



Comprehensive Campaign Case Statement

Humane Society Silicon Valley

January 28, 2015

Mission

To save and enhance lives — both four-legged and two-legged.

The Community Need

25,000 companion animals enter Silicon Valley animal shelters annually. Of these animals, nearly 7,300 lose their lives because they are not healthy when they enter area shelters. Saving these animals requires more resources than are currently available. In addition, while 18,000 lives are being saved each year, vigilance in management, assessment, and responsiveness to the needs of animals in our community is critical. We must ensure this current level of life-saving is sustainable while also making significant strides in saving the lives of the nearly 7,300 animals that require additional care.

Our Solution

Humane Society Silicon Valley plays an invaluable role in our community, providing vital programs that pick up where local government agencies leave off. Because over 75% of our funding comes from individuals, we bring life-saving capacity to the community that otherwise would not be available.

We provide a safety net for pets in Silicon Valley by operating regional rescue, foster care and owner surrender programs, providing unique opportunities for animals to be adopted, and continuing to invest in innovative and accessible spay/neuter services. And our perseverance in finding creative medical and behavioral solutions allows animals the opportunity to heal, blossom and thrive.

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A vital part of our success is how our community helps us achieve these innovative solutions. Our mission is strengthened by 18,000 caring annual donors, a robust volunteer base of 1,000+ individuals whose passion makes our work possible, and over 660 corporate volunteers whose enthusiasm spurs grassroots philanthropic involvement in more than 30 companies regionally.

We founded and lead a community coalition composed of six local agencies, four of which are government operated. The coalition's common goals create the eco-system necessary to advance the work of saving companion animals in Silicon Valley. In addition, we partner with 56 animal rescue groups and 46 veterinary practices to extend our mission work and increase our community's capacity to save lives.

Our commitment to collaboration and community ignites the passion of individuals and groups who generate tremendous word of mouth about our life-saving work. This ultimately brings to bear a significant, collective force that consistently delivers on our mission.

Our Impact

We are driving significant, positive change for both companion animals and the people who care for and about them. Our solutions are achieving groundbreaking results and include garnering additional resources that increase the overall community's ability to save lives.

- We save 100% of all healthy animals in our care and have done so since 2006. When the campaign began in 2012, we were achieving a save rate of 86% of *all* animals that come through our doors, including many needing rehabilitation or extended medical and/or behavioral treatment. And with the success of the campaign so far, as of the end of 2013, we have already increased our lives saved percentage to 89%.
- The coalition we lead was recognized for saving 100% of all healthy animals in Silicon Valley in 2011. We are the first community of this size population to receive the Lifesaving Award from Maddie's Fund®. The coalition's acceptance of this award includes a commitment to ensure all healthy animals in our community are always saved.
- We provide rehabilitation and extensive medical/behavioral treatment for nearly 2,100 animals each year.
- We facilitate adoptions for over 3,000 animals each year. Nearly 40% of these animals will receive foster care prior to being adopted. Almost 1,000 of these adoptions happen through our neighborhood adoption centers co-located inside Petco stores.
- We help nearly 500 animals annually by providing lost and found services, counseling and support to guardians to eliminate the need for re-homing, and finding alternative placements for animals needing further assistance or specialized care.
- We provide "showcase" foster days for several of our animal rescue partners, enabling hundreds more animals to find homes each year.
- We perform and influence over 8,600 spay/neuter surgeries each year, conservatively resulting in an estimated 13,000 fewer animals being born annually.
- Over 9,500 children, including 2,000 economically disadvantaged children and at-risk youth, participate annually in our education programs that enable social and emotional learning through interactions with animals.

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These outcomes demonstrate that Humane Society Silicon Valley is delivering on and advancing our mission to groundbreaking levels.

Why Us

We are setting a national example for leadership and innovation at the local level. We have shattered the notion of what is possible for the guardianship of homeless animals, establishing new standards of accomplishment. Incorporated in 1929, we are an independent, non-profit organization that was originally established as a safe haven for working horses retired from the fields.

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Our mainstay has evolved to focus on companion animal rescue and homelessness prevention. In 2009, we opened the first of its kind, state of the art, animal community center that is a testament to the power of the community in creating and transforming the future for companion animals and the people who care for them. We demonstrate on a local level that inspiration and determination drive community collaboration that saves and enhances lives.

The quality of our mission outcomes is a direct reflection of the quality of our organization's people. We combine compassion and commitment with professionalism and competence. We attract and retain subject matter experts in animal care and experienced leaders from the for-profit and non-profit worlds who are drawn to our approach and philosophy.

Strategic Direction

Our strategic direction is continued commitment to community collaboration to increase the number of lives we save. Companion animals *in our local community* come first. We aim to achieve a save rate of 95% or greater for Humane Society Silicon Valley, which includes continuing to save 100% of all healthy animals in our care. It also includes reaching our goal to save 100% of animals in our care that can be healed through medical or behavioral treatment and rehabilitation. From there, we aim to inspire the community coalition that we lead to do the same, while continuing to ensure all healthy animals in the community are always saved.

Humane Society Silicon Valley's ultimate goal is to save 100% of animals in our care that can be healed through medical or behavioral treatment and rehabilitation.

Resources Required

We are launching a multi-year, comprehensive campaign to invest in the future of our organization. The effort is ambitious and forward-looking. It is designed to sustain and increase our mission's impact through progressive and scalable programs that we lead and deliver.

Investing in bold and compelling ideas has laid the foundation for Humane Society Silicon Valley as an enduring institution built on sustainable philanthropic results.

Individuals who care deeply about our mission are the life-giving force of our history and our future.

Our goal is to raise \$55 million over six years. \$41 million of this is for ***Innovation and Impact*** to support efforts to become the first model shelter in the country. This includes supporting annual operations and our efforts to drive increasingly greater results within existing programs. \$14 million of this is for ***Sustainable Growth*** that enables future program expansion through endowment by freeing up current funding for new uses, thereby reinforcing our financial sustainability. Specifically, campaign funds will be used to support the following:

- Adoption, Alternative Placement, and Pet Retention Programs
- Medical and Behavioral Care, Treatment, and Rehabilitation
- Regional Rescue, Foster Care, and Owner Surrender Programs
- Spay/Neuter Programs
- Educational Programs

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Individuals who care deeply about our mission are the life-giving force of our history and our future. Donors are the cornerstones upon which these future accomplishments rest. Our organization thrives and grows when individuals are inspired and committed by the impact they make in supporting our work.