FROM THE PRESIDENT

Dear Friends,

Sometimes, I can't tell you everything I need to in a letter, or a Tweet, or an email.

So, I wrote you a book.

**Designer Dogs: An Exposé: Inside the Criminal Underworld of Crossbreeding**, with foreword by Dr. Phil McGraw, is available on Amazon and wherever books are sold.

Lest the title deceive you – in the book, I do not decry your beloved Pomeranian, Poodle, or Pug, or the ethical breeder at which you may have found them.

Rather, I shine a light on how our cultural obsession with the cutest, smallest, most Instagram-worthy pet led to the rise of puppy mills, illegal smuggling, backyard breeding, and more – a cottage industry of animal cruelty.

But, we can do something about it – adopt, educate, advocate, and donate!

My fervent hope is that everyone in America reads this book, so that **together we can stop animal cruelty**.

Thank you,

Madeline Bernstein
President, spcaLA

P.S. Book sales benefit spcaLA – purchase now on Amazon or come to the **spcaLA Charity Bazaar** on Saturday, December 1st in Long Beach to get your autographed copy (details on spcaLA.com). Prefer to donate instead of (or in addition to) purchasing a book? Visit spcaLA.com or remit in the attached envelope.
YOUR 2018 DONATIONS AT WORK!

3,878 PETS ADOPTED, reunited with their owners, or sent to new families on Air Chihuahua™

12,366 ANIMALS PROTECTED by spcaLA Humane Officers conducting Animal Cruelty Investigations

46 & 69 FAMILIES & PETS helped by the Animal Safety Net (ASN)™

446 STAFF & VOLUNTEERS taught by the spcaLA Animal Training & Behavior Dept. on how to maximize shelter dog adoptability

2,449 YOUTH & ADULTS rekindled empathy & compassion at violence-prevention and other Humane Education offerings

spcaLA is dedicated to the prevention of cruelty to animals through Education, Law Enforcement, Intervention, & Advocacy.

26,277 FOSTER HOURS devoted to 625 shelter pets

41,549 VOLUNTEER HOURS donated by 398 volunteers

spcaLA EXPENSES

- Programs: 76%
- Management/General: 12%
- Fundraising: 12%
LOCATIONS & SERVICES

Pet Adoptions
spcaLA shelter pets are vaccinated, microchipped, spayed/neutered, examined by an spcaLA veterinarian, and given a behavioral plan of care prior to adoption.

PetSmart Charities® Everyday Adoption Center by spcaLA
8852 Washington Boulevard
Pico Rivera, CA 90660
(562) 566-4029, ext. 5

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

spcaLA P.D. Pitchford Companion Animal Village & Education Center
7700 East Spring Street
Long Beach, CA 90815
(562) 216-2542

spcaLA Humane Education
In addition to violence prevention programs for youth from at-risk communities, spcaLA offers Friends for Life Summer Camp™ and Pet Care Patch Workshops.
(562) 216-2545

spcaLA Marketplace
Visit the spcaLA Marketplace for all natural pet food and the highest quality treats and toys!
(562) 206-1376

spcaLA Grooming Salon
Treat your dog to a spa day with our professional groomers, or enjoy our stainless steel tubs with do-it-yourself bathing!
(562) 206-1375

spcaLA Pet Hotel
A donor-exclusive resort for dogs and cats, your beloved pets will love the cat atrium, dog exercise sessions, aromatherapy, and more!
(562) 206-1375

spcaLA Dog Training
spcaLA’s positive-reinforcement classes are offered in Long Beach, Burbank, Hawthorne, and Los Angeles. Join us for obedience, agility, fun nose work, private training, and a variety of specialty classes.
(562) 216-2559

spcaLA Administration
5026 West Jefferson Boulevard, Los Angeles, CA 90016
(888) 772-2521

Visit spcaLA.com or email info@spcaLA.com for more information about spcaLA locations, programs, and services!

REPORT ANIMAL CRUELTY: 800-540-7722
ORDER YOUR DONOR TILE

Not only are naming opportunities great ways to celebrate the special events, people, and pets in your life, they also benefit spcaLA shelter pets. Order yours by **December 14th** and receive your commemorative certificate (suitable for framing) in time for Christmas.

Completed orders can be mailed to:

**spcaLA**  
5026 West Jefferson Boulevard  
Los Angeles, CA 90016

Orders may also be completed online at www.spcaLA.com or by phone at (323) 730-5300, ext. 3253

**Message:**

LINE 1 (18 characters)

LINE 2 (18 characters)

LINE 3 (18 characters. NOTE: General Tiles **DO NOT** have a 3rd line.)

ENCLOSED IS A CHECK FOR $________________________

(please make check payable to spcaLA).

**PLEASE CHARGE MY VISA / MASTERCARD / DISCOVER / AMERICAN EXPRESS**

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<th>CARD NUMBER</th>
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**Signature**

**Name**

**Address**

**City**

**State**

**Zip**

**Phone**

**Email**

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**SOUTH BAY PET ADOPTION CENTER**

**P.D. PITCHFORD COMPANION ANIMAL VILLAGE & EDUCATION CENTER**

**$1,000**

- Dog Den

**$500**

- Tree
- Premium Donor Tile

**$250**

- Preferred Donor Tile

**$150**

- Select Donor Tile

**$75**

- Reserve Donor Tile

**$50**

- General Donor Tile

**$50**

- General Donor Tile

*General Tiles **DO NOT** have a 3rd line of text.*