Lives made happy™

Winter 2020 | A Marin Humane Publication

IMPACT REPORT
Doing more than ever

A NEW PARTNERSHIP
Joining forces with a trusted friend

HELPING COMMUNITIES
Meeting people where they are with what they need

marin humane
Lives made happy.

The McKENNEY MINUTE

Dear Friends,

The enormous and unpredicted challenges of 2020 provided their own challenges in how we care for the animals and people in our community. In this issue, you'll find our 2019/2020 Impact Report, which shares key statistics, trends, and the impact of our work.

Despite having many of our staff and volunteers absent from our daily on-campus activities, we haven't lost sight of our mission, vision, and values. We're working hard (much of it behind the scenes) to continue essential services, and offer modified ones such as adoptions and humane education. We're also providing critical support through our Pet Safety Net.

I'm proud of the number of animals we've found homes for, the virtual education opportunities we've offered, and our robust community outreach efforts, such as the recent mobile pet vaccination free clinic in Marin City.

I'm also thrilled to announce our partnership with Oakland-based Hopalong Animal Rescue (see page 11) which will grow our foster program exponentially.

I hope after reading this issue of Lives Made Happy you'll understand how we've demonstrated our commitment and our adaptability. Thanks to you and other generous supporters, animals will receive a second chance and struggling pet parents will be supported.

Wishing you and your family a very merry, healthy, and safe holiday season.

Nancy McKenney, MNPL, CAWA
CEO & President

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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Published by Marin Humane, a 501(c)(3) nonprofit organization.

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Lives made happy™ is a bi–annual publication of Marin Humane
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Marin Humane responds to animal emergencies 24 hours a day, 365 days a year.

IMPACT REPORT
FY 2019-2020

Thanks to the incredibly generous support of our donors—individuals, corporations and foundations alike—Marin Humane transformed many lives, both human and animal, in the past fiscal year.

We're especially proud of our "Live Release Rate" of 96%, up from 93% last year. Live releases are achieved through adoption, reunification with a pet guardian, or transfer to another animal shelter or rescue.

Given our incredibly high live release rate, some have asked why we don't refer to ourselves as a "no-kill" shelter (according to the "no-kill" advocates, a shelter may refer to itself as such if it achieves a rate of 90% or more). While we could call ourselves "no-kill" based on our shelter statistics, we've chosen not to as we consider this label misleading and divisive.

We do not euthanize animals for space or based on how long they've been at the shelter. We only euthanize in cases where there is great suffering, or when dangerous behavior cannot be modified. This criteria is the same as shelters who proclaim to be "no-kill." Sadly, this term is used to demonize under-resourced shelters who are overwhelmed with animals and often operate in underserved communities, especially communities of color.

Another statistic we're particularly proud of is what's known as our "Length of Stay" (LOS). In general, the longer an animal remains in a shelter and not in a home, the tougher it is on that animal. Behavior may start to deteriorate, health may decline, and the animal's lack of a consistent guardian can wear on him or her. In the past year, our average length of stay has decreased to less than 12 days for dogs and cats. That's including time for spay/neuter surgeries.

Here's a look at our statistics for the fiscal year ended June 30, 2020.

720
Behavior & Training Classes

3,576
Humane Education Students

567
Pet Safety Net and Pet Care Assistance clients served

675
Volunteers

47,000
Volunteer Hours

8,165
Pet & Wildlife calls responded to

43
Animal Law Enforcement Academy Graduates

IMPACT REPORT

LIVE RELEASE RATE
96%

Spay/Neuter Surgeries 1,533
Animals Fostered 674
Foster Days 20,420

INTAKE 3,383
Cat Intake 1,592
Dog Intake 1,327
Small Pets 243
Other Domestic 221

OUTCOMES
Adopted 2,262
Reunited 432
Emergency Boarding Return 352
Transferred Out 313
Humanely Euthanized 143*
Died in Care 2

*Marin Humane provides humane euthanasia only when it is compelled by circumstances, including dangerous behavior issues that cannot be rehabilitated, untreatable medical conditions, or if the animal is in extreme pain or suffering. Marin Humane employees are extensively trained and certified to perform euthanasia to ensure the final moments of an animal's life are filled with compassion and care.

WE SALUTE THESE INDIVIDUALS AND FOUNDATIONS WHO POWER OUR WORK THROUGH INNOVATIVE WAYS OF GIVING.

INNOVATIVE IMPACT

Shelter dogs with behavior challenges receive one-on-one help from our professional trainers thanks to support from Elizabeth Dohrmann.

INNOVATIVE IMPACT

Critters get exceptional care from our shelter medicine team thanks to the Weiner family's full funding of two veterinary assistant positions. The Weiner family has renewed this special funding for the FY 2020-21.

INNOVATIVE IMPACT

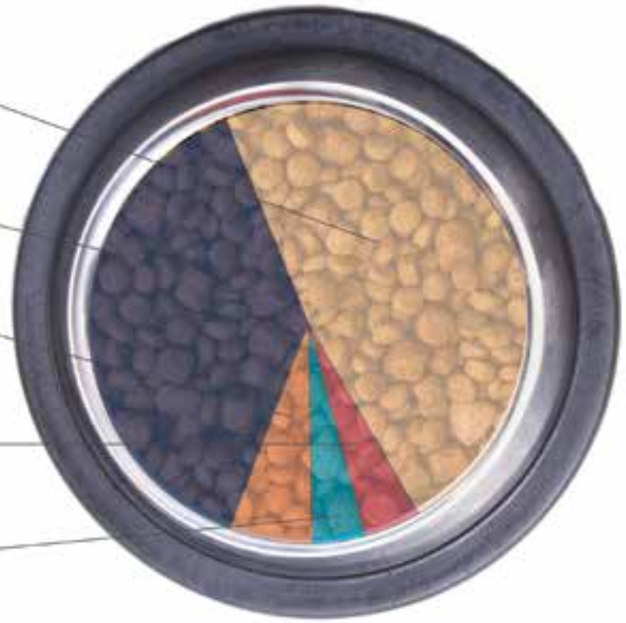
When animals in our care have complex medical needs, the fund created by the ShineMaker Foundation provides the resources to ensure we can say "yes" to specialized veterinary care.

INNOVATIVE IMPACT

Cats receive exceptional support thanks to Mark M. Glickman, whose funding of The Joe Willie Project has helped thousands of felines at Marin Humane since 2016.

REVENUE

$9,553,878



Contributions, Bequests, Grants & Special Events
$4,612,518 48%

Animal Services & Other County Fees
$3,594,462 38%

Education Program Fees, Thrift Shop Sales & Other
$599,579 6%

Operating Fees & Income
$385,482 4%

Investment Income & PPP Loan
$361,837 4%

EXPENSES

$9,218,133

Animal Care & Veterinary Services
$2,179,458 24%

Field Operations & Customer Services
$1,795,395 20%

Education & Community Engagement
$1,407,825 15%

Adoption & Foster Care
$1,226,630 13%

Management & Administrative
$970,322 11%

Fundraising & Development
$1,055,706 11%

Behavior & Training
$582,797 6%

NO PLACE LIKE HOME

By Carina DeVera

Marin Humane's shelter pets enjoy all the care, love, and attention they deserve—but a shelter will never be a substitute for a loving home.

That's why our first efforts in assisting someone who believes they need to surrender their pet always revolve around helping them keep that pet. But if this becomes impossible, rehoming is the best option. At the same time, some potential adopters want to avoid the sometimes overwhelming experience of visiting a shelter, knowing it can be hard to gauge a pet's "true" temperament in an often stressful environment.

Based on the success of Sonoma Humane's rehoming program, we developed our own way to offer a space for pet guardians and potential adopters to connect directly. The "No Place Like Home" program, hosted on our website, offers a free and easy way for guardians to submit an online profile of their pet. At the same time, these listings increase options for prospective adopters who may be searching for particular breeds, want to avoid visiting a shelter, or otherwise would prefer to adopt a pet on their own schedule.

Oreo - a Staffy, Hound, Husky mix - was listed on the No Place Like Home webpage in November 2020. And is now in her new home.

To submit a rehoming profile, pet guardians fill out a short online form and upload a photo. The only requirement is that their pet be neutered or spayed.

Prospective adopters who browse our website will see a link to pets available for private rehoming on all adoption-related pages. A "Private Rehoming" link with profiles of listed pets is prominently placed in the main adoption section of the website. This placement is intentional; we don't consider this program to be "competing" with our adoption services, but rather a complement to it. By providing more choices to adopters, more animals will find loving homes, whether they're in the shelter or are still living with their guardians.

This program has been hugely successful, and private rehoming has seen an especially sharp increase in 2020 due to COVID-related challenges. More than 223 pets have been rehomed through this program to new, loving families, giving their previous guardians peace of mind and giving their pets a new start!

To look at the listing of animals, visit: marinhumane.org/adopt/no-place-like-home

CASTING A WIDER NET

By Lisa Bloch

For many years, we've offered free pet food for those who need it. Through our Pet Care Assistance and Pet Safety Net programs, thousands of pet parents have received this help by either coming to our shelter or by receiving deliveries from one of our dedicated volunteers.

With the pandemic, we had to switch to an all-delivery model which is quite a lot of work for our staff and volunteers. But thanks to our county's amazing food pantries – some well-established and some functioning as "pop-ups," we've been able to provide free pet food on a scale we haven't been able to before.

We work with 13 different organizations to get pet food to those who need it. All are staffed by amazing people, often volunteers, working hard to make life a little easier for others. One of these people is Leticia Jones. Leticia works with the People's Inter-Cities Fellowship in Marin City. Here's what Leticia had to say about her food pantry.

Is your food pantry a regular event or did that pop up after COVID-19 started? Is there a big need for pet food from your community?

It started about five years ago with one box of bread I gave to some hungry kids. When the people who gave me the bread saw the need they came back the following week with a truck load for the children. Our food pantry now feeds approximately 250 families each week. I found out people were feeding their pets the "people" food they got from the pantry so now they don't need to!

About how much pet food is given away at your pantry each week?

Over 100 pounds!

Any thoughts to share about pets and their importance to people, especially during times like these?

Pets give such comfort to people and a sense of responsibility. Since COVID-19, people don't feel needed but they know they're needed by their pets."

HOME SWEET HOME

You can't hide the smile behind the masks in these going home photos. Here's a peek at some of our awesome adoptions.

HOPPING INTO A PARTNERSHIP

By Lisa Bloch

One of the biggest lessons for animal shelters to come out of the COVID-19 pandemic is the importance of having a robust foster home program. Because of our amazing foster families, we were able to quickly move animals out of the shelter into loving homes, enabling us to keep staff and volunteers safe at home since there would be far fewer animals to care for at the shelter. These foster families provide a lifeline when we need it most.

Foster homes are much more ideal than the shelter environment for most animals. The pets are more relaxed, receive more attention, are better protected from diseases that can spread easily in shelters, and because foster parents have the time to really get to know these pets, we're better able to find perfect matches for them when it's time for their forever home!

The Bay Area's largest foster organization, Hopalong Animal Rescue, has long been a trusted partner of Marin Humane's. Their strong ties to shelters throughout our state enables them to help overcrowded and under-resourced shelters by regularly transferring dogs to the Bay Area. And their ability to be nimble during times of crisis has helped us more than once make space at our shelter to help families affected by wildfires.

So we are proud to announce that in November, we signed a collaboration agreement with Hopalong Animal Rescue to officially join forces as part of our goal to end pet homelessness in the Bay Area by 2030.

Since its founding in the mid-1990s, Hopalong has played a major role in saving tens of thousands of animals from under-resourced shelters in the Bay Area and beyond… and all without its own shelter. In addition to its 600+ foster home network in all Bay Area counties (including Marin), Hopalong has five

Foster parents are vital to Hopalong's success

cat adoption sites in Marin pet supply stores and regularly hosts adoption events at shopping centers throughout the Bay Area.

We've worked successfully with Hopalong for more than 25 years, including a coordinated response to an airlift of animals from Texas during Hurricanes Harvey and Irene (and as far back as Hurricane Katrina). When we needed to quickly relocate our adoptable animals to house the pets of evacuees, as we did during the North Bay wildfires of 2017 and 2018, Hopalong was an important partner.

Through this new alliance, we'll have a greater impact on animals in need - an

Many matches are made at adoption events like the Bay Area Pet Fair

estimated additional 1,500 each year when we:

- **Significantly expand our animal foster network.**
- **Streamline animal transfers from shelters throughout the state.**
- **Increase animal intake with the same shelter capacity.**
- **Place more animals into Bay Area homes.**
- **Strengthen our ability to respond quickly to disasters.**
- **Eliminate duplicated costs by shared administration and infrastructure.**

We're looking forward to this amazing partnership!

Meet Hopalong Animal Rescue!

- All-foster animal rescue organization with the largest foster network in the Bay Area
- More than 600 foster families are located in the East Bay, San Francisco, and Marin County
- Works with overcrowded/ under-resourced animal shelters – from the city of Oakland to Lake County and beyond – to transfer animals out and place in foster homes
- Based in Oakland with 12 adoption locations throughout the East Bay, San Francisco and Marin County
- Over 40,000 animals placed in forever homes since 1993
- Eight staff members

LEAVING A **LEGACY**

One of the most essential sources of support we receive is from humane heroes who include Marin Humane in their estate plans.

These are the names of generous animal lovers whose gifts of a lifetime arrived during our 2019-20 fiscal year.

Julia Becker • Jacqueline M. Camille • Richard Canham • Mary C. Carter • Thelma Doelger Charitable Trust • Doelger Charitable Trust • Kenneth and Janine Edlin • Janis Fowler • Franklin Pierce Fromhagen • Betsy Pearce Glover • Gertrud Herkommer • Nancy Schwartz Kiernan • Neena K. Lyon • Mary C. Madden • Joan Hixon Martin • Richard and Suzanne Rodgers • Mary A. Rosenberg • Mildred Shurtleff Sattler • Camille Scontrino • Frances Sevick • William John Sholdt • Barbara J. Sieker • Peter Stragnola • L.A. Wurl

Please consider creating a lasting legacy that honors your love of animals by including Marin Humane in your estate plans. For information, please contact Nan Zimmerman at 415.506.6233 or at nzimmerman@marinhumane.org.

GALA 2020 **A "VIRTUAL" SUCCESS**

By Joe Lisella

Marin Humane hosted GALA 2020 online with a record number of tickets sold. Thousands of animals will benefit from our largest fundraiser of the year!

The show was broadcast from Marin Humane's campus and hosted by a good friend of Marin Humane's, Carolyn McArdle of iHeartRadio's 98.1 The Breeze. The event was made possible by presenting sponsor and longtime supporter, Brayton Purcell LLP.

Guests purchased ticket packages that provided different offers – including the opportunity to have a case of wine custom-labeled with their pet's photo on each bottle! Special thanks to Thirty-Seven Wines for donating a barrel of wine so 100% of the proceeds could benefit Marin Humane.

We screened highlights of past galas, as well as a video tour of the shelter hosted by our dedicated staff and some of our sponsors including Pet Food Express, VCA Animal Hospitals, Doran and Associates, Pet Emergency and Specialty Center of Marin, Aggie Animal Dental Center, and iHeartRadio. Guests also enjoyed special videos from v-dog and Hill's Pet Nutrition during Yappy Hour.

Several dozen silent auction items attracted bids and John Curley, our beloved auctioneer, got the crowd excited and bidding on live auction items.

The highlight of the night was the announcement that Marin Humane is joining forces with Hopalong Animal Rescue (see page 11), which will increase the number of animals finding forever homes by the thousands. The Fund-a-Need raised more than $200,000 towards integrating these two organizations.

Special thanks to the dozens of volunteers who hand-delivered nearly 300 swag boxes throughout the Bay Area. And of course, thanks to everyone who tuned in and made GALA 2020 a great success!

CELEBRATING MILESTONES

By Lisa Bloch

One thing our Animal Care staff is known for above all else is how hard they work to ensure the animals under our care are as comfortable as possible during their stay with us. This team stays busy tidying kennels, making sure everyone is well-fed, keeping up with piles of laundry, finding foster homes, and helping reunite anxious pet parents with their lost companions.

We love the entire Animal Care team but this year, we're celebrating two outstanding members who are marking special anniversaries!

Margareta Luff celebrates 40 years(!) with Marin Humane, first as a veterinary assistant, then later an Animal Care Technician. When asked about changes she's seen over the years Margareta says, "A decrease in pet overpopulation, better education on dangers to outdoor cats, more sophisticated veterinary care, facility improvements, and community programs like the Pet Safety Net."

Margareta has also been our not-so-secret donor of thousands of microchips for cats! "Margareta's impact on the lives of animals – through her direct work and her donation of microchips is immeasurable. We're so lucky to have her!" says Director of Shelter Services Keri Fennell.

Foster Care Coordinator Suzanne Gollin celebrates her 20th year with Marin Humane. Her first job with the organization was as a Customer Service Representative. Now, she's not only our Foster Care Coordinator but our informal Small Companion Animal behavior expert, too.

When asked what she likes best about working with foster animals and foster families, Suzanne wrote, "With the animals, it's knowing they're out of the shelter and getting more attention, and living in a calmer environment to heal/become social. With the families, I love their devotion, love, and endless energy to make sure their fosters are thriving. I also enjoy figuring out what type of foster home an animal needs. I want to make sure the animals are comfortable and the foster families can easily integrate them into their homes and lifestyle. It should be rewarding and fun for both the animals and humans alike!"

Thank you, Margareta and Suzanne, for your many years of dedication to animals and people!

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WORKING TOGETHER FOR THE LOVE OF PETS

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VCA

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We are grateful for all the donors supporting the transition and integration of our partnership with Hopalong Animal Rescue including a leadership gift from The Rachael Ray Foundation™. Thank you for countless additional Lives made happy.

HOPALONG ANIMAL RESCUE

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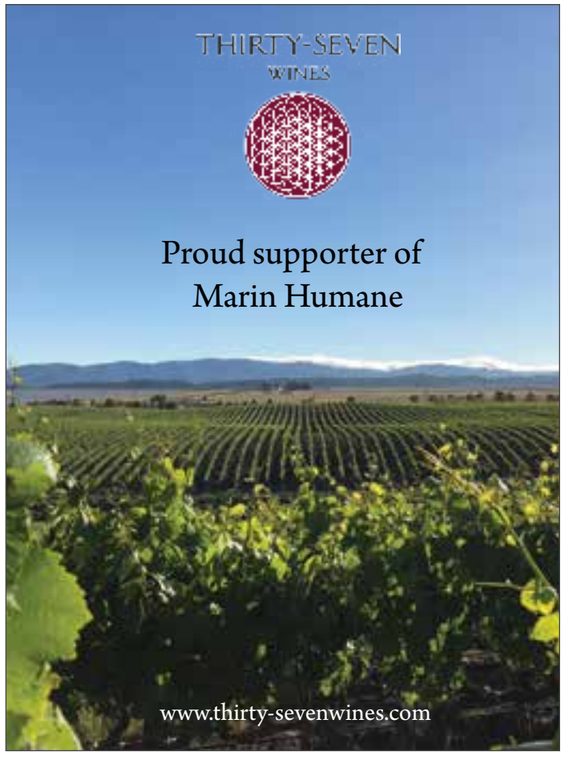
THE RACHAEL RAY™ FOUNDATION



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Marin Humane Society
marinhumane.org

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171 Bel Marin Keys Blvd.
Novato, CA 94949
Phone: 415.883.4621
Hours:
Tuesday – Sunday 10 am – 5:30 pm
Wednesday 10 am – 7 pm
Closed Monday

Kitty Corner
Red Hill Shopping Center
876 Sir Francis Drake Blvd.
San Anselmo, CA 94960
Phone: 415.747.8322
Hours:
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Marin Humane Thrift Shop

Visit Marin Humane Auxiliary's Thrift Shop in downtown San Anselmo!

Shop for clothes, kitchenware, books, handmade cards, collectibles, and more. Proceeds support the Marin Humane Spay/Neuter program. Item donations welcome!

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