a little bandaging, so he was fostered by our director of animal care, Sam Winegarner. Sharkbite could often be found in her office, greeting visitors. When his wounds were finally healed, he was adopted by the donors who founded the Oskar Fund, named in honor of their special needs cat. They were eager to welcome another special kitty like Sharkbite (now known as Sharkey) into their family, so it was the perfect match! He was so popular with staff that he still comes back for visits and people still line up for his hugs.

LUCY & ZOYA

Lucy and Zoya came to the shelter when their guardian had to move and could no longer care for them. Marin Humane is no stranger to bonded animals, but Lucy and Zoya presented a unique case: Lucy was a dog and Zoya was a cat! Not only did that make it more of a challenge to find the perfect forever home that was willing to take both, but it also presented a challenge in terms of housing here at the shelter. Where to put them? In a cat room? In a dog run? This was especially tricky at a time when the shelter was full! But we're determined to do right by every animal, so we put our heads together, moved some things around, and made space for them in one of our larger cat rooms so they could stay together. After having been temporarily housed separately, it was heart-warming to see them snuggle up in a bed, grooming each other and clearly relieved to be together again. Luckily for this cuddly duo, they were adopted within just a couple weeks by a couple who couldn't resist such a great package deal!

by Julia Lamont

Kim Lanham-Snyder

Working for a More Humane World for 35 Years

In her 35 years at Marin Humane, Kim Lanham-Snyder has worn many hats, from Field Services Sergeant to Director of Animal Care. Kim now serves as our Director of Training and Compliance. As her anniversary approaches, we asked Kim to reflect on how far she's come in this field and what drives her.

You've held several positions at Marin Humane. How has that affected your experience here?

Having managed the core operational departments, I truly understand the nuts and bolts of shelter operations and the critical need for excellent interdepartmental communication, the highest standards of care, and the ability to exceed best practices.

What's changed since you started working in the animal welfare field?

In the 1980s, animal sheltering was overwhelming and sad because of pet overpopulation. The pressure to provide comfort to individual animals was challenging due to the large number coming in every day. It was hard to focus on the future with that overwhelming sadness. Fortunately, because we're so progressive, I've been allowed to create new programs, including our Foster and Pet Partnership programs, which help save more animals. We also have the ability to rehabilitate more animals now.

What's the most rewarding part of your current position? What inspires you each day?

I've always told myself I'm here to make a difference and that in itself is rewarding. And no two days are the same! Reflecting on situations when animals were pulled from harm's way reminds me how far I've come. I recall crawling on my belly under a freeway guard rail to reach a frightened dog that was dodging cars for several days. I remember learning the hard way how to load a reluctant horse onto a trailer when we both ended up with stitches. I remember holding and comforting dogs and cats while they took their last breaths.

My passion to provide humane euthanasia has been the heart and soul of my animal welfare career. Having the skill and compassion to end suffering by providing humane euthanasia is a true blessing for animals and often the grieving guardian. Three years ago, I became certified as a Euthanasia Training Instructor to teach in California. I've watched shelter workers suffer from extreme compassion fatigue because of the challenges they face each day. Because euthanasia is often misunderstood and judged wrongly, shelter employees are often criticized for doing the toughest act of kindness. Supporting them is incredibly important to me.

Andrea Reese

Healing with Heart for 25 Years

Andrea Reese has remained steadfast in her passion for helping animals, with a 25-year career as a Veterinary Technician at Marin Humane. Every day she assists our veterinarians as they provide essential services to both the shelter animals and other animals in the community. She's never happier than when she's making animals healthier!

Have any animals stood out from your years at Marin Humane?

Two come to mind: About six years ago, a Good Samaritan brought in a corgi mix who appeared to have been hit by a car and had a fractured pelvis. He had surgery and then a very long recovery in our clinic. I took care of him, fed him, and took him out for fresh air and bathroom breaks. I fell in love with him as he came to trust me. I named him "Sport" because, through it all, he was such a good sport!

Another was a strange looking feral kitten who had an enormous forehead! He was young enough to socialize, so I fostered him. He eventually came around and became very affectionate and curious. I named him "Lil Einstein" because of his super-sized cranium! Both animals were eventually adopted.

What's the most rewarding part of your job?

I love that my job offers so many opportunities to promote animal healing and happiness. I love seeing our patients recover peacefully after surgery, knowing they received the best pain management. I love watching the transformation from a matted, scared, sick dog to a clean, healthy, trusting companion. It just feels good!

Help the Animals – and Lower Your Taxes!

by Joe Lisella

Normally, withdrawals from traditional Individual Retirement Accounts (IRAs) and certain Roth IRAs are taxed as income, even if they are immediately directed to a charity. The donor eventually receives a tax deduction for their donation, but other tax rules can prevent the deduction from fully offsetting the taxable income. The charitable IRA rollover, or qualified charitable distribution (QCD), eliminates this problem.

The charitable rollover allows some donors to exclude certain transfers of IRA assets directly to Marin Humane from their taxable income. The income excluded through the QCD also counts toward the donor's required minimum distribution.

Consult your tax professional to determine whether a charitable IRA rollover is right for you – and the next time you visit the shelter, count how many tails are wagging to thank you.

A qualified charitable distribution must be:

- Made by a donor age 70 1/2 or older
- Transferred from a traditional or Roth IRA directly to Marin Humane
- Any amount up to $100,000

HOME SWEET HOME

by Kim Bromley & Lisa Bloch

Keeper

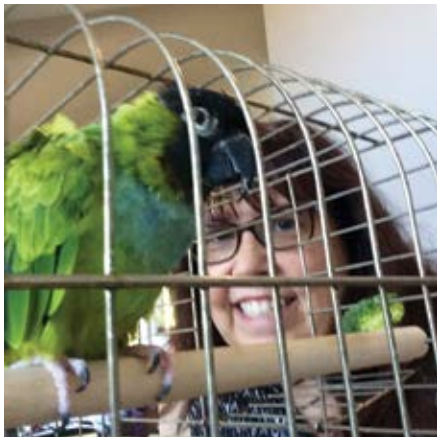
Jim Kamphoefner and his family have always loved black cats. “Well, for starters, they’re very elegant looking,” said Jim. “But we’ve also found they tend to be very vocal so you can really hold a conversation with them.” Two years ago, Jim adopted a black cat they named Rikku from our Kitty Corner location to keep their older kitty company. When that kitty passed away, they decided they wanted a friend for Rikku so they visited the shelter again. This time, they brought home a sweet young kitty named Keeper, now Kalo. “Kalo is super friendly,” added Jim. “She’ll literally go up to anyone to say hello.” Her new sister is slowly getting used to her exuberance but Jim and family are letting them warm up to each other gradually. We’re especially grateful to those who adopt black kitties, as they tend to wait longer for their forever homes. Yay, Kalo!

Emily

When Ruggles Bohannon visited with some of our new arrivals, he stepped into Emily's kennel and she snuggled into his arms and looked him right in the eyes. That led to a relaxed walk around the grounds. A beauty to be sure, Emily required a little time before becoming available for adoption so she needed a foster home. Ruggles, at 16, had been having a tough year at school. Often home with anxiety, he spent a lot of time in bed. But since Emily came to stay, Ruggles got his sparkle back and the arrangement became permanent. Out of bed first thing, he now takes Emily for walks every day and she even goes to class with him. They are the dynamic duo! Ruggles will head to boarding school in the fall, a place where students can bring their dogs. This is what we call a double rescue.

Snowy

Snowy is one lucky rabbit. When she was one year old, her family had to to give her up for adoption. Having lived with children and a dog, Snowy was well socialized and the darling of Rabbit Romper Room, a special place at Marin Humane where bunnies get to romp outside of their cages. She even gave out kisses! Many of the rabbits who come through our doors are extremely shy and need a lot of patience. But Snowy knew how to work a room. Enter Kristin Nielsen and her family. Daughter Ella, age 9, had been begging for a rabbit for many months. So our first adoption of 2017 was Snowy the rabbit to the Nielsen family. The whole family, including their dog, are absolutely in love with Snowy. She is, by all reports, a fun, mischievous, and social girl – the perfect addition to this loving family.



Big Bird

Beth Radovanovich lost her beloved husband and their Hanson Conure, Phoenix, within a very short time of one another. Picking up the pieces of that much loss takes a long time. Beth and her black Lab soldiered on. Over a year after these devastating losses, Beth decided it was time to donate Phoenix' travel cage. The Goodwill shop she went to was closed when she arrived to drop it off. The cage still in her car, Beth saw a Marin Humane Facebook posting about Big Bird (now called Bubba), a 20-year-old Conure looking for a bird-savvy home to live out his remaining years (Conures typically live 25 years). Beth didn't have a 20-year commitment in her, but she felt sure she could do five. The first month was difficult for Bubba, who was missing his former life. Slowly but surely over the course of a month, Bubba came out of his shell and finds great comfort in his new friendship with Beth. And for Beth, this first foray into attachment since her husband passed away has given her new wings.

Derek Carr

It was New Year's Eve when a Good Samaritan found Derek Carr – now Bailey – by the side of the road in San Rafael. He was bloodied and limping badly. After a few days with our friends at Pet Emergency & Specialty Center of Marin (and with one less leg), he came to Marin Humane where he was fostered by one of our staff members while he healed. After becoming available for adoption, he soon caught the eye of Lynda Zimmerman and her "little sister" Joyce. Through Big Brothers, Big Sisters, Lynda has known Joyce since she was seven years old and all that time, Joyce talked about having a dog, even though she's unable to have one in her home. Now Joyce can enjoy Bailey through Lynda and serves as "co-guardian." As for Bailey, this once-shy boy has become a star. He loves people and other dogs and despite being a "tripod," he runs fast, even with the big dogs! Lynda also takes him to visit friends in assisted-living facilities where he lights up the room – and their faces.

Reese

"Best cat ever!" says Jenna Wulff of her family's new companion, Reese, now Cali. This beautiful calico was transferred to Marin Humane from a local rescue group and she quickly found her way into 10-year-old Zachary's lap! Jenna shared that Zachary, her son, was so proud of himself for picking Cali out. "We joke that she's a dog in a cat's body. She plays fetch, she's super outgoing, we just love her so much!"

During the summer, or what we like to call "kitten season," shelters are often overflowing with kittens. It's a great time to adopt one – or even better – two!

2,360

Forever Homes Found in 2016

GAMER GIVES BACK

by Lisa Bloch

Jake presents his contribution to Marin Humane Director of Veterinary Services, Dr. Belinda Evans, and CEO Nancy McKenney.

Jake's girlfriend, Kelsey, gets a kiss from a shelter dog during their tour of Marin Humane.

Combining his love of gaming with his love of animals, Marin County resident Jake Straus raised more than $38,000 over one weekend for Marin Humane in this first-of-its kind fundraiser!

Jake, a full-time video game streamer who grew up in Marin, has 140,000 followers on Twitch, a popular streaming video playing site. Over the course of one weekend, he asked people to donate the money they'd normally give him as "tips" to Marin Humane. These tips are given while Jake plays multiplayer online games.

Jake, known online as GernaderJake, set out to raise money for animals and to prove that the gaming community can be altruistic. "This gaming community demonstrated so much love and care for the well-being of animals, and I could not be more proud," said Jake.

"We're totally in awe of Jake and his followers – and so very grateful," said Nancy McKenney, CEO of Marin Humane.

"This is, by far, the highest-grossing peer-to-peer fundraiser we've ever had at Marin Humane. It'll go a long way in helping the animals in our care."

Followers and fans (gamers and non-gamers alike) got to watch the action all weekend on Twitch, and donations ranging from $1 to $4,000 poured in from across the globe.

"I've always had a soft spot for animals," added Jake. "I was given a pet rat at the age of three and except for the time I spent in college, I've had rats ever since, along with dogs and cats."

Right to Rescue:
A New State Law Comes into Effect

by Captain Cindy Machado, CAWA

For decades, Marin Humane has been trying to educate people about the dangers of leaving pets in unattended vehicles. Despite our efforts, every summer we find ourselves having to respond to emergency calls for pets (mostly dogs) in distress in vehicles.

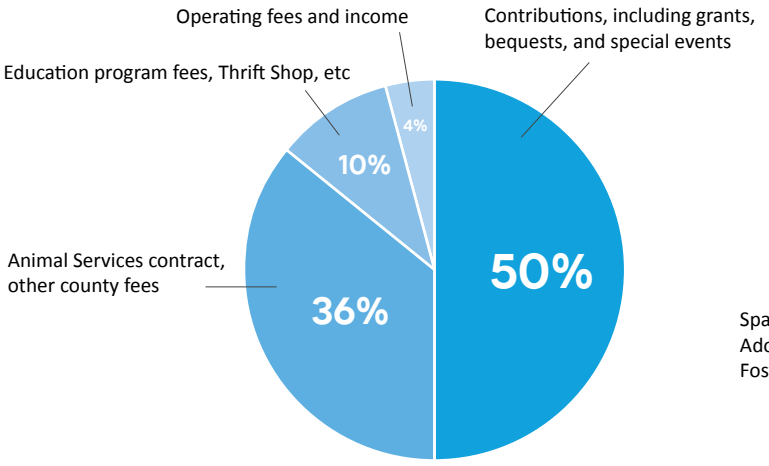
For those who call to report a dog in a hot car, thank you! These calls can be the difference between life and death as cars can quickly become a death trap to an animal in literally minutes. For this reason, we were happy to see State Assembly Bill 797 (Citizen's Right to Rescue) pass last year with little to no opposition. Now in its first year, the bill protects citizens from civil liability for property damage to a motor vehicle if they rescue an animal in distress **IF they follow a few important steps:**

- You must believe an animal's safety is in immediate danger;
- You must determine the vehicle is locked or the animal can't reasonably be removed;
- You must have a good faith belief that forcible entry is needed to save the animal from imminent danger or suffering;
- You must contact law enforcement, including animal services or "911," before removing the animal;
- You must remain with the animal in a safe location near the vehicle;
- You must use no more force than necessary to enter the vehicle and remove the animal; and
- You must immediately turn the animal over to a representative from law enforcement.

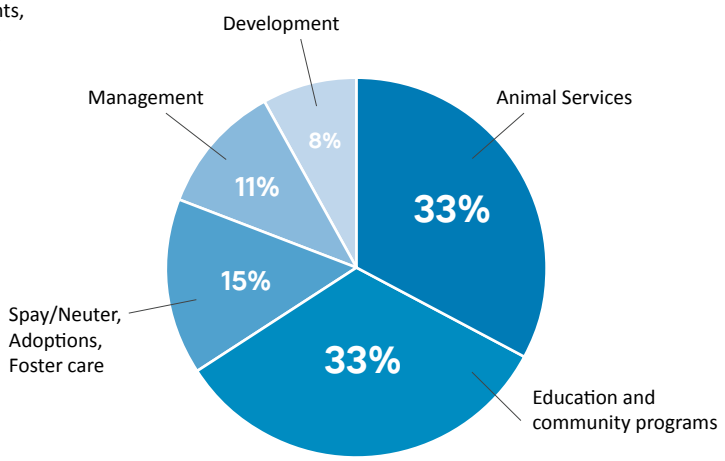
While we applaud laws that work to give animals more protection, we are equally excited by laws that help change human behavior and save animal lives. So whether you're a pet guardian or a concerned citizen, this new law helps protect both. As always, Marin Humane stands ready to respond to animals in trouble, 24/7.

We're one quick phone call away at 415.883.4621.

MARIN HUMANE 2016 FINANCIAL WRAP UP



Total revenue = $8,839,018



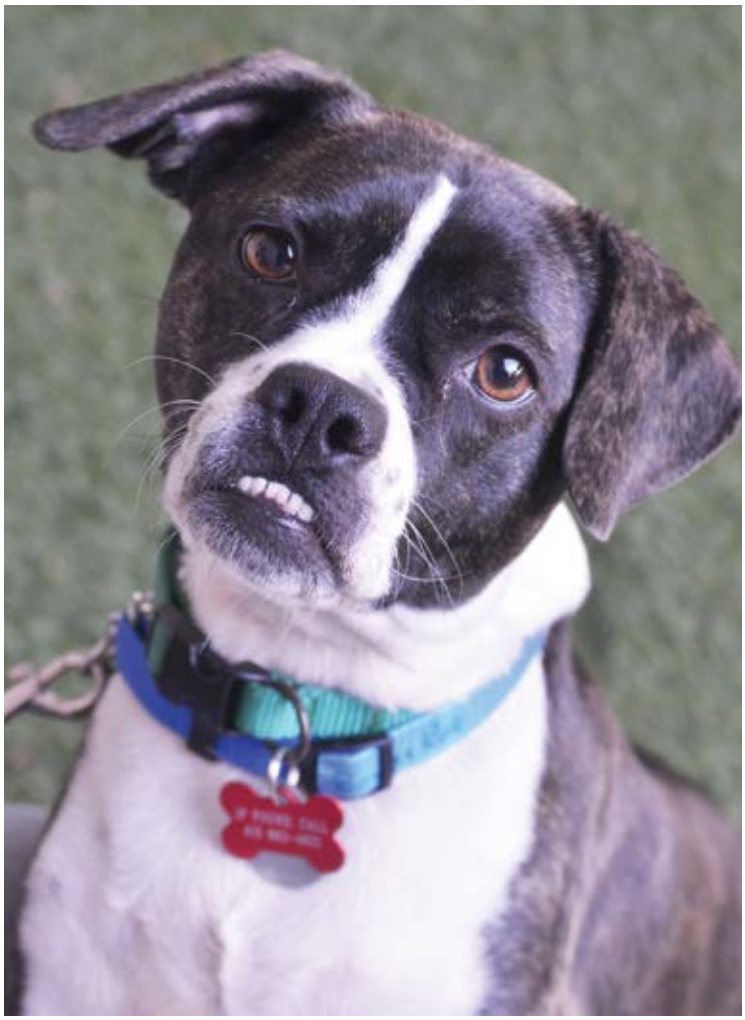
Total expenses = $8,405,882

Visit marinhumane.org for a complete audited financial statement

Ask the Behaviorist

by Kim Bromley

Director of Behavior & Training Dawn Kovell answers your vexing questions about animal behavior.



My super friendly dog likes to say hi to other dogs on trails. Why do other dogs' guardians keep yelling at me?

Reading between the lines here, I'm guessing your "super friendly dog" has a greeting style that's not for most dogs. Imagine you're walking on a trail and someone you've never met before rushes up to you, smiling like crazy, getting right up in your face and saying, "HI!!! I'm BowWow! Let's be best friends right now!!!" You'd dial 911.

Dogs, like people, come in all shapes, sizes, colors, and, most important, temperaments. Some dogs don't mind making a new best friend every time they turn a corner, but most prefer a less intimate and invasive greeting upon first meeting. Imagine you're in a new situation and you notice someone very attractive. Do you rush up to that person, jump on them, and lick their face? I think not. You position yourself so that person will notice you, offer a pleasant smile, and then look away. Over time, you find a way to get closer and eventually introduce yourself, without making physical contact. You get where I'm going with this. Dogs greeting each other, especially for the first time, should mimic this scenario.

So how to achieve this? Your dog needs to be taught manners. The primary objective is to have a solid, reliable "come" and/or "wait" and to teach your dog that a reward of some kind is forthcoming if she's patient. The reward can either be the release to go and say hello to the other dog, or a valued treat if the other dog is not amenable to making new friends. You should be the source of all good things and the most fun there is to be had on the planet. YOU are the party, not the other dog. Once you and your best friend have this fabulous bond, you take your new skill set on the road. Now when you're on the trail, what do you say when you see another dog and his guardian approaching? You got it. "BowWow is super friendly and would really love to meet your dog. Is that okay?" No matter the response, I absolutely guarantee you won't be yelled at.

Have a canine conundrum? Call our Dog Behavior Advice Line at 415.506.6281.

We offer advice for kitty conundrums, too! Call 415.506.6284.

A FEW OF THE THINGS WE ACCOMPLISHED IN 2016

1,009
Wildlife rescued

9,306
Students reached through humane education

7,321
Animal emergency calls responded to

219
Low-income residents given pet care help

1,816
Spay/neuter surgeries performed

CALENDAR

stay current at marinhumane.org/eventcalendar

Woofstock: a benefit festival at Marin Humane

Sunday, October 1, 2017

Grab your friends and family – including the pooch – and come to the Marin Humane campus in Novato. Groove to the sounds of Moustache Harbor and enjoy this benefit festival with all proceeds supporting the shelter animals!

For more information, visit marinhumane.org/events. Tickets go on sale August 15.

Save these dates for our 2018 signature events:

Animal Film Fest
Saturday, January 27, 2018

Annual Gala Event
Saturday, March 10, 2018

JULY

Tricks!

Tuesday, July 25 - August 29, 6:30 - 7:30 pm
$150
Teaching your dog tricks is a great way to strengthen your relationship with your dog and build his focus on you - and it's great fun, too!

Register at marinhumane.org/oh-behave.

AUGUST

Senior Handling

Tuesday, July 11 - August 1, 1 - 2 pm
$60
This class focuses on helping Seniors (62+) or persons with disabilities create an environment where living with your dog is comfortable. We will address management of the dog at home and on walks and teach simple behaviors to enhance your bond.

Register at marinhumane.org/oh-behave.

SEPTEMBER

Dr. Amy Cook presents **The Play Way,** which will help your fearful dog develop the skills needed to face the challenges of everyday life through play and relationship building.
Date and registration fee to be announced soon!

Pet First Aid & CPR with Peter Pay

Saturday, September 30, 9 am to 1 pm
$65
Make sure you are prepared for emergency situations with your animals. This workshops fills quickly. Look for registration in August at marinhumane.org/events.

OCTOBER

Behind the Scenes Camp

Monday, October 16
This one-day camp coincides with many Marin County Schools Teacher Service days. Spots are limited. Look for registration in September at marinhumane.org/events.

NOVEMBER

Sarah Stremming will be here to present **Worked Up!**, which will address arousal-related issues in sport dogs.
Date and registration fee to be announced soon!

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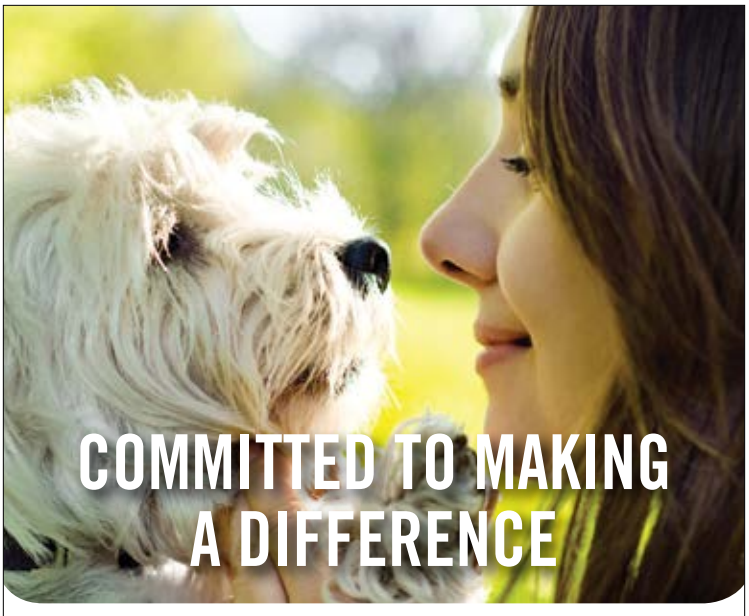

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Kitty Corner
Red Hill Shopping Center
876 Sir Francis Drake Blvd.
San Anselmo, CA 94960

Main Campus Hours: Tuesday–Sunday 10 am – 5:30 pm, Wednesday 10 am – 7 pm, closed Monday

Kitty Corner Hours: Wednesday – Friday Noon – 6 pm, Saturday and Sunday 11 am – 5 pm

Main Campus Phone: 415.883.4621 Kitty Corner Phone: 415.747.8322

Animal Outfitters Pet Supply

• Dental chews to keep your dog's pearly whites healthy •

• Outfox masks for foxtail protection •

• Doggie life jackets for water safety •

• Lighted collars for nighttime walks •

Don't forget, we always have a great selection of gifts and apparel!

Visit Animal Outfitters
Tuesday–Sunday, 10 am to 5:30 pm
415.506.6229

10% off Your Entire Purchase at Animal Outfitters

marin humane
Lives made happy.

Coupon must be surrendered at time of purchase. Not valid with any other discount. Expires 9/30/17.

Marin Humane Thrift Shop

Visit Marin Humane Auxiliary's Thrift Shop in downtown San Anselmo! Shop for clothes, kitchenware, books, handmade cards, collectables, and more. Proceeds support the Marin Humane Society's spay/neuter program.

Item donations welcome!

360 San Anselmo Avenue, San Anselmo
Monday–Saturday, 11 am to 4 pm
415.459.5787