

FRIENDS OF NORFOLK  
ANIMAL CARE CENTER

*Annual Report 2010*



*“The worst sin toward  
our fellow creatures  
is not to hate them,  
but to be indifferent  
to them. That’s the  
essence of inhumanity”*

– George Bernard Shaw

# LETTER FROM THE CHAIR

**W**elcome to the 2010 Annual Report for Friends of Norfolk Animal Care Center. We are a 501 (c) (3) nonprofit created to support the important work of the Norfolk Animal Care Center. We facilitate programs that encourage adoption, medical care and community education by coordinating fundraising programs and special events. Our goal is to work with staff at the Center to address animal homelessness to create a successful outcome for Norfolk's shelter pets and ensure the public health and safety of our community.

*Highlights of 2010 include sponsoring six free spay/neuter clinics, which potentially prevented introducing thousands of homeless animals into the city, providing medical care to dogs and cats to help prepare them for adoption, funding training programs for shelter staff, donating medical equipment and medications, connecting pet owners with resources that help them better care for their animals, and hosting fun events that brought together our community's animal lovers, educated residents about animal welfare and the potential of shelter pets, and raised over \$18,000 to help support our mission.*

*In this report, you will read about our 2010 highlights and successes. We've provided financial information about our fundraising revenues and expenditures in support of NACC. You'll see photos of some of our favorite animal friends and our plans for the future.*

*We appreciate your support of Friends and the partnerships we enjoy with community groups, volunteers and generous funders. In particular we are grateful for the collaboration with the staff of Norfolk Animal Care Center. Their dedication to the welfare of animals and commitment to community service is unequalled and delivers an important, compassionate service to the Norfolk community. It is a privilege to work with all of you and to make a difference in the lives of animals.*

Linda Davis  
Chair

## FRIENDS OF NORFOLK ANIMAL CARE CENTER BOARD MEMBERS

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# MISSION & PURPOSE

## FNACC Mission

To support the Norfolk Animal Care Center in sheltering and caring for Norfolk's stray and homeless animals, to promote and facilitate adoptions, to assist with special medical care, to promote and support spay/neuter in the community and to educate the public about responsible pet ownership.

## FNACC Purpose

The purpose of Friends of Norfolk Animal Care Center (FNACC) is to support the important work of the Norfolk Animal Care Center and to cultivate the resources needed to serve the pets and people of the City of Norfolk. Norfolk Animal Care Center is operated by the City. As a 501 (c) (3) nonprofit, FNACC was created to maximize the City's resources using fundraising and awareness programs. Together both organizations are working to increase public awareness of the shelter, provide quality care and a safe environment for the animals and find forever homes for adoptable pets.

To accomplish this, FNACC has established specific goals:

- *Facilitate the well-being and adoption of animals sheltered at the Norfolk Animal Care Center*
- *Raise funds for the Norfolk Animal Care Center*
- *Educate the community about issues related to animals and pets*
- *Support programs that help reduce the overpopulation of domesticated animals*

To achieve these goals, FNACC actively engages in fundraising activities, seeking donations from individuals, community organizations, and businesses. FNACC also helps coordinate adoption events and special events such as the annual "Dogs Gone Swimming," which has raised over \$10,000 in its first two years.

None of the successful activities would be possible without valuable collaborations with the Hampton Roads community. We are grateful for the time and talents invested daily by volunteers, the monetary support of our sponsors (*please see page 4 for a complete list*), and the community partnerships that sustain us, including:

- Department of Recreation, Parks and Open Spaces
- United Way of South Hampton Roads
- Animal Rescue of Tidewater
- d'ART Center
- PETCO Foundation
- Spay Hampton Roads



*Our programs help more than dogs and cats. The Center also cares for birds, reptiles and small mammals!*



*Dogs Gone Swimming is one of Friend's most popular events.*



# FINANCIALS

## *Friends of Norfolk Animal Care Center Financials For Year Ending 12/31/10*

### GILLESPIE & JONSEY

I want to thank the staff of the Norfolk Animal Care Center on the wonderful experience we recently had at your facility. We had just lost our much beloved beagle, Waylon Jennings to renal failure. We decided to adopt a "big black dog" because we had heard that there was difficulty in finding them homes. When we went to the Norfolk Animal Control Center we were a little afraid due to the days of the dark, dank and dirty City Pound. What we experienced was far from those horrible days!

The staff and volunteers are wonderful! We found our boy Gillespie, the first day we visited. He had a 10 day hold on him. We visited the NACC each day to see "our boy." The pens were always clean and the staff was friendly. It was evident to us that the staff genuinely put the animal's welfare first. Always gentle and kind, they were truly excited when an animal was placed in a new home.

Gillespie came home and has been an absolute joy. The staff had worked with him on his "sit" command and he is picking up obedience training quickly. He is flourishing and has quickly worked his way into the family dynamic. The cat holding area is clean and all the kitties look happy. There is no cat box odor. This, in itself, is almost a miracle due to the large number of kitties being housed. My daughter adopted a kitty, Jonesy. You couldn't ask for a better adjusted pet, Jonesy has won the hearts of all who have met him.

The change from City Pound to Norfolk Animal Care Center is evident. Every day we visited the NACC, people were in looking at and adopting new family members. I hope people will continue to find the NACC and give all the beautiful animals a chance at life and a loving home. They deserve no less. I know that my family and I will be spreading the good news! Gillespie, Jonesy and the rest of the family say, THANK YOU!!!!!!

Sincerely,

Michael Farrell

FNACC has demonstrated excellence not only in programming but also in stewardship of the dollars it generates from donations. In budget year 2010, we raised over \$18,000 while incurring expenses under \$12,000. Only 3% of the total budget went toward operating costs. This left us with a profit of \$6,173.30 to be invested in 2011 programs.

### Revenues

#### DONATIONS

General	\$6,708.61	37%
Designated for Medical	\$1,703.12	9%
Events	\$9,735.43	54%
<b>Total Revenues</b>	<b>\$18,147.16</b>	

### Expenses

Advertising/Promotion	\$1,823.24	15%
Events	\$2,798.20	23%
Support to NACC	\$933.59	8%
Medical Treatments	\$2,195.00	18%
Spay and Neuter	\$3,900.00	33%
Operating	\$323.83	3%
<b>Total Expenses</b>	<b>\$11,973.86</b>	

**Net Income** **\$6,173.30**

### SPONSORS

*We thank our generous sponsors whose support made programs possible.*

BB&T Bank    PETCO Foundation  
TowneBank    Pratt Industries  
CB Richard Ellis    ESC Companies  
SL Nusbaum

# ACCOMPLISHMENTS

## Year of Achievements

It's all in the numbers; 2010 was a successful year for FNACC. Accomplishments include:

- Funding for 11 animals to receive special medical treatment – including eye care, heartworm treatments and dental care, to make them healthy and eligible for adoption
- Funding six free clinics to spay or neuter 46 dogs and 97 cats
- Participating in 11 events to raise money, encourage adoptions and create awareness
- Starring in five television interviews to spotlight pets seeking homes and the work of the Center
- Supporting NACC including medical equipment purchases, funding training for staff, recognition of volunteers and training toys for animals
- Being accepted in the United Way Combined Virginia Campaign

## Special Events

It takes a lot of work to coordinate events that run smoothly and meet goals without draining resources. We're proud of the 11 events we hosted in 2010 and appreciate the help from volunteers and the community. The 2010 events helped us reach out to the public by raising awareness, facilitation adoptions and raising nearly \$10,000:

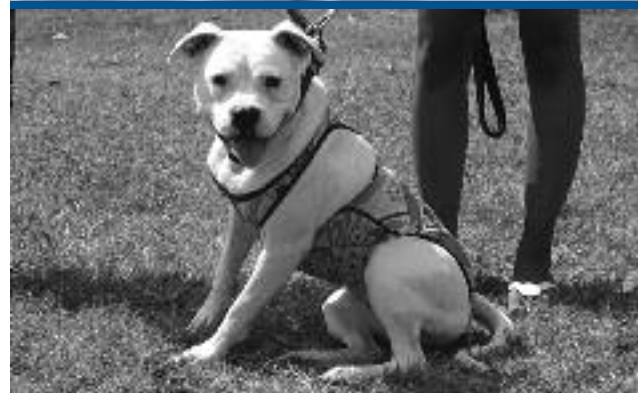
- Muddy Paws (March)
- Yappy Hour at 37th and Zen (March)
- Market at Waterside (April, May and June)
- Yappy Hour at Waterside (May and June)
- d'ART Center Pet Parade Party (August)
- Fun in the Sun (August)
- 2nd Annual "Dogs Gone Swimming" (September)
- Howl-o-ween Spooktacular (October)
- Open House and Adoption Party (December)

## Free Spay/Neuter Clinics

In 2010, FNACC sponsored six free spay/neuter clinics in targeted Norfolk Neighborhoods. Pet overpopulation is a challenge for all communities, and in Hampton Roads alone, over 15,000 animals are euthanized a year. By holding these free clinics, we not only provided a healthier life for the pets that were treated, but significantly reduced puppy and kitten populations in Norfolk. Dogs average five puppies per litter per year. Cats can have two litters a year with an average of five kittens per litter. Thanks to the clinics, we have potentially reduced these pet populations by 1,200 annually or over 12,000 over the average lifespan of the pet. At these clinics we also were able to administer 179 rabies shots – providing for a healthier environment for the City's human and pet residents.

## Dogs Gone Swimming

Dogs Gone Swimming is an incredibly successful event that helps Friends raise funds and friends! Hundreds of dogs and nearly 1,000 spectators gathered at the Norfolk Fitness and Wellness Center in September for a swim staged in four 45-minute sessions and accompanied by field demonstrations, talent shows and a wide variety of vendor services.



*Norfolk Police K-9 Unit and Norfolk Police Bomb Squad support the Dogs Gone Swimming event.*



*Brandy is one of many animals that received much needed vet care from the medical program.*



*Snoopy received eye and dental care from the medical program.*



*Greenbrier Adoption Event animals rely on Friends programs to help them find forever homes.*



## Medical Treatment

In 2010, medical equipment and medications were purchased for the Center and medical care underwritten for animals housed there to help them heal and become candidates for adoption. Typical medical care includes heartworm treatments, dental work, surgery for broken bones, removal of growths and more. In 2010, the canine patients included Danny Boy, Buddy, Sarah and Seamus who all needed help with heartworms. Snoopy came to the Center with eye and dental concerns, while Brandy had a growth that needed to be removed.

In addition, a formal Medical Assistance Plan was adopted to outline the policies and procedures for medical care as FNACC and the Center staff work together to improve the health and lives of animals in their care.

## Blanket of Love Program

FNACC has an ongoing program that makes it easy for everyone to support animals in need. Gently used blankets, quilts and throws can be donated to the Center, located at 5585 Raby Road in Norfolk. These blankets and warm bedding help make the homeless pets feel more secure and comfortable during their stay.

## Meeting a Community Need

While not everyone lives with a dog or a cat (or a bird, lizard or bunny), animal welfare affects everyone living in a community. Shelters like the Norfolk Animal Care Center provide a safe haven and compassionate care for animals that have been abandoned, abused or neglected. Some pets also are turned in by loving families who have experienced a change in circumstances that prevents them from continuing to provide a home for their pet.

An animal shelter is an integral part of a municipality's public health and safety services. NACC helps ensure that Norfolk is a healthy and compassionate community by sheltering stray and abandoned animals, rescuing injured creatures, reuniting lost pets with their owners, connecting families with a healthy, loving companion, and supporting pet owners with resources including advice, training and medical services.

NACC is an "open admission" municipal shelter. This means that, by City Ordinance, the Center accepts any domestic animal brought to its doors. This is what separates NACC from other Norfolk shelters.

The primary goal of the Norfolk Animal Care Center is to find loving, forever homes for abandoned pets. However, the reality is that shelters take in six to eight million dogs and cats each year (Humane Society of the United States). This number does not include birds, reptiles and small mammals (mice, rabbits, etc.) which also are accepted at shelters. Many of these animals are ill, frightened and need care to transform them into adoptable options. Some are so ill or injured that euthanasia may be the most humane option. All of these animals need an advocate to provide safety, shelter and health care. And FNACC is an advocate for the Norfolk Animal Care Center itself, leveraging community resources and delivering education and inspiring compassion.

## JUST THE FACTS

### About the Shelter: *An Interview with Barbara Hays, Bureau Manager*

#### What services does the Norfolk Animal Care Center provide?

We have a full-service animal shelter which means we accept any animal from the city that needs a warm place to stay. Nearly 6,000 animals come through our doors every year. Some animals have strayed away from home; others are no longer wanted by their owners. Sadly, some come to us as victims of cruelty or neglect, or they pose a danger to city residents. As a public safety department, we are mandated to accept them all. The best part of our work is our popular adoption program for unclaimed and unwanted animals. We've become *the place to find a new companion!*

#### What is the typical population of animals in the shelter?

Many of our animals are simply "lost," and anxious owners are grateful for the safe haven the Norfolk Animal Care Center provides for their much-loved companions. We assist nearly equal numbers of cats and dogs, and several hundred pocket pets, birds, reptiles and wildlife each year. On any given day, we care for 100-150 animals in the shelter.

#### It sounds like challenging work, what is the best part of working in a municipal animal shelter?

Things can get very chaotic in the shelter. It requires a lot of creative thinking, the ability to multi-task, and the flexibility to adapt to a continuously changing environment... a sense of humor really helps too! The downside is that we still receive more animals than we can find home for. The most rewarding part for us is that the numbers of adoptions are improving and we're saving more lives than ever. Having additional financial support from the Friends of Norfolk Animal Care Center has enabled us to treat a number of animals with medical conditions; we never used to be able to do that. Those lives are being saved now too! It is tremendously rewarding and it's a real privilege to be a part of something special happening here.

#### What is an "open-admission" animal shelter?

A shelter that welcomes any animal in need, regardless of available kennel space, or condition of the animal is called an open-admission shelter. One animal that comes to mind was a young adult pit bull found locked in a dog crate and discarded along a city road. He was brought to the Animal Care Center and it was clear that he had been housed in the crate for a very long time. He was emaciated to the degree that he was no longer aware of his surroundings. His nails were disturbingly overgrown; he smelled strongly of urine and feces. He was near death when he finally found help. Knowing that humane euthanasia was the only option for him, we felt the most we could do was to give him a name. "Maury" left this world, cared for however briefly, in the arms of the NACC shelter staff. Sometimes, our ability to help is limited, but our commitment to being here for any animal who needs us never waivers. We are here for animals like "Maury" as well as those who continue their journey into loving new homes. They are counting on us.



## LOOKING AHEAD

### Building on a Track Record of Success

The success of 2010 has laid the foundation for energized, effective programs in 2011. We started off the year on a high note, with the pledge of a \$10,000 donation from a local church and over \$9,000 in United Way gifts. We are so grateful and excited about what we are going to accomplish this year.

*Our goals for 2011 include:*

- Continuation of funding for free spay/neuter clinics
- Dogs Gone Swimming and other special events and awareness programs
- Financial assistance to ensure adoptable animals receive needed medical care
- Upgrade of the Shelter with a new, front façade, new signage, brightly painted walls and cool art work
- Norfolk Pet Pantry
- Wellness Clinics
- Seniors Program

### How You Can Help

Adopt

Volunteer

Make monetary donations

Give in-kind gifts

Become a sponsor

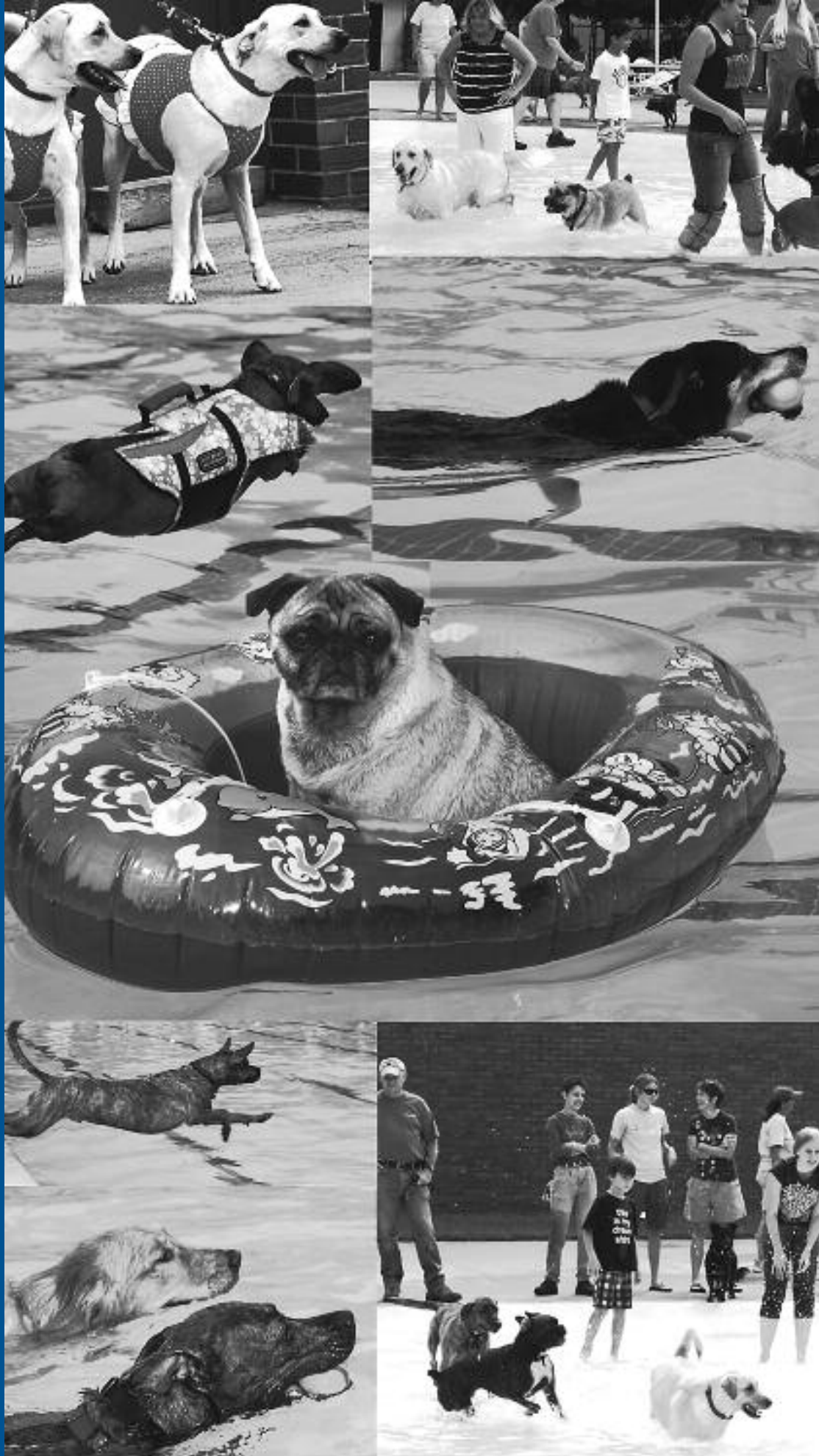
Attend *Dogs Gone Swimming* and other events

Visit our website at

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

HUG YOUR PET!

Norfolk Animal Care Center  
is located off Lowery Road at  
Military Highway, near Broad  
Creek Shopping Center:  
5585 Sabre Road, Norfolk, Va.



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