

# Friends for Life

*A publication of Society for the Prevention of Cruelty to Animals Los Angeles*

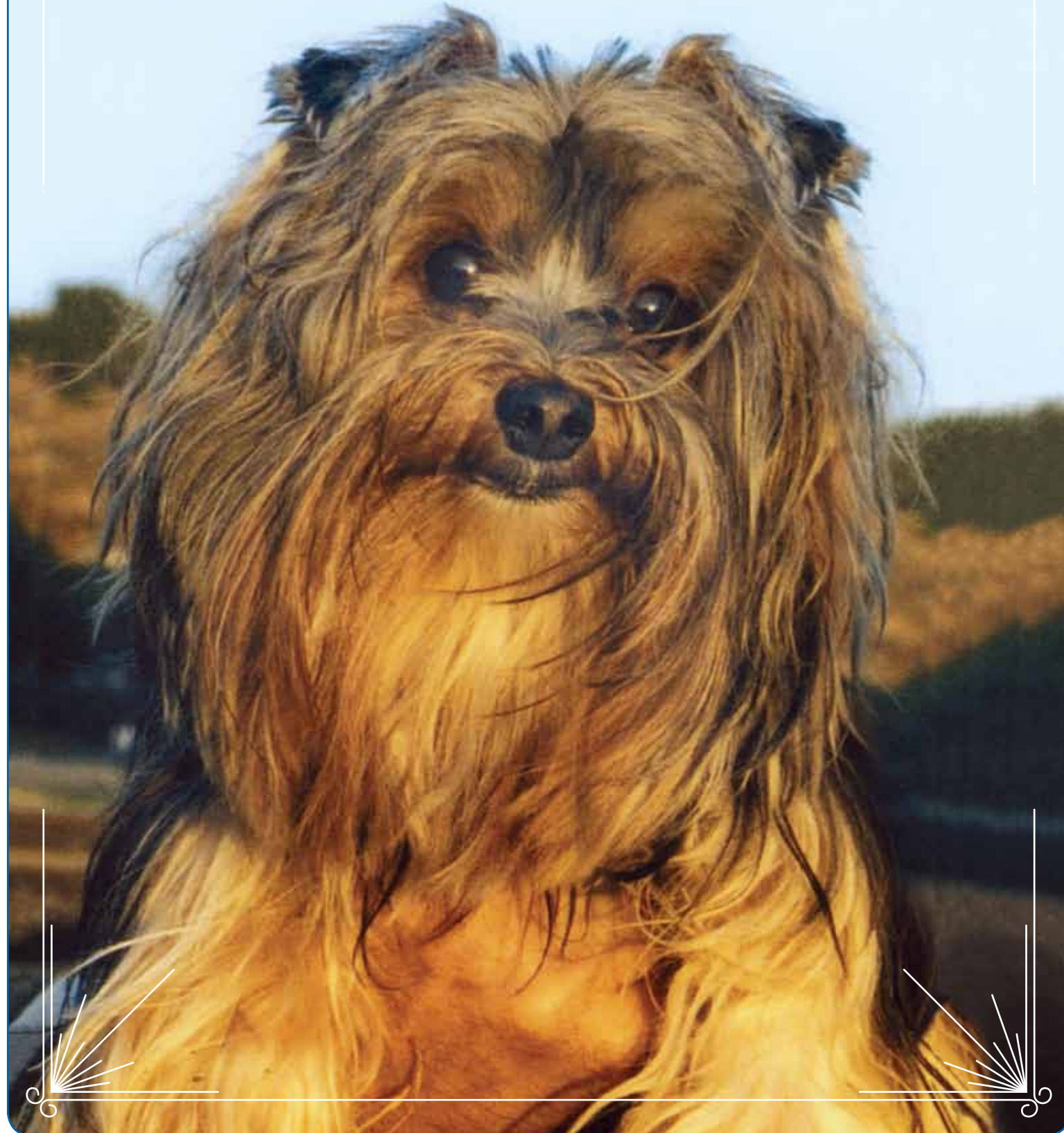


In Memory of

# "Pedee" Pitchford

◆ LOVING COMPANION ◆

January 17, 1994–February 17, 2010



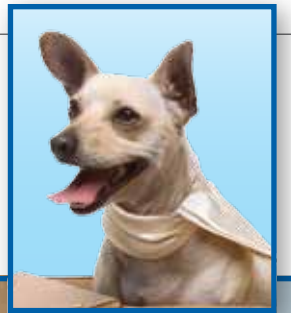
2010 Friends for Life  
Volume 14

# CONTENTS

On the Cover »

Lobo, one of spcaLA's Chihuahuas.

Cover photography by Andy Sheng,  
[www.OtisandLucy.com](http://www.OtisandLucy.com)



# 10

## OPENING

- 4 President's Message
- 5 Letters

## DONOR RECOGNITION

- 12 Donors
- 26 Memorial & Tribute Gifts

## HOW TO HELP

- 33 spcaLA Locations
- 35 Donor Tiles
- 37 Naming Opportunities
- 39 Donate Needed Items to spcaLA

## ARTICLES

### 06 Year in Review

Highlights of our past fiscal year.

### 08 Cover Story:

#### Air Chihuahua Takes Flight!

Forget Beverly Hills, send me back East!

### 10 spcaLA Around Town

Catch *your* spcaLA out and about!



# 06

Art direction, design, & edits by Ana Bustilloz and Shelby Moulden.  
spcaLA Communications & Marketing Department

spcaLA does not necessarily advocate or promote the use of  
products/ services featured in *Friends for Life*.

PRESIDENT’S MESSAGE



✦ Madeline Bernstein  
Stay in step with Madeline. Go to [http://spcala.com/president/pres\\_msg.php](http://spcala.com/president/pres_msg.php) to check out her blog, Twitter feed, & more!

Bono (from the rock band U2) is under fire after it was revealed that only about 1% of his charity’s fifteen million dollars made it to actual causes. Billions of dollars in aid was raised for Haiti and much has yet to find its way to those who are still suffering. In Linda Polman’s *The Crises Caravan: What’s Wrong with Humanitarian Aid?*, she laments that needed aid may not reach its intended destination, and, if it does, may land in the wrong hands and make matters worse! And finally, in our business, there are those who still believe that donating to aspca and hsus helps your spcaLA or any other spca or human society. They are neither umbrella organizations, nor connected legally to any other similarly named organization. My issue is that donors should intend to give to these groups rather than do so in error and assume that they are something that they are not.(Both aspca and hsus have been asked to put meaningful disclosures on their commercials and other advertising materials. Both have refused.)

Given that the combination of generosity and disaster can add up to a veritable “candy store” for the unprincipled, greedy and the opportunistic, I am terrified that those who can give, will stop, believing that they are not making a difference or that they have been bamboozled. What will happen to your spcaLA and to those desperately in need of a helping hand?

Rather than souring on giving, research the situation, ask questions and make sure your gift is going to whom and where you so intend. Consider donating to a local organization that you can visit, talk to, and just see in action. Frequently, your local charity may be providing international relief as well or is affiliated with one who is. Bolstering the local charities boosts the local economy, provides jobs, resources and allows the community to thrive. Stronger communities result in stronger cities, states and nations. Our ability to help others improves with our own increased strength and solvency.

Charity begins at home. It is only when we stand strong that we can lift another.

Yours truly,

Madeline Bernstein, spcaLA President



Website: [www.spcaLA.com](http://www.spcaLA.com)  
Email: [info@spcaLA.com](mailto:info@spcaLA.com)  
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LETTERS



« Joe & his family

Here I am with the kids of my new family! I can tell that they love me very much. I’ve been to walks along the beach, car rides (which made me a little barfy), and I play a lot in my new backyard! Soon I will learn to swim in my own pool. They can’t believe how smart I am. I now can lie down & crawl as well as sit, shake, high-five and “target” (the stuff you guys taught me). Thank you for taking such good care of me while I was there & now I am a really, really happy dog!  
*XO Joe a.k.a. Lucky*

Just want to update you on “Pearl” and “Sassy.” I’m in love. I can’t imagine life without them. And to think I came to adopt only one kitty. I’m so glad you paired up “Sassy” with “Pearl” because they really seemed like a good fit, so I just HAD to take both. Now they are best of friends and we are one big happy family. “Pearl” is now “Sophie” (white) and “Sassy” is now “Phebe.” They are hilarious and full of energy. Great health and behavior and of course, I spoil [them] rotten...I can’t help it. Thanks for taking amazing care of your animals. I feel so blessed to have them in my life.  
*Shari Gulley*



✦ Phebe & Sophie Gulley

Thank you for inspiring my daughter, Sara. You should see her training and taking care of our new puppy. Having enrolled Sara in the spcaLA *Friends for Life* Kids Camp has been the best experience for her. Thank you again & keep up the good work!  
*M. Samayoa*



« Sara & her dogs

# YEAR IN REVIEW

By Miriam Davenport

September 1st, 2009 through August 31st, 2010



✦ spcaLA Humane Officer & volunteers rescue cats & kittens from an East LA home.

## FOOD FOR ALL

For the first time in decades, pet food reserves at spcaLA dwindled at an alarming rate. Corporate donations of pet food were less than 10% of what they were prior to the recession. By January, we were in dire straits.

That's when you came to the rescue. By the carload and truckload, spcaLA supporters donated dog and cat food. Like Deborah Davidson Harpur and her dog, Gigi, who raised 32 tons of Rachel Ray Nutrish food through the Pet Postcard Project, you stepped up.

And, it worked. Your generosity influenced others—your Facebook friends, your neighbors, your colleagues, your families—even pet food companies like Natura Pet Products, Dogswell® and Mars Petcare.

Despite the economic forecast improving, corporate donations of food will not return to pre-recession

figures. We still need your help—when you buy your pet some food, consider getting a bag for a pet in need, and encourage your friends to do the same.

## spcaLA HUMANE OFFICERS TO THE RESCUE

On two separate occasions this year, spcaLA Humane Officers came to the aid of elderly women. What began as their feeding a few neighborhood cats turned into situations wherein neighbors dumped unwanted animals, resulting in over 100 cats between the two. Both women called spcaLA when the care of these animals became more than they could handle.

After rescuing the cats, spcaLA Humane Officers brought the animals back to spcaLA—or to other credible rescue organizations—where they were examined and given veterinary care, spayed or neutered, and placed into adoptions.

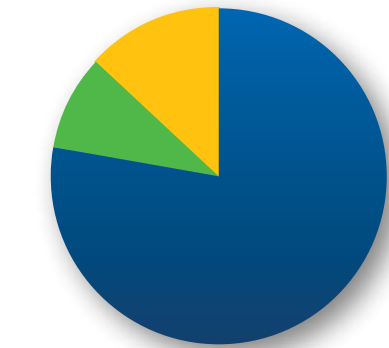
Unfortunately, not everyone can recognize when a situation becomes too much to handle. spcaLA Humane Officers routinely investigate and prosecute animal hoarders: people who take in unusually high numbers of pets without the ability to properly care or house them, while at the same time denying this inability, resulting in animal abuse & neglect. If you suspect animal cruelty, call the spcaLA Cruelty Tipline at (800) 540-SPCA.

## CRYSTAL VISION TO PREVENT VIOLENCE

This March, the Employees Community Fund of Boeing California (ECF) bestowed the prestigious Crystal Vision Award on spcaLA.

Given in recognition of spcaLA's international, at-risk youth, violence prevention program, "Teaching Love and Compassion" (TLC), the award was accompanied by a grant that will help spcaLA to continue and expand the program.

✦ spcaLA Expenses<sup>1</sup>



■ 78% Programs  
■ 13% Management & General  
■ 9% Fundraising

## HELP US HEAL

In addition to feeding, spaying/neutering, vaccinating & providing veterinary care to some 5,000 animals every year, spcaLA focuses on the mental needs of our shelter pets. The sad fact is that dogs who bark, jump and pace in their dens or cats that hide, hiss or swat are considered less desirable candidates for adoption. These displays are often results of stress, boredom and lack of positive human interaction.

spcaLA's HEAL (Helping Enhance Animals' Lives) program works to address those issues. Through HEAL, spcaLA's Training and Behavior Department works with staff and volunteers, enabling them to teach shelter dogs and cats basic obedience and manners, in addition to other enrichment activities. With specialized plans for pets in need, spcaLA staff & volunteers take shelter dogs through obedience & specialty classes, and clicker-train cats to



✦ Tucker benefits from spcaLA's HEAL Program.

help combat shyness. All of this makes our pets less stressed and more adoptable.

HEAL is made possible by your support and a generous grant from The PEDIGREE Foundation.

## HOW DO WE DO IT?

spcaLA relies 100% on donations—we do not receive a penny of government funding, and there is

no national spca or humane society that provides support. Programs and services for the public—spcaLA Marketplaces, Grooming Salon, Pet Hotel, Dog Training, Spring & Summer Children's Camps and Specialty Spay/Neuter Center—help to make spcaLA more self-sufficient while strengthening the human-animal bond and reinforcing the importance of being kind to animals. [LA](#)

<sup>1</sup> Percentages are based on unaudited financial statements. At the time of this publication, audited financial statements were not yet available for the 9/1/09-8/31/10 fiscal year. To view audited statements when they become available, please visit our profile at [www.guidestar.org](http://www.guidestar.org) (Tax ID 95-1738153) or call (323) 730-5300, ext 233.

**1,028 animals** were **SPAYED** or **NEUTERED** at the spcaLA Specialty Spay/Neuter Center.

**3,639 animals** were **ADOPTED**, reunited with their families or transported to an area of demand from the South Bay Pet Adoption Center and the P.D. Pitchford Companion Animal Village & Education Center.

**530 animals** were **FOSTERED** by dedicated volunteers, many of the pets were the motherless "bottle babies" we see each spring, while others were adult dogs and cats in protective custody or in need of some additional TLC.

**16 families** were able to put their lives back together, thanks to ASN. spcaLA cared for their animals (at no charge) while they fled a domestic violence situation.

**375 volunteers** donated **48,497 hours** of their time: training, socializing & providing other enrichment activities to animals; visiting residents of assisted living and special-care facilities through the Animal Assisted Therapy program and so much more!

**26,462 animals** were **PROTECTED** by spcaLA's Law Enforcement Division, as they responded to 1,244 animal cruelty complaints. Cases were

resolved through corrective action, education, referral and prosecution.

**Over 9,500 people** were reached by humane education programs—TLC; spring & summer day camps; Girl Scout workshops & classroom presentations—preventing countless acts of cruelty & making ours a more humane world.

**365 people** were helped with pet behavior issues via spcaLA's FREE Behavior Helpline.

# AIR CHIHUAHUA

# TAKES FLIGHT!



## FORGET BEVERLY HILLS, SEND ME BACK EAST!

By Miriam Davenport

Los Angeles is all about the trend. What our famous residents tote—like Paris Hilton and Reese Witherspoon—so too does the rest of the city, and soon the nation. The unfortunate fact is what more and more people are toting are dogs, specifically Chihuahuas. These tiny trendsetters are everywhere—by far the most owned breed in the County of Los Angeles (nearly 60,000 are registered to date), and unfortunately, they are quickly becoming one of the most represented breeds in shelters.

Their small stature lends itself to people “sneaking” pets into rental units, animal

collecting (and in extreme cases, hoarding) and more, all of which ends one way: too many dogs at places like spcaLA. Over the past several years, spcaLA and other area shelters have noted an increased intake in Chihuahuas—a nearly constant 20% rise every year—while their adoption rates have not risen at such staggering levels.

But, with the help of supporters like you, spcaLA is starting a new trend.

What began as a single flight of thirty-five Chihuahuas on New Year’s Eve 2009 has turned

into a model for the future of animal welfare. Since the inaugural “Air Chihuahua” flight, spcaLA has worked with three humane organizations to send Chihuahuas (and other small dogs) to areas of the country in which they are in high demand. Pets that could have been guests of spcaLA for months were instead adopted within a matter of hours.

Based on the success of “Air Chihuahua,” spcaLA has a request for up to 170 more Chihuahuas from the Humane Society of Broward County and Chihuahua rescue groups from as far as New England are calling regularly with similar requests.

### spcaLA has a request for up to 170 more Chihuahuas...from as far as New England...

Every day, spcaLA’s guidance and mentoring is asked for in transporting adoptable animals from areas of glut to areas of demand. Looking forward, we are fundraising to close the loop on the Chihuahua boom by providing free spay/neuter surgeries to Chihuahuas (and mixes). spcaLA recognizes that the problem will only be curbed by preventing unwanted litters in tandem with matching supply to demand.

“Air Chihuahua” is just the beginning. Donors like the Jason Debus Heigl Foundation, Dr. Leslie Capin and others have helped make these first four airlifts a reality. Consider what could happen if we expanded the program. Backyard breeders and puppy mills would close for lack of business. More homeless pets would find new families. Euthanasia rates would drop dramatically.

As spcaLA President, Madeline Bernstein said in her January 5, 2010 blog, *It’s Nothing Personal*,

*Just Business*: “[If this were done regularly] the supply of *existing* homeless pets would be relocated to where the demand existed, thus eradicating the market for those who would abuse animals for profit.”

The Jason Debus Heigl Foundation has generously pledged to pay for half of transport costs of “Air Chihuahua”—we need your help with the rest. The fees to transport *one* Chihuahua range anywhere from \$70 to \$150, plus the cost of an airplane-safe kennel. Consider making a donation to sponsor one or more Chihuahuas. Drop off a new, small-sized kennel at one of spcaLA’s locations. Know someone in the airline industry?

Help spcaLA secure flights for less. Want to address the problem at its source? Sponsor a Chihuahua’s spay or neuter.

It is within our power to curb the trend of having too many Chihuahuas and not enough homes. We need you to be a trendsetter. [LA](#)



For more information or to donate visit [www.spcaLA.com/chihuahua](http://www.spcaLA.com/chihuahua), call (323) 730-5300, ext 233 or email [info@spcaLA.com](mailto:info@spcaLA.com).

Interested in adopting? Visit one of our Pet Adoption Centers or go to [www.spcaLA.com](http://www.spcaLA.com) to view available animals.

# spcaLA AROUND TOWN By Ana Bustilloz

Did you catch spcaLA in the community this year? We were all around town holding Low Cost Vaccine Clinics and adoptions events; attending community fairs, block parties and emergency preparedness meetings; and hosting events to raise awareness and funds for abused and neglected animals. In case you missed us, here's a look at some of the events over the past year. And remember, event listings can be found at [www.spcaLA.com](http://www.spcaLA.com).



✦ **Ronnie, the 2009 Hero Dog**

## SPAY DAY USA

spcaLA participated in Spay Day USA 2010 in a nationwide effort to promote spaying and neutering and curb pet overpopulation. To kick-off the festivities, spcaLA's Specialty Spay/Neuter Center held a vaccine clinic and clients of the clinic and the Center received gift bags filled with goodies for their

pets. spcaLA also participated in the Spay Day USA Online Pet Photo Contest. More than \$9,000 was raised for spcaLA's spay/neuter fund to assist in the cost of surgeries for those who qualify. Spay Day USA 2011 is February 23rd and the Specialty Spay/Neuter Center will host a Low Cost Vaccine Clinic on February 19th. Don't forget to enter YOUR pooch or kitty in the online photo contest!

## VOLUNTEER APPRECIATION DINNER

The 13th Annual Appreciation Dinner was held at the Ayres Hotel in Hawthorne in April 2010. The dinner and ceremony recognizes outstanding volunteers, employees and businesses whose hard work and dedication enables spcaLA to serve the community. Martine Korach received the Volunteer of the Year award and Julie Prewitt-Douglas was recognized as spcaLA's Employee of the Year. spcaLA also recognized Ralphs, Natura Pet Products, The Sound & Pan Pacific Park as Corporate Supporters. This year's Appreciation dinner was made possible by the generosity of an anonymous donor.

## HERO DOG

spcaLA's Annual Hero Dog is an award bestowed to a brave canine



✦ **Mark & Brian welcome guests to spcaLA Pet Adoption Day.**

companion who demonstrates the strength of the human-animal bond. spcaLA's 2009 Hero Dog is a Wire Fox Terrier named Ronnie from Rossmoor, CA. One Saturday evening, Ronnie heroically protected his human companion and his canine sibling from a coyote who had jumped a fence into the Christensen family's backyard. The coyote lunged and bit Ronnie puncturing his shoulder, but Ronnie stood his ground & chased the coyote away. The Christensens were quite surprised by Ronnie's behavior as he is considered the most timid and mild-mannered of the family's three dogs. spcaLA presented Ronnie the Hero Dog award at a press conference at Nokia Plaza in downtown Los Angeles. The event was covered by the local news media including ABC, CBS, NBC and Univision.

## spcaLA MARK & BRIAN PET ADOPTION DAY

The 5th Annual spcaLA Mark & Brian Pet Adoption Day was the biggest one yet! Not only were there a dozen vendors giving away advice, information and free pet food samples, Tillman the Skateboarding dog performed! Steve

Garvey of the Los Angeles Dodgers signed baseballs and Mark and Brian broadcasted live from the P.D. Pitchford Companion Animal Village in Long Beach. During the event, and the weeks leading up to it, spcaLA found homes for about 280 animals. We've already begun planning for next year's event which will take place in May.

## KITTEN PALOOZA

spcaLA's annual Kittenpalooza was held in June at the South Bay Pet Adoption Center in Hawthorne. This cat and kitten adoption event was a great success and the South Bay PAC adopted out 19 cats and kittens in one day! Folks came from all over Los Angeles to adopt; some even adopted felines in pairs. Honest Tea supplied refreshing beverages & Natura Pet Products provided free pet food samples to the paloozers. Look for Kittenpalooza coming this June to South Bay!

## BARK IN THE PARK

spcaLA has long partnered with the Los Angeles Dodgers to raise awareness for So-Cal's needy pets. This year, we took it to the next



✦ **Visiting the cute kittens at spcaLA's Kittenpalooza.**

level! With help from Natural Balance, we presented Bark in the Park at Dodger Stadium, a game that fans could attend with their canine buddy. There was a Pup Rally before the game but the best part was the Pup Parade around the warning track. Fans and players alike really enjoyed the 460 dogs, most in costume parading around the field at Dodger Stadium. The event was a huge success! It was a sell-out and the home team won. The Los Angeles Dodgers donated \$4610 from event ticket sales to spcaLA. We've already talked to the Dodgers about Bark in the Park 2011. This is one event you won't want to miss! [LA](#)

✦ **This Chihuahua is dressed for Bark in the Park at Dodger Stadium**



## spcaLA'S OTHER EVENTS

- Night with the LA Kings
- PAWS to Read at Redondo Beach & Hermosa Beach Libraries
- Halloween Pet Parade
- GO BLUE for spcaLA
- Low Cost Vaccine Clinics
- Junior Girl Scout Pet Care Badge Workshops
- and much, much more!





# spcaLA NIGHT

Friends for life.™

## with the LA KINGS



**LOS ANGELES KINGS VS. SAN JOSE SHARKS**  
**MARCH 24, 2011 @ 7:30PM STAPLES CENTER**

- |   |   |  |  |   |
|---|---|--|--|---|
| <b>\$2500 PACKAGE</b> <ul style="list-style-type: none"><li>• 100 tickets donated</li><li>• 10 100-level tickets</li><li>• Donor receives LA Kings Team Signed Jersey</li><li>• Autographed &amp; designed pet bowl by a Kings Player</li><li>• Donor recognition during game</li><li>• \$500 to spcaLA</li></ul> | <b>\$1000 PACKAGE</b> <ul style="list-style-type: none"><li>• 50 tickets donated</li><li>• 4 100-level tickets</li><li>• 4 signed pucks</li><li>• Autographed &amp; designed pet bowl by a Kings Player</li><li>• Donor recognition during game</li><li>• \$200 to spcaLA</li></ul> | <b>\$500 PACKAGE</b> <ul style="list-style-type: none"><li>• 25 tickets donated</li><li>• 2 100-level tickets</li><li>• 2 Kings Autographed Hats</li><li>• Donor recognition during game</li><li>• \$100 to spcaLA</li></ul> | <b>\$250 PACKAGE</b> <ul style="list-style-type: none"><li>• 10 tickets donated</li><li>• 2 200-level tickets</li><li>• Donor recognition during game</li><li>• \$50 to spcaLA</li></ul> | <b>INDIVIDUAL TICKETS</b> <ul style="list-style-type: none"><li>• 200-level tickets for \$60</li><li>• 300-level tickets for \$28</li></ul> |
|---|---|--|--|---|

Silent auction during the game, featuring pet bowls designed & signed by LA Kings players and coaches, as well as select LA Kings memorabilia. Pre-game eBay auction beginning February 24, 2011, featuring celebrity-designed pet bowls, a penalty box package, a Zamboni® ride and more! If you buy five or more tickets, you're invited to the spcaLA group photo on the ice before the game!

Visit [www.spcaLA.com](http://www.spcaLA.com) or call (323) 730-5300, ext 232 to purchase your tickets!



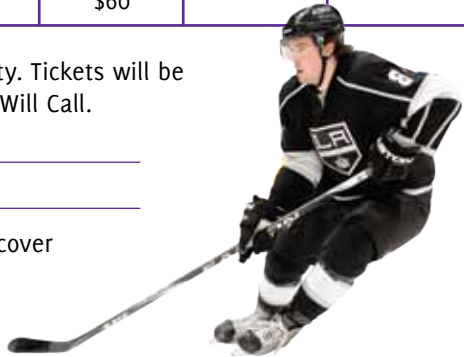
To purchase tickets by mail, please mail this portion of the order form with payment to:  
spcaLA, Attn: Kings Tickets, 5026 West Jefferson Boulevard, Los Angeles, CA 90016

| PACKAGE        | PRICE  | QTY | TOTAL | PACKAGE           | PRICE | QTY | TOTAL |
|----------------|--------|-----|-------|-------------------|-------|-----|-------|
| \$2500 Package | \$2500 |     |       | \$250 Package     | \$250 |     |       |
| \$1000 Package | \$1000 |     |       | 300-level tickets | \$28  |     |       |
| \$500 Package  | \$500  |     |       | 200-level tickets | \$60  |     |       |

All tickets will be filled with the best available seat locations. Seating based on availability. Tickets will be mailed directly if orders are placed by March 17th, otherwise, tickets will be available at Will Call.

Name: \_\_\_\_\_ Credit Card #: \_\_\_\_\_  
Address: \_\_\_\_\_ Expiration Date: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_ ☐ VISA ☐ MasterCard ☐ Discover  
Phone: \_\_\_\_\_ ☐ American Express

Please make checks payable to spcaLA. Do not send cash.



## Visit **spcaLA** at one of our locations

Friends for life.™



**LONG BEACH**  
7700 East Spring Street  
Long Beach, CA 90815



**HAWTHORNE**  
12910 Yukon Avenue  
Hawthorne, CA 90250



**LOS ANGELES**  
5026 West Jefferson Boulevard  
Los Angeles, CA 90016

### P.D. PITCHFORD COMPANION ANIMAL VILLAGE & EDUCATION CENTER

Phone: (562) 570-7722  
Fax: (562) 570-4931  
Email: [info@spcaLA.com](mailto:info@spcaLA.com)  
Hours: 10AM-5:30PM Wednesday to Friday  
10AM-4PM Saturday & Sunday  
closed Monday & Tuesday

### spcaLA MARKETPLACE IN LONG BEACH

Phone: (562) 570-4926  
Fax: (562) 570-4901  
Email: [marketplace@spcaLA.com](mailto:marketplace@spcaLA.com)  
Hours: 9AM-5:30PM Wednesday to Friday  
9AM-4:30PM Saturday & Sunday  
closed Monday & Tuesday

### spcaLA PET HOTEL & GROOMING SALON

Phone: (562) 570-3079  
Fax: (562) 570-3083  
Email: [boardgroom@spcaLA.com](mailto:boardgroom@spcaLA.com)  
Hours: 9AM-5:30PM Wednesday to Friday  
9AM-4:30PM Saturday & Sunday  
8:30AM-10:30AM Monday (hotel only)  
closed Tuesday

### SOUTH BAY PET ADOPTION CENTER

Phone: (310) 676-1149  
Fax: (310) 676-4784  
Email: [info@spcaLA.com](mailto:info@spcaLA.com)  
Hours: 11AM-6PM Wednesday to Friday  
10AM-5PM Saturday & Sunday  
closed Monday & Tuesday

### SOUTH BAY MINI MART

Phone: (310) 676-1149  
Fax: (310) 676-4784  
Hours: 11AM-6PM Wednesday to Friday  
10AM-5PM Saturday & Sunday  
closed Monday & Tuesday

### spcaLA SPECIALTY SPAY/NEUTER CENTER

Phone: (323) 730-5303  
Fax: (323) 735-7083  
Email: [spayneuter@spcaLA.com](mailto:spayneuter@spcaLA.com)  
Hours: By appointment only

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Phone: (888) 772-2521  
Fax: (323) 730-5333  
Email: [info@spcaLA.com](mailto:info@spcaLA.com)  
Hours: 8AM-5PM Monday to Friday

**Donations are accepted at all locations during business hours. For large donations, please contact our Fund Development Department at (323) 730-5300, ext 233.**

## Join your Friends for Life ONLINE

Always know what your spcaLA is doing by following us on one of our many social media sites. Be our friend on Facebook, follow us on Twitter, watch us on YouTube, friend us on Myspace, support us on Social Vibe, or read our e-newsletter. [www.spcaLA.com](http://www.spcaLA.com)



PROVIDE COMFORT TO OTHERS  
WITH YOUR PET!

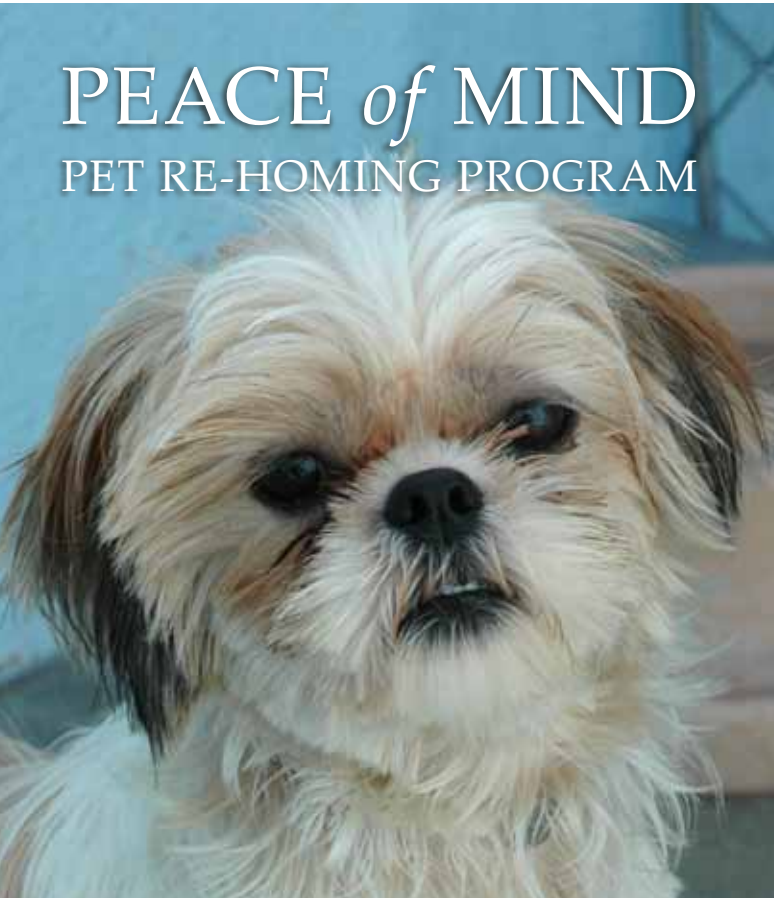
spcaLA’s Animal Assisted  
Therapy Program

spcaLA is looking for human companion-animal teams to volunteer for our Animal Assisted Therapy (AAT) program.

Since 1986, spcaLA’s AAT program has trained and certified volunteers and their companion animals to provide comfort and joy to men, women, and children in hospitals, retirement centers, AIDS hospices, and the like. For more information, please contact us at

**(323) 730-5300, ext 300**  
or email  
**info@spcaLA.com**

For more volunteer opportunities, visit [www.spcaLA.com](http://www.spcaLA.com).



PEACE of MIND  
PET RE-HOMING PROGRAM



spcaLA’s Peace of Mind Pet Re-Homing program is for those precious four-legged loved ones we care so much about. Typically, we expect to outlive our pets, but sometimes it is the human caregiver who passes or becomes infirm first.

To ensure that beloved pets continue to receive excellent care, it is important to plan ahead. spcaLA will work with individuals to document all of the details needed for a good future for their pets and peace of mind for themselves.

For more information, please call spcaLA’s Fund Development Department at

**(323) 730-5300, ext 233**  
or email  
**info@spcaLA.com**



Donor Tiles

Give the gift that gives back! spcaLA Donor Tiles are great ways to show your commitment to animal welfare while honoring loved ones or special occasions. All donor tiles come with a commemorative certificate, suitable for framing. Certificates are mailed to you upon receipt of your donation, so they are a wonderful addition to holiday and birthday presents!

SOUTH BAY TILES

- ☐ **Preferred \$250:** Fountain Wall
- ☐ **Select \$150:** Back Walkway
- ☐ **General \$50:** Campus Grounds—2 lines of text only

LONG BEACH TILES

- ☐ **Premium \$500:** Village Entry ways, the façade of one of the most visible pillars
- ☐ **Preferred \$250:** Village Pathways, on façade of a highly visible pillar
- ☐ **Select \$150:** Village Grounds, on façade of a pillar
- ☐ **Reserve \$75:** Village Grounds, on façade of one of the most visible buildings
- ☐ **General \$50:** Village Grounds, on façade of a building—2 lines of text only

REPLICA TILE

- ☐ For an additional \$30, you may order a replica tile to keep as a memento. *Please note you may not purchase a replica tile without purchasing a donor tile.*

Space is limited, and donor tile requests will be filled on a first-come, first-serve basis. Requests for specific placement of tiles cannot be accommodated. Tiles will be located at various locations per spcaLA’s discretion. Please note, installation of donor tiles can take up to three months, or until the minimum order has been filled.

Fill in your inscription below: (Tiles are limited to 18 characters, including spaces and punctuation, per line. You may inscribe up to 3 lines of text, unless otherwise noted.)

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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☐ Enclosed is a check or money order for \$\_\_\_\_\_. (Please make check payable to spcaLA)

☐ Please charge my: ☐VISA ☐MASTERCARD ☐DISCOVER ☐AMERICAN EXPRESS

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

Name \_\_\_\_\_ Donor’s Name (if different) \_\_\_\_\_

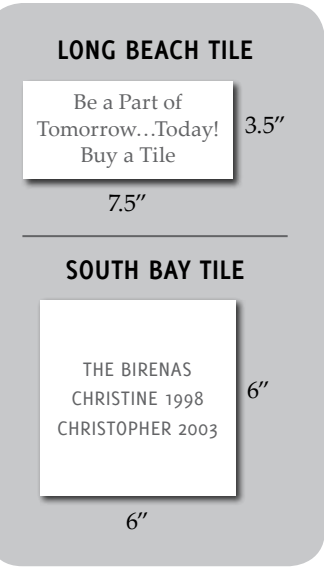
Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

This gift is in ☐Honor ☐Memory of \_\_\_\_\_ who is a ☐Pet ☐Person.

Please send a tribute certificate (suitable for framing) to \_\_\_\_\_ at the following address:

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_





*{At 6 years old, your baby isn't a baby anymore}*

### Introducing advanced nutrition for dogs in their senior years

Dogs become seniors at about age six - or a little older for smaller breeds. To keep them healthy, Innova®, and New California Natural® and EVO® Senior dog foods are specially formulated to give older dogs the complete nutrition they need.


Visit [naturapet.com](http://naturapet.com) or call 1-800-532-7261 to learn more on the importance of the senior nutrition provided by Innova, California Natural and EVO Senior formulas.

Natura Pet Products are sold at Independent Pet Specialty Stores.

**Added Ingredients to Support Senior Health**

- Antioxidants
- EFB-DNA
- High Protein
- L-Carnitine
- Glucosamine and Chondroitin Sulfate
- Low Fat

## spcaLA Foster Program



**Share Your Love With Those Who Need It!**

spcaLA is looking for foster parents for pets of all ages & needs. Foster classes held monthly. For more information, email [foster@spcaLA.com](mailto:foster@spcaLA.com) or call (323) 730-5300, ext 300.

## Give Your Best Friend the Best Gift



### spcaLA Dog Training & Agility Classes

- Puppy 101:** Head start class for puppies 8 weeks to 4.5 months.
- Level 1:** Basic obedience and good manners for dogs 4.5 months and older.
- Level 2:** Continuing education and refresher class covering many exercises for AKC's Canine Good Citizen program.
- Specialty Classes:** A variety of classes offered such as Fun Nose Work, Come When Called, and Click-A-Trick.
- Agility:** Agility is a fast paced, fun, and interactive sport great for building a better relationship for you and your dog while enjoying the outdoors. Various levels and classes offered.

For locations, class schedules, and fees or to register, visit spcaLA's Dog Training page at [www.spcaLA.com](http://www.spcaLA.com). Call (323) 730-5300, ext 260 or email [training@spcaLA.com](mailto:training@spcaLA.com).



Text TRAINMYDOG to 27138 to receive class updates on all our dog training classes

## Naming Opportunities

Your commemoration will help thousands of homeless and abused animals!



### P.D. PITCHFORD COMPANION ANIMAL VILLAGE & EDUCATION CENTER

Located in the city of Long Beach, the P.D. Pitchford Companion Animal Village and Education Center is a one-of-a-kind facility in Southern California situated on picturesque grounds within El Dorado Park. Choose a naming opportunity from the following donation levels:

|                                   |   |                                  |
|-----------------------------------|---|----------------------------------|
| <b>\$750,000</b><br>Village Plaza | <b>\$100,000</b><br>Village Drive<br>Grooming Salon | <b>\$1,000</b><br>Dog Den        |
| <b>\$500,000</b><br>Pet Hotel     | <b>\$500-\$2,500</b><br>Trees                       | <b>\$50-\$500</b><br>Donor Tiles |

### SOUTH BAY PET ADOPTION CENTER

Located in the city of Hawthorne, the South Bay PAC is spcaLA's oldest operating shelter. It has been an invaluable resource to the South Bay community for more than 70 years. Choose a naming opportunity from the following donation levels:

|                                      |  |   |
|--------------------------------------|--|---|
| <b>\$250,000</b><br>Adoption Center  | <b>\$25,000</b><br>Outside Training Area<br>Medical Suite                                      | <b>\$1,500</b><br>Pick a Plank (Backyard Fence) |
| <b>\$100,000</b><br>Main Lobby       | <b>\$10,000</b><br>Exercise Yard<br>Recovery Room<br>Tech Room<br>Resource Room<br>Retail Area | <b>\$1,000</b><br>Dog Den                       |
| <b>\$75,000</b><br>Dog Adoption Area |  | <b>\$50-\$250</b><br>Donor Tiles                |
| <b>\$50,000</b><br>Entry Way         |  |   |



spcaLA president, Madeline Bernstein, invites you to show your support of homeless & abused animals.

**100% of proceeds help people & animals in need!**

For more information about naming opportunities, please call Madeline Bernstein at (323) 730-5300, ext 222.



## Friends for Life Spring Camp 2011

For kids ages 9-12  
Enrollment begins January 28th  
Session 1: April 4th-April 8th  
Session 2: April 18th-April 22nd  
9am-3pm

South Bay Pet Adoption Center  
12910 Yukon Avenue  
Hawthorne, CA 90250



Go to [www.spcaLA.com](http://www.spcaLA.com) for enrollment information

**spcaLA**  
Friends for life.

# THE VILLAGE

spcaLA's P.D. Pitchford Companion Animal Village & Education Center

**spcaLA Marketplace**  
Friends for life.  
All proceeds benefit spcaLA animals

Select from a variety of premium pet foods & supplies.  
(562) 570-4926  
marketplace@spcaLA.com

**spcaLA GroomingSalon**  
Friends for life.

Offering self-service & professional grooming.  
(562) 570-3079  
boardgroom@spcaLA.com

**PET HOTEL**  
Friends for life.  
preferred lodging for pets

Open-air cat atriums, indoor/ outdoor dog dens & plenty of TLC!  
(562) 570-3079  
boardgroom@spcaLA.com

**spcaLA's Village: Your all-in-one place for your pet needs!**

7700 East Spring Street  
Long Beach, CA 90815  
(Inside El Dorado Park)

Wednesday-Friday: 9:00AM-5:30PM  
Saturday-Sunday: 9:00AM-5:30PM  
Monday-Tuesday: Closed\*

\* Pet Hotel is open Mondays between 8:30am & 10:30am for drop-offs and pick-ups.

## Donate Needed Items to **spcaLA** Friends for life.

Many of spcaLA's needed items can be purchased at the spcaLA Marketplace in Long Beach, where 100% of our profits go right back into helping our shelter pets.

### CAT & KITTEN SUPPLIES

- Bottles
- Breakaway collars
- Cat Trees with cubby holes for the cats to hide
- Clay (non-scoopable) kitty litter
- Cardboard cat scratchers
- Cardboard serving trays for use as litter boxes
- Leftover cardboard trays from cases of dog & cat food for use as litter boxes
- Cat scratching posts (new)
- Durable, washable cat/kitten toys
- DVDs of birds, fish & other animals
- Floor cages
- Hanging bird toys for cat/kitten kennels
- Kitten and cat food, both dry and canned
- KMR® (Kitten Milk Replacer)
- Newspaper
- Pooper scoopers
- Washable beds

### DOG & PUPPY SUPPLIES

- Amplifying system for dog training classes
- Baby bottles/slow flowing nipple
- Collars
- Dog beds
- Dog carriers suitable for airline travel (various sizes)
- Esbilac milk replacer for puppies
- Gentle Leaders®, various sizes
- Dog leashes
- Grooming supplies—brushes, combs, etc.
- Hoola Hoops
- New (or gently used) Kong® toys, and other durable puppy/dog toys (please, no tennis balls)
- Medium & large dog sweaters/coats
- Puppy and dog food, both dry and canned
- Spray Febreze® for enrichment program (various scents)
- SOFT dog treats

- Poop bags (biodegradable if possible)
- Dog crates
- Ramps—for vehicle transport, folding with carrying case (optional)
- Wee wee pads
- X-pens

### RABBIT SUPPLIES

- Rabbit pellets
- Timothy hay
- Alfalfa hay
- Rabbit or small animal chew sticks
- Corner litter boxes
- Rabbit or small animal water bottles
- Toys designed for rabbits
- Fresh vegetables and fruits

### GENERAL SHELTER & OPERATION SUPPLIES

- Industrial, commercial washing machine (gas powered, front loader with base & hardware)
- 2-Pocket folders with fasteners
- Batteries (AA, AAA, C & 9V)
- Bottle cleaners
- Digital camera (purchased in the last three years)
- Durable storage bins
- Dust-off can duster
- Economy size bubble wrap
- French fry cardboard trays
- Generator
- Grooming clippers
- Halloween costumes for children
- HD video cameras (durable, compact)
- Heater
- Heating pads
- Horse trailer
- Ice cube trays
- Incense
- Industrial steam cleaner
- Label maker
- Magnetic dry erase board, 5' x 3'

- Manual can openers
- Microwave
- Note pads/note books
- One-subject notebooks
- Outdoor stand up lights
- Peanut Butter
- Automatic pencil sharpener
- People counter clickers
- Pop-ups, like EZ-UPS
- Portable air conditioner or stand-alone fans
- Portable CD players
- PowerPoint projector
- Pressure washer
- Radios
- Rolling pet crates
- Scales
- Stainless steel bowls, large and small
- Standing propane patio heater
- Staples
- Staples gift cards
- Staplers
- Stuffed animals with beating heartbeat
- Tape (clear/scotch)
- Three-ring folders or binders
- TVs with built-in DVD players
- Video editing software (PC version)
- White out
- Wind chimes
- Xerox® Business 4200 copier/laser/printer paper—8½" x 11"

### LAND & RETAIL SPACE

- Retail Space for new Pet Adoption Center & Supply Store
- Space in east or mid San Fernando Valley area for dog training classes
- 10,000+ square feet of warehouse space for storage (LA County preferred)

Donations are the means by which we are able to continue our programs and services. We appreciate donated items in good working condition. If you would like to donate any of these items, or the funds with which to purchase them, please call the spcaLA Fund Development Department at (323) 730-5300, ext 233 or email [info@spcaLA.com](mailto:info@spcaLA.com) with "Fund Development" in the subject line. Your donations are greatly appreciated!

### You can help make a difference!

Organize a drive for any of the items listed above. And remember, drives are excellent corporate donation initiatives!



5026 West Jefferson Boulevard  
Los Angeles, CA 90016  
(888) 772-2521

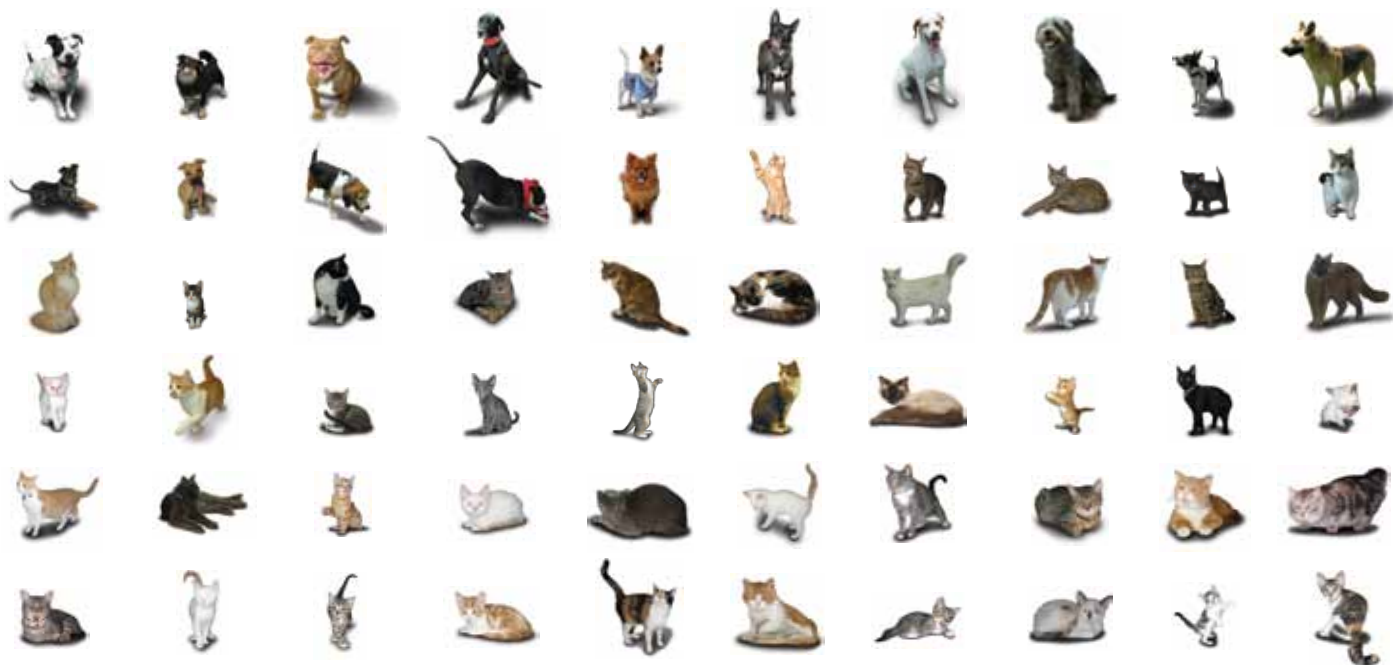
Nonprofit Org.  
U.S. Postage  
PAID  
Permit #30259  
Los Angeles, CA

Help us save money for the animals. If you are receiving more than one copy of our magazine, please let us know.

## CHANGE SERVICE REQUESTED

### HAVE ROOM FOR A BIGGER FAMILY?

To give a home to all the shelter animals currently in the United States, every person must adopt 15 dogs & 45 cats. That means a family of 4 would have 240 animals! The easiest way to end animal overpopulation is to spay or neuter your pets.



5026 W. Jefferson Blvd., Los Angeles, CA 90016  
www.spcaLA.com • (323) 730-5303