

WINTER 2015

ANIMAL FRIENDS

A FURRY WELCOME TO THE NEW YEAR!



VOLUNTEERING

Meet the People Behind the Photographs

PROGRAM HIGHLIGHT

Showing Some TLC at Lighthouse Charter School

DONOR NEWS

Amy Totte: A Constant Companion



MESSAGE FROM PRESIDENT AND CEO
ALLISON LINDQUIST

LOOKING BACK ON THE PAST YEAR, I'M ENERGIZED BY WHAT WE'VE ACHIEVED, thanks to generous supporters like you. It is humbling to work among the talented and dedicated staff, passionate volunteers and generous donors who have made the East Bay SPCA the safety net for animals in our region for more than 140 years. We wrapped up 2014 with substantial numbers of animals saved, served and fostered. Meanwhile, our humane education and humane advocate programs continued to expand, helping people and their pets throughout the region.

Highlights of 2014 include the conclusion of a massive, 16-month, 9-million dollar expansion and renovation of the Oakland campus in April. Then, in September, we received news that the Theodore B. Travers Family Veterinary Clinic had been awarded the highest level of recognition for veterinary practices, American Animal Hospital Association (AAHA) accreditation. This is no small feat. Just one year after opening its doors, the clinic was evaluated on a rigorous review of more than 900 standards covering our patient care, customer service, practice protocols, medical facility and equipment. I'm proud to report that we passed on all accounts! Having AAHA accreditation ranks us among the top 12% of all veterinary clinics in the US and Canada. If not for the efforts of our amazing veterinarians and staff members, this remarkable achievement could not have been possible.

In the year ahead, with our new, expanded capacity, we are better situated to save more lives. The space was expanded for just that, and it is done. We'll also be launching new services in 2015, such as our first free veterinary outreach clinic for cats, and expanding many others. As we plan for our next 140 years, please know how deeply grateful we are for the support we receive from donors, volunteers and friends.

Allison C. Lindquist
ALLISON C. LINDQUIST
President and CEO



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LOCATIONS

Oakland Adoption Center and Theodore B. Travers Family Veterinary Clinic
8323 Baldwin Street
Oakland, CA 94621
510.569.1606

Oakland Spay & Neuter Surgery Center
410 Hegenberger Road
Oakland, CA 94621
510.639.7387

Dublin Adoption Center and Spay & Neuter Surgery Center
4651 Gleason Drive
Dublin, CA 94568
925.479.9670

OUR MISSION
THE EAST BAY SPCA is committed to the welfare of cats and dogs in the communities we serve. We strive to eliminate animal cruelty, neglect and overpopulation by providing programs and education that support people and companion animals.



CONSTANT COMPANION

UNSUNG HERO: DONOR, AMY TOTTE

THERE ARE HEROES of all kinds at the East Bay SPCA: Adopters who give pets the loving forever homes they deserve; foster care volunteers who open their homes and hearts to animals in need; and the hard-working staff who work tirelessly on behalf of the animals.

Amy Totte is a hero too, though you wouldn't know it from her modest demeanor. Yet, the East Bay SPCA relies on Amy and about 392 others like her who insure that cats and dogs at the shelter are well cared for during their stay. They are "Constant Companion" donors who have committed to making monthly gifts. In Amy's case, her employer matches her gift, doubling the support.

Amy became aware of the Constant Companion program a few years back, after she adopted her cat Rambo. She was working 70 to 80 hours per week, and while her income was abundant, free time was not. She wanted to become more involved with the East Bay SPCA, but making a one-time gift left her feeling disconnected and volunteering was not an option. She learned about Constant Companion on the website.

"It seemed like a perfect fit," she said. "What impressed me was realizing how much more the shelter can do when they know that a recurring donation will be coming in every month. It made so much sense that I signed up right away! My current employer is amazing

and matches my gift 100 percent. Every month when I see on my calendar that it's time to fill out the match form, I feel good, knowing that I'm making a real difference."

Amy added, "I do it because we're the only voice the animals have, they count on us."

"I've always been the type of person who goes out of their way to help others and have always had a special spot in my heart for animals. I've tried doing volunteer work at an animal shelter, but I always found that my job keeps me too busy to commit to a consistent shift. So I do my best to help by making monthly donations."

AMY TOTTE
East Bay SPCA
Constant Companion Donor

Did you know that when you become an East Bay SPCA Constant Companion, your monthly donation helps reduce donation administration costs and assure continuous care 24 hours/day, every day of the year?

www.eastbayspca.org/constant

STAFF Highlight

MICHELE SETTER Vice President of Operations

Graduated from Texas A&M University with a BS in Marine Biology and has spent her entire 20+ year career working with animals. Most recently, Michele was a director of both the wildlife rehabilitation hospital and live animal collections at Lindsay Wildlife Museum.

Michele and her husband Blair live in a purple house in Oakland, where they are proud foster parents to East Bay SPCA dogs and cats needing a little R&R.



"I am so excited to be part of East Bay SPCA. This is really a dream-job come true. This organization is top notch—the mission, our dedication to the people and pets in our community, the hard work of our staff and volunteers, the generosity of our donors. Thank you for having me on board."

SECOND CHANCES

TWO STORIES OF FINDING HOME SWEET HOME

The average stay for animals at the East Bay SPCA is 24 days. Less than one month from intake to adoption. And while they all stay until they find a home, some are passed by again and again. With cats, it can be because they're mature in age or shy. Others are viewed as imperfect, or merely plain.



Amadeus was a quiet soul who preferred his cardboard box hideout to the limelight.

KINDRED SPIRITS

Despite his quirky features, not unlike a character actor whose face is familiar but name unknown, poor Amadeus was always overlooked.

Skin allergies had turned his black coat dull and flaky, and left him with scabby ears and a patchy scar on his nose. Not to mention, at age 6 ½, he was no kitten.

Jennifer Lucas had been frequenting the East Bay SPCA looking for a friend

for her 10-year-old Ocicat, Desi, whose best buddy, partner-in-crime and bunk-mate had passed away months earlier.

An initial adoption failed. Desi was stressed out by the younger cat and within weeks his weight dropped, he lost his voice, and no longer purred. Sadly, Jennifer returned the cat.

Then one day, as Jennifer sat on the floor of the shelter's cat habitat, an unassuming charmer named Amadeus claimed her lap.

She asked the attending staff member, "Who's this guy?"

"That's Amadeus."

"Was he here yesterday? Why didn't I notice him?"

"She responded, "Yes. He was here yesterday. He's been here for six months."

Hearing Amadeus had been in the shelter for six months broke Jennifer's heart. As Amadeus rubbed his head on her chest, she also noticed there was no fur on the back of his ears. A skin allergy had caused him to itch himself raw in places. She learned that the companion he was surrendered with had been adopted months ago and sensed his loneliness.

Jennifer adopted Amadeus on the spot, renamed him "Jack," and prayed that he and Desi would get along.

Slowly, Jack and Desi grew to be the kindred spirits that she'd hoped for. The fur on his ears grew back and his coat now glistens.

Jennifer feels that taking time to find the right fit for Desi was the key to their success.

"Adopting Jack has taught us patience. He continues to reveal himself and become more settled, trusting and calm. I cannot tell you how much I love this very special boy!"

A WIN FOR TEAM LALA

Like any other busy day at the Theodore B. Travers Family Veterinary Clinic, a bubbly ball of fluff arrived for her appointment and charmed the staff. But when Dr. Rochelle Morrissey examined the Pomeranian, she found her condition disturbing. The veterinarian noted tapeworms and an unkempt, matted coat infested with fleas. That wasn't why she was there, though. "Lala" had been attacked by a large dog and her eye was ruptured. Trauma to the eye was so severe that Dr. Morrissey scheduled surgery for the following day. The dog's owner was distraught. She loved Lala, but was unprepared for this and needed help.

Lala's fate turned the day she was attacked, for the better, thanks to the many programs and people at the East Bay SPCA who stepped in to ensure her a brighter future.

The East Bay SPCA's Humane Advocate program works with people to find solutions for animals. Acting as a social worker for pets, Humane Advocate Anya Pamplona, met with Lala's owner. They

discussed all of the options available, from financial assistance to surrender. The owner felt she was unable to provide the level of care that Lala needed and made the difficult decision to surrender her.

Lala's surgery was covered by generous donations made to the East Bay SPCA's Second Chance Fund. Her eye was removed and healed marvelously. Not quite ready for adoption, a behavior evaluation had identified some trust issues. So Lala was enrolled in the Teaching Love and Compassion (TLC) program. The program pairs at-risk youth with dogs who need a little TLC.

LaShante Harris saw Lala at the shelter and fell in love. But Lala had a few weeks of training left before she could be adopted, during which LaShante visited every day rain or shine. At graduation, she sat in the second row cheering on "Team Lala."

Happily home forever with LaShante, frequent walks are helping Lala over her fears. With a twinkle in her eye LaShante said, "I can hardly wait to get home from work to see her little face. She makes it known that she misses me too and can hardly contain her excitement when she sees me."

"I love her to pieces and so do my friends and my family!"



MYTH/BUSTED!

THE MYTH:
BLACK DOGS AND CATS ARE LESS LIKELY TO BE ADOPTED.

THE FACTS:
A 2013 STUDY SHOWED



Black dogs are **10% MORE LIKELY TO BE ADOPTED** than those of the next most popular color, brown.



Black cats are **11% MORE LIKELY TO BE ADOPTED** than those of the next most popular color, grey.

WHY?

BLACK IS A DOMINANT COAT COLOR IN DOGS AND CATS. THERE ARE SIMPLY MORE BLACK DOGS AND CATS IN THE GENERAL POPULATION.



PET PICS SAVE LIVES

Professional-looking portraits give animals a significantly higher chance of being adopted. The East Bay SPCA gives a paw up to its team of dedicated photographers, videographers and artists.



“When (people) come in and specifically request a pet based on my pictures, that is my payment.”

HEIDI EDER heads up the volunteer photography team, spending 10-20 hours per week in Oakland and Dublin photographing dogs and cats. “The job” requires many more hours at home handcrafting squeaky toys, colorful collars, tags and neckties, themed sets and drapes that make her work so recognizable. And like most jobs, there are tedious tasks too, checking intake lists and keeping track of animals who’ve been overlooked by adopters, making sure each one has a set of photos that scream, “I’m the one!”



BRIAN MCCREA

“A day without puppies is pretty much wasted. I started volunteering in 2009 but have a long history with the East Bay SPCA. My daughter adopted all of her pets from here: Stitch, Patch and White Toe, a kitty with two perfect white mittens.”



LESLIE BIALIK

“I’m passionate about photography and animals, so my role as dog-handler and co-photographer with Brian is perfect for me. I absolutely love spending quality time with the dogs.”



JULIA ORMOND

“I’ve been volunteering as an animal photographer for about four years now. My favorite thing about my volunteer position is capturing the individual personalities of each cat I photograph, and helping each of them to find a loving home!”

STEPHEN WOO Videographer

“I like to contribute to helping adoptable animals find forever homes!”



3,338

The number of photos Heidi Eder has shot since she began in 2011.

That’s 2,151 cats and 1,187 dogs if you’re keeping count.

LIFE-AFFIRMING LEARNING

TEACHING LOVE AND COMPASSION (TLC)

ON A RAINY NIGHT IN NOVEMBER, seven dogs and thirteen seventh and eighth graders from Lighthouse Community Charter School shared the stage with Mayor Jean Quan who proudly declared November 20, 2014, Teaching Love and Compassion (TLC) Day in Oakland. TLC concluded its fifth year at the East Bay SPCA, an innovative violence-prevention program that matches at-risk youth with canine trainees from

the adoption center. The dogs are matched up with the kids who work with them every day after school. Using positive reinforcement clicker training, they teach their dog basic obedience skills such as sit, touch, down and dance; and even do some agility exercises. The training helps enrich the dogs so they become more adoptable. In turn, the kids learn how to use positive reinforcement as a tool for conflict resolution.

“TLC means fun, caring, love and responsibility but most importantly it means safety in the community between dogs and people.”

JOHNSY, TLC Graduate

“What’s fascinating is watching the kids develop relationships with the dogs. In return, the dogs bond with the kids,” said Justin Kurup, Humane Educator. “It’s simple and life-affirming for kids who may have struggled all their lives to form bonds. I’ve noticed how they grow more patient and tolerant with every interaction.”



TLC IS ABOUT TRANSFORMATION.

In one exercise the students were asked to write their dog a poem. Ismael captured the spirit of transformation in his.

Noah:

N is for Nice.
O is for Outstanding.
A is for Amazingly Awesome.
H is for Humble.

Before Noah, I was Ismael:

I for Ignorant
S for Salty
M for Monster
A for Anger
E for Evil
L for Lost

After Noah, I’m Ismael:

I for Integrity
S for Smiling
M for Modest
A for Appreciative
E for Exciting
L for Learning,
and finally
T for Teaching
L for Love and
C for Compassion.



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email foster@eastbayspca.org
call 510.563.4632

ATTEND AN ORIENTATION ►

UPCOMING EVENTS

East Bay SPCA Art, Jewelry and Antique Valuation Event

FEBRUARY 19, 2015

Clars Auction Gallery, Oakland

Limited tickets available.

www.eastbayspca.org/clars

aCATemy Awards

FEBRUARY 19 – MARCH 8, 2015

Adoption Centers: Reduced fees on black, white and tuxedo cats.

Spring Animal Camp

Dublin: **MARCH 31 – APRIL 30, 2015**

Oakland: **APRIL 7 – 10, 2015**

DOG TRAINING WORKSHOPS

Nan Arthur presents

“Chill out Fido!

How to Calm Your Dog”

Oakland: **APRIL 11, 2015**

Register: www.eastbayspca.org/proseminars

Suzanne Clothier presents

What’s the Problem

& You Had Me at Sniff

Oakland: **APRIL 25 & 26, 2015**

Register: www.eastbayspca.org/proseminars

FOSTER CARE ORIENTATIONS

Oakland: **FEBRUARY 15, 11:30AM**

MARCH 15, 2:00PM

MARCH 29, 10:00AM

Dublin: **MARCH 29, 10:00AM**

on the
COVER

Eunice, age 10 years, adopted by Amy L. Foscilina, October 2012, Concord, CA “Eunice enjoys having her belly rubbed and treats of all kind. She is not really a people person, unless they are feeding her treats. I support the East Bay SPCA because animals in need are unable to help themselves.” - AMY FOSCALINA

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