

# Friends FOR Life

Since  
1877



## NOT JUST YOUR CAT & DOG AGENCY

AN INTERVIEW WITH *spcaLA*  
PRESIDENT, MADELINE BERNSTEIN

**INSIDE:** YEAR IN REVIEW | YEAR IN EVENTS | AND MORE!

**spcaLA**  
Friends for life.®



spcaLA  
Friends for life

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PACIFIC PARK AT SANTA MONICA PIER  
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135 years of preventing  
cruelty to animals!*

TOYOTA  
FINANCIAL SERVICES



TOYOTA



# Friends FOR Life

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# President's Message

## *Charity begins at home!*

**A**s we again come upon the busiest fundraising season of the year, I urge you to know your charity and donate locally.

You know your spcaLA – you can come to our facilities, meet our staff and volunteers, and see first-hand the work we've been doing in our community since 1877. Do you know your other charities as well?

I don't.

I'm the first to admit it – I often respond with my purse when implored in dramatic commercials to help forlorn children, veterans, or injured animals. We are a generous and empathetic people – how could we not respond?

Scammers prey on our generosity and our compassion – giving little, or none, of the funds raised to those they purport to help. They fool the best of us (check out Anderson Cooper's "Keeping Them Honest" series).

Sometimes, advertising may lead you to believe a charity supports your local community, when it does not. For example, in animal welfare, the New York City spca – aspca – is not an umbrella organization which funnels funds to other spcas by zip code, as is the case with other real national charities like Leukemia and Lymphoma Society.

This holiday season, join me in pledging to donate to existing, legitimate, local organizations that you can visit, talk to, and just see in action.

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



Madeline Bernstein, President, spcaLA



spcaLA President Madeline Bernstein

*Stay in step with Madeline! Go to [spcaLA.com](http://spcaLA.com) to check out her blog, Twitter feed, and more.*

spcaLA is dedicated to the prevention of cruelty to animals through **EDUCATION, LAW ENFORCEMENT, INTERVENTION, and ADVOCACY.**

**WEBSITE**  
[www.spcaLA.com](http://www.spcaLA.com)

**EMAIL**  
[info@spcaLA.com](mailto:info@spcaLA.com)

**PHONE**  
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**REPORT ANIMAL CRUELTY:**  
(800) 540-SPCA

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Eleasha Gall, CPDT-KA  
Director of Animal Behavior & Training

Denise Jakcsy  
Senior Operations Manager, Pet Adoption Centers

Lieutenant Cesar Perea  
Director of Animal Protection Services

Dr. Brittin Ross, DMV  
Director of Veterinary Services

J.R. Sitman, MCP  
Director of IT

Debra Sutton  
Senior Director of Programs

Melanie Wagner, M.S. Ed  
Director of Humane Education

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# Dear spcaLA, l e t t e r s



We could not be happier with our recent adoption of our cat Cherio.

On the car ride he hardly complained, it seemed like he knew he was traveling to his new and permanent home. Once we got to know him a little better, we decided to rename him Leo; his fur, purring-hum, and playful and cuddling demeanor remind us of a lion. It has only been five days now that he's been a part of our family, but our love for each other grows every minute. Thank you, spcaLA, for loving, feeding and caring for Leo and all the other animals in your facilities! We are truly grateful.

With care,  
Nicole, James, and Leo



Hi spcaLA,

So Osita is doing great! She has found our home quite comfy and never wants to leave our side. We have changed her name to Karou (sorry if someone at the shelter had named her Osita!) We are still shocked that nobody had adopted her before us.

Thanks again for all your guys' help and see you soon at the classes,

Naoki



These two boys (Cody & Dusty) have brought so much joy into our home and we love them very much.

True brotherly love. We are so glad we found them and your organization. Keep up the good work.

Dan Delp



Dear spcaLA,

We wanted to send you a quick note to let you know how well "Merlin," now "Snoopy" is doing and that we are the happiest people in the world since we adopted him on Dec. 30th, 2011 at your Long Beach facility. He has adjusted wonderfully, and is the most amazing, grateful and loving little creature.

Thank you, Thank you, Thank you,  
The Tacinelli Family



# Year In Review

## Cruelty Investigations

spcaLA busted one of Southern California's largest guard dog operations this year. Responding to an anonymous tip, spcaLA found dogs starved and maimed to death, in the care of Charles Ferguson, owner and operator of J.R. Ewing's Guard Dog Inc. But, thanks to hard work, careful investigation and interagency cooperation, Ferguson was convicted of 4 felony and 4 misdemeanor animal cruelty counts. His facility now stands vacant. His license to own and operate a guard dog business has been revoked. He could face more than a decade in prison, and up to \$160,000 in fines. He will be sentenced November 1st.

## Interagency Cooperation

Very often, animal cruelty complaints are intertwined with domestic abuse, gang, drug and other criminal activity – interagency cooperation is essential. spcaLA routinely works with other law enforcement agencies, like Los Angeles County Department of Animal Care and Control, Department of Homeland Security, Los Angeles County Sheriff's Department and others.

This year, cooperative efforts busted two large-scale cockfighting operations – over 300 birds were seized and dozens of participants and organizers were arrested. Promoters and spectators of the blood sport of cockfighting can have animal cruelty charges filed against them.

## The Link

Where domestic violence is present, animal cruelty and child abuse can usually be found – we call it "The Link." Bizzie, an American Eskimo dog, died after being thrown from a 5th story window during a domestic dispute. Bizzie's abuser was convicted of animal cruelty and sentenced to sixteen months in custody, as a result of spcaLA's investigation.



## By The Numbers:

APS protected over **11,000** animals and responded to animal cruelty complaints at residences, pet shops, swap meets, ranches, petting zoos, pony rides and other locations last year.

spcaLA's Animal Protection Services is led by its Director, Lt. Cesar Perea. A fifteen-year law enforcement veteran, Perea joined spcaLA in 2012.



# HUMANE EDUCATION

The biggest goal of Humane Education is to decrease both animal cruelty and interpersonal violence by focusing on changing the root of the problem and ending the cycle of violence; resulting in a better world for both people and animals.

## Are shelter dogs the cure for violence?

Your spcaLA, in cooperation with the Juvenile Division of the Los Angeles Superior Court and the Los Angeles District Attorney's Office, is re-instilling empathy into teens with a revolutionary approach to curing violence – the Teaching Love and Compassion Program for Juvenile Offenders (jTLC)™.

In a two-day, court-mandated course – a condition of probation for some juvenile offenders – teens are paired with shelter dogs and offered intensive sessions designed to help youth entering the juvenile system identify and break the cycle of violence.

For the last two years, spcaLA has pilot-tested the jTLC program with juvenile offenders from communities like Long Beach and Sylmar. 80% of the offenders have avoided trouble and not reoffended. jTLC is unique to spcaLA and Los Angeles County. Other communities, like New York City, have inquired about the program and how they can introduce it into their own juvenile systems.

jTLC is based on spcaLA's award-winning at-risk youth violence prevention program, Teaching Love and Compassion (TLC)™. Since 1996, TLC has helped over 500 youth in at-risk communities. The program is designed to prevent animal



cruelty and in turn prevent violence toward people. The TLC program helps students identify and break the cycle of violence through positive feedback, building self-esteem and increasing respect for all living creatures.

## A safety net

As we saw with the Bizzie case, and too many others, domestic abuse, animal cruelty and child abuse are closely linked. 68% of battered women report violence against their pet, often in the presence of children. Without intervention, a tradition of abuse is passed from parent to child, and often the family pet is the first in the line of fire. spcaLA offers the Animal Safety Net (ASN)™, a free service for domestic violence survivors, in which spcaLA cares for their pets. spcaLA programs like TLC, jTLC and ASN, as well as cruelty investigations help break the cycle of violence.



## By The Numbers:

**79** youths developed coping skills and reignited empathy during spcaLA TLC and jTLC sessions; ASN housed **44** animals and helped **100** domestic violence survivors; and over **600** kids learned the importance of kindness to animals in spcaLA's Friends for Life Camp™ and pet care workshops.

spcaLA's Humane Education Department is led by its Director, Melanie Wagner, M.S. Ed. Committed to community education and the value of caring for our non-human friends, Wagner joined spcaLA in 2004.

# ANIMAL BEHAVIOR & TRAINING

At spcaLA, our volunteers and staff do more than just cuddle puppies and kitties. This past year, our Animal Behavior and Training Department raised the bar for working with our shelter pets - revamping our Helping Enhance Animals' Lives (HEAL)<sup>™</sup> program to improve the lives of shelter pets and help them find new homes.

## Consistency is Key

Shelter pets need training, stimulation, behavior enrichment, and what's more, they deserve consistency. Volunteers complete various levels of classes, in which they can learn everything from basic enrichment techniques to how to teach an obedience class. Every interaction with a pet reinforces his training. The result: happier, well-adjusted animals who show adopters what terrific family pets they can be!

## Enrichment in a Kong<sup>®</sup>

For shelter dogs that may have time alone in their dens, Kongs provide mental and physical engagement. Giving our dogs the chance to "work" to remove food from a Kong eases boredom, reduces destructive behavior and lessens anxiety. Did you know we can use more than 100 Kongs a day?

## Adoption Academy<sup>™</sup>

In addition to working on the basics – like sitting when a person approaches a dog's den – spcaLA has a series of special shelter dog training classes. Obedience-trained dogs are happier, more attractive to adopters, and more likely to stay in their new homes permanently. Volunteers took dogs through classes like All Star Agility<sup>™</sup>, Shelter Scents<sup>™</sup>, Adoption Academy, and Hollywood Hounds<sup>™</sup> last year.

## Positive Reinforcement

At spcaLA, we only use and recommend positive reinforcement methods of training. We do not use prong, choke or shock collars. Instead, we use what a pet likes – food, affection, toys – to our advantage. We reward a pet when he does what we ask, instead of punishing him when he does not. Wouldn't you be much more likely to try your best if you knew you could win something fantastic?

spcaLA's Animal Behavior and Training Department is led by its Director, Eleasha Gall, CPDT-KA. With over 15 years of experience training animals in a variety of settings, Gall joined spcaLA in 2012.

*Year in Review*

FRIENDS FOR LIFE 2013



## By The Numbers:

**1,780** people were helped with animal behavior & training issues through spcaLA's free Animal Behavior Helpline; **864** dog owners enjoyed spcaLA dog training classes; and volunteers spent **13,181** hours improving the lives of shelter pets.





# BY THE NUMBERS



## What else did YOUR spcaLA do?

### 3,263 shelter pets

were adopted, reunited with their owners or transferred to an area of demand through Air Chihuahua™ last year.

### Animals

were examined, vaccinated, de-wormed & flea-treated by spcaLA's Veterinary Services.

## How we did it

### 400 volunteers

donated **47,925 hours** of their time, doing everything from taking shelter pet photos to Animal Assisted Therapy. Volunteers spent **31,803 hours** fostering pets in their homes.

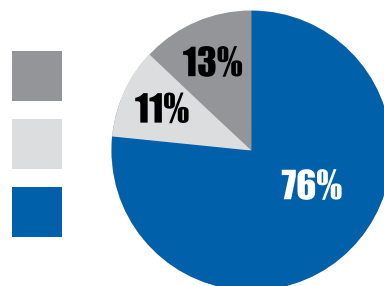
Revenues from the spcaLA Pet Hotel, Grooming Salon, Marketplaces, Dog Training and Friends for Life Camp™ helped support spcaLA programs and services, while reinforcing the human-animal bond.

**People like you** – not corporations or foundations – provided 95% of the donations that allow us to help abandoned and abused animals. We do not receive government funding, and there

is no national (or international) spca or humane society.

## spcaLA Expenses

Management / General  
Fundraising  
Programs



Percentages are based on unaudited financial statements. At the time of this publication, audited financial statements were not yet available for the 9/1/12 - 8/31/13 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.



# Year In Events

## WE LOVE EVENTS!

Every year, spcaLA's events grow bigger and better and we reach more people to fulfill our mission of preventing cruelty to animals through Education, Law Enforcement, Intervention and Advocacy.

For spcaLA's upcoming events, please visit [www.spcaLA.com](http://www.spcaLA.com).

## KITTENPALOOZA

July's Kittenpalooza was our most successful ever, with 42 cats and kittens finding homes in one day! Adopters from all over Los Angeles came to the South Bay Pet Adoption Center to meet their feline Friend for Life and enjoy yummy treats from the Firehouse Chefs and Rockberry food trucks. Adopters enjoyed a gift bag full of goodies, a free family photo, and giveaways from Centinela Feed & Pet Supplies and Swheat Scoop.

## PARTY ON THE PIER

spcaLA kicked off the celebration of the 135th anniversary with Party on the Pier. Event goers enjoyed rides and games at Pacific Park in Santa Monica, plus food and drinks. Despite a little rain, everyone enjoyed the festivities. The response was so positive in fact, spcaLA is planning to end our 135th year celebration with a dog-friendly Party on the Pier!

To purchase tickets for you and your dog to attend Party on the Pier on **November 17th**, go to [www.spcaLA.com](http://www.spcaLA.com) or call **323-730-5300 x233**.



PACIFIC PARK ON THE SANTA MONICA PIER • NOVEMBER 17, 2013 10AM TO 1PM



## LIL BUB

spcaLA had a very special visitor to the P. D. Pitchford Companion Animal Village & Education Center in Long Beach in February:

Lil Bub! Lil Bub is an internet cat sensation with thousands of followers on social media. She came to spcaLA to raise money



and awareness for homeless kitties. Lil Bub raised almost \$3,000 and hundreds of dollars worth of litter, food, toys, and treats during her three hour meet and greet.

## APPRECIATION DINNER

spcaLA held the annual Appreciation Dinner for staff and volunteers in October of 2012. At the dinner, spcaLA staff, volunteers, award winners and guests gathered to acknowledge the past year's accomplishments and praise the 2012 award winners, including Employee of the Year, Arlene Hall, and Volunteer of the Year, Stefanie McAfee.

## spcaLA HEIDI & FRANK PET ADOPTION DAY PRESENTED BY KLOS

This year's Pet Adoption Day was the first with new hosts Heidi & Frank from 95.5 KLOS. It was a terrific event with 83 pets adopted in a single day! Plus, a whopping 330 pets were adopted during the promotion. Those who attended enjoyed giveaways from Lazy Acres, Centinela Feed & Pet Supplies, Swheat Scoop, Coffee Bean & Tea Leaf, Got Pee, VCA Animal Hospitals and Long Beach Animal Care Services.

### OTHER NOTEWORTHY EVENTS INCLUDED:

- Bark in the Park at Dodger Stadium presented by Natural Balance Pet Foods®
- Puppy Bowl on Animal Planet
- Halloween Pet Parade at the spcaLA Marketplace in Long Beach
- Betty White Dinner
- Air Chihuahua™
- *And many, many more!*

## HERO DOG



spcaLA's 31st National Hero Dog Award™ was presented to Mole, a Shepherd mix from Riverside in a press conference at Nokia Live in downtown Los Angeles on May 10, 2013. Mole saved the life of a fellow hiker on Rubidoux Mountain, a place where Mole and his companion, Ramon Llamas, visited almost daily. On March 25th, Mole began whimpering and tugging at Ramon's pant leg. Mole's behavior alerted Ramon that something was wrong and he followed Mole off the trail to a grouping of large boulders. When Ramon peered in, he was surprised to find a man trapped below. With Mole's help, Ramon was able to locate a man, who had been stuck in the rocks for several days. Despite the hiking trail being a popular spot, no one had heard his cries for help. Only Mole had detected the man and looked to his best friend, Ramon, for assistance.



# NOT JUST YOUR CAT & DOG AGENCY

*An Interview with spcaLA President, Madeline Bernstein*

*By Miriam Davenport*

**F**rom monkeys abandoned at a McDonald's play yard to throwing the first pitch at Angel Stadium of Anaheim, spcaLA President (and lifelong Yankees fan) Madeline Bernstein's tenure at the Society has been anything but dull. Celebrating 20 years this spring, Madeline recounts some of her most memorable days at spcaLA and her plans for the future of the organization and animal welfare.

.....

***Tell us about your first day at spcaLA, back in 1994.***

It was April Fools' Day and there were thousands of snapping turtles in a van, followed by thousands more in a freezer. Over 700 of them died horribly – drowned, crushed and starved to death – before we intervened. It was the second time I started a job on April Fools' Day, and the second time I was greeted with a completely bizarre case. After that day, I realized – I'm home.

(Oh, and by the way, we busted the abuser on animal cruelty and possession of a prohibited species.)

***What did you have planned for the Society when you first started?***

When I came onboard, spcaLA was searching for focus – so, my first order of business was to stabilize us. I had to make a lot of difficult decisions, so that we could once again become the viable, robust organization our community has relied on since 1877.

***And, where have you taken the organization since?***

I took spcaLA backward.

I took spcaLA back, full-circle, to the original thinking of the organization. When we incorporated, spcaLA protected women, children, and animals. The point then – and now – was that those who are exploited, vulnerable, and treated as property need help.

I pushed to create programs that close the loop between violence towards people and violence toward animals. Specifically, we've created "Teaching Love and Compassion" (TLC)™ for youth in at-risk communities, jTLC™ for juvenile offenders,





*Madeline being interviewed by ABC7, inset: Madeline delivering a lecture.*

and the Animal Safety Net (ASN)™ for domestic violence survivors.

Our advocacy initiatives took it one step further - we convinced legislatures that putting an animal on a restraining order wasn't the same as listing a refrigerator or other piece of property. Abusers often harm pets or use them as leverage. I've always been proud that we were one of the first states to get animals listed on temporary restraining orders for domestic violence.

TLC, jTLC, ASN, and our advocacy initiatives take the information we now know to be true that relates animal abuse to violence against people, and actually do something about it.

***What made you choose to devote so much of your professional life to the prevention of cruelty to animals?***

Because there is no difference between preventing cruelty to animals and trying to stop violence among people - we're just focused on a different victim at a different point in time.

***Have you always worked in the field of animal welfare?***

No, but I've almost always had a job where I could equalize the odds between someone who can't defend himself and a bully.

***Lately, it seems as though there are more and more animal charities in Los Angeles. What distinguishes spcaLA from the rest?***

spcaLA is strong, innovative, experienced, trustworthy and reliable. We are Angelinos. We are right here, responding to the needs of the people and animals of Southern California, strengthening our community through education, law enforcement, disaster response, job creation and more.

There are a lot of "vanity" charities - there are a lot of people that think "oh, if I had my own charity, I could do it better," but they frequently fail. They don't understand the need for infrastructure. What's worse, they're setting up competition for donor dollars, when very often they can't deliver services. So, instead of helping animals, they're really hurting.

We see not only celebrity or private charities that start in Los Angeles, but out-of-state charities have descended. They think that there's more money in Los Angeles than other places – so they end up taking the money out of Los Angeles and never truly benefit the Southern California community.

### ***Does spcaLA's footprint extend outside of California?***

spcaLA is a local, community organization with international reach. In that way, we're not unlike Los Angeles. Our city sets the tone for fashion, industry, education and animal welfare on a global level.

For example, our Disaster Animal Response Team (DART)<sup>™</sup> comes to the call for aid from municipal, state, national and international agencies – from as nearby as Los Angeles County during a wildfire to as far away as Sri Lanka in the wake of the Indian Ocean tsunami. Our programs – TLC, ASN, even our spcaLA-created shelter management software (PawTrax<sup>™</sup>) – are

used worldwide, and our experts are routinely called to train, lecture, present and testify in a variety of settings on many topics. Further, I serve on a variety of boards and advisory committees – acting as the voice for spcaLA, and the people and animals we serve – in the corporate, nonprofit and public spheres of influence.

Collaborating with groups both national and international in scope makes your spcaLA a giant among SPCAs – helping animals everywhere, either directly, through legislation or expertise.

### ***In your opinion, what are some of the biggest misconceptions people have about spcaLA?***

We're not just your dog and cat agency. Anywhere there's an animal – be it cat, dog, elephant or mountain lion – we are there to make sure he's treated well. We respond to the abuse and mistreatment of all animals – from investigating cruelty to advocating for their better treatment under the law.



*Madeline as the first Distinguished Visiting Animal Advocate at Lewis & Clark.*

**“Ultimately, it would be great if someday people and pets could be seen together everywhere, and co-exist peacefully.”**



Of course, the old standby misconception is who we are. When I first started, we were suffering from an identity crisis of sorts – we operated as the “LASPCA” and most people thought of us at the LA chapter of the aspca. I have worked for twenty years to remind people that we are your spcaLA, the original, independent animal welfare organization serving Southern California – not affiliated with aspca or a chapter of any group.

### ***What do you see as the future of animal welfare?***

If we’re succeeding at what we’re doing, the future of animal welfare will be less about animal control and adoptions, and more about integration between programs that affect people and animals.

And, we have succeeded – nationwide, intakes are down. This is the result of decades of work by and qualified, local agencies, like spcaLA, in cooperation with other private and public agencies to shift public perception about shelter pets, spay/neuter, and pet care. Even during the recession, people continued to spend disposable income on their pets. Pets have become an integral part of people’s lives – true members of the family.

### ***And, how is spcaLA poised to lead in the future?***

Your spcaLA already lives, and leads, in the future – everyday, we are strengthening programs and services that reach beyond adoptions to improve the lives of people and animals.

On the side of light and all that’s good, spcaLA works with people to develop skills and training to be more interactive with their pets with things like basic obedience classes, agility, fun nose work and even becoming a spcaLA-approved Animal Assisted Therapy (AAT) team. We work with kids in all communities – not just at-risk – to teach them the importance of kindness toward animals, and how to be responsible pet owners. Ultimately, it would be great if someday people and pets could be seen together everywhere, and co-exist peacefully.

On the darker side, spcaLA will never educate our way out of business, because we are law enforcement. There are always criminals, and always those that try to prey on the vulnerable. Here in Southern California, we have the privilege of working with prosecutors and judges that take animal cruelty seriously.

The real challenge is getting the criminal justice system – nationwide – to recognize that animal cruelty is often a first crime. If intervention, treatment and rehabilitation opportunities are offered to those early animal cruelty offenders,



*Madeline poses with Heidi & Frank, and Cynthia Fox during the Heidi & Frank Pet Adoption Event.*



the lives of people will be saved down the line. We’re already seeing it with jTLC™ - so far, the kids who’ve successfully completed the court-mandated program report a 9% recidivism rate (rate at which they reoffend). In a state where the adult recidivism rate is 70%, the program is a beacon of hope and a model for success.



*Madeline at the unveiling of spay/neuter stamps at the Village.*



*Madeline is a distinguished attorney, and has served as an Assistant District Attorney in the Bronx DA’s Office, and a Deputy Inspector General/Advocate at the NYC Department of Ports & Terminals, as well as an adjunct/visiting Professor of Law at University of La Verne and Lewis & Clark Law School. Her blog, This Bitch Craves Attention, won the CBS People’s Choice Award and she is the recipient of the Boeing Crystal Vision award, among others.*

# Your IRA can help animals!

If you're age 70 1/2 or older and have an IRA, you can transfer up to \$100,000 to spcaLA, without undesirable tax effects.

Act quickly! Congress approved the IRA charitable rollover only until December 31, 2013.



spcaLA's tax ID is 95-1738153. Please contact us at (323)730-5300, x233 or [info@spcaLA.com](mailto:info@spcaLA.com) for more information.



*This is not intended to be legal or tax advice. We encourage you to consult your own legal or tax advisor to see how you may be affected by the new law.*



## Peace of Mind

pet rehoming program



spcaLA's Peace of Mind Pet Re-Homing program is for those precious little 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. If you are enrolled in the program, spcaLA can guarantee a new, loving home for your healthy, adoptable pets in the event of your passing.

Call (323) 730-5300, ext 233 or email [info@spcaLA.com](mailto:info@spcaLA.com) for more information or to notify spcaLA of your intentions.

[www.spcaLA.com/donate](http://www.spcaLA.com/donate)



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**pet toys and treats**

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All proceeds benefit spcaLA animals

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*Offer can be changed or revoked at any time and may not be combined with any other offer.*



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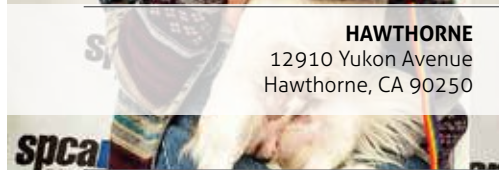
**[www.spcaLA.com](http://www.spcaLA.com)**





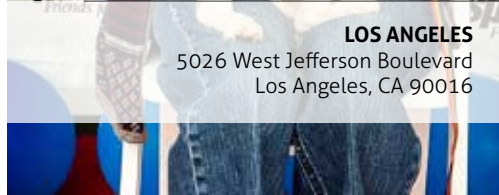
#### LONG BEACH

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



#### HAWTHORNE

12910 Yukon Avenue  
Hawthorne, CA 90250



#### LOS ANGELES

5026 West Jefferson Boulevard  
Los Angeles, CA 90016

## Locations

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

Phone: (562) 570-SPCA (7722)

Fax: (562) 570-4931

Email: info@spcaLA.com

Animal Behavior & Training: (562) 570-4910

#### HOURS:

Wednesday–Friday: 10:00am–5:30pm

Saturday & Sunday: 10:00am–4:00pm

Monday & Tuesday: Closed

### spcaLA MARKETPLACE

Phone: (562) 570-4926

Fax: (562) 570-4939

Email: marketplace@spcaLA.com

#### HOURS:

Wednesday–Friday: 9:00am–5:30pm

Saturday & Sunday: 9:00am–4:30pm

Monday & Tuesday: Closed

### spcaLA PET HOTEL

Phone: (562) 570-3079

Fax: (562) 570-3083

Email: boardgroom@spcaLA.com

#### HOURS:

Wednesday–Friday: 9:00am–5:30pm

Saturday & Sunday: 9:00am–4:30pm

Monday: 8:30am–10:30am

Tuesday: Closed

### spcaLA GROOMING SALON

Phone: (562) 570-3079

Fax: (562) 570-3083

Email: boardgroom@spcaLA.com

#### HOURS:

Wednesday–Friday: 9:00am–5:30pm

Saturday & Sunday: 9:00am–4:30pm

Monday & Tuesday: Closed

### SOUTH BAY PET ADOPTION CENTER

Phone: (310) 676-1149

Fax: (310) 676-4784

Email: info@spcaLA.com

Humane Education: (310) 676-1149, ext. 228

#### HOURS:

Wednesday–Sunday: 10:00am–5:00pm

Monday & Tuesday: Closed

### ADMINISTRATIVE OFFICE

Phone: (888) SPCA-LA1 (772-2521)

Fax: (323) 730-5333

Report Animal Cruelty: (800) 540-7722, ext. 285

Donations: (888) 772-2521, ext. 233

Volunteer Services: (888) 772-2521, ext. 300

FREE Animal Behavior Hotline:

(888) 772-2521, ext. 260

Email: info@spcaLA.com

#### HOURS:

Monday–Friday: 8:00am–5:00pm

**We accept donations at any of our locations during business hours.**

*For large donations, please contact our Fund Development Department at (323) 730-5300 ext. 253.*

# ADOPT

find your *Friend for Life.*

### P. D. Pitchford Companion Animal Village and Education Center

7700 East Spring Street  
Long Beach, CA 90815  
(562) 570-7722

### South Bay Pet Adoption Center

12910 Yukon Avenue  
Hawthorne, CA 90250  
(310) 676-1149

*Voted Best Animal Shelter  
in Los Angeles 2012 by  
LA Weekly Magazine*





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*Dedicated to the prevention of cruelty to animals through  
Education, Law Enforcement, Intervention, & Advocacy.*



Society for the Prevention  
of Cruelty to Animals  
Los Angeles, since 1877

[www.spcaLA.com](http://www.spcaLA.com)

1-888-spcaLA-1



# **AIR CHIHUAHUA™**

**Donate now!**

**This is your captain speaking...**

**Help put puppy mills out of business by matching supply with demand.**

**More info & to donate: [airchihuahua.com](http://airchihuahua.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](mailto:info@spcaLA.com)**

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

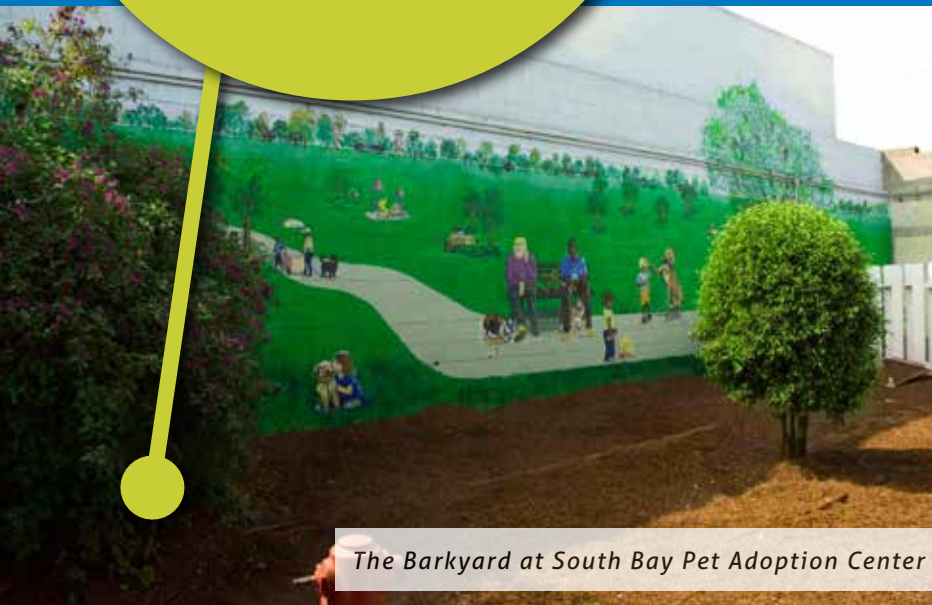




# New! Giving Guide

Visit [spcaLA.com/donate](http://spcaLA.com/donate) to learn more about making a tax-deductible gift to honor your loved ones this holiday season.

## NAMING OPPORTUNITIES



*The Barkyard at South Bay Pet Adoption Center*

*All spcaLA naming opportunities come with a tribute certificate – perfect for framing!*

### **spcaLA South Bay Pet Adoption Center**

Our South Bay facility is in the midst of a big make-over! Not only are we doubling the amount of dogs you'll be able to see, but we're transforming drab asphalt into new, green "meet & greet" and training areas!

### **spcaLA P. D. Pitchford Companion Animal Village & Education Center**

A model of a successful public-private partnership, the Village is located on 6.5 acres of public parkland, nestled between community gardens and the El Dorado Nature Center in Long Beach.

## TRIBUTE GIFTS

Make a donation in honor or memory of a loved one. spcaLA will send a special card for gifts of \$25 or more. Use the envelope attached to this issue of *Friends for Life* to send in your gift today. Prefer to send an e-card? Visit us at [spcaLA.com](http://spcaLA.com).

## GIFTS THAT GIVE BACK

Consider giving the animal-lovers in your life original spcaLA-designed apparel and other items – start shopping at [spcaLA.com](http://spcaLA.com). Or, check out which companies give to spcaLA when you shop – visit the Shopping Partners section of [spcaLA.com](http://spcaLA.com) to shop for fine wines, art and more to help shelter pets.



*Donations help spcaLA pets, like Simba.*

*Remember, your employer may double, or even triple your tax-deductible gift to spcaLA! Ask you HR representative if your company matches employee giving (some even make a monetary donation for volunteer hours).*



# order form

Please indicate your choice below and mail to spcaLA at 5026 W. Jefferson Blvd., Los Angeles, CA 90016. Orders may be completed by phone at (323) 730-5300, x253 or online at spcaLA.com.

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

**\$750,000**

☐ Village Plaza

**\$500,000**

☐ Pet Hotel

**\$100,000**

☐ Grooming Salon

**\$1,000**

☐ Dog Den

**\$500**

☐ Tree

☐ Premium Donor Tile

**\$150**

☐ Select Donor Tile

**\$75**

☐ Reserve Donor Tile

**\$50**

☐ General Donor Tile\*

## SOUTH BAY PET ADOPTION CENTER

**\$250,000**

☐ Adoption Center

**\$100,000**

☐ Main Lobby

**\$75,000**

☐ Dog Adoption Area

**\$50,000**

☐ Meet & Greet Exercise Park **NEW!**

**\$25,000**

☐ The Bark Yard **NEW!**

**\$10,000**

☐ Grooming Room **NEW!**

☐ Break Room **NEW!**

**\$1,000**

☐ Dog Den

**\$500**

☐ Bark Yard Plank **NEW!**

**\$250**

☐ Preferred Donor Tile

**\$150**

☐ Select Donor Tile

**\$50**

☐ General Donor Tile\*

*Please note, naming opportunity requests will be filled on a first-come, first-serve basis. Installation can take 4-6 weeks, or up to one year in the case of donor tiles. Requests for specific placement of donor tiles cannot be accommodated. If you have questions, please call (323) 730-5300, x253 or email info@spcaLA.com.*

*\*General donor tiles may only have 2 lines of text.*

Please fill in your inscription below:

☐ Yes, I would like a replica\*\* of my naming opportunity for an additional \$50 donation.

*(Commemorations 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

EMAIL

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

Please send a tribute certificate (suitable for framing) to \_\_\_\_\_ at

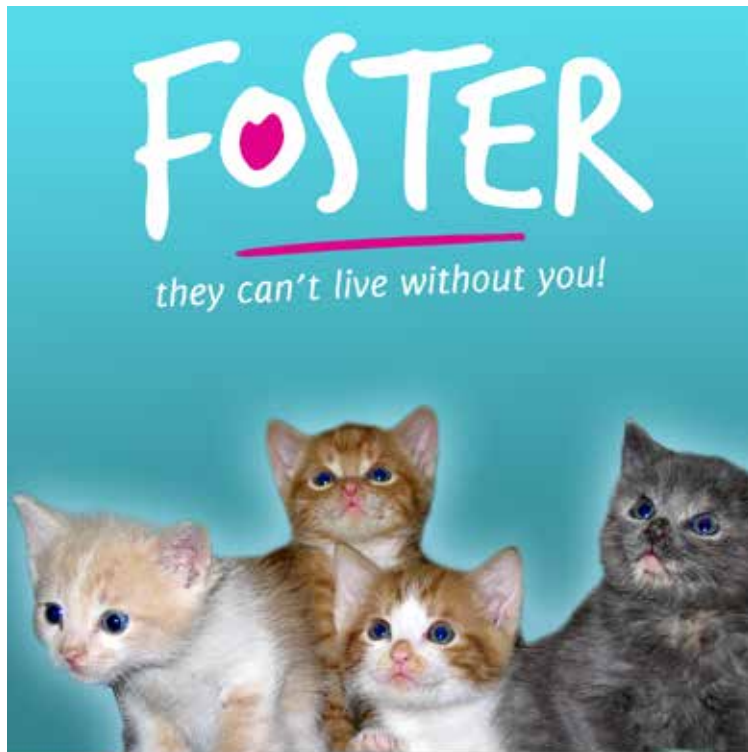
ADDRESS

CITY

STATE

ZIP

\*\*Replicas can take 4-8 weeks to ship, and resemble miniature donor tiles



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Open your home and your heart to motherless kittens or puppies, or an adult cat, dog or other pet who needs a little extra care.

For more information, please call 888-772-2521 X300 or email [volunteer@spcala.com](mailto:volunteer@spcala.com)



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Helping  
pets in need  
find hope  
and homes.

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f. 858.909.2618  
[petcofoundation.org](http://petcofoundation.org)

 A background photograph of a woman in a blue shirt and sunglasses crouching on a grassy field, reaching out towards a golden retriever. The dog is running through a yellow and blue striped tunnel. In the background, there are agility equipment and a parking lot.
 

**dogtraining**  
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*Friends for Life*

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**LOS ANGELES**  
**LONG BEACH**  
**SOUTH BAY**  
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**PROUDLY SUPPORTS**

# **SPCA!**



# **LAZY ACRES**

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**562.430.4134**



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**LONG BEACH 90815**

# THE VILLAGE

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

## Hours

**Wednesday - Friday: 9:00AM - 5:30PM**

**Saturday - Sunday: 9:00AM - 4:30PM**

**Monday - Tuesday: Closed\***

*Pet Adoption Center opens at 10AM, Wednesday - Sunday.*

## *The all-in-one place for your pet needs!*

**7700 E Spring Street**

**Long Beach, CA 90815**

**Inside El Dorado Park**

### Grooming Salon

Offering self-service & professional grooming.

(562) 570-3079  
boardgroom@spcaLA.com

### Pet Hotel

Open-air cat atriums, indoor/  
outdoor dog dens & plenty of TLC!

(562) 570-3079  
boardgroom@spcaLA.com

### Marketplace

Select from a variety of premium  
pet foods and supplies.

(562) 570-4926  
marketplace@spcaLA.com

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

**spcaLA**  
*Friends for life.*



# wish list

## Cats



Whether it's food for daily meals, or equipment to help spcaLA find our resident animals forever homes, your donations will help today!

## Dogs



**Washable  
Beds  
Crates**  
(all sizes)

**Cat Litter**  
(clay, non-clumping)

**Cat Condos  
& Tents**

**Food**  
(dry, canned & pellets)

**Treats**  
(soft-Natural Balance  
rolls;  
hard- Bully Sticks)

**Toys**  
(durable & washable)

**Kong  
items**  
(classic & extreme;  
sizes L, XL, Giant &  
King)

## Kittens



## Puppies



### HELP US HELP THEM!

**New DIGITAL cameras** (Panasonic Lumix DMC-ZS30 or Nikon Coolpix S9500)

**PHOTO STUDIO EQUIPMENT** (lights, seamless backgrounds, stands & clips)

**Lawn mower** (Ariens Zoom 42, 20 HP Kohler Zero Turn)

**10,000 SQFT. OF CERAMIC TILE** (for South Bay Pet Adoption Center)

**OFFICE SUPPLIES** (paper, batteries, light bulbs, gift cards)

### Other ways you can donate!

**VEHICLES** - Getting a new car? Donate your old one! spcaLA receives 75% of the proceeds from the sale of your vehicle donation with Car Donating is Easy. Call (877) 697-PETS (7387) to get started!

**BOOKS** - Cleaning out your library? Donate books through the American Book Drive, and spcaLA benefits from the sale. Call (877) 870-7701 to get started!

**ELECTRONICS** - Upgrading your phone? Designate spcaLA as your charity of choice when you recycle your old cell phones and other electronics with Cartridges for Kids. Call (800) 420-0235 to get started!

Donations are accepted at any spcaLA location, during business hours.

Online shopper? Check out the spcaLA Amazon Wish List!

Questions? Contact us at (323) 730-5300, ext. 253 or [info@spcaLA.com](mailto:info@spcaLA.com).

**YOUR DONATIONS ARE GREATLY  
APPRECIATED!**



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Los Angeles, CA 90016  
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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**

## spcaLA Holiday Cards

Limited-edition spcaLA original designs feature our shelter pets!  
*100% of proceeds benefit abandoned and abused animals this holiday season.*



**\$12.99 for a pack of 10**

Available at **spcaLA Marketplaces** and online at **spcaLA.com**.

