

WISCONSIN HUMANE SOCIETY



2004 ANNUAL REPORT



OZAUKEE HUMANE SOCIETY



CELEBRATING 125 YEARS
OF SAVING LIVES

TEAMED FOR SUCCESS

In the last quarter of 2004, the Wisconsin Humane Society and the Ozaukee Humane Society strengthened their existing partnership by merging the two organizations. This exciting opportunity has enabled both groups to increase their capacity to help animals.

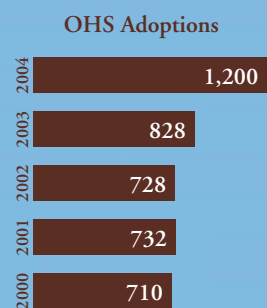
In the first four months of this new partnership, notable improvements took place, not the least of which was a significant increase in adoptions at the Ozaukee Humane Society. The total number of OHS adoptions in 2004 reached 1,200 animals, a 45% increase over the previous year!

With the new partnership came streamlined administrative processes and greater efficiency. The organizations share human resources, accounting and fundraising functions, which means more of every donation goes directly to helping the animals.

The merger brought an increased level of medical care to homeless animals at OHS when Dr. Zeman, WHS veterinarian, began treating animals at the Ozaukee shelter. Today, prior to adoption every adoptable animal is sterilized and has received comprehensive medical care.

Other improvements included additional training for OHS staff and volunteers, building modifications to make the shelter safer and healthier for animals as well as expanded hours of operation. Longer hours provide a greater opportunity for the community to access services and adopt animals.

2004 began a very valuable relationship for the team of volunteers and staff at the Wisconsin Humane Society and Ozaukee Humane Society. The partnership of these two organizations means a confident future for the animals in both communities!



WHS and OHS representatives made the merger between the two organizations official! Beginning left front: Angie Rester; Gardner Govan; John Mader and Victoria Wellens.



Thanks to the merger between the Ozaukee Humane Society and the Wisconsin Humane Society, more animals are receiving lifesaving medical care. Every adoptable animal is now placed for adoption at OHS. There are no time or space limits. Panda is just one of many animals who found a home in 2004, thanks to OHS.



Mr. Henry Bergh made a special appearance and helped celebrate WHS' 125th anniversary during Hope's Lights.



Arriving at WHS a mere 10 pounds and missing an eye, Mr. Hope's only hope was WHS. He was the ambassador for Hope's Lights 2004.

HAPPY ANNIVERSARY, WHS!

WHS celebrated its 125th anniversary on December 5, 2004! Literally millions of animals have been rescued in our community through the work of WHS. This long and proud history would not have been possible without the hard work of individuals who love animals, including notable Milwaukee leaders who wanted to follow the inspiration of Mr. Henry Bergh.

As with other "humane societies," WHS focused not only on helping animals, but also on advocating for children, people with disabilities and others who needed additional protection. By 1910, with the advent of organizations that were geared toward providing care for children and others, WHS began to focus more specifically on animals.

In 2004, WHS served nearly 20,000 homeless, injured, sick, abused and neglected animals. But there is still so much to do. Thank you for being a part of the solution to end animal suffering.

HOPE FOR ANIMALS!

On December 5, 2004, WHS' 125th birthday, WHS threw a grand party – the 2004 Hope's Lights Celebration. Hundreds of community members watched as more than 5,000 holiday lights were illuminated around the WHS building and grounds. Each light represented a loved one who'd been memorialized during this special season when the thought of animals without homes touches our hearts.

The Hope's Lights Open House was graced by Henry Bergh, father of the humane movement in the United States; Richard Whitehead, the first director of the humane society and Lenore Cawker, a remarkable woman who single-handedly ran the city pound for nearly 30 years. These founding animal welfare leaders from the 1800s strolled through the crowd in costume and explained the important role they played in the history of the Wisconsin Humane Society.

The Wisconsin and Ozaukee Humane Societies are two places where new beginnings are a daily occurrence for homeless animals. At WHS and OHS, 100% of adoptable animals find homes. There are NO time or space limits. Every life matters and the staff and volunteers at WHS and OHS do everything they can to find the animals loving homes.

At the Wisconsin Humane Society, 2004 was a record year for adoptions. Nearly 7,500 animals were adopted in 2004 — the highest number of adoptions in 30 years! In 1979, WHS adopted 6,056 animals. The difference is that in 2004, WHS had the lowest euthanasia rate in its history — an extraordinary accomplishment made possible by the generosity of outstanding donors!

When visiting WHS or OHS, you will find dogs, cats, rabbits and other pals such as hamsters and birds, waiting for that perfect someone. Adoption Counselors work with each family to ensure a good match.

In 2004, WHS saw the highest number of adoptions in 30 years!

With so many valuable services, the animals are united with families relatively quickly. Dogs stay in the WHS adoption program an average of two days, while the average stay for cats is four days. But, no matter how long it takes, WHS staff and volunteers provide plenty of TLC.

Prior to adoption, animals are spayed or neutered, receive feline leukemia/heartworm tests, initial vaccinations, 30 days of free Shelter Care Pet Insurance, a nail trim and more. Adopters also receive information designed to make each match a success and the confidence that WHS will continue providing the support they need to live in harmony with their new companion.



Sparky arrived at WHS with a crushed rear paw that was coated in dried blood. He was in obvious pain. The WHS vets wasted no time to provide Sparky with the care he needed. Unfortunately, his treatment required that the damaged paw be amputated.

Thanks to his great foster mom and a skilled animal behaviorist to help him overcome his trauma, Sparky adjusted to life with three legs and became a healthy, prancing pooch. He was quickly adopted into a new home with a family who will keep him safe and loved.

2004 WHS & OHS ADOPTION SUCCESSES

3,277 dogs, 3,555 cats and 647 small animals were adopted from WHS.

1,197 animals were adopted from OHS: 261 dogs, 772 cats and 164 small animals.



Wildlife manager for the WHS' Wildlife Rehabilitation Center, Scott Diehl, releases a kestrel back into his natural habitat. The kestrel, who was captured after he mistakenly became trapped inside a building, was treated for being underweight and dehydrated. WHS treats thousands of sick and injured wild animals each year and then releases them back into the wild.

WHS cared for more than 5,300 sick, injured or orphaned wild animals in 2004!

COMPANION ANIMAL CARE

On February 24, 2004, WHS celebrated **Spay Day** to raise awareness of cat overpopulation in Southeastern Wisconsin. WHS concentrated solely on cats because they are most at-risk. Thousands of stray and feral cats are now roaming the streets. The only way to humanely solve the overpopulation problem is through spaying and neutering.

2004 WHS & OHS STATISTICS

More than 6,200 spay/neuter surgeries were performed by WHS vets, including 250 animals through the SNAP program.

This annual awareness event was a rousing success. WHS veterinarians set a goal to spay or neuter 100 cats on Spay Day. With help from members of the Milwaukee Area Veterinary Medical Association they met their goal.

WILD AT HEART

The WHS **Wildlife Rehabilitation Center** is one of the largest and most active wildlife hospitals in the state and one of the largest of its kind in the nation. In 2004, more than 5,300 sick, injured and orphaned wild animals were cared for at WHS. The patients represented more than 158 different species.

In addition to rehabilitating and releasing wild animals, human visitors learn how to live harmoniously with wildlife in their own backyard. A life-like house in the Wildlife Gallery depicts common wildlife encounters and how to prevent them. Visitors can obtain the tools they need to solve problems at Wally's workbench — a retail outlet specializing in wildlife problem prevention and solutions, located in the WHS Wildlife Gallery and online at www.wihumane.org/shop.

In 2004, WHS and OHS were actively involved in community education and outreach in a continued effort to build an ethic of empathy. Staff members and volunteers provided behavior consultations, classes and tours for children and adults, a summer camp for at-risk youth, manner's classes for dogs and their humans as well as free animal behavior seminars. Hundreds of attendees took advantage of these terrific offerings.

WHS experts are nationally recognized for their efforts to break the cycle of human violence and animal abuse. Education experts work with community members, teachers, local police and social service agencies to continue to build a network of professionals who encourage compassion and empathy for all living creatures.

Some of the many programs include:

Awessi, a Native American word for animal, is a classroom-based program covering topics such as feline and canine communication, wildlife rehabilitation and companion animal overpopulation. Awessi takes place in select Ozaukee County schools serving hundreds of children.

WHS and OHS each hosted a **Be Kind to Animals Week Celebration**. The ceremonies were specifically designed to honor people for their commitment to build a community where people value animals.

Select WHS volunteers and their Canine Good Citizen certified dogs visit children in dialysis at **Children's Hospital**. This therapeutic program allows the children to socialize with the pooches and lighten the burden of their medical treatments.

The **Coatie Project** is for school psychologists and their own dogs. Professionals obtain Therapy Dog International certification and bring their dog to school to help children heal.



Dehydrated and malnourished, Ben found his way to WHS at a mere three weeks of age. While there, he received plenty of fluids, healthy food and lots of TLC. After weeks of care, Ben was adopted into a loving, long-term home.

2004 WHS & OHS EDUCATIONAL IMPACT

3,560 children took part in one or more of 89 field trips to WHS.

Approximately 40 teachers from throughout the Midwest attended the National Association of Humane and Environmental Education "Teaching Kids to Care" workshop at WHS.

More than 350 children visited OHS through field trips, scout groups, birthday parties, public tours and more.



Cassandra was one of many youth who gained a respect for animals such as Angel while raising her own self awareness and self esteem through the PAL program.



As part of the Read to Rover program, children read aloud to a non-judgmental listener – a certified dog such as Parker, a golden retriever.

WHS created a **Dog Fighting Workshop**. With the help of Plank Road School in Wauwatosa, WHS staff has conducted a number of pilot workshops discussing the realities of dog fighting with teens. The Students walk away from the workshops deep in discussion.

WHS' **People and Animals Learning (PAL)** program instills respect for animals in at-risk youth while raising self esteem and self awareness. Participants from the ages of 10-13 years come to WHS everyday for three weeks and get involved in everything from dog training to feeding baby orphaned birds. Their final day of the program includes a community graduation ceremony.

OHS has partnered with the U.S.S. Liberty Memorial Library in Grafton to offer **Read to Rover**, a program targeted at children who have difficulty with reading. Children in grades 1-5 read aloud to a certified companion dog for 25 minutes weekly.

Funded through PETSMART Charities, Inc. and the Kenneth A. Scott Foundation, WHS and Dr. Emily Weiss, Certified Animal Behaviorist, have created **Shelter Smart**. Interns with master's degrees improve the behavior of shelter animals. Devised as a pilot project at WHS, the program can be replicated throughout the country. The program helps to decrease animal abandonment and euthanasia and to increase the number of animals with special needs that get placed in loving homes.

WHS' **Animal Instincts** program was aired on WTMJ-TV Channel 4 in April 2004. The video, created with assistance of Cramer-Krasselt, an advertising agency, portrayed a day in the life of WHS' busy urban animal welfare organization and the journeys that take place for dogs who travel a long distance to find a good home. The program also featured scenes from the WHS' wildlife hospital and a spectacular wild bird release.

Because animals cannot speak for themselves, they need us to champion their cause. It is the work of those who love them to advocate on their behalf with an intention to end their suffering. WHS and OHS spread the word through grassroots efforts, media outlets and legislative initiatives.

The **Guardian Animal Network**, a grassroots initiative, is designed to improve the social fabric of neighborhoods in Milwaukee and Ozaukee Counties by encouraging responsible animal guardianship, ending cruelty and promoting kindness. Utilizing WHS resources such as a mediation program, wildlife rehabilitation center and police training initiatives, this program will help make neighborhoods safer for children, adults and animals. The program provides people with the tools and resources they need to make life safer and more humane for themselves, their neighbors and the animals.

OHS and WHS are very grateful to local and national media organizations for helping to spread the word about humane animal welfare issues. A special thank you to WITI-TV FOX 6, The FISH, WMIL-FM and WOKY-AM for our ongoing partnership. Each of these extraordinary media partners offers weekly segments that encourage the adoption of animals and their help never fails – the famous Fido’s and Frida’s quickly find a new home after they are featured.

Thanks to WITI-TV FOX 6, The FISH, WMIL-FM and WOKY-AM for helping WHS to quickly place animals into new homes!

With a network of people who care deeply about animal welfare issues, WHS lobbied for the welfare of animals. WHS and OHS provide information about legislative issues that affect animal welfare.



Education Manager Laura Lueck talks with Bob Moore of WITI-TV FOX 6 about Patches. FOX 6 features adoptable animals from the Wisconsin Humane Society every Thursday, Saturday and Sunday morning.

“If members of the community are aware of animal welfare issues, they are more likely to take action and help improve the lives of animals. The Guardian Animal Network helps to accomplish this by educating the public.”

– Paula Stelzer, Guardian Animal Network member

2004 WHS & OHS MEDIA INITIATIVES

265 TV spots featured WHS, including pet of the day segments.

Approximately 521 radio spots for WHS were aired.

OHS was featured in local newspapers 168 times.



Barb, Annali and Bob Barker Lucius are not only volunteers – they are members of the WHS Society Club for important contributors!

“The most rewarding part of volunteering at WHS is seeing how well the animals are cared for – they are kept clean and healthy, and every attempt is made to get them into loving homes.”

– Mary Longsine, WHS volunteer

2004 WHS & OHS CARING VOLUNTEERS

750 WHS volunteers contributed more than 50,000 hours; valued at \$877,500.

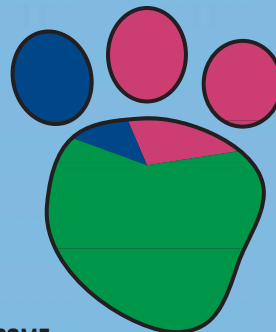
9,822 hours were spent between 169 volunteers in Wildlife animal care at WHS.

157 OHS volunteers worked a total of 11,683 hours.

With the help of 750 WHS volunteers who contributed more than 50,000 hours of time in 2004, animals received comprehensive, compassionate care during their stay at the shelter. Volunteers walk and bathe dogs, socialize cats, foster orphaned babies and more. The range of talents and skills shared with the animals at WHS and OHS is amazing and incredibly valuable.

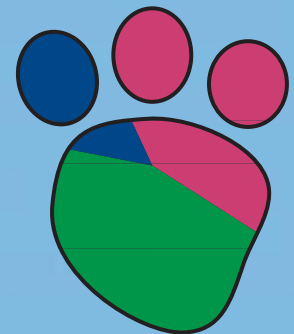
OHS and WHS rely on the support of generous contributors. In fact, the Wisconsin Humane Society receives no government funding and is supported through the contributions of caring individuals, community-minded corporations and generous foundations. OHS and WHS work hard to use the resources wisely and efficiently to care for the animals.

2004 INCOME AND EXPENSE SUMMARY FOR THE WISCONSIN HUMANE SOCIETY AND THE OZAUKEE HUMANE SOCIETY



INCOME

12% NET INVESTMENT INCOME
58% CONTRIBUTIONS AND BEQUESTS
30% SERVICE FEES, SALES AND MISCELLANEOUS INCOME



EXPENSES

18% ADMINISTRATION
45% ANIMAL CARE AND VET SERVICES
37% CLIENT, ADOPTION AND EDUCATION SERVICES

Not only do OHS and WHS respond to homeless, sick and injured animals, they also act as an important resource for the community. Educational opportunities are available to strengthen relationships between people and animals; retail items help prevent problems; and expanded wildlife services help people live in harmony with wildlife.

As more and more people go “online” for information, WHS is responding with expert information. The Wisconsin Humane Society has answers to common companion and wildlife questions on the web site: www.wihumane.org. Both OHS and WHS offer automated telephone tip lines and provide personal animal behavior consultations for people with in-depth questions.

*In 2004, WHS had 704,471 visitors to the web site – that is 1,930 people per day!
OHS' Web site received approximately 52,000 visitors last year!*

Many situations can be remedied with the right tools; a different kind of collar or a chimney cap to keep birds from nesting inside a chimney. In either case, Wally's Workbench and the Animal Antics Store located inside both OHS and WHS can help. Staffed with knowledgeable people and stocked with effective items, clients are sure to get what they need, and 100% of the proceeds from sales go to help animals.

As part of the Wildlife Rehabilitation Center, Good Neighbors was formed to provide humane assistance with wildlife concerns. People can call and receive free advice about how to humanely deal with wildlife. If clients are unable to handle the situation themselves, a field technician is available to help them for a competitive fee. All proceeds fund the rehabilitation of sick, injured or orphaned wild creatures.



Animal Antics features all of your creature comfort needs. Our retail stores at OHS and WHS offer safe, high-quality items recommended by the country's top trainers and behaviorists. The items sold help to solidify the bond between the guardian and their companion animal.

2004 WHS & OHS IN-KIND CONTRIBUTIONS

Most frequently donated items to WHS include food and treats, blankets, towels, litter and toys.

The most popular office items donated to WHS include manilla folders, paper, tape, clips/binders and pens.

The top five office items donated to OHS include white copy paper, paper clips, pocket folders, pens and color paper.

The top five animal items donated to OHS include food, toys, blankets, treats and bowls.





Mary Horne, WHS volunteer, was congratulated by WHS Board President Ken Lamm after being honored as the Humane Educator of the Year during the Be Kind to Animals Week ceremony.

Not only is Mary a preschool teacher, she is a trainer for the WHS manners classes; works with school psychologists through the Coatie Project to certify their dogs to be used in therapy with children and she teaches at-risk youth to train shelter dogs.



Education Director Jill De Grave was elected to the Board of Directors of the Association of Professional Humane Educators. This national organization promotes numerous educational opportunities.

2004 has been filled with noteworthy accomplishments. WHS and OHS strive for improvement in all ways that animals are served in our facilities and in the community — and it hasn't gone unnoticed.

WHS was the only humane society invited to participate in the State of Wisconsin's Animal Emergency Management Plan. The approved Wisconsin Animal Health Emergency Management System outlines the responsibilities of "stakeholder" agencies and organizations in animal-health emergencies, including natural and manmade disasters as well as disease outbreaks.

The Society of Animal Welfare Administrators (SAWA) awarded Victoria Wellens, Executive Director of the Wisconsin and Ozaukee Humane Societies, with the credential of Certified Animal Welfare Administrator. Wellens met stringent eligibility requirements and passed a rigorous certification exam that measured her knowledge, skills and achievements.

Victoria Wellens was one of three national animal welfare leaders asked to participate in the American Humane Association's Leadership Forum. This forum is a place where policies are discussed and solutions are sought.

Victoria Wellens was acknowledged by *Wisconsin Woman* Magazine for making a difference in 2004.

Scott and Cheryl Diehl, WHS' Wildlife Managers were invited to serve as working members of the Wisconsin Department of Natural Resources' Wildlife Rehabilitation Advisory Committee. This committee works closely with the DNR and the Wisconsin rehabilitation community to implement new regulations pertaining to wildlife rehabilitation in the state.

Scott Diehl and Dr. Randy Zeman, WHS Veterinary Manager, served on the Milwaukee/Waukesha/Washington County Urban Areas Security Initiative Animal Health and Agriterror Committee, part of the United States Homeland Security.



JANUARY: Local folk-rock musician Willy Porter captivated his audience during his live performance in 2004 to benefit the Ozaukee Humane Society.



FEBRUARY: The Wisconsin Humane Society celebrated Spay Day, a national designated day to raise awareness of the pet overpopulation problem in the United States.



MARCH: Adoption for rabbits, mice, hamsters, gerbils, guinea pigs, rats and chinchillas in March 2004 broke all records! At WHS, 83 small animals were adopted in March.



APRIL: Animal Instincts was aired on WTMJ-TV Channel 4 and portrayed WHS' programs for both wild and companion animals.



MAY: The Paws & Claws Gala, OHS' premier fundraiser of the year, occurred in May. More than 200 animal lovers showed their support and attended this elegant event.



JUNE: When Milo first came to WHS he was hurting. Both of his lower eyelids curved inward, causing his eyelashes to constantly rub across his sensitive corneas. Thanks to WHS, Milo can see again without any pain.

JULY: Ruby was brought to WHS after being struck by a car and suffered from an injured and infected paw. Thanks to generous donors, Ruby's surgery was successful and she was adopted into a new home.



AUGUST: WHS and OHS have joined forces to help more animals. In August, the partnership was officially announced!



SEPTEMBER: Within a few short weeks after birth, Minuet found herself homeless and all alone on the streets. Fortunately, Minuet was rescued by WHS, received medical attention and was adopted.



OCTOBER: Georgia arrived at WHS with skin that itched so badly that she had open wounds where she had scratched her skin raw. After months of special treatments and close monitoring, Georgia was adopted into a loving home.



NOVEMBER: This hermit thrush was injured in a window collision in November. He was treated for a concussion and released back into the wild.



DECEMBER: On December 5, WHS hosted the 2004 Hope's Lights Celebration. Hundreds of supporters watched as lights were illuminated around the WHS building. More than 5,000 holiday lights were lit in honor of beloved animals and people as a beacon of hope for homeless animals.

