The Humane Society of Utah ... dedicated to the elimination of fear, pain and suffering in all animals!
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Agenda - HSU Annual Membership Meeting

1. Welcome/Opening Remarks
   Craig S. Cook - President & General Counsel

2. Executive Director’s Report
   Gene Baierschmidt - Exec. Dir. - Humane Society of Utah

3. Video Presentation - Department Summaries

4. Introduction & Election of Candidates - Board of Directors

5. Closing Remarks - Craig S. Cook

6. Question & Answer Session
2012 will long be remembered for one of the greatest watershed moments in the history of the Humane Society of Utah. **Kitty City** officially opened on August 25th! The creation of this state-of-the-art feline facility marks a turning point for our organization which is now in its 53rd year of operation. Small steel cages have been replaced by spacious and beautifully decorated accommodations for cats that look and feel like home. **Kitty City** provides a comfortable, inviting setting that encourages more people to visit our shelter, interact with our cats & adopt a homeless animal. All the while, the cats in our care have happier days taking long naps, gazing out windows, stretching their legs or simply playing with other kitties in roomy “villas” and light, bright “townhomes.”

**Kitty City** is a major part of the Humane Society of Utah’s quest to eliminate fear, pain and suffering for all animals. The HSU continues providing shelter, food and medical care...as well as in-house and outreach adoption programs for homeless animals. We address pet over-population by offering low cost sterilization procedures and provide affordable vaccinations in our state-of-the-art clinic. Our highly regarded animal transfer program is also increasing adoptions. And the HSU’s vital foster care program continues to flourish. The same can be said for the Humane Society’s education programs for elementary students. Investigation of animal neglect, cruelty and abuse remains a high priority as well. And the same is true for our informative quarterly newsletter distributed to all HSU members.
Humane Society of Utah 2011 - Overview

As a 501(c)(3) charitable, non-profit organization in good standing with the United States Department of Treasury the HSU is eligible to receive deductible contributions from our members and the public in general. The Humane Society of Utah receives no funding from any government agency or the Humane Society of the United States.

The Humane Society of Utah is governed by an independent, voluntary Board of Directors (see next page) who serve without pay or other compensation, and whose responsibility it is to formulate the policies governing all activities and positions taken by the Humane Society of Utah.

The HSU’s financial activities and standing are professionally maintained and audits are conducted by the independent accounting firm of Tanner & Company. Copies of these documents, as well as tax reports and other documentation are available upon request.

This Annual Report of the Humane Society of Utah covers the period from January 1, 2012 through December 31, 2012, including activities of our clinic, adoptions, outreach adoptions, volunteers, animal transfer, animal fostering, investigations, publications/membership fund-raising and education/shelter departments (as well as an overview of the Humane Society’s progress). The primary emphasis of the Humane Society of Utah in 2013 and the years to follow will remain finding good homes for all of our adoptable animals. The organizations’ goals will be met not only through our own efforts but by working together with other animal welfare agencies and rescue groups, not to mention the support of our donors and the public.
HUMANE SOCIETY OF UTAH - BOARD OF DIRECTORS

President
Craig S. Cook
Attorney, private practice

Vice President
Dr. Eric D. Belnap, DVM Veterinarian

Secretary
Dr. Joann Seghini
Mayor, Midvale City

Treasurer
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Vice President and Credit Officer, Key Bank of Utah

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Tim J. Williams
President, !Ignition! Consulting Group

Steve Starley
Manager, Carpet Giant

Susan Wood-League of Cities & Towns (Public Relations & Communications)
ADOPTIONS & ANIMAL TRANSFERS-BEHAVIOR ASSESSMENT

The Humane Society continued making history in 2012. For the fourth year in a row the HSU found homes for each and every one of our adoptable dogs! HSU was successful in placing 3,663 canines and 3,290 cats. Our shelter also found homes for 359 small animals. All together 7,312 animals were adopted from our shelter. At the same time, we saw a 6% decrease in the number of animals surrendered. Most notably the total number of cats received by the HSU went down by almost 12%.

Animal Transfer-Behavior Assessment

Thanks to this innovative program, dogs for whom there is not as strong a demand in our immediate area/market are taken to other animal welfare organizations in Utah and other states ... communities where those canines are in greater demand. Our staff follows up to make sure these transferred animals have successful outcomes. At the same time, the HSU continues to bring in a multitude of small dogs from the Los Angeles metropolitan area. There is high demand for small breeds in our market and this transfer program has saved thousands of lives since it’s inception just a few short years ago.

In 2012, our Animal Behavior and Transfer program placed a total of 395 animals with reputable rescue groups in Utah and surrounding states, more than tripling the numbers from the previous year. At the same time, HSU took in 790 animals (204 more than 2012) from other shelters where they were in jeopardy of being euthanized. 675 of these animals were adopted out by the HSU (a 33% increase!). From a financial standpoint the program generated revenues of $78,520 in 2012 (compared to $51,859.25 during 2011). ABT also performed 502 behavior assessments-up 45 over a year ago.
OUTREACH & VOLUNTEERS

Outreach continues to be one of this organization’s most effective programs. By taking our cats and dogs out to the public, instead of waiting for potential adopters to visit the shelter, the department was able to find homes for 999 animals, which represents approximately 14% of all adoptions done by the HSU in 2012. This achievement can be attributed to excellent logistical planning by our staff, social networking, regularly scheduled television & radio appearances, 37 special events, plus the co-operation of corporate entities such as PetSmart & PetCo, City Weekly, etc. All told, 590 dogs, 378 cats and 31 rabbits found new homes thanks to the Humane Society of Utah’s Outreach department.

Volunteers & Special Events

The HSU’s volunteer department continues to experience tremendous growth. The Humane Society now has more than 800 active volunteers who donated a total of 21,424 hours of their time throughout the year (an average of 1,785 hours per month). This represents a 75% increase in hours donated by our volunteers compared to 2011! These generous people walk dogs, clean kennels, socialize cats, change litter boxes, wipe windows, help with yard work, and assist the Outreach staff at special events.

Nowhere was their presence felt more than in KITTY CITY, which opened on August 25th and has been staffed by 22 volunteers working weekly shifts, collectively donating 1,130 hours during the first four months of operation at the HSU’s new feline facility. In addition, our volunteer photographers devoted more than 400 hours of their time and talent, providing those attractive
and flattering photos of our adoptable animals which appear on our website and the Humane Society of Utah’s Facebook page. This has helped our “marketing” efforts immeasurably as these beautiful pictures allow our animals to put their best “foot/paw” forward and catch the eye of potential adopters.

The same holds true for our team of volunteer groomers who spent more than 200 hours helping our adoptable dogs look their best & assisting the receiving staff with animals needing to be groomed prior to surgery.

104 tours were conducted for various community groups visiting the shelter, 30 Eagle Scouts were able to earn their badges through donation drives and service projects, and 45 high school students completed their school’s community service hours. Meanwhile the HSU’s Court Ordered community Service program, implemented in 2011, has seen continued growth with almost 2,500 hours donated exclusively in the HSU’s receiving department.

In addition to the christening of KITTY CITY, the HSU also opened a brand new area of the shelter exclusively dedicated to our devoted volunteers. Located behind the large dog kennels, this new area offers volunteers day lockers for their personal use and hooks for their aprons. Also new to the volunteer area? A touch screen computer allowing volunteer hours to be recorded more accurately during sign in and sign out.
FOSTER CARE-EDUCATION

The HSU’s Foster Care program, established in 2003, continues expanding. The staff now consists of 3 full time employees who work tirelessly to identify shelter animals who are sick, need socialization, or may be too young to be adopted. Foster Care continually recruits and now works with hundreds of families who often adopt the animals they have been fostering. In addition to puppies and kittens, Foster Care provides support services for our shelter vets, working diligently with sick animals who need to recuperate and others in need of extra socialization. In 2012 the Foster Care department found homes for 1,448 animals. Thanks to the foster care families/providers, who supply their own food, kitty litter, toys, etc., this vitally important operation helped thousands of cats, dogs, kittens, puppies, rabbits, guinea pigs and hamsters go to good homes. Not to be forgotten are the countless animals provided hospice care, allowing them to spend their final days in loving homes, looked after by people who value the lives of these wonderful souls.

EDUCATION

The HSU’s Director of Operations, Carlene Wall, also serves as our Director of Education. In 2012, Carlene delivered 30 school presentations to hundreds if not thousands of young students. Carlene also made 12 pet therapy visits throughout the community and hosted 20 tours of the Humane Society facilities for hundreds of visitors. Carlene also served as our representative to Community Shares.
SPECIAL EVENTS

Our Special Events department had a record year in 2012. The newly created Special Events Coordinator position helped bring in **$76,668** in income. Among the dozens of special events that made 2012 a stellar year were the Utah Pride Festival, the “Sneak Preview” and “Grand Opening” of KITTY CITY, the “Hope for the Holidays” telethon, “Picture Your Pet with Santa,” and “Strut Your Mutt.”

The events surrounding the opening of our new cat area were months in the making. Among the attractions at the invitation only Sneak Preview were a wine bar, food, jazz band, a feline related art show, and a large silent auction. Estimates of seven to nine hundred eager cat lovers visited KITTY CITY that night. The following day, the ribbon cutting of KITTY CITY, conducted by none other than Sylvester the Cat, took place in front of an overflow crowd of spectators and most major media outlets. During the weekend’s events, a record number of 106 cats were adopted and almost $10,000 was raised for the shelter.

Less than one month after the opening of KITTY CITY, our dogs had their day at Strut Your Mutt. For the second year in a row, the HSU participated in the event as a Network Partner Dog Pack. Our members, volunteers and donors made us proud as a group of people 105 strong joined our “Humane Hounds” Pack. When all was said and done the HSU raised $7,080 for the animals at Strut Your Mutt.

Early in the summer, the HSU also participated in the Utah Pride Festival. In addition to adopting out dogs, the HSU marched in the second-biggest parade in the state with
adoptive dogs and banners announcing the opening of KITTY CITY. By participating as a Community Partner with the Utah Pride Center, the HSU sent our own volunteers to work at several festival attractions and raised $1,330 in shared grant dollars for our shelter animals.

The end of the year meant many holiday events, such as our Utah Grizzlies benefit hockey game, also known as “Pooch on the Pond,” and a new recurring event called “Yappy Hour.” Our most popular end-of-the-year event was undoubtedly the 25th annual “Picture Your Pet with Santa.” For the second year, Photo Box Photography generously donated it’s time for four weekends to take portraits of people and their pets with Jolly Saint Nick. This popular HSU holiday event raised $6,800.

And last, but hardly least, the Humane Society’s Fifth Annual “Hope for the Holidays” Telethon at KUTV Channel 2 was a huge success. For the first time, the HSU sought out sponsors in advance to underwrite the cost of the television time and exposure. This allowed us to net $17,000 for the benefit of all the animals in our facility.
THE CLINIC

The Drs. George D. and Esther S. Gross Animal Clinic continues to see major increases in the number of sterilization procedures, vaccinations, micro-chip implants and heart worm tests administered.

Vaccinations increased almost 10% over 2012, with 76,100 doses administered. Cat vaccinations were up by 3.7% compared to 2011 thanks to the HSU’s free spay/neuter promotion requiring the purchase of a complete cat vaccination package.

Meanwhile, the 1,389 heart worm tests administered represent an increase of 18.7%.

The clinic nearly matched the HSU’s single year record for spay and neuter surgeries. During 2012 9,849 animals were sterilized. 2,123 of the 4,535 dog sterilization procedures were performed on client dogs, an increase of 12.2%! 2,014 of the 5,203 cats sterilized were client cats.

From August through the end of 2012, the clinic experienced a 13.6 increase in the number of client cat surgeries. It is also noteworthy that 111 rabbits were spayed or neutered. The success maintaining this high rate of sterilization can be traced to the expertise and efficiency of our veterinarians and clinic staff, as well as the ability of the HSU to offer this service for highly affordable fees.

In 2012 the clinic also implanted 3,145 microchips, representing a 23.2% increase compared with 2011. All told, this increase will help give even more animals the chance of being reunited with their owner(s) should they become separated.
Department Reports  
The Humane Society of Utah-2012  

INVESTIGATIONS  

Led by 40 year veteran John Paul Fox, the HSU Investigation Department stands ready to protect those who cannot protect themselves. The department was involved in 1,693 investigations/inspections during the past calendar year. Mr. Fox conducted 235 investigations, 525 pet store inspections and 234 animal control inspections.  

Regular inspections were also conducted at Hogle Zoo, the Willow Park Zoo (Logan), Thanksgiving Point, Tracy Aviary, the Eagles’ Landing Petting Zoo and Wheeler Historic Farm. The HSU also responded to 558 requests for information and Mr. Fox attended 80 meetings, hearings, etc.  

2012 also saw the Investigations Department monitor animal related bills in the Utah legislature and review individual pieces of legislation, particularly S.B. 52...the Game Fowl Fighting Amendments sponsored by State Senator Gene Davis. Throughout the session Mr. Fox provided updated status reports on all bills in the legislature which were of particular concern to the Humane Society of Utah and its members.  

Among the extensive list of special activities and projects performed by the Investigations Department are the following duties: assisting with management of the membership computer system as well as the safety and security systems installed throughout the facility.  

In 2012 the HSU assisted numerous counties, cities, towns and organizations. While 64% of the total complaints received were from Salt Lake County, Mr. Fox responded to inquiries from throughout the state. 65% of all complaints involved dogs...22% were horse related issues.
Under the guidance of Katharine Brant, the Publications/Membership/Fundraising department processed a total of **3,473 individual contributions** from various mailings and campaigns for a total of **$356,525** (this figure includes donations of $75 and above only, reflecting the large number of high-value donations the HSU received in 2012).

The department also processed **$224,285** in grants or gifts from 34 separate foundations or organizations. Individual acknowledgment letters were written and sent to 3,861 individuals or companies donating $75 or more per gift.

The department supervised the creation, proofing reading, distribution, and tracking of 31 different member, or member-acquisition mailings, and responded to 38 requests for information. 47 documents were notarized, and the department sent out 55 certified letters for microchipped animals turned in to the shelter whose owners could not be found. The HSU also responded to 13 requests for information on naming the HSU as a beneficiary in people’s wills, drafted 10 administrative memos, and finalized 48 monthly clinic and shelter statistics reports.

All in-house forms and records were regularly updated and assistance was provided to our Executive Director regarding various written materials. Ms. Brant also assisted with special events, public-relations and media activities, Board of Directors meetings, legislative materials, information regarding the Humane Society’s new building project, and the HSU’s “Home for the Holidays” telethon on KUTV.

Last but hardly least, the department wrote and produced four quarterly newsletters which were sent out to our membership, keeping our supporters well informed on the latest news from HSU.
The Humane Society of Utah’s biggest story of the year, receiving the most media coverage...was the grand opening of **KITTY CITY**! ABC4 went “live” from the HSU a few days prior to the grand opening and KUTV’s Matt Gephardt featured the facility on the night of our “Sneak Peek.” That same evening Fox 13 went “live” on several occasions from one of the new cat “villas.” KUTV’s “Fresh Living” program produced pre-recorded features to air the following week and KSL Radio interviewed Executive Director Gene Baierschmidt live during its afternoon drive time newscast on the eve of the grand opening! The Salt Lake Tribune also ran a feature story previewing this momentous occasion for the HSU. And the following day when the facility finally opened its doors to the public, all four television stations and both daily newspapers covered the festivities.

In preparation for this grand event, the Communications Department helped design invitations, arrange live music for our VIP Sneak Peek, wrote and produced a pamphlet/program handed out to visitors and worked closely with Reagan Outdoor Advertising on a successful billboard campaign. The department also took the lead on finding photographs, as well as writing and producing the plaques honoring the major donors who made **KITTY CITY** possible.

While **KITTY CITY** may have been the highlight of 2012 from a media standpoint, the HSU also received a great deal more “earned media” coverage during the course of the year. Conservative estimates place the value of this earned media in the range of hundreds of thousands of dollars.
Major broadcast, print and online outlets responded to numerous HSU press releases and covered issues ranging from the number of animals surrendered due to the poor economy ... to a “dangerous dog” ordinance in Ogden. HSU volunteers were recognized and honored in the Salt Lake Tribune while Utah Family Magazine interviewed our veterinarians for a story about aging pets. KSL-TV taped a Wednesday’s Child segment. And topics like dog thefts, legislative matters involving ag-gag bills and bounties on coyotes, “Take Your Dog to Work Day,” animals left abandoned in foreclosed homes, Easter adoptions, hot weather tips, July fireworks, and puppies being rented to BYU students are all issues which showed up on our media “radar screen”

Other major stories and events that took place in 2012 included a speaking appearance by Wayne Pacelle, Executive Director of the Humane Society of the United States, whose visit to Salt Lake City was co-ordinated by our Communications Department along with the HSUS and the Kings English Book Store; a lost poodle (who went missing in action more than a year before at Ft. Hood in Texas) and “Jubilee’s” owner, a soldier who immediately drove 2,500 miles round trip to Salt Lake City for an emotional reunion with his long lost pet; the saga of Bridget, the 10 year old Yorkie who was pregnant when surrendered to our Foster Care department and wound up nursing a litter of kittens when neither of her own pups survived. All of these events and stories garnered the Humane Society of Utah positive media coverage that would be difficult to put a price on.

The same holds true for the public service programs we were asked to appear on and the public service announcements produced with the help of KSOP and local personality Phil Riesen. “The World’s Most Interesting Dog/Cat” campaign still receives air time on radio stations throughout the market. The communications department also worked closely with KUTV on the production of the annual “Hope For The Holidays” telethon on Channel 2. And two extended length videos were produced documenting the construction of the HSU’s expanded/renovated facilities. Arrangements were also made to have Gene Baierschmidt appear on two occasions on Comcast Spotlight with host Alexis Cairo. And our social media efforts paid dividends as the HSU’s following on Facebook grew to 8,000 “Likes!”
While 2012 will long be remembered as one of the most significant years in the history of the Humane Society of Utah, we look forward to 2013 with just as much anticipation. Work is beginning on the “Wait Is Over Rover” dog adoption center which will complete our three year expansion/renovation project. When the center opens, our dogs will be housed in a facility rivaling KITTY CITY!

Though the HSU has been highly successful over the years in its’ efforts to find homes for thousands upon thousands of homeless animals, we believe animal shelters should always evolve. It’s long been the Board of Directors’ desire to make the environment in this shelter more soothing and comforting for the animals during their stay. At the same time it’s also critical to showcase our dogs in the best possible light to help make their stays as brief as possible.

With that in mind, the Humane Society of Utah, with tremendous support from the Kay family of Vernal, Utah, will be making the following improvements:
* Small dogs will be kept in a separate area in an environment which will make interaction with the public much easier and more enjoyable.

* Larger dogs will be given more space in individual areas and new kennels.

* Sound muffling materials will be used in all dog areas and plexiglass will replace steel in many kennels.

The overall goal of these and other steps is to create an atmosphere where the dogs are calmer and more relaxed. This will help them make a better impression!

With these and other planned improvements, the Humane Society of Utah hopes to significantly increase the number of dogs adopted at the new and improved “WAIT IS OVER ROVER” dog adoption center!
Once finished, our new dog center will not only provide far greater capacity to handle more dogs and puppies, it will also create a more inviting atmosphere. It is our belief this will improve the consumer experience for visitors interacting with our canines and lead to more adoptions.

The Humane Society of Utah will continue striving to improve the lives of all animals in our community in 2013 and speak out as an advocate on their behalf...relying on the continued support of those who share our passion. At the same time the HSU will continue educating the public regarding responsible care for pets while improving the perception of shelter animals...encouraging everyone who wants a new pet...to think adoption first, foremost and always.