Celebrating 135 Years
As the Voice for the Voiceless in Los Angeles

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Celebrating 135 Years: A History of spcaLA
Year in Review
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And More!
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Design, layout, and illustration by Taylor Benton.
Art direction by the spcaLA Communications & Marketing Department.

spcaLA does not necessarily advocate or promote the use of products/services
featured in Friends for Life.
President's Message

All animals are spcaLA business!

After speaking out on the recent court decision condemning the treatment of the elephants at the Los Angeles Zoo, I received some advice from some members of the public to “stick to spcaLA business and stay out of the business of elephants and everything else.”

Though these comments were few in number, I feel compelled to say something.

Since 1877 spcaLA has been caring for all animals, including women and children of the species human. Be it work horses, beasts of burden, circus animals, sharks or a pet canary, spcaLA was and continues to be here to stop and prevent animal cruelty.

In the 1860s Henry Bergh, the father of the spca movement, was known to have fights with P.T. Barnum himself outside the big top when the circus would come to town! California state law gives us jurisdiction over “every dumb creature” which includes elephants, mountain lions, mice and dogs.

It is spcaLA business to prevent cruelty to animals through education, law enforcement, intervention and advocacy whenever and wherever it exists.

Henry Bergh was nicknamed the “great meddler” as he always spoke up and interceded on behalf of an animal in need. I accept that mantle and raise the bar to that of “equalizer” as spcaLA has and will continue to protect our vulnerable animals by equalizing the disparity in power, neutralizing the bullies and leveraging the law until it is no longer necessary to do so.

The treatment of all animals is spcaLA business.

Yours truly,

spcaLA is dedicated to the prevention of cruelty to animals through

EDUCATION
LAW ENFORCEMENT
INTERVENTION
& ADVOCACY.

spcaLA President Madeline Bernstein

Stay in step with Madeline! Go to spcaLA.com to check out her blog, Twitter feed, and more.

We are so thrilled to have our new fur-kids
We spent all day in the beautiful Long Beach “cattery” looking for our new family members. I found little yellow and white Bilbo (formally known as Guapo) and my husband fell in love with the big gray Baxter (formally known as Tommy). They have been in their new home for a couple of weeks now, and own the place. They are best friends and a cat chase is in play every morning starting at 5:00 (food-o’clock). Baxter, the big guy, always gives my husband a “head-bump” as he walks by. I think it is the cat’s equivalent to a fist-bump. Not too girly – just a “how ya doing man.” With me he rolls over and wants his tummy rubbed. Bilbo is a lover, always looking for lap to roll around on. We love these two guys and our vet congratulated us on our very healthy fur-kids. Thank you spcaLA-LA!

Kind Regards,
Jeanne

Letters

A few weeks ago my grandma and I came and saw all the animals you have saved. I LOVE animals (I have one guinea pig, 1 cat, and 2 beagles and I take care of them all the time). When I got home I looked on the computer and saw that when I was 12 I could volunteer. I was thrilled!!! So I made some beds to put in the baskelets for the cats and I brought them some toys and treats. I hope you like them! I’m excited to volunteer when I’m 12!

From,
McKenna (Age 9)
Each animal in spcaLA’s care is treated with dignity, compassion and respect.

Highly-trained professionals - both staff and volunteers - provide a host of programs and services aimed at enriching the lives of our shelter pets and preventing cruelty to animals. Gwen-i-Purr and Joni are but two of 3,714 animals that were adopted, reunited with their owners or transferred to an area of great demand through Air Chihuahua™ last year. Their stories illuminate the lives of average spcaLA shelter pets.

Gwen-i-Purr helped create the artwork on spcaLA’s Cat Painting Note Cards (the sale of which benefits spcaLA).

Volunteers worked with Gwen-i-Purr in our Helping Enhance Animals’ Lives (HEAL™) program. This program works to improve the lives of shelter pets, by offering socialization, obedience and a host of enrichment activities. She can sit, sit up and stand up on command!

Our Animal Behavior & Training Department socialized and clicker-trained Gwen-i-Purr (and 619 other cats) to help her gain confidence and improve the human-animal bond.

Gwen-i-Purr was one of the 2,146 spcaLA shelter pets who had to be spayed or neutered prior to being adopted. She was also given routine vaccinations, a microchip and flea treatment in our care.

Gwen-i-Purr stayed at spcaLA for one year before she was adopted (the median stay for cats is a little under 30 days). She now lives in the lap of luxury.

Joni required emergency and ongoing veterinary care to treat a broken bone, a gaping wound and other conditions - results of her abuse.

Joni stayed with a foster family while she recuperated. spcaLA foster parents are volunteers - last year, foster volunteers donated 31,431 hours of their time helping animals in need.

Joni worked with kids ages 6-13 in our Friends for Life Summer Camp™. She learned skills like sit and down, making her more attractive to adopters and helping the kids learn to have compassion and respect for all living things.

Joni was one of our Animal Behavior & Training Department’s 70 Project Dogs who receive a special behavioral plan of care, often geared to help abused animals overcome emotional wounds.

Joni was in our care for 8½ months before being adopted (most dogs only stay for about 2 weeks prior to adoption). She is now the center of her new family’s life.
How have we been able to prevent cruelty to animals through Education, Law Enforcement, Intervention & Advocacy for 135 years?

DONATIONS
Our work is made possible by people like you – we do not receive government funding, and there is no national spca or humane society.

People, just like you, not corporations or foundations, contribute 95% of our donations.

VOLUNTEERS
Last year, 385 spcaLA volunteers donated 51,416 hours of their time.

If we paid each volunteer just minimum wage that would total $411,328 in salaries alone.

spcaLA volunteers do everything – from serving on our Board of Directors to doing 40+ loads of laundry daily.

PUBLIC SERVICES
1,044 cats and dogs stayed at our donor-exclusive resort, the spcaLA Pet Hotel.

890 people’s family pets (cats too!) enjoyed the services of the spcaLA Grooming Salon.

405 campers (and 44 Counselors-in-Training) enjoyed spcaLA’s Summer and Spring camps.

750 dog owners enjoyed spcaLA dog training classes like Puppy Preschool™, Magical Mariners™, and Fun Nose Work, among other offerings.

Over 20,000 loyal customers frequent the spcaLA Marketplaces – where 100% of proceeds benefit shelter pets.

spcaLA’s Law Enforcement Division investigated 1,445 animal cruelty complaints at residences, pet shops, swap meets, ranches, petting zoos, pony rides and other locations.

605 animals were fostered by our dedicated spcaLA foster volunteers.

By working with animals, 67 at-risk youth developed coping skills, increased self-esteem and empathy towards living beings last year in spcaLA’s violence prevention programs, Teaching Love and Compassion (TLC)™ and jTLC™ (a special program for convicted juvenile offenders).

30 families were able to put their lives back together, thanks to Animal Safety Net (ASN)™. spcaLA cared for 48 animals (at no charge) while their owners fled domestic violence situations.

952 people were helped with animal behavior & training issues through spcaLA’s free Animal Behavior Helpline.

136 new volunteer classes were taught by spcaLA’s Animal Behavior & Training Department, including Adoption Academy™ & All-Star Agility™, to allow our volunteers to further enhance our animals’ lives.

Percentages are based on unaudited financial statements. At the time of this publication, audited financial statements were not yet available for the 9/1/11 - 8/31/12 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.
In 2012, spcaLA staff and volunteers worked together to host a year of successful events. Perhaps you joined us for a mobile adoption, a Low Cost Vaccine Clinic, or a fundraiser while we worked to be a resource for the community and bring awareness to animal welfare issues. For spcaLA’s upcoming events, please visit www.spcaLA.com.

**Hero Dog**

spcaLA’s 30th Annual National Hero Dog Award™ was sponsored by Dick van Patten’s Natural Balance Pet Foods®. This year’s winner is Bear, a 5-year-old Shiloh German Shepherd from Millsap, Texas. Bear, a former shelter dog who was rescued by Debbie Zeisler, had no formal training as a service dog. Debbie has suffered from seizures for 18 years. Bear naturally developed the ability to sense an oncoming seizure and directs Debbie to take her medication every morning. In May of 2011, Bear tried to stop her from going outside, but she pushed past him. Almost immediately, she was hit with a seizure, fell down the front steps of her home and hit her head. Bear ran from house to house, trying to find help, when an animal control officer spotted him. The officer found Debbie lying in the hot sun, disoriented and confused. Paramedics were called and Bear rode with Debbie in the ambulance to the hospital. In May of 2012, Debbie and Bear flew to California, courtesy of Southwest Airlines, to accept the award at Nokia Plaza in downtown Los Angeles.

**Puppy Bowl**

This year marked the first year spcaLA participated in Animal Planet’s wildly successful Puppy Bowl. Fumble, a 3 month old Chihuahua mix from the South Bay Pet Adoption Center, and his human chaperone flew to New York City courtesy of Southwest Airlines in November with no expectations. The little fellow did great on the long cross-country flight. The day of the taping, Fumble shined! He scored 3 touchdowns and caught the eye of the producers. In February when the Puppy Bowl aired, Fumble was declared the MVP (Most Valuable Puppy)! Not only was it spcaLA’s first Puppy Bowl, it was the first time California was represented. Fumble is doing well in his forever home, training to be a therapy dog.

**KITTENPALOOZA**

The 4th Annual Kittenpalooza this past July was our most successful ever, with 32 cats and kittens finding homes in one day! Adopters from all over Los Angeles came to the South Bay Pet Adoption Center to meet our fabulous felines and to receive product samples and information from VCA Animal Hospitals, Veterinary Pet Insurance, Honest Kitchen, and Swheat Scoop.
In 1877, Los Angeles was barely more than a village of 5,000 people. Horses drew carriages in the thick heat of the Los Angeles basin and women and children were viewed as little more than chattel.

On a temperate Tuesday in November, the voice for the voiceless emerged when six Angelinos formed Society for the Prevention of Cruelty to Animals Los Angeles, acting with inspiration from the founder of the spca movement, Henry Bergh.

Two newspapermen (James J. Ayers and Jesse Yarnell), two prominent physicians (Walter Lindley and D.B. Hoffman), a respected attorney (P.W. Dooner) and a financier (B.H. Upham) originally incorporated the Society to prevent cruelty to animals, women and children.

1877 to 1913: Foundation

spcaLA appoints humane officers, often working at no pay, to enforce California’s first law to protect animals and children from abuse (passed in 1874).

spcaLA officers and board members seek to criminalize cock-fighting and dog-fighting; to replace live pigeons with clay disks at annual skeet shooting tournaments; to pass a law against “indiscriminate vivisection;” to shelter animals; to bring charges against animal abusers; to better the plight of beasts of burden; and to educate the public about proper animal handling and welfare.

William S. Hart, silent film star, makes spcaLA the first organization to own a horse ambulance.

1914 to 1970s: Expansion

1914: spcaLA opens our first permanent shelter, the San Pedro Street “Station.”

1932: spcaLA opens the “Grand Hotel” shelter for pets on 11th Avenue.

1930s: spcaLA provides free veterinary clinics for those affected by the Great Depression.

1947: spcaLA forms The Southern California Humane Society and opens a shelter in the South Gate.

1949: spcaLA’s Friend for Life, Betty White, begins volunteering by bringing adoptable pets on her television show, Hollywood on Television.
1949: spcaLA opens the Jefferson Shelter, offering a cattery, administrative offices, piped organ music and a state-of-the-art “Dog Bar,” a first-of-its-kind dog drinking fountain.

1940-50s: spcaLA creates LA’s first Lost Dog Bureau and Anti-Vivisection League.

1958: spcaLA opens the South Bay Pet Adoption Center and the Laguna Shelter (for livestock).

1970s: spcaLA operates a pet cemetery in Calabasas.

1980s to Present: innovation


1980s: spcaLA is the first organization to require pets be spayed or neutered prior to adoption (ahead of any law).

1985: spcaLA begins the Animal Assisted Therapy volunteer program.

1994: spcaLA creates Teaching Love and Compassion (TLC™) our international violence-prevention program that works with at-risk youth.

1995: spcaLA formalizes its disaster relief program, forming the Disaster Animal Response Team (DART™) to provide rescue, temporary shelter and front-line veterinary care for animals.

1997: The Helping Enhance Animals’ Lives (HEAL™) program is formed, wherein spcaLA Animal Behavior and Training Department works with shelter staff and volunteers, enabling them to teach shelter pets basic obedience and manners, in addition to other enrichment activities.

1998: Realizing that victims of domestic violence often refuse to leave their homes out of fear for the safety of their pets, spcaLA begins the Animal Safety Net (ASN™). ASN provides safe haven for the pets of domestic violence victims so they may leave a dangerous situation.

2001: spcaLA opens the P.D. Pitchford Companion Animal Village and Education Center (the Village). The first of its kind in the US, the Village boasts open-air colonies for stray and adoptable cats; indoor-outdoor cottages for dogs; special materials designed to reduce disease transmission; the spcaLA Marketplace, Pet Hotel and Grooming Salon as well as public dog-training classes. spcaLA holds a unique agreement with the city of Long Beach which enables Animal Care Services to reside at the Village, so that spcaLA may find homes for adoptable City animals, after their respective holding periods.

2009: spcaLA launched the inaugural Air Chihuahua™ flight. Air Chihuahua™ matches Southern California’s overwhelming supply of Chihuahuas and other small dogs with the demand for them in other parts of North America, thus putting “puppy mills” out of business for lack of clients.

2011: spcaLA, in cooperation with the Los Angeles County District Attorney’s office, launched an offshoot of our award-winning TLC program, aimed at juvenile offenders. jTLC™ is a two-day, court-mandated course – a condition of probation for some juvenile offenders in Los Angeles county. Kids are paired with shelter dogs and offered intensive sessions designed to help at-risk youth identify and break the cycle of violence.

Your Society for the Prevention of Cruelty to Animals Los Angeles (spcaLA) was started in 1877 to protect those who people deemed to be “just women,” “just children,” “just horses” and “just pets.” spcaLA will not abandon its mission or our community as long as there are those in need of an advocate.
For more information, or to order by phone or email, please call (323) 730-5300 ext. 253 or email funddevelopment@spcaLA.com.

Space is limited, and donor tile requests will be filled on a first-come, first-serve basis. Requests for specific placement of tiles cannot be accommodated. Tiles will be placed at various locations per spcaLA’s discretion. Please note, installation of donor tiles can take up to one year, or until the minimum order has been filled.

Fill in your inscription below:

(Tiles 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

This gift is in

Honor    Memory of ____________________________, who is a

Person    Pet

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

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Person    Pet

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P.D. Pitchford Companion Animal Village & Education Center
Located in the city of Long Beach, the P.D. Pitchford Companion Animal Village and Education Center is a one-of-a-kind facility in Southern California situated on picturesque grounds within El Dorado Park. Choose a naming opportunity from the following donation levels:

- $750,000 Village Plaza
- $500,000 Pet Hotel
- $500,000 Village Drive
- $300,000 Grooming Salon
- $300-$2,500 Trees
- $250,000 Adoption Center
- $150,000 Main Lobby
- $125,000 Dog Adoption Area
- $100,000 Entry Way
- $100,000 Outside Training Area
- $75,000 Medical Suite
- $50-$500 Donor Tiles
- $50-$2,500 Trees
- $50-$250 Donor Tiles

South Bay Pet Adoption Center
Located in the city of Hawthorne, the South Bay PAC is spcaLA’s oldest operating shelter. It has been an invaluable resource to the South Bay community for more than 70 years. Choose a naming opportunity from the following donation levels:

- $750,000 Village Plaza
- $500,000 Pet Hotel
- $500,000 Village Drive
- $300,000 Grooming Salon
- $300-$2,500 Trees
- $250,000 Adoption Center
- $150,000 Main Lobby
- $125,000 Dog Adoption Area
- $100,000 Entry Way
- $100,000 Outside Training Area
- $75,000 Medical Suite
- $50-$500 Donor Tiles

spcaLA President, Madeline Bernstein, invites you to show your support of homeless & abused animals. 100% of proceeds help people & animals in need!

For more information about naming opportunities, please call Madeline Bernstein at (323) 730-5300, ext. 222.
VILLAGE NEEDED ITEMS

CAT & KITTEN SUPPLIES
- Bottles
- Breakaway collars
- Cat Trees with cubby holes
- Cardboard cat scratchers
- Cat scratching posts (new)
- Clay (non-scoopable) kitty litter
- Durable, washable cat/kitten toys
- DVDs of birds, fish & other animals
- Floor cages
- Hanging toys for kennels
- Kittens and cat food, both dry and canned
- KMR® (Kitten Milk Replacer)
- Newspaper
- Pooper scoopers
- Washable beds

DOG & PUPPY SUPPLIES
- Air freshener spray
- Bottles/slow flowing nipple
- Collars
- Dog beds
- Dog carriers suitable for airline travel
- Esbilac® milk replacer for puppies
- Gentle Leaders®, various sizes
- Hoola Hoops
- Medium & large dog sweaters/coats
- New (or gently used) Kong® toys, and other durable puppy/dog toys (please, no tennis balls)
- Poop bags (biodegradable if possible)
- Puppy and dog food, both dry and canned
- Soft dog treats
- Wee wee pads
- X-pens

RABBIT SUPPLIES
- Alfalfa hay
- Corner litter boxes
- Fresh vegetables and fruits
- Rabbit pellets
- Rabbit or small animal chew sticks
- Rabbit or small animal water bottles
- Timothy hay
- Toys designed for rabbits

GENERAL SHELTER & OPERATIONS SUPPLIES
- 2-pocket folders with fasteners
- Automatic pencil sharpener
- Batteries (AA, AAA, C & 9V)
- Bottle cleaners
- Canned air duster
- CD players
- Digital camera (purchased within the last three years)
- Durable storage bins with lids
- Economy size bubble wrap
- French fry cardboard trays
- Generator
- Grooming clippers
- Halloween costumes for children
- HD video cameras (durable, compact)
- Heater
- Heating pads
- Horse trailer
- Ice cube trays
- Incense
- Industrial steam cleaner
- Industrial, commercial washing machine (gas powered, front loader with base & hardware included)
- iPad
- Label maker
- Manual can openers
- Microwave
- Note pads/note books
- Outdoor stand up lights
- Pressure washer
- Radios
- Rolling pet crates
- Scales
- Stainless steel bowls, large and small
- Standing propane patio heater
- Staples® gift cards
- Staples and staples
- Stuffed animals with beating heartbeat
- Tape (clear/scotch)
- Three-ring folders or binders
- TVs with built-in DVD players
- Video editing software (PC version)
- White out
- Wind chimes
- Xerox® Business 4200 copier/laser/printer paper—8.5” x 11”

LAND & RETAIL SPACE
- 10,000+ square feet of warehouse space for storage (LA County preferred)
- Retail Space for new Pet Adoption Center & Supply Store
- Space in east or mid San Fernando Valley area for dog training classes

Donations are the means by which we are able to continue our programs and services. We appreciate donated items in good working condition. If you would like to donate any of these items, or the funds with which to purchase them, please call the spcaLA Fund Development Department at (323) 730-5300, ext. 253 or email info@spcaLA.com with “Fund Development” in the subject line. Your donations are greatly appreciated!

You can help make a difference!
Organize a drive for any of the items listed above. And remember, drives are excellent corporate donation initiatives!
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.

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