



Annual Report

Fiscal Year: November 1, 2007 - October 31, 2008

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**Humane Society of Missouri Annual Report
Fiscal Year 2008**

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Humane Society of Missouri Fiscal Year 2008 Annual Report

Mission Statement and Overview

The Humane Society of Missouri is dedicated to second chances. We provide a safe and caring haven to all animals in need - large and small - that have been abused, neglected or abandoned. Our mission is to end the cycle of abuse and pet overpopulation through our rescue and investigation efforts, spay/neuter programs and educational classes. We are committed to creating lasting relationships between people and animals through our adoption programs. We further support that bond by making available world-class veterinary care, and outstanding pet obedience and behavior programs.

A unique community resource, each year the Humane Society of Missouri provides life-saving and life-enriching programs and services to more than 90,000 animals and people throughout Missouri. The Humane Society's extensive list of community services includes:

- First class veterinary medical care performed by 22 resident veterinarians and veterinary technicians to over 46,000 clients annually at our city and county veterinary medical centers.
- Rescues and investigations that save thousands of animals from abuse and neglect, placing them into recovery and ultimately into permanent homes. In 2008 we responded to 16,184 calls and investigated 70,687 potentially abused or neglected animals. The Humane Society is the only organization in Missouri that rescues animals in distress throughout the state.
- The Humane Society's horse and farm animal rehabilitation center, Longmeadow Rescue Ranch, is one of only a few in the nation. We rehabilitate abused and neglected horses and other farm animals including cows, pot bellied pigs, goats, and fowl.
- Wide-ranging education programs that impact the lives of thousands of adults and children each year as they learn the elements of responsible pet ownership and kindness towards all living creatures, thereby enabling them to develop into more compassionate human beings.
- Humane Society Adoption Centers offer life-enriching benefits of pet ownership to thousands of new pet owners annually. In addition, we facilitate the reuniting of thousands of lost pets and their owners each year.
- The Humane Society's community service initiatives through which we unite forces with area law enforcement, family protection organizations and other social services agencies to fight abuse wherever it occurs.
- The Humane Society is aggressively pursuing initiatives to reduce pet overpopulation, such as the Operation SNIP our low-cost spay/neuter program.

The Humane Society of Missouri is a not-for-profit organization. We do not receive any local, state or federal government funding, nor do we receive funding from the United Way. The Humane Society relies primarily on contributions for its support and fees from services.

Humane Society of Missouri Fiscal Year 2008 Annual Report
Animal Cruelty Task Force
(Formerly the Rescues and Investigations Department)

The Humane Society of Missouri serves all 115 counties in the State of Missouri. Last year we responded to 16,184 calls and investigated 70,687 potentially abused or neglected animals.

The work of the Animal Cruelty Task force is significant because animals that are not cared for properly present a health hazard to members of the community. They can spread disease and could be a danger to both humans and other animals. Ours is the only agency in Missouri that investigates allegations of animal abuse and rescues animals which could be harmful to children and adults living in the state.

Comprised of professional Humane Officers and Statewide Investigators, the Animal Cruelty Task force is also the only resource in the State to investigate and work directly with local law enforcement agencies throughout the state to uphold Missouri's animal anti-cruelty laws. In 2008 Humane Officers and Investigators made 57 court appearances. At the end of 2008, 18 cases were still in process and 37 cases were adjudicated with defendants who pled guilty, or were found guilty.

Additionally, the Animal Cruelty Task force provides four different Abuse Prevention Educational Seminars for other professionals throughout the state. The goal of these seminars is to educate other professionals about the cycle of abuse (many individuals who abuse animals also abuse humans), to educate them about laws related to animal abuse, and to educate them about the obsessive compulsive behavior that can lead to hoarding. Nearly 200 professionals throughout the state participated in these seminars:

Web of Cruelty - A four-hour course, designed for social workers and other mental health professionals, examining (a) the history of the animal protection movement, (b) how child protection laws grew out of the movement, (c) the correlation between animal abuse and family violence, and (d) how understanding both can lead to earlier identification and unique solutions.

Power of Compassion - A full-day post-certified course offered as part of the curriculum of the St. Louis Police Academy and the St. Louis County Police Department to help prepare officers to understand the connection between animal abuse and domestic violence and teach them to recognize both.

Animal Welfare and the Law

Participants become familiar with the laws that define adequate care and control of animals in the state of Missouri. Discussions include other Missouri State Laws pertaining to animal care and control, dead animal disposal, and Federal laws pertaining to animals and which agencies are responsible for handling which situations.

Animal Hoarding Presentations

Participants become familiar with the cause of animal hoarding, the signs and symptoms of the illness, how it can be controlled and the importance of taking action when it is discovered.

Participants are taught that this is a condition that will worsen if it is not controlled.

**Humane Society of Missouri Fiscal Year 2008 Annual Report
Adoption Centers**

The Humane Society of Missouri offered pet adoptions at three locations in 2007-2008: Macklind Avenue Headquarters in the City of St. Louis, Westport Area Center in Maryland Heights, and the newly expanded Chesterfield Valley Center at Boone’s Crossing. We provide the single largest source of pets in the St. Louis metropolitan area.

Our state of the art adoption centers include automatic watering systems that flush out the adult dogs' water bowls and refill them every 30 minutes; sealed, seamless floors that reduce bacteria; separate exam rooms for dogs and cats; get-acquainted rooms and separate medical wards for injured or ill dogs and cats.

We spay or neuter all adoptable animals prior to offering them for adoption. Pets can be adopted during business hours seven days a week. The reasonable adoption fee includes a health exam, preliminary vaccinations, a one year rabies vaccination, spaying or neutering and national microchip pet identification.

Adoption Center Statistics

Received	Combined		Headquarters		Branch		Chesterfield Valley	
	2007	2008	2007	2008	2007	2008	2007	2008
Owned	13,021	12,855	7,946	7,199	3,531	4,051	1,544	1,605
Stray	7,281	7,122	5,446	4,992	1,390	1,623	445	507
TOTALS	20,302	19,977	13,392	12,191	4,921	5,674	1,989	2,112

Humane Society of Missouri Fiscal Year 2008 Annual Report Foster Program

The Foster Program complements the services of the other departments of the Humane Society to increase the number of pets successfully adopted into permanent homes. The Foster Program works together with shelter personnel to provide support to pet owners throughout the St. Louis community. The Foster Program benefits greatly from the assistance of specially trained volunteers, they are known as the Humane Society of Missouri's Foster Parents.

The Foster Program continues to provide care for animals that need special treatment, care or socialization in order to be placed for adoption. This past year we expanded the scope of our foster program to include more animals with special medical needs like heartworms and skin conditions (mange, ringworm and allergies). In 2008, 1,438 animals were placed in the foster program. This represents a 20% increase from the previous year. There are 201 approved foster volunteers and of that number, 136 provided foster care to one or more animals in 2008.

	Placed	Adopted	Died/Euthanasia
Cats	88	65	23
Kittens	707	615	90
Dogs	114	105	6
Puppies	508	488	20
Other	21	21	0
Total	1438	1294	139

**Humane Society of Missouri Fiscal Year 2008 Annual Report
St. Louis City and County Veterinary Medical Centers**

Twenty-three resident, certified veterinarians and veterinary technicians are on staff to serve more than 46,000 clients annually at the Humane Society of Missouri’s three veterinary medical centers. Open six days a week, the Veterinary Medical Centers provide the greater St. Louis community with affordable and accessible health care for their pets, including extensive surgical capabilities.

The fact that the Humane Society offers two locations in St. Louis County and one location in the City of St. Louis to which owners can bring their pets for health care, makes it more convenient for them to maintain the health of their animals. Pets who do not receive regular check ups and vaccinations pose a threat to the health of children, adults and other animals.

Two of the Humane Society’s veterinary clinics, one in the City and one in the County, offer low cost spay/neuter surgeries for the low cost of \$29.95. Our low cost spay/neuter program, OPERATION SNIP, is saving the taxpayers in St. Louis thousands of dollars because many more individuals will spay or neuter their animals if there is a low cost program available, easily accessible and convenient to them.

This program is critical because irresponsible breeding of dogs, in particular, contributes to problem of dog bites and attacks that occur each year. In fact, dogs bite nearly 2% of the U. S. population each year, which translates to 4.7 million individuals. **A vast majority (24 of 33) of those individuals are under the age of 12.**

Veterinary Medical Centers

Year	Macklind/City	Chesterfield Valley	Westport	Combined
2007	27,701	2,262	16,077	46,040
2008	25,836	5,121	15,471	46,428

**Humane Society of Missouri Fiscal Year 2008 Annual Report
Longmeadow Rescue Ranch**

Longmeadow Rescue Ranch is a 165-acre large animal rehabilitation ranch located near Union, Missouri in Franklin County. The facility houses and cares for abused and neglected horses and other farm animals in need of rehabilitation. We care for these animals for several months to several years pending the outcome of court cases. Skilled staff and experienced volunteers specialize in the care and treatment of horses, cattle, goats, sheep, potbellied pigs, fowl, some exotic species and other farm animals.

A full time Horse Trainer has been on staff for the entire 2008 year. As a direct effect of our training program, the equine adoption rate has increased and we have seen a decrease in the number of horses returned to us due to training challenges in the new home. Longmeadow's horse trainer conducts classes with adopters to improve their relationship with their horse and promotes resistance-free training methods. A DVD, providing the basics of resistance free training and communicating with a horse, is currently in production and will be available for adopters and the public in 2009.

We recently completed a three million-dollar capital campaign to renovate and expand our facilities in order to meet the increasing demands for our services and expand our educational programs. Two new barns (one containing a classroom) and a Picnic Shelter were completed in 2005. In 2008 one existing barn was improved with new siding, roof, electricity and lighting. One new barn was constructed and is currently used for housing goats, potbellied pigs and fowl. An existing barn was torn down and a new barn was constructed in its place. This new barn is used for new equine arrivals and provides a chute system, an electronic scale, corrals that can be converted to small and larger sizes and an automatic watering system. We also opened a Tack and Gift Shop in 2008 to add revenue for the operation of Longmeadow Rescue Ranch.

	HORSES	COWS	GOATS/ SHEEP	PIGS	FOWL	EXOTICS	OTHER	TOTAL
RECEIVED								
Rescues	34	0	32	1	208	0	0	275
Surrenders/Strays	73	0	1	11	82	0	3	170
TOTAL	107	0	33	12	290	0	3	445

Humane Society of Missouri Fiscal Year 2008 Annual Report Educational Programs

The Education Department of the Humane Society of Missouri's expert staff and cadre of dedicated volunteers teach kindness towards animals and responsibility for their welfare – an important alternative to the violent messages that barrage people everyday. The Humane Society's education programs make connections and show the interrelation between all living creatures. When people understand the consequences of their actions and how their choices either build up or tear down the web of life, they can make wise choices, fueled by empathy and integrity. A generation taught these principles will help create a humane world for all beings – humans and animals.

New efforts in 2008 included the launch of *Humane Care and Animal Ethics*, specially designed for those individuals who have been found in violation of Missouri state statutes for animal abuse and neglect.

Humane Society of Missouri programming reached more than 28,000 children from the St. Louis community in 2008. Listed below is a listing of our current education efforts.

Humane Educator Program:

The Humane Society of Missouri's education department is able to offer the many programs below because of the support we're given by volunteer humane educators trained here at our facility. We recruit and train individuals who have an interest in teaching the messages of humane education and can do so effectively. These volunteers complete a series of four training sessions, observe three humane education programs taught by veteran humane educators and co-teach three humane education programs with fellow humane educators before they are allowed to teach alone. Humane educators also attend bi-monthly meetings held at the Humane Society of Missouri, participate in continuing education opportunities and attend guest lectures to expand their knowledge and remain up-to-date on current issues affecting animals.

Humane Society Create –a Class Program: Our volunteer humane educators conduct presentations to children at our main headquarters, 1201 Macklind Avenue. Our onsite classes reach thousands of children with the message of kindness to animals and the importance of maintaining the web of life. Our presentations are enhanced by a tour of the shelter where children are able to visit with our current “guests” and the veterinary medical center where children can explore medical careers working with animals.

St. Louis City School Partnership Program: This education coalition pairs the Humane Society of Missouri with the St. Louis City Public School District for a unique education experience. The purpose is to share the work of the Humane Society with students and to help

them gain insight into the valuable relationship that people and animals can share. Students are taught the practical aspect of pet ownership as well as safety with animals and appreciation for animals in the wild. Currently the program has two parts. Two fifth grade classes from each of 20 schools in the district will participate in a humane education here at our shelter. They are then sent back to school with a service learning assignment...to organize and facilitate a towel and stuffed animal drive at their school. Part two consists of a team of our specially-trained volunteers visiting the schools the following week after they are here, at which time they will collect the donations for the animals and will provide two humane education programs, reaching the entire school. The fifth graders play an active role in both assemblies. Our volunteers will then staff an information booth for the students and faculty throughout the remainder of the lunch-period. Our curriculum has been designed to meet the Missouri state standards in curriculum development.

Website Curriculum: Perhaps our largest challenge is to reach new audiences of teachers and students through our web page which contains a wealth of lesson plans, five-minute activities and monthly calendars containing kind ideas for each day of the year. We have recently added 60 lesson plans that meet various Show Me Standards set forth by the Missouri Department of Elementary and Secondary Education. These lessons are ready to download and are easy to integrate into the existing curricula.

Kids for Critters Camps: Our annual summer camps offer children a week-long adventure in the world of animals. The classes are designed to teach important animal-related issues in a fun, camp-like setting. Children will learn vital issues like the importance of spaying and neutering to help curb the pet overpopulation problem and the interdependence of animals and the environment, the role of animals in therapy and the plight of endangered animals. Children also explore careers working with animals and observe surgical procedures in the Humane Society of Missouri's veterinary medical center. In addition to the animal-related activities, Kids for Critters is packed with crafts, games, stories, guest speakers and activities that demonstrate how we must learn to share our planet with all living creatures. The highlight each week is a "field trip" to the Humane Society's Large Animal Rehabilitation Center in Union, MO. There, students are introduced to the care of horses, cattle, ducks, goats and a variety of farm animals.

Pet Etc. Classes: A menu of 18 different one-day animal-thematic classes were created and implemented for summer offerings to provide children of all ages with animal topics such as: "Safety with Animals", "So You Think You Want to be a Veterinarian?", "So You Think You Want A Horse?", etc. These popular classes are marketed through the Girl Scout and Boy Scout associations and through summer opportunities fairs.

The Web of Cruelty: This is a collaborative program with the Humane Society of Missouri, St. Louis City Division of Family Services, St. Louis City Family Court, St. Louis Circuit Attorney's Office and the St. Louis City Police Department. The above have joined forces to help break the "web of cruelty" in St. Louis by cross-training and cross-reporting all reports of violence or cruelty—to people and animals. This collaboration pools resources, experience and knowledge to make a difference for people and animals in St. Louis.

The Power of Compassion: This program is a concentrated education effort offered to the St. Louis City and County Police Departments. It is designed to enlighten law enforcement officers

about the unique and necessary services the Humane Society of Missouri offers to the community and its mission to serve people and animals in St. Louis and throughout the state of Missouri. Through this program, officers come to better understand the role of the Humane Society and our efforts to combat violence through education.

Special Power of Compassion classes are targeted to police officers assigned to work with the canine corps. These officers are taught emergency first-aid and CPR for animals injured in the line of duty.

Boy Scout and Girl Scout Merit Badge Workshops: These workshops offer boy scouts and girl scouts the opportunity to earn animal-related badges. The interactive and energetic sessions are three hours in length and are taught by HSM docents and staff. These workshops will provide youth a forum to explore animal issues in a more in-depth manner and encourages them to act on behalf of animals.

The St. Louis University High Cooperative is a program designed to introduce preschool students to the concepts of humane education but with an interesting twist. We train male high school students to be humane educators so in turn, they can teach at-risk preschool children in a fun, inter-active curriculum. This is a six-week program that culminates with a graduation ceremony for the preschoolers.

Make Yourself and Rover Healthy All Over: a cooperative teaching class with Children's Hospital. This class is aimed at pre-teen audiences and explores/compares the health issues of diet, exercise and grooming for people and animals. Classes are open to the public. This is now an annual Pet Etc. class.

Teacher of the Year: Each year the Humane Society of Missouri Education Department awards a St. Louis area teacher who consistently incorporates humane education into daily teaching activities.

Service Learning: We currently encourage all students who strive to volunteer with animals to complete a project within the community that directly affects animals. We respond to all requests and provide a list of project ideas. We also agree to verify hours served. The emphasis is on volunteerism and responsible community action.

Pet Loss Initiative: The Education Department realizes the vital importance of pet ownership and the deep loss that ensues when a beloved pet dies. To meet the need, the department provides "Circle of Compassion" packets to pet owners. These packets help to validate the owner's grief and gives expanded resources for further assistance. The "Critters of Comfort" portion of this initiative calls for children to donate stuffed toy bears, dogs and cats to give to other children or elderly at the time of their pet's death.

Translation Project: It is our goal to have the vital communication pieces from the shelter, veterinary medical center, rescue and investigations department and the education departments available to non-English speaking communities. Our initiative will begin with Spanish, Bosnian and Vietnamese documents.

St. Louis City and County Public Libraries: Educational materials—some seasonal and some general animal care—and informational bookmarks are delivered to public libraries four times a year for distribution to the public. This allows us to reach thousands of patrons a year with our messages of respect and responsibility.

Alternative Sentencing for Juvenile Offenders: The Humane Society of Missouri’s education department has taken an active role in offering humane education alternatives to juveniles that have been charged with witnessing or taking part in animal cruelty. This program allows us to be proactive in our education efforts and to work directly with Juvenile Deputy Officers and the Juvenile Judicial Courts to target at-risk youth.

Ranch Education Program: An age-appropriate, comprehensive education program highlighting the unique work of the ranch is available for students and scout groups. The program stresses the humane treatment of farm, ranch and non-domestic animals. On-site tours and demonstrations are part of this interactive program.

Domestic Violence and Pets--A cooperative: Pets are part of the family in many American households. In homes where there is violence, pets are often threatened or injured by the violent partner. The HSM education department has taken a proactive approach to reaching the public with this vital message. Taking part in seminars, serving on committees, coalitions and boards that address the issue of domestic violence has allowed us to reach new pockets of the community with signs and symptoms of danger to pets—and people.

Division of Family Services day camps: Studies have shown that foster children have histories of witnessing animal abuse, neglect and indifference, putting them statistically at risk to repeat this treatment to animals. The HSM education department offers a way to help break this cycle of abuse by hosting day camps specifically geared toward children in the foster system. These entertaining and interactive day camps are filled with animal-related curriculum and activities designed to instill humane attitudes and foster kindness toward animals to at-risk children.

Division of Family Services Foster Parent Education: Children that have been exposed to animal cruelty, neglect or indifference are at-risk to repeat these actions to animals. Our education efforts with foster parents (new and existing) help to explore the signs and symptoms of animal abuse and how to protect animals in the home. The program also covers the topic of the web of cruelty and how cruelty and violence affect all in the community.

New Leash on Life Program:

This program was designed to reach the senior citizens in our community with vital information that is pertinent to them. Topics include the health benefits of pet ownership, resources available for pet owners in the community, and planning for your pet’s future after you’re gone.

Club H.O.P.E.: (Helping our pets and environment)

This program was designed to integrate humane education into various elementary schools in the community on a consistent basis. The program was launched at three elementary schools in the Rockwood Schools during the 2006-2007 school year. The students join the clubs as members and attend monthly meetings after school to explore various topics related to animals. This

program was built upon the nationally recognized character education program called *Character Counts*.

Humane Care and Animal Ethics: Designed for those that have been found in violation of Missouri state statutes for animal abuse and neglect, this class focuses on the basics of animal care and explains, in detail, the law and the ramifications of violation of the law. The class encourages questions and provides detailed explanations.

Eagle Scout Projects: Education Department staff are trained Boy Scout advisors and able to sign off on scout projects and requirements. Scouts are encouraged to choose an Eagle Scout project that will benefit the animals in their community. Working closely with our staff, we assist every step from the initial proposal to the delivery and recognition of their project and efforts.

Humane Society of Missouri Fiscal Year 2008 Annual Report Programs Department

The Programs Department complements the services of the other departments of the Humane Society to increase the number of pets successfully adopted into permanent homes. Through our Behavior Helpline and Obedience Training Programs we provide support to pet owners throughout the St. Louis community. The Programs Department benefits greatly from the help of specially trained volunteers.

Obedience Training Program: The Obedience Training Program is one of our most popular programs. It focuses on providing owners with a better understanding of their pet's behavior thereby improving the all-important human/animal bond. The year 2008 marked the expansion of our training program into the Chesterfield Valley facility. With the addition of this location the weekly number of classes offered increased from 33 to 45. We also introduced single session classes where owners are able to come to a class devoted to an individual topic, rather than attending a class that discusses multiple issues. There are approximately 4 single sessions classes offered each week. There were 120 evaluations and private sessions done for owners with dogs that exhibited behavior challenges (aggression, fearfulness). We offer discounts for dogs adopted from shelters and private lessons for owners unable to attend group classes.

Behavior Program: The goal of the Behavior Program is to increase pet retention rates by providing educational material and behavior modification assistance to all owners free of charge. We also provide assistance and training for shelter animals prior to adoption. The Behavior Program relies upon both staff and volunteers to:

- Serve over 2,000 individuals registered for our classes. The entire Programs budget is supplemented by income from a minimal fee charged for obedience classes.
- Respond to 580 telephone and e-mail requests for information and assistance through the Pet Behavior Helpline. We also provide in-person assistance to numerous adopters in the shelter.
- Perform 39 behavior evaluations on animals that are adopted from the shelter at no cost to the owners.
- Provide in-person assistance and counseling to hundreds of pet owners at special events throughout the year.
- Present pre-adoption counseling for over 200 adopters of special needs animals.
- Host several seminars, including a 2-day workshop that featured nationally recognized trainer Emma Parsons and drew over 80 people.
- Host several behavior and training workshops and presentations for Humane Society of Missouri employees, volunteers and the public.
- Provide environmental enrichment toys for dogs and cats in shelter.

Humane Society of Missouri Fiscal Year 2008 Annual Report

Volunteer Programs

The Humane Society of Missouri has a dedicated group of volunteers who assist the staff in providing second chances for abused, neglected, and abandoned animals. Our volunteers provide much needed support in the following areas:

- ✓ Assist the public in the adoption process to ensure the best experience for them and the best home for our animals;
- ✓ Assist with daily needs of the shelter such as cleaning, laundry, and food preparation;
- ✓ Provide counseling to pet owners with animal behavior issues;
- ✓ Assist various departments with clerical and administrative work;
- ✓ Educate children and adults about the mission of the Humane Society of Missouri as well as on humane treatment and care for living creatures;
- ✓ Care for special needs animals through our foster program;
- ✓ Assist the public with purchasing pet care and other items in our gift shops;
- ✓ Greet and assist the public in our shelters by explaining our adoption process and answering questions;
- ✓ Exercise and socialize our shelter animals;
- ✓ Assist in care and training of our animals at Longmeadow Rescue Ranch;
- ✓ Assist with fundraising and special events throughout the year; and
- ✓ Provide an avenue of communication between the public and the Humane Society of Missouri

The Volunteer Department conducts a continuous program of recruiting, training and retaining volunteers to meet the increasing demands of the organization.

Recruiting:

- ✓ New volunteer orientations are held monthly (with the exception of July and December) at various days and times in an attempt to accommodate the schedules of the different populations who are interested in volunteering;
- ✓ Information regarding the Volunteer Program is available on our website, in our shelters and veterinary medical centers, and through word of mouth from existing volunteers;
- ✓ In an effort to engage younger individuals, we have recently begun a service learning program as well as creating volunteer opportunities for children as young as 10 years of age;

Training:

- ✓ All volunteers attend HSMO Training which consists of expectations, policies, procedures, and Q&A session;
- ✓ Volunteers receive 2-3 mentoring sessions with an existing volunteer in their area prior to volunteering on their own;
- ✓ Additional training is offered throughout the year on topics ranging from common animal illnesses to training techniques;
- ✓ In depth training is required for volunteers working as docents, Behavior Helpline counselors, and foster parents.

Retention:

- ✓ A monthly Volunteer Newsletter has been started to keep volunteers informed of news, updates, help needed, and other important information at the Humane Society;
- ✓ All volunteers receive a birthday card, holiday card, and valentine;
- ✓ Increased training and communication have greatly contributed to volunteer satisfaction;
- ✓ Special events held throughout the year:
 - National Volunteer Appreciation Week
 - Quarterly all-hands meetings
 - Holiday parties

Future:

As the Humane Society of Missouri continues to grow, the Volunteer Department will attempt to realign volunteers with existing needs. During the next year, greater emphasis will be placed on retention and training of current volunteers to make them feel more invested in the organization as well create a better communication system with staff members.

Humane Society of Missouri Fiscal Year 2008 Annual Report Development, Public Relations and Marketing

Development: The Development Department supports the mission of the Humane Society of Missouri by raising funds from individuals, community groups, foundations and corporations.

The majority of the gifts received in 2008 were contributed by individual donors through the Humane Society's direct mail and internet fundraising program, gifts made in response to rescues performed by the Animal Cruelty Task Force, and contributions through participation in the Barn Buddy program at Longmeadow Rescue Ranch. The leadership giving programs continue to grow in importance as the Leadership Circle (\$1000+ donors), Women's Leadership Council, and 1870 Associates (our donor recognition group for planned giving donors) expand each year.

These contributions enable us to continue rescuing abused and neglected animals, find loving families for homeless animals, and educate the public about the humane treatment of animals. We were able to serve over 90,000 dogs, cats, horses and other animals at our four locations in St. Louis and throughout the State of Missouri last year.

In January 2008, the Chesterfield location opened its expanded Veterinary Medical & Surgery space to provide greater services to the growing west county area. We saw a 21% increase in SNIP surgeries performed over the previous year, we were able to find "forever" homes for almost 20,000 animals, and we were able to perform critical medical procedures for animals who had no other option through the generous support of donors to the Chi Chi Fund, Giddy Up and Go Fund, Cinderella Fund, and Dr. Doolittle Fund.

The Humane Society of Missouri receives no federal, state or local government funding, nor are we a United Way agency.

Other Special Events and Communications:

Tails

Web Site

Bark in the Park

Barkademy Awards

Purses for Pooches and Pals

A Paws for Celebration

