



2016 Annual Report

Expanding Our Horizons

Supported by memberships, donations and fundraising.





**A prominent resource
within our community.**

Board of Directors

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Northwestern Mutual

Kathryn Roudebush - Vice President
Attorney

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Lindsey Swanson - Secretary
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Patrick Davis
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RN, Retired

Debra Lockhart
Wells Fargo

Terra Schmidt
Lutheran Hospital

Steve Smith
Fort Wayne Medical Surety Company

Misty Stephan, RVT
Paw's-n-Claw's Pet Care Palace

From the President

Dear Friends,

Thanks to the support of our community, partner organizations, donors, and especially our amazing staff and volunteers, we have made home a reality for thousands of animals in need. This past year was quite the journey! Under the leadership of Executive Director Jessica Henry, the Allen County SPCA provided temporary homes for nearly 2,800 animals and found forever homes for 2,660 homeless cats and dogs!

2016 was an incredible year for the Allen County SPCA and we could not have done it without the support of those around us. We are extremely grateful to our hardworking team at the shelter who take care of our animals, and the Board of Directors for their guidance and direction. We could not complete our mission without our many incredible volunteers who give countless hours of committed service with such passion. It goes without saying we thank the donors and corporate partners who allow us to meet our mission through their generous gifts and support.

We will continue to make great strides toward making Allen County and surrounding counties the best place for pets by furthering the compassionate, safe and responsible relationships we've formed. We are committed to expanding our organizational capacity to increase our ability to place homeless animals in loving homes and keep pets with their existing families. Currently we support animals with special circumstances through our Angel Fund and families in need through our Pet Promises program, with plans on continuing these efforts on a larger scale.

As you read through our annual report we hope you feel a sense of pride in your association with the Allen County SPCA. With your support, we will continue our example of offering high quality animal sheltering and will further our mission of providing the best care available for animals in need. Together we will remain a prominent resource within our community in saving the lives of animals.

As the 2,658 dogs and cats we assisted this year will attest to, there really is no place like home!

Kindest regards,

Kent Pyle
President
Allen County SPCA Board of Directors



2016 Growl At The Moon fundraiser.



**Another record year
of adoptions.**

Our Mission

The Allen County SPCA will promote the prevention of cruelty to animals by providing a safe haven for animals, an effective and comprehensive adoption program, education and outreach programs for the community and deep and broad membership and volunteer programs.

From the Executive Director

As I look back at 2016, my fourth year as the Allen County SPCA's Executive Director, it's easy to be overwhelmed with pride at just how far we've come. It was another record year of adoptions, for example, with nearly 2,700 cats and dogs making their way home after a brief stay at the Allen County SPCA. That's an almost 600% rise in pet adoptions from just five years ago!

Equally as impressive was the expansion of programs and services offered by our social service initiative, Pet Promises. In addition to the nearly 600 free spay/neuter surgery certificates provided to low-income pet owners in the 46806 zip code, four free vaccine/microchip clinics were conducted onsite to residents in the neighborhood whose pets otherwise would go unvaccinated. Each of those clinics saw 150-200 animals in need of services. Next, we partnered with a few area veterinarians to offer financial assistance to pet owners whose animals needed critical medical care, so that - regardless of their inability to pay - loving cat and dog owners could provide necessary care to their precious pets. Finally, the compassion foster program was busy providing temporary foster care for pets whose owners were experiencing a personal crisis. From victims of domestic violence fleeing their abusers to VA Hospital patients who needed short-term care for their pets while they sought medical attention, Pet Promises was the safety net that more than 60 individuals needed in 2016 to keep their families (including their four-legged kids) intact.

Much of what we do wouldn't be possible without grant funding. Locally, generous support from the Foellinger Foundation, the Community Foundation of Greater Fort Wayne, the Lassus Foundation and the PNC Charitable Trust, among others, enabled us to reach even greater heights. And regional and national grant support came from the Kenneth Scott Charitable Trust, PetSmart Charities, the Petco Foundation, Maddie's Fund, Best Friends Animal Society and the ASPCA. Together, along with support from our dedicated membership, we saw the kind of growth that was only worthy of imagination just a few short years ago.

And we're not done growing yet. Not by a long shot. Initiatives are in place to make 2017 even more impactful for our community's pets and the people who love them.

Enjoy the 2016 annual report and join me in congratulating all of us who are working to save animals everywhere!

A handwritten signature in black ink that reads "Jessica Henry".

Jessica Henry
Executive Director, Allen County SPCA



Staff and volunteers at 2016 Northern Indiana Pet Expo.

Marketing Report by Melissa Gibson

What an exciting year it was for our marketing programs! Over the past several years, the Allen County SPCA has experienced exponential growth, both in the number of animals finding forever homes and in the breadth of services we offer. To sustain this growth, our Board and leadership recognized the need to take a look at our marketing efforts and how to further our reach.

In mid-2016, we formed a Re-branding Committee comprised of staff, board members and community volunteers. Their goal was to determine the best way to reduce brand confusion and increase our market share of adopters, donors and volunteers. As a result of their efforts, we now have a re-designed website, a new "look" for our organizational collateral (including a fresh, new logo!), a comprehensive strategic marketing plan, and we're working hard to clarify our messaging to make us more relevant than ever to the Fort Wayne community.

We also ramped up efforts in donor relations, a key component to any non-profit's marketing efforts. With the help of a consultant, we implemented a direct mail fundraising plan. Instead of our monthly newsletter (now quarterly), we're sending specially-crafted appeals. These letters not only inform donors of specific fundraising needs, but ensure that they know how their dollars are being used to save the lives of animals in need.

Of course, we continued to use avenues that have worked well for us in the past. Our efforts on social media platforms in 2016 gave stellar results. With over 20,000 followers on Facebook, we've seen ever-growing post engagement. It's helped us raise dollars and find forever homes for adoptable animals. We continue to be supported by countless individuals and businesses hosting third-party fundraisers on our behalf. Our media presence remains strong, thanks to partnerships in both radio and television. ABC 21's weekly INsight segment featuring the Allen County SPCA is always their most watched. Our weekly appearance on K105 FM's morning show is now shown live on Facebook as it happens, and because of its popularity we've partnered with the station to produce twice-monthly Podcasts on pet-related topics. Fort Wayne's CW also added a television feature called "Pop Up Puppy" which showcases several of our adoptable dogs each week.

This year, we're looking forward to building on steps taken in 2016. We'll work toward streamlining our efforts, growing relationships with our supporters, and we'll do everything we can to maximize our presence as the premier animal welfare organization in Fort Wayne. We can't wait to save even more lives with you this year!

Signature Events by Jessica Henry



We kicked-off 2016 with our second annual Pawject Runway in February. A brand new venue, Hotel Fort Wayne, provided us a more intimate setting in which to see our area's most adorable, creatively-groomed dogs! 16 groomers and their canine creations strutted the runway, all to benefit the Allen County SPCA's Angel Fund. Awards were given in various grooming categories, and the competition really heated-up with people donating their dollars toward votes in the People's Choice category. Attendees purchased lapel pins featuring photos of animals whose lives were saved, thanks to the Angel Fund, and the silent auction was a hub of activity all night long. The sold-out event was a total success, raising more than \$29,000 to benefit our most critical medical cases.



Usually held in April, the 2016 Northern Indiana Pet Expo took place in June. Through an arrangement with Vera Bradley, we offered our spring dates to them in exchange for a corporate partnership with the Allen County SPCA. This translated to another very successful event at the Allen County War Memorial Coliseum. This beloved annual, family-friendly event was fun for everyone, including people's four-legged children. We were entertained by the Panfilov Family's Performing House Cats and Dogs show, and the learning lab featured such educational topics as: The Art of Creative Grooming, Spotting Cruelty and Neglect and much more. And, as always, hundreds of adoptable pets made their way to the Expo and then into the homes of attendees who made the life-saving decision to adopt! Mark your calendars now for the 2017 Northern Indiana Pet Expo on June 24th and 25th!



After five years of successful CatWalk events, we decided to change things up a bit this year. And, boy, did we! We introduced Growl at the Moon to a crowd of shelter supporters who transformed themselves into talented karaoke singers! That's right - it was Karaoke for a Cause! More than 400 guests crowded the Grand Wayne Center in downtown Fort Wayne for a chance to take the stage on behalf of homeless animals. This off-the-wall, fun event raised money with a live, cash-ask auction and a stellar silent auction. Proceeds benefited the many programs of the Allen County SPCA, and when all the money was counted, Growl at the Moon raised more than \$55,000! It was so successful, in fact, that we're going to do it again in 2017. We hope to see you there on Friday, October 20th!



Vaccine clinic held at the shelter.



Pawject Runway.



Northern Indiana Pet Expo.



Growl At The Moon silent auction area.

Volunteer Report by Dani Wagner

In 2016, we had 297 volunteers complete 12,201 hours inside the shelter, at outreach events, and helping clean and take care of our cat's at all three PetSmart locations. That's almost the equivalent of 6 full time employees! From walking dogs to cleaning cat rooms, we could not do what we do without the powerful force of volunteers who donate their time to us every day. We hope that the time you give is as valuable to you as it is to us!

At the last annual meeting for the Allen County SPCA, Mark probably talked a lot about a grant we just received from Service Enterprise (through the Best Friends Animal Society) to help grow and expand our program. Well, a whole year and a lot of hard work later, we are about a month away from completing that certification, and we feel very confident that we are going to pass with flying colors!

One of the biggest changes we have made to our program is to really focus on what our volunteers want to get out of their time with us. While we encourage volunteers to learn as much as they can at the shelter, giving them tasks that they find meaningful has made a huge difference in getting newer volunteers to return. Prior to my arrival, volunteers needed to complete 20 hours of volunteering before they could handle dogs - and while they can't start walking dogs on their first day, the change allows our volunteers to do something they find rewarding and they have become more committed and learned more along the way - including tasks they weren't interested in before!

In addition to providing rewarding experiences for our volunteers, we've committed to offering more training to our volunteers at every level, including offering canine enrichment classes to new volunteers and upper level training for more experienced dog handlers. We've also held workshops for our front desk greeters and our volunteers who help with laundry that let experienced volunteers guide new volunteers and created a space for questions and suggestions to be shared. Thanks to the position descriptions, handouts and surveys that I have created on our Service Enterprise journey, we are able to find the best candidate for each position and get our volunteers the information they need in a more efficient manner.

At the Allen County SPCA we have finally entered the 21st century and our volunteers can now log all of their hours via a computer at the shelter, at their home or from their phones. This has been a huge help for our PetSmart and Outreach volunteers who rarely make it into the shelter, but are vital to our mission. We're looking forward to having more accurate numbers in 2017 along with reports on retention so we can better see how to improve our program. In the coming months, volunteers will also be able to log on and select their schedules and tasks, making it even easier for volunteers to come in and donate their time.

When I started six months ago, it did seem a little daunting to take on a job that involved completely restructuring a program, but between getting certified for Service Enterprise and the feedback of our committed volunteers, I believe we are on our way to having a well-trained volunteer force who are just as committed as our dedicated staff to our goals in the years to come.

Are you interested in volunteering with the Allen County SPCA? Email dani@allencountyspca.org or call (260)744-0454 ext. 204 to reserve your spot at our next orientation!

Building Report

by Lindsey Swanson

Wow! 2016 was another incredible year for the Allen County SPCA, full of growth, adoptions, saving lives, community outreach and more growth! I'm sure I am not the only one who continues to be amazed with the work that is done day in and day out at the shelter and the passion behind those who devote countless hours to the mission. But with continued growth comes its own set of challenges. However, not surprisingly, the staff and volunteers of the Allen County SPCA have tackled the challenges head on.

Recently, a generous friend of the shelter, Corporate Construction, donated an office trailer to the shelter to be utilized onsite and we are in the process of getting it up and running. The plan is to move the offices of several staff members to the trailer which in turn will create significantly more space in the shelter and the lobby area. After the office moves, we plan to remove the cubicles in the lobby in order to make more room for the cute displays of cuddly kittens and other adoptable animals.

Additionally, the Community Foundation of Greater Fort Wayne recently awarded the Allen County SPCA a grant to improve and renovate the current space of the shelter. We are already working to determine the best use of the funds and cannot wait for you to see the progress at the shelter as we continue to adjust to our success! This is the first time that the shelter has received a grant like this and we are excited to put our designing skills to the test. Stay tuned and follow us on social media to stay up to date on all the exciting things we have planned for 2017!

Board Development Report

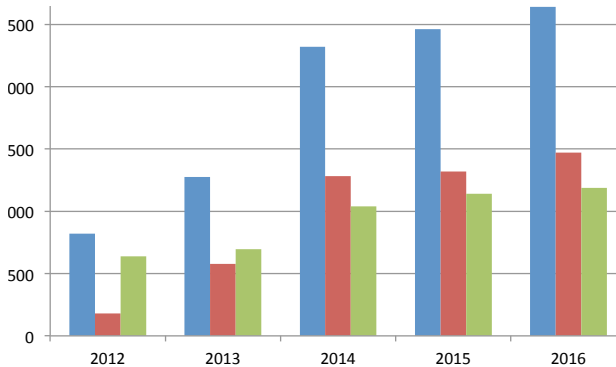
by Kathryn Roudebush

The 2016-2017 year was one of transition. As a part of modernizing the Allen County SPCA, governing documents were reviewed and revised. Initially, the various policies and procedures of the Allen County SPCA were reviewed and combined into a single document so that staff and board have easy access to all processes adopted by the corporation.

In order to update governance structures, the Articles of Incorporation were amended and restated, with a membership-wide vote taken on the revisions in early 2017. All changes were adopted. Thereafter, our corporate Bylaws were revised to reflect the changes in the amended Articles of Incorporation. Thus, we begin the 2017-2018 board year with our governance structures and documents updated and poised to best serve the mission of the Allen County SPCA.



Adoptions



■ Total Adoptions
■ Cats Adopted
■ Dogs Adopted

Shelter Statistics

January 1 - December 31, 2016

Species By Age	Canine	Feline	Total
Beginning Animal Count	35	81	116
Live Intakes:			
Stray / At Large	3	10	13
Relinquished by owner	312	497	809
Transferred in from agency	906	1057	1963
Total Live Intake	1221	1564	2785
Outcomes:			
Adoption	1186	1472	2658
Returned to owner	15	23	38
Transferred to another agency	14	20	34
Subtotal: Live Outcomes	1215	1515	2730
Died in Care	1	31	32
Shelter euthanasia	4	36	40
Subtotal: Other Outcomes	5	67	72
Total Outcomes	1220	1582	2802
Ending Animal Count	36	63	99

Finance Report by Kevin Huebschman

The majority of the Finance Committee's 2016 work involved the regular review of the shelter's financial position and oversight of the investment portfolio. Additionally, each year the Finance Committee reviews the annual budget before approval by the Board of Directors. The Committee along with Jessica Henry, Executive Director of the shelter, and Dawn LaPorte, Business Manager, continually monitor current policies to ensure the organization remains on sound financial footing. Many thanks to Jessica and Dawn as well as those who served on the committee in 2016 and generously contributed their time and professional accounting knowledge.

Statement Of Activities Year Ended December 31, 2016 (Unaudited)

Income:	
Animal Fees	165,570
Donations	542,595
Grants	137,335
Membership dues	43,710
Special events	121,920
Estate donation	24,792
Miscellaneous income	28,241
Total Income	\$ 1,064,163
Expenses:	
Personnel	567,580
Animal care & adoption	353,535
Business & office	52,854
Pet Promise office	240
Pet Promises	42,626
Fundraising/membership dev.	58,510
Special events	72,736
Volunteer program	777
Building & utilities	28,738
Total Expenses	\$ 1,177,596
Net Income	\$(113,433)

Statement Of Financial Position

December 31, 2016
(Unaudited)

Assets

Current Assets:	
Checking/Savings	225,498
Accounts Receivable	33,601
Other Current Assets	6,057
Total Current Assets	\$ 265,155

Fixed Assets:	
Furniture & Fixtures	10,152
Equipment	107,044
Buildings	180,687
Accumulated Depreciation	-204,472
Total Fixed Assets	\$ 93,411

Other Assets	
PNC Investments	1,926,680
PNC Accrued Interest	20
Total Other Assets	\$ 1,926,700

Total Assets	\$ 2,285,266
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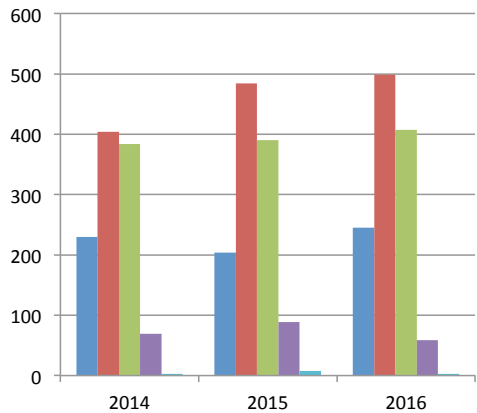
Liabilities And Equity

Current Liabilities:	
Accounts payable	10,536
Other Current liabilities	12,444
Total Current Liabilities	\$ 22,980

Net Assets:	
Unrestricted fund balance	2,198,593
Temporarily restricted fund bal.	97,224
Net Income	-33,531
Total Equity	\$ 2,359,510

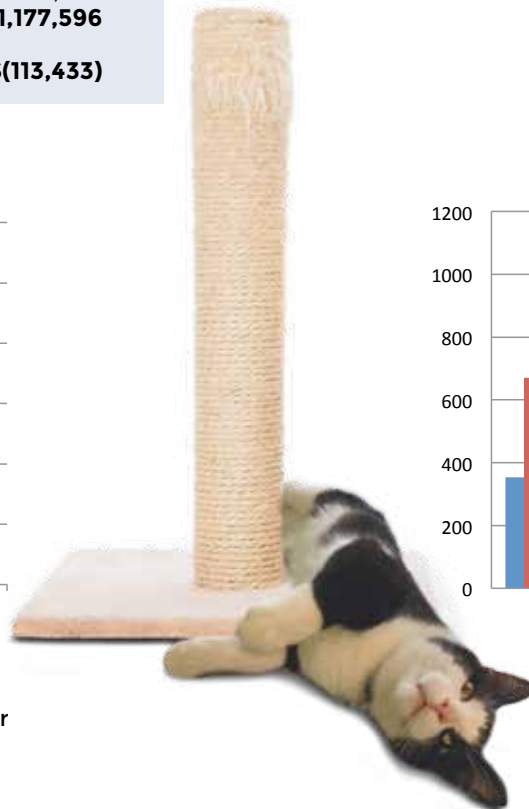
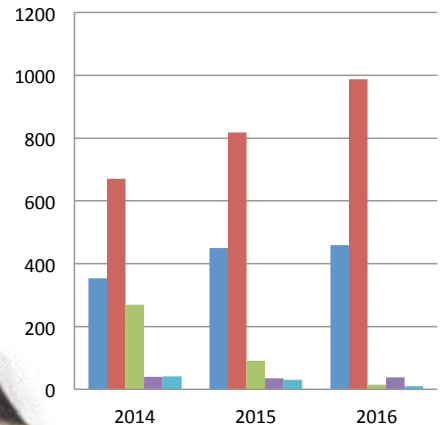
Total Liabilities And Net Assets	\$ 2,285,266
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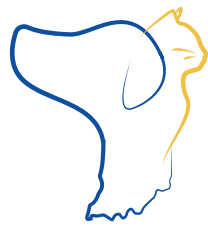
Canine Intake



- Owner Surrender
- Transfer in: Coalition partner
- Transfer in: Non-coalition partner
- Return
- Stray

Feline Intake





ALLEN COUNTY

SPCA

Your community. Your shelter. Your pets.



4914 S. Hanna Street • Fort Wayne, IN 46806 • 260-744-0454

www.AllenCountySPCA.org

Thank You For Your Support!