

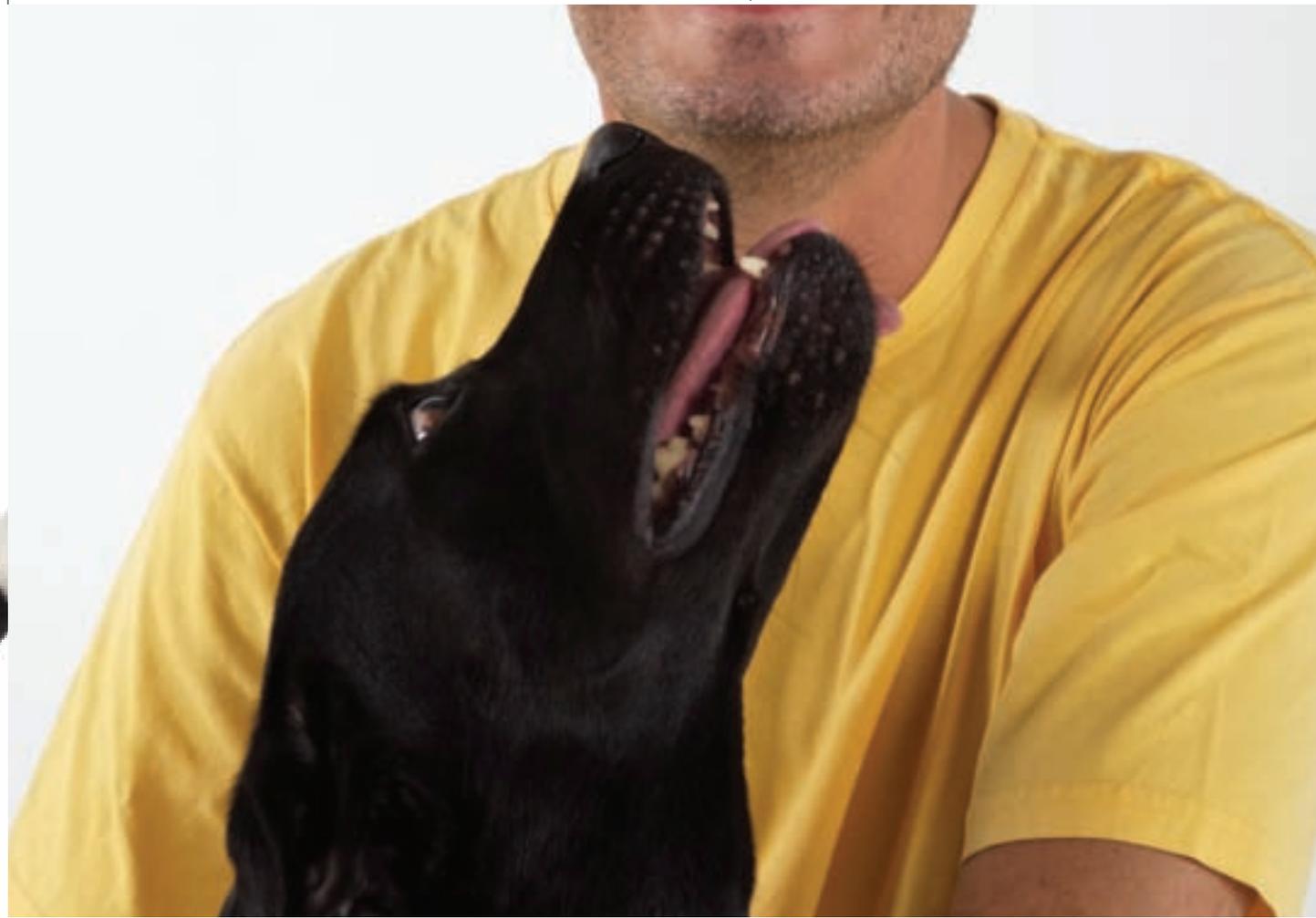


mSPCA  **angell**

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Year in Review 2011





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The MSPCA–Angell is a stand-alone, private, nonprofit organization. We are not operated by or funded by any national humane organization. Donations you make to “national” humane organizations do not funnel down to the animals we serve in Massachusetts. The MSPCA–Angell relies solely on the support of people like you who care deeply about animals.



Family. Support the Ones You Love.



Caring for animals...we're all doing this work together.

We provide a haven for them when they're homeless, and find them new families. We relieve their pain and heal them when they're sick or injured. We protect them from cruelty and work to create a society that offers them better treatment. We spread the word, we lend a hand, we celebrate their value in our world. We have a long history and a promising future — because you support us so generously.

That's what MySPCA is all about.



What in the World is MySPCA?

“What’s in a name?” Well, there’s a lot in ours. The Massachusetts Society for the Prevention of Cruelty to Animals says a great deal in just a few words: we’re in Massachusetts, we’re a group of like-minded people, and we exist to prevent cruelty to animals. We love having “prevention” as our middle name.

Yes, we really like our name. We’re not changing it.

No, we’re not changing our name — we’re just refining the concept! We thought it was time to play with our name a little, for the purpose of getting the word out very clearly about who we are. We don’t want there to be any confusion. We put that little “y” in our name to spell out “my” — so that each of us would feel a personal connection to this vibrant organization.

MySPCA is all about raising awareness and reminding everyone that we’re a “society” — in other words, a family. What we do for animals we do collectively — there’s not a single one of us who could do as much alone. This SPCA is mine and yours too. It’s local: we live and work here in the Commonwealth, with you. It belongs to all of us, and it relies on all of us to support it. Each and every one of us who comes into contact with this organization in any way — whether as employees, Angell clients, adopters, or just fans of what we do — each of us is responsible in his or her heart for supporting, in one way or another, the animals that we love so much.

I could give you hundreds of examples of people whose connection to this organization has enabled them to do great things for animals: volunteers, who work tirelessly and often unseen, to clean cages, walk dogs, answer telephones, and help us get animal-friendly legislation passed; veterinarians, who enrich their considerable expertise every day by collaborating with their colleagues at Angell Animal Medical Center; adoption counselors, who offer compassion to those who must surrender their animals, as well as advice to new pet owners; and donors, every single one of them...from the person on a restricted income who sends us \$10 a year, to the generous benefactors who enable us to build buildings and sponsor programs. And I don’t want to forget the people who thoughtfully provide for the future of animals by remembering us in their estate plans — that can mean so much!

If you find yourself longing for a special connection to the ones you love, think of the MSPCA–Angell.

Here in our large, caring family you can find any number of ways to deepen your experience of life through working and sharing within the Society. Like me, I’m sure you’ll find that what you give to animals is completely eclipsed by what they give back to you. Without animals, humankind would live an existence so diminished it’s difficult even to imagine. We owe it to them — and to ourselves — to protect them.

I hope you will enjoy our 2011 Year in Review. We love having you in the MySPCA family, and thank you most sincerely for supporting the ones you love.



Carter Luke
President

We'd Like You to Meet Your Soul Mate! MSPCA Animal Care and Adoption Centers

Boston...Methuen...Centerville

Maybe something like this has happened to you... You drive to the adoption center with a detailed image in your mind of the pet you want to adopt: a small, light-colored, perky-looking female dog who is already housetrained — a healthy, youngish dog, for sure. You'd prefer a canine who doesn't bark too loudly, and who can spend long hours alone while you're at work. You envision your new companion sleeping in a dear little doggie bed and waking you up every morning with sweet and gentle kisses.

You're not in a hurry. If your dream dog isn't at the adoption center today, you tell yourself, you'll just come back next week.

You wander around, peering into cages, looking carefully at a couple of "almost right" dogs...and then you hear it: a deep, loud, soulful howl from the corner run. There, half-hidden under a blanket, are two big brown eyes, a long black nose, and big, droopy ears. You look at the card on the cage door: "Ralphie, hound mix, eight years old, surrendered because he chewed up the owner's furniture." Reading on, you learn that Ralphie "needs a refresher course" in housetraining and will probably require quite a bit of dental work.

By the time you finish reading, Ralphie has roused himself and is sitting there politely, looking deeply into your eyes. You back away, checking out the dog in an adjacent run, but over your shoulder you can see Ralphie still watching you. He's waiting. You ask an adoption counselor about him. She opens the cage so you can meet Ralphie. You take him for a walk.

Then you take him home. He's not the dog you had in your head, but you're in love — both of you. Every night, when he leaps up onto your bed and smothers you in smelly kisses, you tell yourself you'd be doing a lot less laundry if he slept on the floor. But that will never happen. He is your perfect dog.

True love. It happens between humans and dogs, cats, horses, birds, rabbits, pigs, hamsters, ferrets, and all sorts of other wonderful creatures. It happens every day. Our MSPCA adoption centers are in the love business — the business of making families more complete and creating new families. We're here to create the kind of connections that make life better for all concerned. A person can walk out through our adoption center doors with her soul mate and feel, forever, that the place where she found her best friend is truly "MySPCA."

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The MySPCA family gets bigger and better with every adoption.



In 2011:

- 8,732 animals were placed into new homes.
- 412 foster homes provided care for 3,128 animals who were not quite ready for adoption.
- 1,488 volunteers helped with animal care, special events, and office work.
- 1,837 people and their dogs attended training and agility classes in Boston and Methuen. 280 children and 34 junior counselors participated in Nevins Summer Camp.
- 569 preschoolers attended the new "Little Bookworms" story hours in Boston and at Nevins Farm.
- The Equine Ambulance staff traveled to nine sport horse events throughout the United States and Canada.
- 440 people attended 14 training classes for equine and large-animal rescue.
- 227 tons of hay, 216 tons of shavings, and 28 tons of grain were used for the farm animals' care.

With your ongoing support, MySPCA can continue to create perfect matches between humans and animals.

We placed over 8,700 animals in new homes in 2011! Here are just three special cases...



Maggy was part of a wild Mustang herd that Nevins Farm took in over a year ago. They had been living without shelter and basic care and understood nothing about being handled by humans. The Nevins team met this challenge with compassion and enthusiasm, helping the horses adjust to life on a busy farm. Maggy was already pregnant when she arrived at Nevins and in June 2011 she gave birth to a beautiful colt, Merrick, who was adopted about seven months later. Maggy is in a foster home now, and she and some of the original herd are adoptable from Nevins Farm.

June 2011 was especially hot, and in Tewksbury, Massachusetts, 13 Pointers, one Labrador Retriever, and three cats were found locked up together in a dark blue van sitting in a boiling-hot parking lot, while their owner napped inside an air-conditioned motel. The temperature inside the van was over 100 degrees. The animals had been imprisoned there for more than five hours. By the time MSPCA Law Enforcement was alerted, one of the dogs had already died, and many of the other dogs were severely dehydrated and weak. The animals' owner was immediately placed under arrest and charged with animal cruelty. Jet was one of the Pointers who came to Boston for treatment, and then was put up for adoption. Look how happy he is now, running and playing at the beach — something he'd never experienced before!



The outdoor world is fraught with real dangers for wandering cats, and poor Errol fell victim to one of them. This luscious-looking boy was hit by a car, scooped up by a caring stranger, and taken to Angell Animal Medical Center, where our veterinarians had to remove his shattered back leg. Errol convalesced at our Boston adoption center, where special-needs animals are given the same second chance at a whole new life as any others. Errol's happy ending came soon after he recovered and was put up for adoption, and he now enjoys a loving, indoor home where his beauty and sweetness are greatly appreciated.



Does your human family doctor have a comforting bedside manner?
Our Angell doctors do, too.

Your Family Doctor Will See You Now! Angell Animal Medical Center



Has a friend ever asked you, “Who’s your family doctor?” Maybe you had to stop and think whether he meant human or animal — because most of us consider our pets to be important family members. Clients at Angell Animal Medical Center have the same high level of trust in their pets’ veterinarians that most people have in their human doctors.

Members of the MySPCA family include about 70 “family doctors” who face tough challenges every day, as they work hard to prevent illness and cope with diseases and accidents that can’t be prevented. And since Angell is linked so closely with our MSPCA adoption centers and Law Enforcement department, those challenges include cases that other veterinarians might never have to deal with. If you’re not a person who believes in miracles, spending some time with these dedicated healers might well change your mind.

Angell doctors can handle all the normal wellness concerns and the less serious illnesses and accidents that befall animals, but our experts can also perform complicated reconstructive surgery, diagnose and treat cancer, restore eyesight, repair hearts, alleviate chronic pain, and even deal with challenging dental problems that can affect other areas of your pet’s health. Does your human family doctor have a gentle touch and a comforting

bedside manner? Our Angell doctors do, too. They really love animals — that’s why they do what they do.

In 2011, our Angell Animal Medical Center employed 70 veterinarians, many of them board-certified in various specialties. They work with an experienced team of highly respected technicians, nurses, and support staff practicing a high standard of collaborative medicine to ensure an extraordinary depth and breadth of veterinary care. Angell offers specialized care for companion animals in the areas of anesthesia, avian and exotics medicine, cardiology, dentistry, dermatology, diagnostic imaging, emergency and critical care, internal medicine, neurology, oncology, ophthalmology, pain medicine, pathology, and surgery, and also provides services to animals who have been referred to us from more than 800 veterinary hospitals.

Just like all the rest of the MSPCA, Angell Animal Medical Center is nonprofit, so our MySPCA motto of “Support the Ones You Love” applies to our world-class hospital as well. Since Angell’s founding in 1915, family members like you have helped us hire the best staff, build buildings, purchase equipment, and keep up with all the latest advances in veterinary medicine. In just a few short years, Angell will be 100 years old — what a wonderful family celebration that will be!

In 2011:

- 53,900 pets were served (more than ever before in Angell history).
- 70 veterinarians cared for those animals.
- 936 pets were spayed/neutered.
- 15,333 pets received emergency care.
- 12,917 surgeries were performed.
- 250 MRIs were performed.
- 594 radiation treatments were given.
- 3,975 ultrasounds were performed.
- 1,611 dental surgeries were performed.
- 932 appointments were seen by our Pain Medicine Service.
- 191 families received Pet Care Assistance for a total of \$219,456.

The MSPCA–Angell in the News

We think it's important to get all the news out about our MySPCA family — and we know from the feedback we receive that stories like this mean a lot to our family members. Public Relations also helps us raise awareness and garner new support from those who weren't previously aware of MSPCA–Angell programs and services.

Here are just a few of the remarkable stories about MySPCA animals and people that made news in 2011.



Toto

Toto, a handsome tan-and-white Boxer, got into a bloody scuffle with another animal in a Braintree backyard, and came home with his face brutally slashed and stinking of skunk. A large swath of his skin had become so badly infected that it started to slough off. His very life was in danger from infection, and his owner brought him to Angell Animal Medical Center. A team of critical-care veterinarians immediately started administering topical medications and systemic antibiotics, in an effort to deliver a knockout punch to the bacteria that were ravaging Toto's face. Once the dog was stabilized, Dr. Mike Pavletic, Angell's renowned reconstructive surgeon, put Toto's face back together again. Dr. Pavletic painstakingly took a flap of skin from the side of the dog's neck to reconstruct his forehead and the gaping area behind his eye. The surgery was successful, and Toto soon went home with his grateful owner.



Sage

When Sage, a seven-year-old black Labrador, was struck by a car in late November in Brockton, he went without proper veterinary care for a full week before finally arriving at the MSPCA–Angell. The shelter veterinary team immediately treated him for his pain while awaiting x-ray results, which ultimately showed a badly dislocated right ankle joint. Following surgery to repair his leg, he was fitted with a metal device called an external fixator to hold the leg bones in place while they healed. Sage's owners opted to surrender him to our Boston Adoption Center due to the extent of his injuries and level of continued care necessary to rehabilitate him. Sage's surgery and post-operative care were paid for through our Pet Care Assistance program. After a period of therapy and recovery, Sage was adopted into a wonderful new home.



Horton & Lucie

Lucky for Horton, a caring person was driving along a busy street in Winchester last November when he spied the cold, hungry goat in danger of being hit by traffic. The rescuer brought Horton to Angell Animal Medical Center, where he was fed and pampered, and treated for a serious upper-respiratory infection. By the time this friendly fellow was ready to travel to his new lodgings at Nevins Farm, he'd become quite a hospital celebrity, enjoying fresh grass in the dog run and walking on a leash. Horton had a livestock auction tag attached to his ear, so it's likely his escape allowed him to avoid slaughter, but no owner ever turned up. Shortly after his arrival at Nevins, Horton was joined by another stray goat, Lucie, who was found wandering in Lynn. Both goats tested positive for CAE (Caprine Arthritic Encephalitis), but would still be able to lead great lives as companion animals, so they were put up for adoption as a pair. Horton and Lucie were adopted on Valentine's Day!

PIT BULL DOCUMENTARY

In September, the MSPCA teamed up with Pittilove Rescue to bring Libby Sherrill's documentary *Beyond the Myth* to Arlington's Regent Theater for its Boston-area premiere. The event was attended by a nearly sold-out crowd of around 400. The documentary focused on exploring the impact of breed-specific legislation in U.S. cities that have a ban on Pit Bulls, like San Francisco, Denver, Cincinnati, and Miami. Sadly, in those areas, thousands of Pit Bulls and Pit Bull mixes are euthanized yearly just because of their breed. The film also addressed the bad reputation Pit Bulls have, and how citizens can help change it. The MSPCA works very hard to help correct this dog's image. Our Pit Pals program emphasizes the need to spay and neuter Pit Bulls, and educates owners about the responsibility and care involved in owning these loyal and affectionate dogs. On hand at the event was Michael Vick's "bait dog" Cherry. Adopted out of the Best Friends Sanctuary two years ago, Cherry is now an ambassador for the Pit Bull breed.



THE ALISON IRVING RESCUE FUND



In late December 2011, members of our MySPCA family lost a dear friend and valued employee when Alison Irving, 24, veterinary technologist for our Angell Animal Medical Center Neurology team, was killed in an automobile accident. Through the generosity of Alison's aunt and uncle, Karen and Don Irving, the Alison Irving Rescue Fund was established to honor Alison's deep love for animals. The fund will pay for the neurology needs of homeless animals in our adoption centers. The Irvings plan to continue raising money for the fund, and anyone who wishes to contribute may contact our Development Department.

MySPCA IS THE CATS' MEOW!

In 2011, our adoption centers teamed up to address the overabundance of homeless cats under their care. Two amazing "adoptathon" efforts, SPF75 (Seeking Purrfect Families \$75 adoptions) in the summer and "Fall in Love" (fee-waived adoptions for cats over one year of age) in October. Generous donor support provided

through the Ivan Smith Adoption Challenge (established by Maria Tammik and Marc Schiller in memory of their nephew Ivan Smith, who loved animals) helped to subsidize these highly successful efforts, which together place hundreds of cats into great new homes.



SPECIAL-NEEDS PUPS ON WHEELS



In June 2011, three 20-week-old Chihuahuas born without front legs were custom-fitted for wheeled carts at the MSPCA at Nevins Farm, three months after being surrendered to our adoption center when

their owner passed away. The tiny puppies spent weeks in foster care, where the staff determined that the Chihuahuas were adapting to life without front legs, but would have fuller lives after being fitted for specialized carts. Eddie's Wheels, a custom manufacturer of wheeled carts for pets, precisely measured each of the puppies and stood by to oversee their inaugural run in the carts. The pups' story went viral, and people all around the world were inspired by watching video of the three little dogs learning to zoom around with all the puppy joy they could muster.

MSPCA Humane Law Enforcement: A Critical Link in Animal Protection Services

Animals in trouble sometimes need more than sheltering or medical care; they need humans to step into difficult situations and sort things out so that they and other animals can be protected. When working on a case, our MSPCA Law Enforcement team frequently works closely with our adoption centers, hospital, and advocacy experts to make sure that all aspects of animal protection are covered. It's a perfect illustration of different parts of the MySPCA family using their considerable expertise to fulfill our mission "to protect animals, relieve their suffering, advance their health and welfare, prevent cruelty, and work for a just and compassionate society."

In 2011, our team of MSPCA Law Enforcement officers:

- investigated 2,352 complaints about alleged abuse or neglect, resulting in 564 warnings and 10 criminal complaints;
- inspected 314 various facilities, including pet shops, stables, fairs, and livestock and poultry sites;
- performed 3,506 case re-checks to ensure compliance;
- accepted the voluntary surrender of 496 animals; and
- made 37 court appearances.



Some examples of our Law Enforcement team at work:

- In January 2011, MSPCA Law Enforcement received a call about the owner of a pet-grooming shop in Wilbraham who allegedly became enraged and physically abused a Toy Poodle. The caller claimed that when the dog nipped at the groomer, the groomer slammed the four-pound dog against a wall and the grooming table. Sadly, the dog died. MSPCA Officer Christine Allenberg investigated, taking possession of the dog's body, which was x-rayed at Angell Animal Medical Center. An Angell radiologist found a fracture of the dog's skull, and an Angell pathologist performed a necropsy that found, in addition to the skull fracture, bruising and hemorrhaging consistent with blunt-force trauma. Officer Allenberg used that information to file criminal charges against the shop owner, who agreed to resolve the matter via plea bargain. The court ordered the defendant to serve one year of probation, to pay restitution to the Toy Poodle's owner, and to attend anger-management counseling.
- On occasion, a veterinarian will report his/her concerns of animal cruelty to our Law Enforcement Department, and sometimes that reporting veterinarian is a member of the Angell team. In several instances over the last year, both dogs and cats have been brought to MSPCA-Angell either emaciated or in conditions consistent with prolonged suffering. The concerns underlying some of these reports can be resolved without court action, but some cases do proceed to trial. In other cases, the animals are abandoned, since the owners provide false information to frustrate follow-up or prosecution.
- Not infrequently, the subject of a Law Enforcement investigation, encouraged by our officers, surrenders one or more animals to the MSPCA-Angell. On these occasions, Law Enforcement works closely with the MSPCA's adoption center staff, whose tireless work, assessing and caring for the animals, plays a vital role in their recovery and re-homing. The care given to those surrendered animals is often reinforced by care from the skilled clinicians of the shelter veterinary staff and Angell. In 2011, cases like these included the rescue of a large group of Cairn Terriers from a hoarding case on the South Shore, and the surrender of 20 Irish Setters from western Massachusetts. All of the dogs we took in from those cases were restored to health and found new, loving homes.



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Our Law Enforcement team works closely with other parts of the MySPCA family to fulfill our mission.

MSPCA Advocacy: Support the Ones You Love by Becoming Involved and Staying Involved

The MSPCA's legislative and public-policy work is essential in bringing about long-term change for animals. Our Advocacy Department, hand-in-hand with our network of Animal Action Team members, works to improve animal-protection laws and regulations, primarily at the state level in Massachusetts, and seeks to provide our supporters with the tools to become effective advocates on the many issues that impact animals in our communities.

The MSPCA's Advocacy Department offers many opportunities to work with other members of the MySPCA family by becoming involved — and staying involved — with us. Our Advocacy team is your one-stop resource for up-to-date information about public policy and animals.

In 2011, Massachusetts started a new legislative session, which means that MSPCA Advocacy filed several pieces of legislation, obtained a record number of co-sponsors, and testified on dozens of bills. As we headed into 2012, several pro-animal bills were on the move and our Advocacy team had effectively prevented any harmful ones from advancing. These included a bill to update the state's animal-control laws, improve the treatment of elephants in circuses, protect farm animals, strengthen the cruelty laws, reduce the number of homeless animals, and allow judges to include pets in temporary restraining orders issued in domestic-violence cases.



MSPCA DIRECTOR OF ADVOCACY KARA HOLMQUIST WITH THE BOSTON CITY COUNCIL CELEBRATING A RESOLUTION, SPONSORED BY COUNCILOR ARROYO, TO RAISE AWARENESS FOR THE IMPORTANCE OF SPAYING AND NEUTERING.



You can become involved in:

Workshops

Many workshops across the state each year introduce animal advocates to the legislative process and to pending bills. There are also more advanced seminars on topics such as public speaking, using social media to help animals, and working to protect animals through local ordinances.

Lobby Day

Each year, MSPCA Advocacy hosts a day at the State House to lobby legislators on specific bills. Our Advocacy team will help you set up meetings and give you all the information and preparation you need to influence the fate of pending bills. You will also enjoy meeting other animal advocates.

Meetings with legislators

If you would like to meet with your legislator, but don't feel ready to go it alone, a member of our Advocacy team is happy to accompany you to meetings at the State House or to a meeting in your district.



Our Advocacy Department offers many opportunities to work with other members of the MySPCA family by becoming involved — and staying involved — with us.

And you can enjoy:

Frequent updates via our e-newsletter and Facebook

Advocacy provides up-to-date information about issues, pending bills, and the work that legislators do (whether positive or negative for our cause) so that you can take action. Your inbox won't get jammed: you'll receive just the right number of communications to get the message to the right people at the right time. You can also "like" our Animal Action Team Facebook page for up-to-the-minute news.



Films and other events

From time to time, MSPCA Advocacy hosts animal-themed films that will give you the opportunity to meet like-minded advocates and learn about a variety of animal protection issues.

Access to advice and information

MSPCA Advocacy will help you build support for your local efforts and answer questions about issues that can help guide initiatives to increase protections for animals.

Spay/Neuter Assistance: SNAP's 25th Anniversary!



Our Spay/Neuter Assistance Program (SNAP) has been preventing the suffering of future generations since 1986, and since its beginning has assisted over 128,000 families with obtaining spay/neuter surgeries for their pets. In recent years, SNAP has joined forces with our Shalit–Glazer Clinic to ensure that we reach as many pets as possible.

Spay/neuter surgeries don't just prevent pet pregnancies — they prevent cruelty, abuse, and homelessness. Pet overpopulation, especially feline overpopulation, is a guarantee that great numbers of animals will end up in adoption centers — or worse.

SNAP collaborates with the Massachusetts Veterinary Medical Association to offer reduced-cost pet sterilization to low-income pet owners by means of a discount certificate redeemable at participating veterinary practices. And our Shalit–Glazer Clinic, located within the Boston Animal Care and Adoption Center, provides “one-stop” pet vaccination and sterilization to qualified pet owners for a nominal fee.

In 2011, we received yet another generous donation from MSPCA Overseer and lifelong cat lover Bebe Wunderlich directed toward spay/neuter for the pets of very-low-income owners, located in neighborhoods from which our adoption center in Boston receives the bulk of surrendered kittens. Our MySPCA family is taking care of its own!

In 2011:

- SNAP received 7,274 applications for spay/neuter assistance.
- A total of 158 veterinary practices participated.
- The Shalit–Glazer Clinic spayed/neutered a total of 2,036 pets for low-income owners; 414 were dogs and 1,622 were cats.

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SNAP celebrated its 25th anniversary in 2011 — what a very meaningful milestone for MySPCA!

The American Fondouk — A Traditional Mission Refocused



The American Fondouk is a full-service animal hospital in Fez, Morocco that treats more than 80 animals a day — over 22,000 a year — all free of charge. The animals cared for at the Fondouk are predominantly working animals who support poor Moroccan families through their tireless labor. Veterinary care at the Fondouk is often the first and only medical care these hard-working animals receive. The MSPCA has managed the Fondouk for over 80 years. Through its veterinary and educational efforts, the Fondouk staff helps the people of Morocco understand how to care for their working animals compassionately — first of all because it's the right thing to do for these valuable, sensitive creatures, but also because having healthy working animals will help them earn a better living. This kind of education gives people a chance to feel less helpless about the hardships they endure.

In August 2011, Dr. Gigi Kay became the Fondouk's new Director. Dr. Kay was brought up in the Middle East and has lived and worked abroad during much of her life. She is multilingual, with a good grasp of

Arabic, and has had broad experience managing and administering large charitable veterinary programs. She is also a skilled trainer of veterinarians, technicians, and farriers, and a widely published contributor to peer-reviewed forums, well recognized in the management of equine welfare in the developing world.



The Fondouk, under Dr. Kay's direction, is undergoing an exciting and positive refocusing of its mission, concentrating on the working animals of the poor as it has always done, but also developing its educational program to reach more in-country participants, and working on a post-graduate internship program. There is now also a second veterinarian on staff, a native Moroccan.

Getting the Good News Out! Communications and MySPCA

We think it's important that our message of kindness and care for animals find its way into as many hearts as possible, so we use all the contemporary communications tools at our disposal toward that end. When you see our stories and hear about our work, we hope you'll take a moment to be proud of the way our MySPCA family presents itself to the world.

2011 marked a significant step forward in the creativity and strategy of the MSPCA–Angell Public Relations function. We amplified our efforts to support our key goals: advancing public validation of our programs, fortifying the Angell client and referral network, and translating stories into fundraising opportunities. Public Relations and Development worked together to capitalize on fundraising opportunities whenever possible. We issued just shy of 70 news announcements in the year, which drove over 300 stand-alone feature stories in major print, online, and broadcast media. These stories in turn have generated well over \$150,000 in donations from everyday people who were moved by the incredible work done in our hospital, in our adoption centers, and by our Law Enforcement and Advocacy professionals. We also continued our sponsorship agreement with Boston.com, giving us the advantage of a close relationship with Boston's largest newspaper and its flourishing website.

We initiated, in 2011, a “did you know” campaign to educate the public about our identity as an independent nonprofit organization that receives no funding from the government or any other humane organization. That effort received considerable attention and the concept has been incorporated into our communications about MySPCA.

And, as we do every year, we continued to enhance our website, mspca.org, and its ability to serve as an adoption resource, educational tool, news outlet, donor gateway, and interactive information source for our hospital clients and referring veterinary community. Our website has undergone considerable redesign and is updated daily by various parts of the organization. In 2011, mspca.org received over 1,100,000 “unique visits,” reaching out to educate the public, celebrate our accomplishments, and raise funds for our important work. Two stunningly successful adoption campaigns with a huge online presence are cited on page 9 in the “In the News” section of this publication.

In 2011:

- Over 86,000 of our online registrants received our e-newsletters. These cost-effective communications keep supporters informed about MSPCA–Angell news and donor opportunities.
- Over 39,000 of our supporters received our informative and attractive *Companion* newsletter; while many accessed it online. Our Annual Reports are available online as well.
- In January 2011, 16,000 people “liked” us on Facebook. That number has now increased to more than 22,000. In November, the MSPCA–Angell was named, along with four national animal-welfare organizations, a leader in using social media to advance its mission to protect animals. The report, entitled “Who Rules Social Media: A Look at Social Media Impact by NonProfit Issues,” recognized MSPCA–Angell for its exemplary work in using the medium to facilitate a two-way dialogue with fans and supporters.
- 2,396 people (more than twice as many as in 2010) follow us on Twitter and frequently retweet our news.
- 1,300 referring, primary-care veterinarians read our *Partners in Care* newsletter and/or attended our Angell regional networking events. We further strengthened our ties with many of these loyal referrers by providing clinical lunch-and-learn sessions at their practices.
- 642 Angell alumni read our *Alumni Newsletter* with information about new Angell technology and updates from former residents and interns.
- 42,000 Boston-area readers viewed our Angell print advertisements in local papers.
- 1,000 members of the Massachusetts Veterinary Medical Association read our monthly, informative specialty articles and viewed our full-page ads in the trade publication *Mass Vet News*. In addition, many of these members visited our exhibits and heard our speakers at regional veterinary conferences.
- 3,000 clinicians received our quarterly Angell Veterinary e-newsletter, which provides clinical tips and in-depth specialty articles.



Out on the Town for Animals: Our Signature Events in 2011

Fundraising is a serious endeavor, of course...but when it comes to raising money for the animals, it's easy to couple that with having a lot of fun. Each year the MSPCA-Angell hosts several major events, as well as many smaller ones held by various programs at various locations. Notable last year were Boston's Howl-O-Ween and Valentine's Day sales, Nevins Farm's "Horses Helping Horses" event and Pet Memorial Sunday, and Centerville's "Furry Affair" auction. We're proud to say that participation in our major-event committees has grown every year, and even in still difficult economic times, our events continue to raise significant money for the animals.



THE 2011 WALK FOR ANIMALS

Over 1,800 dogs took 2,500 dedicated human companions for a brisk walk at three MSPCA adoption center locations on September 11, 2011, raising over \$248,000 for direct care for animals through the participation of enthusiastic Walk-team donors. Activities included demonstrations by the incredible K9 Unit of the Boston Police Department. Many team leaders recruit members and manage their teams through our user-friendly online registration system. Repeat top fundraiser Jo-Edith Heffron, one of our Overseers, walked with her Papillons, raising over \$8,000, and Methuen's "Opt to Adopt" team led the team challenge by raising more than \$11,000.



ANIMAL TALES GALA

Springtime is party time for animal lovers in Boston! In May 2011, at the cutting-edge WGBH Studios, 400 animal lovers and some of their canine companions gathered to celebrate the stories of animals whose lives changed for the better because of our programs and services. Our emcee was our longtime friend Randy Price of WCVB-TV, and Jessica Gifford Nigrelli was our incredible event chairperson. Special guests included Jonathan and Ashley Papelbon, Tom and Sage Hamilton, and Jason and Catherine Varitek. Ticket sales, raffles, and auctions raised over \$482,000 for the animals.



ANIMAL HALL OF FAME

In October, 400 of the MSPCA-Angell's enthusiastic supporters honored some remarkable animal and human heroes at our 24th Annual Animal Hall of Fame Dinner, held at the John F. Kennedy Library. Our special friend Heather Unruh of WCVB-TV served as emcee. Attendees were thrilled by the engaging stories of our award recipients, with a group of young fundraisers from Peirce Elementary School in Newton among them. Julie and Ron Druker served as event chairs, and this heartwarming event raised over \$354,000 for the animals.



P.E.T. PROJECT

Participate, Entertain, and Transform are the keywords of the MSPCA-Angell's P.E.T. Project, young professionals who are dedicated and compassionate animal enthusiasts. In 2011, P.E.T. Project raised over \$38,000 from all its events, including the annual Party Animals event held at the Bank of America Pavilion VIP tent in Boston; wonderful shopping nights at Jimmy Choo, XV Beacon, J. McLaughlin and private donor homes; and our second annual Doggy 5-K Run. This enthusiastic donor group, spearheaded by Overseer Heather Colleary, continues to plan events and think of creative avenues of support for the MSPCA-Angell via their friends, businesses, and contacts.

You Make It Possible for Us to Fulfill Our Mission! MySPCA Family Members Supporting the Ones They Love



In 2011, even though our nation's economy was still challenging for many, your generosity once again fortified our determination to fulfill every facet of our mission: to protect animals, relieve their suffering, advance their health and welfare, prevent cruelty, and work for a just and compassionate society. All of our donors are important to us, from our youngest (children who raise funds for the animals in a variety of creative ways) to our oldest (senior friends who have given to the animals all their lives, and have also included them in their estate planning) because we know how meaningful each and every one of their gifts has been to the animals in our care. The work we do, on every level, would be impossible without your kind support.

Those who show their love for animals and support for our mission through their financial contributions are the lifeblood of our organization. Our Annual Giving Program, major gifts, hospital, and adoption centers received \$9,237,945 in donations. Our memorial/celebration program raised \$302,139, which includes \$12,850 donated for our Tree of Life in the Angell-Boston lobby.

The Society received \$2,939,985 in bequests in 2011, the largest from the Shirley Lamson Trust, designated to Angell Animal Medical Center. Ms. Lamson had been a faithful supporter of the MSPCA-Angell since 1978.

In 2011 we continued fundraising through "house parties," enjoyable events held at the homes of some of our supporters. Angell veterinarians Dr. Joel Kaye and Dr. Lisa Moses spoke about caring for aging pets at a party at the home of Overseer Susan Schecter, who was assisted by Gail Bogle, Carolann Collins, and Deborah Feinstein. Charles and Natasha Grigg opened their home to invited guests to learn more about the MSPCA's Equine and Farm Animal Adoption Center and the Equine Safety and Ambulance Program at their second annual "Tails & Ales" House Party. As key supporters of our Equine programs, the Griggs hoped to encourage others to lend support as well.

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Your dollars, and the dollars of all the many thousands of generous MySPCA family members who have gone before you, have truly built the MSPCA-Angell, and you keep us moving forward.

Support from foundations continued to strengthen our fundraising efforts in 2011. Among the contributions we were pleased to receive were generous grants from the Elmina Sewall Foundation and the A.W. Baldwin Charitable Foundation in support of our general fund, from the Rogers Family Foundation in support of Angell's Pain Medicine Service, and from the Austin Memorial Foundation in support of Pet Care Assistance.



2011 marked the second year of our Angell Benchmarks program, which allows donors to honor or remember beloved people or animals with a plaque that is installed on the seated areas in Angell's waiting rooms. The Slater family purchased two

Benchmarks in 2011 in memory of beloved pets.

The MSPCA–Angell is proud to have been selected as a Charity Partner by ableBanking, a new online savings bank, in 2011, marking the start of a promising collaboration to raise funds and awareness for our cause. We joined ableBanking at the Massachusetts Conference for Women in December, where a moving video, produced by the bank and featuring our adoption centers, made its debut.

Members of our Leaders Circle (donors who give \$1,000 or more per year) attended informational forums on Angell Oncology, Shelter Medicine, Advocacy, and the Nevins Equine Program. These forums have been gaining in popularity every year.

Direct mail from the MSPCA–Angell brought in \$1,802,309 and 10,358 new donors for the organization. We also sent out e-mail appeals, which generated \$665,833, including \$256,842 from monthly donors. Efforts to increase contributions to the American Fondouk through direct mail resulted in 7,000 new donors since 2008, when the Fondouk database contained only 200 names. Direct mail response from Fondouk donors totaled \$63,463 in 2011.

Although we lend our support and expertise in so many ways to animals and people all over our state, across the country, and indeed around the world, we receive no public funding whatsoever, and no support from any national humane organization — which makes your support all the more critical. Your dollars, and the dollars of all the many thousands of generous MySPCA family members who have gone before you, have truly built the MSPCA–Angell, and you keep us moving forward. We hope you have a true sense of pride and feeling of accomplishment when you hear of our successes and how we meet the ongoing challenges of a less-than-perfect world for animals.

Alice Bruce *MSPCA Vice President of Development*

Since last September I've had a very special "assistant" in my office: Dolly, a 30-year-old Moluccan Cockatoo, who came to the MSPCA adoption center here in Boston a few months before. Dolly found the adoption center stressful, so I was delighted to offer her a break from all of that. She has really blossomed since then. Although we all hope Dolly will be adopted into her perfect new home very soon, everyone on the Development team has become really fond of her sweet and comical personality. No meeting in my office is complete without some proclamations from Dolly, who always says, "Hello!" and sometimes even tells us, "I know what to do!" Others on my team foster animals in their offices from time to time, and we all find it very rewarding to have these constant reminders of our mission so close by. When you sit at your desk and look over at a cat recovering from being spayed and think about how you're helping her along on her journey toward a new home, it informs your work in a very special way. That's what MySPCA is all about!



Donors in the Spotlight



THE SLATER FAMILY

The Slater family exemplifies our MySPCA theme: each generation's pets have been cared for here at Angell, and each generation gives back to the MySPCA family that cares for their cherished family pets. Via individual gifts and through the Slater Family Foundation's support, Ken, Ellen, Sam, and Jackie Slater have doubled our Benchmarks tribute program and added to our Tree of Life sculpture. Our Spring Gala and Animal Hall of Fame events have benefited from their sponsorships as well. After Dr. Lauren Baker brought their beloved Bearded Collie, Leo, through an especially troubling illness in Angell Animal Medical Center's Critical Care Unit, the Slaters are particularly glad to support the place that healed their four-legged family member and eased their worries about his health.



JOHN TALBOT and DORR BEGNAL

Deeply involved in MySPCA's mission, Dorr Begnal and John Talbot have generously offered their support to our Spay/Neuter Assistance and Pet Care Assistance programs and to our Spring Gala. "The MSPCA is first and foremost an organization working every day to improve the lives of animals in a variety of ways. They provide exceptional medical care and programs designed to make Massachusetts a better place for all non-human animals," Dorr says. John is the founder of Boston Baked Bonz, a bakery and gift shop for dogs in Dedham that creates inspired organic goodness for dogs everywhere. The company has made generous in-kind donations to the MSPCA-Angell. John and Dorr live with four beautiful rescued Labradors: Violet, Daisy, Sunflower, and Charlie.



BERYL BENACERRAF

Dr. Beryl Benacerraf has been a supporter of our MySPCA family for over 10 years. She began donating to our Pet Care Assistance program after overhearing someone on a very limited income lamenting the fact that she could not afford to pay the veterinary bills for a sick pet. Beryl and her husband, Dr. Peter Libby, were very devoted to their cat Misha, who passed away recently, and they chose to memorialize their dear friend with an Angell Benchmark in our hospital lobby, which they can visit when they come to Angell with their newest addition, Darcy. Through Beryl's generous contributions, Misha also graced the top of our Holiday Trees for three years, and Beryl's daughter's cats, Freddie Frances and Rica, were honored as Tree Toppers as well. Both Beryl and Peter are physicians, and Beryl dedicated her book on ultrasound to their dear Misha, with a photograph of him on the first page. Beryl loves the fundamental values of the MySPCA family — keeping people and their pets together.



AL and KATHRYN CONTARINO

The Contarinos are important MySPCA family members and big supporters of our overall mission. Although Kathryn loves horses and the couple frequently attends Nevins Farm events, they tell us that dogs are their true passion, and they staunchly advocate for adoptions and support spay/neuter efforts. Last year the Contarinos generously funded the dog-walking area at Nevins in loving memory of their dog Sophie. Kathryn speaks for both herself and her husband when she says, “When we think about Al’s ‘heart’ dog, Sophie, adopted from Nevins in 1999, and Daisy, whom we adopted in 2011, we are constantly reminded that every animal deserves a loving home and we support the hard work and kindness that the MSPCA gives to thousands of animals every year. We are greatly touched and moved by the work this organization does and we want to help in any small way we can.” The Contarinos truly represent the MySPCA spirit.



JO-EDITH HEFFRON

Overseer Jo-Edith Heffron has been a supporting member of the MySPCA family for over 29 years! She and her husband Bennett can be found at many of our events, large and small, but Jo-Edith, always accompanied by a coterie of beautiful Papillons, really shines at our annual Walk for Animals. For several years, Jo-Edith and her pups have raised more Walk money than any other participant. Neal and Susan Heffron, Jo-Edith’s and Bennett’s son and daughter, often participate as well. The Heffrons are also generous supporters of our Spring Gala and Animal Hall of Fame Dinner. Jo-Edith’s true passion for our cause and her ongoing participation in so many of our activities and programs make her an outstanding example of the essence of MySPCA.



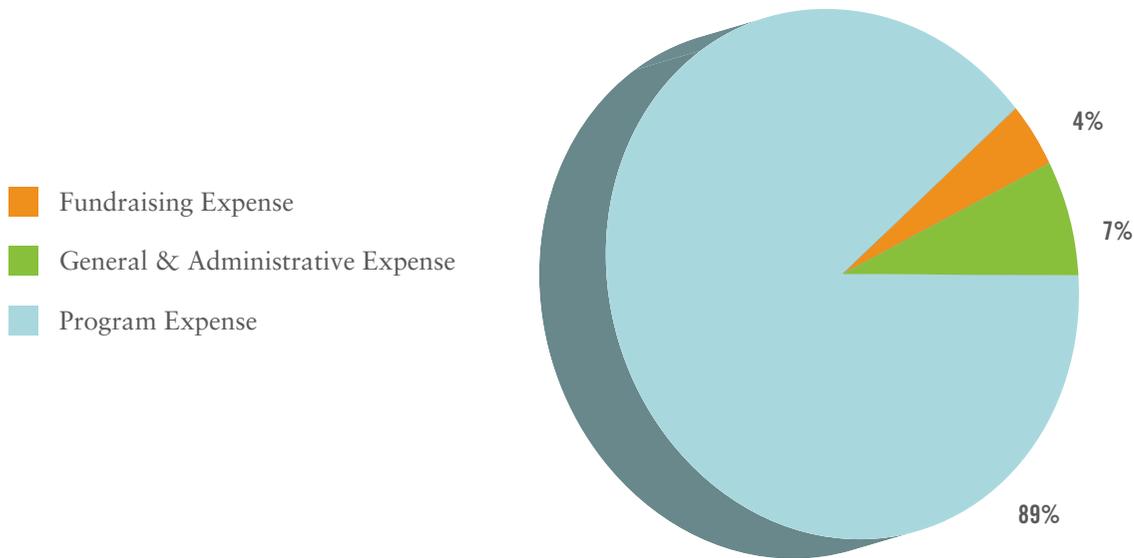
PHOTO CREDIT: CATIE COX

TOPHER COX

For many years, Topher Cox has donated his incredible photographic skills to the MSPCA–Angell, working with our Development Department and Boston Adoption Center to showcase the people and animals that make up MySPCA. Topher’s MySPCA employee portraits, in fact, can be seen in this publication, in our *Companion* newsletter, on the street flags outside our building in Boston, on our website, and on the wall-wraps and other MySPCA décor now gracing our Boston facility. He has taken donor portraits for our Spring Gala and Animal Hall of Fame, and has generally wowed us with not only his artistic expertise but with his patience and sense of humor. We cannot thank Topher enough for making the MySPCA family so beautiful! Topher’s wife, Dr. Shannon Fracchia, and their children, Daisy and Catie Rose, share their lives with Luna Blue, their gorgeous Pit Bull. Topher’s love for animals pours through his portraits, and it is our great good fortune to have him in our MySPCA family.

Financial Report 2011

Program, Fundraising, and General & Administrative Expenses



As 2011 progressed, we began to see signs that the economy was improving. Operating revenue increased by over \$1.2 million in 2011. This increase was driven by an improvement in our Angell Boston hospital performance and higher annual giving and

contributions. At Angell Boston, client visits and revenue increased significantly in 2011, with additional availability of evening, weekend, and holiday appointments contributing to the revenue increase. While we believe that the improvement in hospital performance is indicative of improvements in the overall economy, our adoption centers continued to experience an increase in the number of animals surrendered. Our Boston Adoption Center had a 7% increase in animal intake in 2011. Successful adoption campaigns increased the overall adoption rate in 2011, although caring for an increased number of animals did result in expense increases over 2010. Fundraising performance improved in 2011 as well, driven by strong support of our two major special events, the Spring Gala and the Animal Hall of Fame Dinner. Overall, the positive increase in revenue contributed to an improved operating performance in 2011 over 2010.

In the fall of 2011, we announced that we were going to close our Nantucket operations due to heavy financial losses, a shortage of contributed income, and ongoing challenges associated with operating on an island. At year end we entered into a purchase-and-sale agreement for the hospital facility with some of our former Nantucket veterinarians, and thus veterinary care continues without interruption. We anticipate closing on the sale in summer 2012.

Our 2011 investment return was 1.9%, as market volatility driven by external events and continued concern regarding the stability of some European economies resulted in swings in market performance. Recent planned portfolio changes which increased diversification and mitigated risk contributed to the positive return in 2011.

We are off to a strong start in 2012, with visits to Angell Animal Medical Center at an all-time high. We look forward to continuing to meet the needs of animals in our programs and we deeply appreciate the continued donor contributions that support our efforts.

Sincerely,

Amy Fredericks
Chief Financial Officer

REVENUE & EXPENSES

	2011	2010
OPERATING REVENUE		
Gross revenue from health and hospital services	\$28,868,631	\$27,576,429
Less discounted and subsidized care	(924,442)	(851,039)
Net revenue from health and hospital services	27,944,189	26,725,390
Annual giving, hospital, and adoption center donations	9,237,946	8,878,602
Distributions from outside managed trusts	578,460	573,738
Investment income appropriated for operations	547,789	0
Other income	1,713,732	1,691,979
Total operating revenue	40,022,116	37,869,709
EXPENSES		
Health and hospital services	\$30,166,957	\$30,188,422
Humane services, adoption center, animal advocacy	7,654,758	7,289,921
Publications, communications, and marketing	962,070	822,783
Total program expenditures	38,783,785	38,301,126
Fundraising	1,730,957	1,632,649
General administration and support	3,179,898	2,801,052
Total operating expenses	43,694,640	42,734,827
Change in net assets from operations	(3,672,524)	(4,865,118)
NON-OPERATING INFORMATION		
Bequests received	\$3,039,986	\$3,404,984
Investment income (loss)	(25,929)	5,228,861
Net income (loss) from outside managed trusts	(928,004)	1,494,859
Investments, at market value	47,534,919	47,938,418

* This reported information is from the MSPCA unaudited financials. For more information, call Amy Fredericks, Chief Financial Officer, 617 541-5002.