NOT JUST YOUR CAT & DOG AGENCY
AN INTERVIEW WITH spcaLA PRESIDENT, MADELINE BERNSTEIN

INSIDE: YEAR IN REVIEW | YEAR IN EVENTS | AND MORE!
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spcaLA Friends for Life

TOYOTA
FINANCIAL SERVICES

Celebrating 125 Years 2012
# Friends FOR Life

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Design, layout, and illustration by Taylor Benton & Chrissy Wahlstrom. Art direction by the spcaLA Communications & Marketing Department. Special thanks to photographers Robert Moray, Courtney Sutton, and Tammy Warnock.

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President's Message

Charity begins at home!

As we again come upon the busiest fundraising season of the year, I urge you to know your charity and donate locally.

You know your spcaLA – you can come to our facilities, meet our staff and volunteers, and see first-hand the work we’ve been doing in our community since 1877. Do you know your other charities as well?

I don’t.

I’m the first to admit it – I often respond with my purse when implored in dramatic commercials to help forlorn children, veterans, or injured animals. We are a generous and empathetic people – how could we not respond?

Scammers prey on our generosity and our compassion – giving little, or none, of the funds raised to those they purport to help. They fool the best of us (check out Anderson Cooper’s “Keeping Them Honest” series).

Sometimes, advertising may lead you to believe a charity supports your local community, when it does not. For example, in animal welfare, the New York City spca – aspca – is not an umbrella organization which funnels funds to other spcas by zip code, as is the case with other real national charities like Leukemia and Lymphoma Society.

This holiday season, join me in pledging to donate to existing, legitimate, local organizations that you can visit, talk to, and just see in action.

Charity begins at home. It is only when we stand strong that we can lift another.

Madeline Bernstein, President, spcaLA
Dear spcaLA,

We could not be happier with our recent adoption of our cat Cherio.

On the car ride he hardly complained, it seemed like he knew he was traveling to his new and permanent home. Once we got to know him a little better, we decided to rename him Leo; his fur, purring-hum, and playful and cuddling demeanor remind us of a lion. It has only been five days now that he’s been a part of our family, but our love for each other grows every minute. Thank you, spcaLA, for loving, feeding and caring for Leo and all the other animals in your facilities! We are truly grateful.

With care,
Nicole, James, and Leo

Hi spcaLA,

So Osita is doing great! She has found our home quite comfy and never wants to leave our side. We have changed her name to Karou (sorry if someone at the shelter had named her Osita!) We are still shocked that nobody had adopted her before us.

Thanks again for all your guys’ help and see you soon at the classes,

Naoki

Dear spcaLA,

We wanted to send you a quick note to let you know how well “Merlin,” now “Snoopy” is doing and that we are the happiest people in the world since we adopted him on Dec. 30th, 2011 at your Long Beach facility. He has adjusted wonderfully, and is the most amazing, grateful and loving little creature.

Thank you, Thank you, Thank you,
The Tacinelli Family

These two boys (Cody & Dusty) have brought so much joy into our home and we love them very much.

True brotherly love. We are so glad we found them and your organization. Keep up the good work.

Dan Delp
Cruelty Investigations

spcaLA busted one of Southern California’s largest guard dog operations this year. Responding to an anonymous tip, spcaLA found dogs starved and maimed to death, in the care of Charles Ferguson, owner and operator of J.R. Ewing’s Guard Dog Inc. But, thanks to hard work, careful investigation and interagency cooperation, Ferguson was convicted of 4 felony and 4 misdemeanor animal cruelty counts. His facility now stands vacant. His license to own and operate a guard dog business has been revoked. He could face more than a decade in prison, and up to $160,000 in fines. He will be sentenced November 1st.

Interagency Cooperation

Very often, animal cruelty complaints are intertwined with domestic abuse, gang, drug and other criminal activity – interagency cooperation is essential. spcaLA routinely works with other law enforcement agencies, like Los Angeles County Department of Animal Care and Control, Department of Homeland Security, Los Angeles County Sherriff’s Department and others.

This year, cooperative efforts busted two large-scale cockfighting operations – over 300 birds were seized and dozens of participants and organizers were arrested. Promoters and spectators of the blood sport of cockfighting can have animal cruelty charges filed against them.

The Link

Where domestic violence is present, animal cruelty and child abuse can usually be found – we call it “The Link.” Bizzie, an American Eskimo dog, died after being thrown from a 5th story window during a domestic dispute. Bizzie’s abuser was convicted of animal cruelty and sentenced to sixteen months in custody, as a result of spcaLA’s investigation.
The biggest goal of Humane Education is to decrease both animal cruelty and interpersonal violence by focusing on changing the root of the problem and ending the cycle of violence; resulting in a better world for both people and animals.

**Are shelter dogs the cure for violence?**

Your spcaLA, in cooperation with the Juvenile Division of the Los Angeles Superior Court and the Los Angeles District Attorney’s Office, is re-instilling empathy into teens with a revolutionary approach to curing violence – the Teaching Love and Compassion Program for Juvenile Offenders (jTLC)™.

In a two-day, court-mandated course – a condition of probation for some juvenile offenders – teens are paired with shelter dogs and offered intensive sessions designed to help youth entering the juvenile system identify and break the cycle of violence. For the last two years, spcaLA has pilot-tested the jTLC program with juvenile offenders from communities like Long Beach and Sylmar. 80% of the offenders have avoided trouble and not reoffended. jTLC is unique to spcaLA and Los Angeles County. Other communities, like New York City, have inquired about the program and how they can introduce it into their own juvenile systems.

jTLC is based on spcaLA’s award-winning at-risk youth violence prevention program, Teaching Love and Compassion (TLC)™. Since 1996, TLC has helped over 500 youth in at-risk communities. The program is designed to prevent animal cruelty and in turn prevent violence toward people. The TLC program helps students identify and break the cycle of violence through positive feedback, building self-esteem and increasing respect for all living creatures.

**A safety net**

As we saw with the Bizzie case, and too many others, domestic abuse, animal cruelty and child abuse are closely linked. 68% of battered women report violence against their pet, often in the presence of children. Without intervention, a tradition of abuse is passed from parent to child, and often the family pet is the first in the line of fire. spcaLA offers the Animal Safety Net (ASN)™, a free service for domestic violence survivors, in which spcaLA cares for their pets.

spcaLA programs like TLC, jTLC and ASN, as well as cruelty investigations help break the cycle of violence.

**By The Numbers:**

79 youths developed coping skills and reignited empathy during spcaLA TLC and jTLC sessions; ASN housed 44 animals and helped 100 domestic violence survivors; and over 600 kids learned the importance of kindness to animals in spcaLA’s Friends for Life Camp™ and pet care workshops.

spcaLA’s Humane Education Department is led by its Director, Melanie Wagner, M.S. Ed. Committed to community education and the value of caring for our non-human friends, Wagner joined spcaLA in 2004.
AnIMAL BEHAvIOR & TRAINInG

At spcaLA, our volunteers and staff do more than just cuddle puppies and kittens. This past year, our Animal Behavior and Training Department raised the bar for working with our shelter pets - revamping our Helping Enhance Animals’ Lives (HEAL)™ program to improve the lives of shelter pets and help them find new homes.

Consistency is Key

Shelter pets need training, stimulation, behavior enrichment, and what’s more, they deserve consistency. Volunteers complete various levels of classes, in which they can learn everything from basic enrichment techniques to how to teach an obedience class. Every interaction with a pet reinforces his training. The result: happier, well-adjusted animals who show adopters what terrific family pets they can be!

Enrichment in a Kong®

For shelter dogs that may have time alone in their dens, Kongs provide mental and physical engagement. Giving our dogs the chance to “work” to remove food from a Kong eases boredom, reduces destructive behavior and lessens anxiety. Did you know we can use more than 100 Kongs a day?

Adoption Academy™

In addition to working on the basics – like sitting when a person approaches a dog’s den – spcaLA has a series of special shelter dog training classes. Obedience-trained dogs are happier, more attractive to adopters, and more likely to stay in their new homes permanently. Volunteers took dogs through classes like All Star Agility™, Shelter Scents™, Adoption Academy, and Hollywood Hounds™ last year.

Positive Reinforcement

At spcaLA, we only use and recommend positive reinforcement methods of training. We do not use prong, choke or shock collars. Instead, we use what a pet likes – food, affection, toys – to our advantage. We reward a pet when he does what we ask, instead of punishing him when he does not. Wouldn’t you be much more likely to try your best if you knew you could win something fantastic?

spcaLA’s Animal Behavior and Training Department is led by its Director, Eleasha Gall, CPDT-KA. With over 15 years of experience training animals in a variety of settings, Gall joined spcaLA in 2012.

By The Numbers:

1,780 people were helped with animal behavior & training issues through spcaLA’s free Animal Behavior Helpline; 864 dog owners enjoyed spcaLA dog training classes; and volunteers spent 13,181 hours improving the lives of shelter pets.
People like you – not corporations or foundations – provided 95% of the donations that allow us to help abandoned and abused animals. We do not receive government funding, and there is no national (or international) spca or humane society.

**3,263 shelter pets**
were adopted, reunited with their owners or transferred to an area of demand through Air Chihuahua™ last year.

**Animals** were examined, vaccinated, de-wormed & flea-treated by spcaLA’s Veterinary Services.

**400 volunteers**
donated **47,925 hours** of their time, doing everything from taking shelter pet photos to Animal Assisted Therapy.

Volunteers spent **31,803 hours** fostering pets in their homes.

Revenues from the spcaLA Pet Hotel, Grooming Salon, Marketplaces, Dog Training and Friends for Life Camp™ helped support spcaLA programs and services, while reinforcing the human-animal bond.

### spcaLA Expenses

- **Management / General**: 13%
- **Fundraising**: 11%
- **Programs**: 76%

Percentages are based on unaudited financial statements. At the time of this publication, audited financial statements were not yet available for the 9/1/12 - 8/31/13 fiscal year. To view audited statements when they become available, please visit our profile at www.guidestar.org (Tax ID 95-1738153) or call (323) 730-5300, ext. 233.
Year In Events

WE LOVE EVENTS!
Every year, spcaLA’s events grow bigger and better and we reach more people to fulfill our mission of preventing cruelty to animals through Education, Law Enforcement, Intervention and Advocacy.
For spcaLA’s upcoming events, please visit www.spcala.com.

PARTY ON THE PIER
spcaLA kicked off the celebration of the 135th anniversary with Party on the Pier. Event goers enjoyed rides and games at Pacific Park in Santa Monica, plus food and drinks. Despite a little rain, everyone enjoyed the festivities. The response was so positive in fact, spcaLA is planning to end our 135th year celebration with a dog-friendly Party on the Pier!
To purchase tickets for you and your dog to attend Party on the Pier on November 17th, go to www.spcala.com or call 323-730-5300 x233.

KITTENPALOOZA
July’s Kittenpalooza was our most successful ever, with 42 cats and kittens finding homes in one day! Adopters from all over Los Angeles came to the South Bay Pet Adoption Center to meet their feline Friend for Life and enjoy yummy treats from the Firehouse Chefs and Rockberry food trucks. Adopters enjoyed a gift bag full of goodies, a free family photo, and giveaways from Centinela Feed & Pet Supplies and Swheat Scoop.
LIL BUB
spcaLA had a very special visitor to the P. D. Pitchford Companion Animal Village & Education Center in Long Beach in February: Lil Bub! Lil Bub is an internet cat sensation with thousands of followers on social media. She came to spcaLA to raise money and awareness for homeless kitties. Lil Bub raised almost $3,000 and hundreds of dollars worth of litter, food, toys, and treats during her three hour meet and greet.

APPRECIATION DINNER
spcaLA held the annual Appreciation Dinner for staff and volunteers in October of 2012. At the dinner, spcaLA staff, volunteers, award winners and guests gathered to acknowledge the past year’s accomplishments and praise the 2012 award winners, including Employee of the Year, Arlene Hall, and Volunteer of the Year, Stefanie McAfee.

spcaLA HEIDI & FRANK PET ADOPTION DAY PRESENTED BY KLOS
This year’s Pet Adoption Day was the first with new hosts Heidi & Frank from 95.5 KLOS. It was a terrific event with 83 pets adopted in a single day! Plus, a whopping 330 pets were adopted during the promotion. Those who attended enjoyed giveaways from Lazy Acres, Centinela Feed & Pet Supplies, Swheat Scoop, Coffee Bean & Tea Leaf, Got Pee, VCA Animal Hospitals and Long Beach Animal Care Services.

OTHER NOTEWORTHY EVENTS INCLUDED:
• Bark in the Park at Dodger Stadium presented by Natural Balance Pet Foods®
• Puppy Bowl on Animal Planet
• Halloween Pet Parade at the spcaLA Marketplace in Long Beach
• Betty White Dinner
• Air Chihuahua™
• And many, many more!

spcaLA’s 31st National Hero Dog Award™ was presented to Mole, a Shepherd mix from Riverside in a press conference at Nokia Live in downtown Los Angeles on May 10, 2013. Mole saved the life of a fellow hiker on Rubidoux Mountain, a place where Mole and his companion, Ramon Llamas, visited almost daily. On March 25th, Mole began whimpering and tugging at Ramon’s pant leg. Mole’s behavior alerted Ramon that something was wrong and he followed Mole off the trail to a grouping of large boulders. When Ramon peered in, he was surprised to find a man trapped below. With Mole’s help, Ramon was able to locate a man, who had been stuck in the rocks for several days. Despite the hiking trail being a popular spot, no one had heard his cries for help. Only Mole had detected the man and looked to his best friend, Ramon, for assistance.
From monkeys abandoned at a McDonald’s play yard to throwing the first pitch at Angel Stadium of Anaheim, spcaLA President (and lifelong Yankees fan) Madeline Bernstein’s tenure at the Society has been anything but dull. Celebrating 20 years this spring, Madeline recounts some of her most memorable days at spcaLA and her plans for the future of the organization and animal welfare.

Tell us about your first day at spcaLA, back in 1994.

It was April Fools’ Day and there were thousands of snapping turtles in a van, followed by thousands more in a freezer. Over 700 of them died horribly – drowned, crushed and starved to death – before we intervened. It was the second time I started a job on April Fools’ Day, and the second time I was greeted with a completely bizarre case. After that day, I realized – I’m home.

(Oh, and by the way, we busted the abuser on animal cruelty and possession of a prohibited species.)

What did you have planned for the Society when you first started?

When I came onboard, spcaLA was searching for focus – so, my first order of business was to stabilize us. I had to make a lot of difficult decisions, so that we could once again become the viable, robust organization our community has relied on since 1877.

And, where have you taken the organization since?

I took spcaLA backward.

I took spcaLA back, full-circle, to the original thinking of the organization. When we incorporated, spcaLA protected women, children, and animals. The point then – and now – was that those who are exploited, vulnerable, and treated as property need help.

I pushed to create programs that close the loop between violence towards people and violence toward animals. Specifically, we’ve created “Teaching Love and Compassion” (TLC) ™ for youth in at-risk communities, jTLC™ for juvenile offenders,
and the Animal Safety Net (ASN) ™ for domestic violence survivors.

Our advocacy initiatives took it one step further - we convinced legislatures that putting an animal on a restraining order wasn’t the same as listing a refrigerator or other piece of property. Abusers often harm pets or use them as leverage. I’ve always been proud that we were one of the first states to get animals listed on temporary restraining orders for domestic violence.

TLC, jTLC, ASN, and our advocacy initiatives take the information we now know to be true that relates animal abuse to violence against people, and actually do something about it.

What made you choose to devote so much of your professional life to the prevention of cruelty to animals?

Because there is no difference between preventing cruelty to animals and trying to stop violence among people – we’re just focused on a different victim at a different point in time.

Have you always worked in the field of animal welfare?

No, but I’ve almost always had a job where I could equalize the odds between someone who can’t defend himself and a bully.

Lately, it seems as though there are more and more animal charities in Los Angeles. What distinguishes spcaLA from the rest?

spcaLA is strong, innovative, experienced, trustworthy and reliable. We are Angelinos. We are right here, responding to the needs of the people and animals of Southern California, strengthening our community through education, law enforcement, disaster response, job creation and more.

There are a lot of “vanity” charities – there are a lot of people that think “oh, if I had my own charity, I could do it better,” but they frequently fail. They don’t understand the need for infrastructure. What’s worse, they’re setting up competition for donor dollars, when very often they can’t deliver services. So, instead of helping animals, they’re really hurting.
We see not only celebrity or private charities that start in Los Angeles, but out-of-state charities have descended. They think that there’s more money in Los Angeles than other places – so they end up taking the money out of Los Angeles and never truly benefit the Southern California community.

**Does spcaLA’s footprint extend outside of California?**

spcaLA is a local, community organization with international reach. In that way, we’re not unlike Los Angeles. Our city sets the tone for fashion, industry, education and animal welfare on a global level.

For example, our Disaster Animal Response Team (DART)™ comes to the call for aid from municipal, state, national and international agencies – from as nearby as Los Angeles County during a wildfire to as far away as Sri Lanka in the wake of the Indian Ocean tsunami. Our programs – TLC, ASN, even our spcaLA-created shelter management software (PawTrax™) – are used worldwide, and our experts are routinely called to train, lecture, present and testify in a variety of settings on many topics. Further, I serve on a variety of boards and advisory committees – acting as the voice for spcaLA, and the people and animals we serve – in the corporate, nonprofit and public spheres of influence.

Collaborating with groups both national and international in scope makes your spcaLA a giant among SPCAs – helping animals everywhere, either directly, through legislation or expertise.

**In your opinion, what are some of the biggest misconceptions people have about spcaLA?**

We’re not just your dog and cat agency. Anywhere there’s an animal – be it cat, dog, elephant or mountain lion – we are there to make sure he’s treated well. We respond to the abuse and mistreatment of all animals – from investigating cruelty to advocating for their better treatment under the law.

“**Ultimately, it would be great if someday people and pets could be seen together everywhere, and co-exist peacefully.**”

Madeline as the first Distinguished Visiting Animal Advocate at Lewis & Clark.
Of course, the old standby misconception is who we are. When I first started, we were suffering from an identity crisis of sorts – we operated as the “LASPCA” and most people thought of us at the LA chapter of the aspca. I have worked for twenty years to remind people that we are your spcaLA, the original, independent animal welfare organization serving Southern California – not affiliated with aspca or a chapter of any group.

What do you see as the future of animal welfare?

If we’re succeeding at what we’re doing, the future of animal welfare will be less about animal control and adoptions, and more about integration between programs that affect people and animals.

And, we have succeeded – nationwide, intakes are down. This is the result of decades of work by and qualified, local agencies, like spcaLA, in cooperation with other private and public agencies to shift public perception about shelter pets, spay/neuter, and pet care. Even during the recession, people continued to spend disposable income on their pets. Pets have become an integral part of people’s lives – true members of the family.

And, how is spcaLA poised to lead in the future?

Your spcaLA already lives, and leads, in the future – everyday, we are strengthening programs and services that reach beyond adoptions to improve the lives of people and animals.

On the side of light and all that’s good, spcaLA works with people to develop skills and training to be more interactive with their pets with things like basic obedience classes, agility, fun nose work and even becoming a spcaLA-approved Animal Assisted Therapy (AAT) team. We work with kids in all communities – not just at-risk – to teach them the importance of kindness toward animals, and how to be responsible pet owners. Ultimately, it would be great if someday people and pets could be seen together everywhere, and co-exist peacefully.

On the darker side, spcaLA will never educate our way out of business, because we are law enforcement. There are always criminals, and always those that try to prey on the vulnerable. Here in Southern California, we have the privilege of working with prosecutors and judges that take animal cruelty seriously.

The real challenge is getting the criminal justice system – nationwide – to recognize that animal cruelty is often a first crime. If intervention, treatment and rehabilitation opportunities are offered to those early animal cruelty offenders, the lives of people will be saved down the line. We’re already seeing it with jTLC™ - so far, the kids who’ve successfully completed the court-mandated program report a 9% recidivism rate (rate at which they reoffend). In a state where the adult recidivism rate is 70%, the program is a beacon of hope and a model for success.
Donors
September 1, 2012 to August 31, 2013
spcaLA thanks all of our generous donors.
All donors who gave $250 or more during the past fiscal year, and who did not request to remain anonymous, are listed in this edition of Friends for Life. Donors are listed by donation level, then alphabetically by last or organization name.

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Estate of Thomas G. Somermeier, Jr.
Estate of Bernard Subkowski
Estate of Nancy Palmer Taylor
The Trevitt Family Trust
Estate of Emily Van Nuyts
Estate of Marie H. Wong
Robert Wood Revocable Trust
DTD
In-Kind
95.5 KLOS
Albertsons Distribution Center
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Mr. James M. Dee
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Barbara Doyle
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Danny Johnson
Lee E. Herschler & Mark Gilbert The Honest Kitchen Grandma Lucy’s Los Cerritos Center Mars Petcare Ms. Leslie Moore-Purcell & Mr. Graham Purcell
Natural Balance Pet Foods, Inc.
Nestle Purina Company
NETworks Presentations, LLC Newco
Newport Creative Communications
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Laura Pellegrini
The Petco Foundation
PFX Distribution Ralphy’s Grocery Co./Food 4 Less Ruff Ruff & Meow Secret Room Events Taft Production Company Tails Pet Media Group, Inc.
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We are deeply appreciative of your generosity. If you were listed incorrectly, or feel your gift was omitted in error, please contact us at (323) 730-5300, x232 or info@spcaLA.com. Only large-ticket in-kind gifts of food or needed items are printed.

In the this edition of Friends for Life, only donors who have given $250 or more, and who have not requested to remain anonymous, are listed. This allows us to reduce printing costs, redirecting funds to spcaLA programs and services.
Celebrate how one idea transformed Los Angeles into a community of compassion.

In 1877, five prominent Southern Californians formed your spcaLA for one purpose: to prevent cruelty. Now millions strong, your support will allow spcaLA to continue as the voice for the voiceless for generations to come.

Join us on November 2, 2013 for an evening of fine vegetarian food, drinks and magic to celebrate our 135 years together.

Seats are limited! RSVP now at spcaLA.com/magic.
MEMORIAL & TRIBUTE GIFTS

September 1, 2012 to August 31, 2013

Memorial and tribute gifts of $75 or more, made by donors who do not request to remain anonymous, are listed in Friends for Life. Tributes are categorized by type, and then listed alphabetically by the first or organization name of the honoree. Pets, identified by quotation marks, are listed first. Would you like to honor a loved one? At your request, spcaLA will send a special card for a tribute donation of $25 or more.

HONOREE

In Birthday Recognition Of
Alanna Goldman
Angela Tsui
Grandpa
Greg Johnstone
John Gillin
Laurie Frasco
Leslie Shapiro
Micky Dickman
Susan Alschuler
Tawny Sherrill
Theresa A. Thomas

In Holiday Recognition Of
Austin, Elizabeth & Fred Nicholson
Betty S. Haas
Cathy & Sig
Leslie Stubbins
Mary Neary Morley
Peter Paterno

In Honor Of
“Indie and Lola”
“Miss Kitty”
Agnes Yamada
Allison Richards
Angela M. Downer
Ann Northrop
Barbara Winters
Bobette Newcomer
Bogey
Boots, Tramp, Jake & Blackie
Cecilia Barron
Charles J. Dickman
Charles Rashall
Chris Graves and Family
Diane Bassett
Dianne Lahti
Disney’s Beauty and the Beast Touring Co., LLC

DONOR

The AdoptHelp girls!
Margaret
Robin, Sharon, Doug, Lianne, Sophie and Sadie
Dakota’s Training Center
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Hannah Bruhns
Sharon J. Talley
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Adrienne, Jim, Gabby and Noah
Francine Light
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Patricia Pfeiffer
Willam & Kathey
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Jeff
Margie A. Newell
Janice Miya
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Tomas
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Linda Larson-Singer
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Brenda Brandt
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Adrienne, Jim, Gabby and Noah
Callie D. Becker
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Kathy Talburt
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Kyoko Nishikawa
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Linda Klein
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Marlene Schmidt
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My animal-loving friends
Pamela Burgess-De Litta
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Kehoe aka Patty
Rebecca Gregg
Rosalind Read & Brian Lapin

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Sister Laura, Rain & Lee Lowe
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Nadine and John Kawaguchi
Eric Marshall
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Kirsten & Bob
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The Los Angeles Executive Team

DONOR

Tina at Shear Heaven
Todd D’Agostino and Family
Uri Herscher
Victor Samson
Whiskey Mazzie
Grace B. Lombard

In Loving Memory
Joyce Lamond
Larry Semer

In Memory Of
“Bailey”

“Comet”
“Eddie”
“Hannah”
“Jasper”
“Jennie-B”
“Le Bron”
“Mickey”
“Muse”
“Raleigh”
“Shelby”
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“Waffles”
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Donna & Barry Maron, Lynne Rest & Ricki Rest
Shelia Franklin
Lorna
Will & Kathey Haas

FRIENDS FOR LIFE 2013

MEMORIAL & TRIBUTE GIFTS

2013
In this edition of Friends for Life, only tribute donors who have given $75 or more, and who have not requested to remain anonymous, are listed. This allows us to reduce printing costs, redirecting funds to spcaLA programs and services.
Your IRA can help animals!
If you’re age 70 1/2 or older and have an IRA, you can transfer up to $100,000 to spcaLA, without undesirable tax effects. Act quickly! Congress approved the IRA charitable rollover only until December 31, 2013.

spcaLA’s tax ID is 95-1738153. Please contact us at (323)730-5300, x233 or info@spcaLA.com for more information.

This is not intended to be legal or tax advice. We encourage you to consult your own legal or tax advisor to see how you may be affected by the new law.

spcaLA’s Peace of Mind Pet Re-Homing program is for those precious little ones we care so much about. Typically, we expect to outlive our pets, but sometimes it is the human caregiver who passes or becomes infirm first. If you are enrolled in the program, spcaLA can guarantee a new, loving home for your healthy, adoptable pets in the event of your passing.

Call (323) 730-5300, ext 233 or email info@spcaLA.com for more information or to notify spcaLA of your intentions.
FRIENDS FOR LIFE 2013

FREE tooth brushing with basic or deluxe bath appointment

7700 EAST SPRING ST., LONG BEACH, CA 90815 | (562) 570-3079
Offer can be changed or revoked at any time and may not be combined with any other offer.

FREE use of dryer with self-service bath

7700 EAST SPRING ST., LONG BEACH, CA 90815 | (562) 570-3079
Offer can be changed or revoked at any time and may not be combined with any other offer.

FREE ear cleaning with basic bath

7700 EAST SPRING ST., LONG BEACH, CA 90815 | (562) 570-3079
Offer can be changed or revoked at any time and may not be combined with any other offer.

10% OFF pet toys and treats

7700 EAST SPRING ST., LONG BEACH, CA 90815 | (562) 570-3079
Offer can be changed or revoked at any time and may not be combined with any other offer.
Always know what your spcaLA is doing by following us on one of our many social media sites.

Like us on Facebook, watch us on YouTube, or follow us on Twitter, Tumblr, or Pinterest!

www.spcaLA.com
locations

P. D. Pitchford Companion Animal Village & Education Center
Phone: (562) 570-SPCA (7722)
Fax: (562) 570-4931
Email: info@spcaLA.com
Animal Behavior & Training: (562) 570-4910
HOURS:
Wednesday–Friday: 10:00am–5:30pm
Saturday & Sunday: 10:00am–4:00pm
Monday & Tuesday: Closed

SoutHBay Pet Adoption Center
Phone: (310) 676-1149
Fax: (310) 676-4931
Email: info@spcaLA.com
HOURS:
Wednesday–Sunday: 10:00am–5:00pm
Monday & Tuesday: Closed

spcaLA Marketplace
Phone: (562) 570-4926
Fax: (562) 570-4939
Email: marketplace@spcaLA.com
HOURS:
Wednesday–Friday: 9:00am–5:30pm
Saturday & Sunday: 9:00am–4:30pm
Monday & Tuesday: Closed

South Bay Pet Adoption Center
Phone: (310) 676-1149
Fax: (310) 676-4784
Email: info@spcaLA.com
Humane Education: (310) 676-1149, ext. 228
HOURS:
Wednesday–Sunday: 10:00am–5:00pm
Monday & Tuesday: Closed

spcaLA Pet Hotel
Phone: (562) 570-3079
Fax: (562) 570-3083
Email: boardgroom@spcaLA.com
HOURS:
Wednesday–Friday: 9:00am–5:30pm
Saturday & Sunday: 9:00am–4:30pm
Monday: 8:30am–10:30am
Tuesday: Closed

spcaLA Grooming Salon
Phone: (562) 570-3079
Fax: (562) 570-3083
Email: boardgroom@spcaLA.com
HOURS:
Wednesday–Friday: 9:00am–5:30pm
Saturday & Sunday: 9:00am–4:30pm
Monday & Tuesday: Closed

spcaLA Marketplace
Phone: (562) 570-4926
Fax: (562) 570-4939
Email: marketplace@spcaLA.com
HOURS:
Wednesday–Friday: 9:00am–5:30pm
Saturday & Sunday: 9:00am–4:30pm
Monday & Tuesday: Closed

spcaLA Grooming Salon
Phone: (562) 570-4926
Fax: (562) 570-4939
Email: boardgroom@spcaLA.com
HOURS:
Wednesday–Friday: 9:00am–5:30pm
Saturday & Sunday: 9:00am–4:30pm
Monday & Tuesday: Closed

spcaLA Administration Office
Phone: (888) SPCA-LA1 (772-2521)
Fax: (323) 730-5333
Email: info@spcaLA.com
HOURS:
Monday–Friday: 8:00am–5:00pm

Report Animal Cruelty:
(800) 540-7722, ext. 285
Donations: (888) 772-2521, ext. 233
Volunteer Services: (888) 772-2521, ext. 300
FREE Animal Behavior Hotline:
(888) 772-2521, ext.260
Email: info@spcaLA.com
HOURS:
Monday–Friday: 8:00am–5:00pm

We accept donations at any of our locations during business hours.
For large donations, please contact our Fund Development Department at (323) 730-5300 ext. 253.

ADOPT
find your Friend for Life.

P. D. Pitchford Companion Animal Village and Education Center
7700 East Spring Street
Long Beach, CA 90815
(562) 570-7722

South Bay Pet Adoption Center
12910 Yukon Avenue
Hawthorne, CA 90250
(310) 676-1149

Voted Best Animal Shelter in Los Angeles 2012 by LA Weekly Magazine
We are YOUR spcaLA Friends for life.

Dedicated to the prevention of cruelty to animals through Education, Law Enforcement, Intervention, & Advocacy.
PROVIDE COMFORT TO OTHERS WITH YOUR PET!

spcaLA's Animal Assisted Therapy Program

spcaLA is looking for human companion-animal teams to volunteer for our Animal Assisted Therapy (AAT™) program.

Since 1986, spcaLA’s AAT program has trained and certified volunteers and their companion animals to provide comfort and joy to men, women, and children in hospitals, retirement centers, AIDS hospices, and the like. For more information, please contact us at

(323) 730-5300, ext 300
or email
info@spcaLA.com

For more volunteer opportunities, visit www.spcaLA.com.
NAMING OPPORTUNITIES

All spcaLA naming opportunities come with a tribute certificate – perfect for framing!

spcaLA South Bay Pet Adoption Center
Our South Bay facility is in the midst of a big make-over! Not only are we doubling the amount of dogs you’ll be able to see, but we’re transforming drab asphalt into new, green “meet & greet” and training areas!

spcaLA P. D. Pitchford Companion Animal Village & Education Center
A model of a successful public-private partnership, the Village is located on 6.5 acres of public parkland, nestled between community gardens and the El Dorado Nature Center in Long Beach.

TRIBUTE GIFTS

Make a donation in honor or memory of a loved one. spcaLA will send a special card for gifts of $25 or more. Use the envelope attached to this issue of Friends for Life to send in your gift today. Prefer to send an e-card? Visit us at spcaLA.com.

GIFTS THAT GIVE BACK

Consider giving the animal-lovers in your life original spcaLA-designed apparel and other items – start shopping at spcaLA.com. Or, check out which companies give to spcaLA when you shop – visit the Shopping Partners section of spcaLA.com to shop for fine wines, art and more to help shelter pets.
Please fill in your inscription below:

☐ Yes, I would like a replica** of my naming opportunity for an additional $50 donation.

(Commemorations are limited to 18 characters, including spaces and punctuation, per line. You may inscribe up to 3 lines of text, unless otherwise noted.)

☐ Enclosed is a check or money order for $_______________________________. (Please make check payable to spcaLA.)

☐ Please charge my: ☐ VISA ☐ MASTERCARD ☐ DISCOVER ☐ AMERICAN EXPRESS

SIGNATURE

NAME ___________________________ DONOR’S NAME (If different) ___________________________

ADDRESS ___________________________ CITY ___________ STATE ___________ ZIP ___________

PHONE ___________________________ EMAIL ___________________________

This gift is in ☐ Honor ☐ Memory of _______________________________________, who is a ☐ Person ☐

Please send a tribute certificate (suitable for framing) to _______________________________________
at _______________________________________

**Replicas can take 4-8 weeks to ship, and resemble miniature donor tiles.
Foster pets like these kittens.

Open your home and your heart to motherless kittens or puppies, or an adult cat, dog or other pet who needs a little extra care.

For more information, please call 888-772-2521 X300 or email volunteer@spcalA.com

Our mission is to raise the quality of life for pets and people who love and need them.

Helping pets in need find hope and homes.

Animals give us so much. Give back today.

Follow us:

9125 Reheco Road
San Diego, CA 92121
p. 626.287.2952
f. 858.898.2618
petcofoundation.org

Now in...

WOODLAND HILLS
Los Angeles
Long Beach
South Bay
...and more to come!

Enroll your dog in spcaLA Magical Manners™, Puppy Preschool™, or one of our agility or specialty classes — like Fun Nose Work!

spcaLA.com/dogtraining | 562.570.4910 | training@spcaLA.com
LAZY ACRES
Proudly Supports SPCALA!

LAZY ACRES
MARKET
LAZYACRES.COM
562.430.4134

2080 N. Bellflower Blvd
Long Beach 90815
THE VILLAGE
spcaLA’s P.D. Pitchford Companion Animal Village & Education Center

Hours
Wednesday - Friday: 9:00AM - 5:30PM
Saturday - Sunday: 9:00AM - 4:30PM
Monday - Tuesday: Closed*

Pet Adoption Center opens at 10AM, Wednesday - Sunday.

The all-in-one place for your pet needs!

7700 E Spring Street
Long Beach, CA 90815
Inside El Dorado Park

Grooming Salon
Offering self-service & professional grooming.
(562) 570-3079
boardgroom@spcaLA.com

Pet Hotel
Open-air cat atriums, indoor/outdoor dog dens & plenty of TLC!
(562) 570-3079
boardgroom@spcaLA.com

Marketplace
Select from a variety of premium pet foods and supplies.
(562) 570-4926
marketplace@spcaLA.com

*Pet Hotel is open Monday between 8:30AM & 10:30AM for drop-offs and pick-ups.
wish list

Whether it's food for daily meals, or equipment to help spcaLA find our resident animals forever homes, your donations will help today!

Vehicles
- Getting a new car? Donate your old one! spcaLA receives 75% of the proceeds from the sale of your vehicle donation with Car Donating is Easy. Call (877) 697-PETS (7387) to get started!

Books
- Cleaning out your library? Donate books through the American Book Drive, and spcaLA benefits from the sale. Call (877) 870-7701 to get started!

Electronics
- Upgrading your phone? Designate spcaLA as your charity of choice when you recycle your old cell phones and other electronics with Cartridges for Kids. Call (800) 420-0235 to get started!

Other ways you can donate!

Kittens
- Cat Litter (clay, non-clumping)
- Cat Condos & Tents
- Food (dry, canned & pellets)
- Treats (soft-Natural Balance rolls; hard- Bully Sticks)
- Toys (durable & washable)

Dogs
- Washable Beds
- Crates (all sizes)
- Kong items® (classic & extreme; sizes L, XL, Giant & King)

Puppies
- New digital cameras (Panasonic Lumix DMC-ZS30 or Nikon Coolpix S9500)
- Photo studio equipment (lights, seamless backgrounds, stands & clips)
- Lawn mower (Ariens Zoom 42, 20 HP Kohler Zero Turn)
- 10,000 sqft. of ceramic tile (for South Bay Pet Adoption Center)
- Office supplies (paper, batteries, light bulbs, gift cards)

Kittens
- Cat Condos & Tents
- Cat Litter (clay, non-clumping)

Other ways you can donate!

Your donations are greatly appreciated!

Wish List

Donations are accepted at any spcaLA location, during business hours.

Online shopper? Check out the spcaLA Amazon Wish List!

Questions? Contact us at (323) 730-5300, ext. 253 or info@spcaLA.com.
Help us save money for the animals.
If you are receiving more than one copy of our magazine, please let us know.

CHANGE SERVICE REQUESTED

spcaLA Holiday Cards
Limited-edition spcaLA original designs feature our shelter pets!
100% of proceeds benefit abandoned and abused animals this holiday season.

(INSIDE)
Happy Holidays

$12.99 for a pack of 10
Available at spcaLA Marketplaces and online at spcaLA.com.