



# North Bay Pets

a publication of the sonoma humane society

## RAISING FIONA

p. 11

**NEWS**  
from the  
Healdsburg  
Center!

*Foster*  
**SUPERHEROES**

**2014  
Annual  
Report**

[www.sonomahumane.org](http://www.sonomahumane.org)



# HOW DO WE MEASURE SUCCESS? IT'S PERSONAL.

As someone who shares our commitment to helping animals, you want to see results. One way we measure our success is by looking at the numbers of lives helped. In this issue we present our 2014 Annual Report where you'll see the impact of your support illustrated in the numbers. Total number of lives saved? 2,471. This is an increase of more than 26% over our previous year and reflects your contributions which enabled us to expand our programs and help even more animals.

Each number represents an animal's life saved and improved. Perhaps our success is best exemplified by the personal connections we make with each one along the way. In this issue you'll meet our cover girl Princess Fiona who embodies our motto, "No effort too great when a life is at stake." Her survival dependent upon 24-hour care from our staff and volunteers over several months, this sweet pup's progress has reminded us why we're here in a very big way.

Also highlighted in this issue is our Foster Program. Our foster volunteers open their homes to animals who need extra attention to heal physically or emotionally. Foster families also expand our capacity to care for more animals. In our Happy Tails feature, you'll read about some remarkable adoptions where not only the animals' lives have been improved, but so have the lives of the people who adopted them. Each animal's individual story drives us to do our best work. We treat each one like they're our own, pouring ourselves into their personal triumphs.

The bottom line is that these outcomes are made possible by the support of our compassionate community. We are honored by and very grateful for your partnership. When you donate, volunteer, foster or adopt an animal,

attend our events or spread the word about our programs, you are investing in the chance for homeless animals to have lives where they are loved. And for us, that is the best kind of success!



*Kiska Icard*

Kiska Icard, Executive Director



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The Sonoma Humane Society—  
ensuring every animal receives  
protection, compassion, love and care.

We are a locally founded, locally  
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On the Cover:  
Princess Fiona and her human foster  
"sister" have forged quite a friendship  
—the two share a similar history of  
needing extra medical support early  
in life. Requiring round-the-clock care,  
the rescued bulldog puppy relied  
entirely on the compassion of SHS and  
our donors for her survival. She truly  
represents our motto, "No effort is too  
great when a life is at stake"! Read her  
story on page 12. Photography © 2015  
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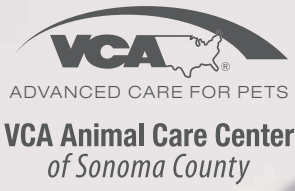
## Glimpse Our Ride!



Alexis E. Fajardo

SHS transport and outreach vehicles recently went from "functional white" to bright and colorful thanks to the creative talent of local cartoonist Alexis E. Fajardo. Alexis describes the concept behind his exciting imagery: *"Our goal was to illustrate Sonoma Humane's lifesaving activities in a fun way while showing Sonoma County's unique characteristics. We wanted each vehicle to be eye-catching and to tell the stories of the animals' transformations from rescue to adoption."* We think he has done a brilliant job of capturing our love of animals and our love of Sonoma County. Keep your eyes peeled for our vehicles—chances are good that you'll be spotting them at a community event, at our Santa Rosa or Healdsburg facilities or maybe even on your daily commute soon!





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Jim Goodenough works with business owners to increase sales via the creation and maintenance of a website. Jim’s goal is to integrate his website designs into his client’s business strategy and tactics. The vision for Goodenough Website Services is to hear clients say “the website design and maintenance process via Goodenough Website Services is a continuing part of our success.”



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ALLIE & MERLIN  
They're Golden!

“We didn’t really intend to adopt two older kitties.” Allie and Merlin’s adopters tell us, “However when we saw so many elderly cats in need of love and a good home, and then we met these two, we decided that was just what we had to do.” Senior cats typically have a longer stay at the shelter compared to the younger ones, so it’s always extra exciting to us when they get adopted. We would hazard a guess that Allie and Merlin are pretty thrilled about the decision too! Contrary to what her photo would lead you to believe, 15-year-old Allie has become a very active cat now that she’s home. Previously a full-figured feline, she has trimmed down due to all the extra playtime with her favorite “cat dancer” toy. Her other hobbies now include helping mom grade papers and announcing when it’s bedtime. 10-year-old Merlin spends his days perching on the desk overseeing writing projects, begging for Greenie treats and stretching out in the sunshine. In the process, he and his new dad have become best buds. The adopters say the two cats have added so much to their life, they “can hardly imagine not having them now. Best decision ever.” ■

EMILIO  
Love Transforms

Emilio’s sweet face and cuddly personality sure made us smile while he was at SHS, so it comes as no surprise when his adopter reports that Emilio continues to share his feel-good factor with the world! She works in a classroom with children who have special needs and brought Emilio to visit. “He was great with the kids, but especially a sweet girl, who was very afraid of animals. She was very apprehensive to get near Emilio at first, but at the end of the day was following him around and playing with him. It was such a joy to witness that.” She also shares, “my son is very sensitive to noises and doesn’t usually like animals near him, but after two days of Emilio coming home with us, I found my son snuggled up to him. My son loves to take him out on walks and be chased by Emilio.

*I have never seen my children so happy! And to top it all off, he has brought our family to spend more outdoor time together. We love him so much!” ■*

TIMMY  
When a bunny purrs

Timmy (formerly McBundy) a French Lop bunny, brings his own special brand of “bun-shine” to everyone he meets. His adopter occasionally brings him to the senior care home where she works and reports that the residents there really enjoy his presence. She notices he has a calming effect on folks who tend to be anxious. Timmy’s therapeutic qualities were made official when her daughter, who lives with anxiety and depression, took him back to college with her after her winter break. Her disability counselor noticed that her mood was brighter, she was taking good care of herself and engaging in more activities—he asked if she’d changed medications. When they all deduced that it was Timmy’s company that had been lifting her spirits, they took the necessary steps to designate him as her therapy bunny. He now accompanies her to engineering classes and is a popular guest at her Robotics club meetings! Timmy’s co-ed companion loves and dotes on him, giving him lots of attention, fresh veggies and care. One day he was making a noise she’d never heard before so she called the vet. Turns out, Timmy was literally purring. The vet assured her that this is a noise rabbits make when they are content and happy. From the sounds of things, it’s a sweetly symbiotic relationship! ■





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photo by Dimplekiss Photography



# Rogue

**Chillin'**  
**WITH**  
**Children**

Rogue is one of the 12 Great Dane puppies who were fostered by Executive Director, Kiska Icard—pictured with Dane mama, Riley, inside the cover of this issue.

Great dogs don't happen by accident—it takes a lot of commitment from their people to help them function as part of the family. One of twelve Great Dane pups who were rescued with their mama, Rogue received a solid foundation of training and socialization while she was at SHS. Her adoptive family continued to build on those skills by taking a puppy class with her. As experienced dog owners (they also have a 2-year-old Great Dane named Thor), and the parents of two small children, their main focus is to make sure their year-old dog is aware of her size and plays at an appropriate energy level. They report that Rogue navigates family dynamics like a pro. She and Thor are best buddies even though she is now surpassing him in backyard sprints. But when it comes to the kids, Rogue stays right by their side. Her family tells us, "If our oldest is out running in the backyard Rogue will follow, if our daughter is sitting she will find a spot right next to her... she completely understands when it is playtime or time to rest." And their younger child "loves sitting next to her or walking around in the crate when she is in there lying down." Rogue clearly has a special bond with her human siblings, so apparently nurtured by this dedicated family. ■

**2014**  
**Annual**  
**Report**



# 2014 Annual Report

Shelter Capacity: 200

701  
Strays

824  
Transfers from  
other rescues

946  
Owner Surrenders

2,471  
Animals Rescued

303  
Animals Returned  
to their homes

Forget-Me-Not  
FARM

400  
children served

15  
agencies served

60  
Fospice Care  
Animals

895  
Foster Care  
Animals

Live Release Rate

97%

1,977  
Shelter Medical  
Cases Treated

2,394  
Animals served at  
Public Hospital

\$26,424  
Charity Medical  
Services Rendered

260  
Summer &  
Winter Camps

935  
Library &  
Read to a Dog  
Program

300  
Youth Tours  
& Outreach

150  
Mentoring &  
Community  
Service

1,645  
children  
served

Humane Education Programs

376  
Shelter  
Dogs  
Trained

844  
Public  
Dogs  
Trained

35  
Public Hospital  
Spays/Neuters

371  
Shelter Hospital  
Spays/Neuters

2,887  
Low Cost  
Spay/Neuter Clinic Surgeries

3,293  
Total Spays/Neuters

568  
Volunteers

39,438  
Volunteer  
Hours

18.96  
Equivalent FT  
Employees

\$386,886  
Equivalent  
Employee  
Compensation

# 2014 Annual Report Continued

## 2014 Board of Directors

- Kiska Icard, Executive Director
- Evelyn Mitchell, President
- Kathy Yerger, Secretary
- Shannon Vandewalle, Treasurer
- Kati Aho
- Darlene Brazil
- Brent Cassell
- Fredd Culbertson
- Chris Kittredge
- Marty Olhiser
- Paul Pendergast
- Mark Penn
- John Prouty
- Robert Quail

## 2014 Advisors

- Karen Alary
- Andrea Bandy
- Scott Bartley
- Ronni Berg
- Thomas Duryea
- Rob Icard
- Robin Schaffner
- Betty Ann Sutton

### Income

Donations, Events, Grants	\$2,828,837	48%
Bequests/Endowments	\$1,194,782	20%
Hospital, Adoption, Training & Service Fees	\$1,639,917	28%
Pet Supply Shop Sales	\$100,736	2%
City Contracts	\$6,925	1%
Investments and Rental Income/Loss	\$41,406	1%
TOTAL	\$5,812,603	100%

### Expenses

Adoptions and Animal Care	\$2,967,649	74%
Education, Outreach and Abuse Prevention	\$331,145	8%
Management and General	\$351,491	9%
Donor Development and Fundraising	\$371,520	9%
TOTAL	\$4,021,804	100%

## Supporting second chances.

As a locally founded, donor-supported safe haven for animals, Sonoma Humane Society does not receive federal or state funding or financial aid from any other humane society or shelter. Your contributions enable us to provide compassionate care and protection for animals when they need it most.

82¢ of every dollar donated goes directly to help homeless animals get the medical attention, behavior support and adoption services they need to go to live full, happy lives with loving families.

Join us today—your support makes second chances possible! Contact Melissa Dobar, Director of Development, at (707) 577-1911 ext. 241 or MDobar@sonomahumane.org

Donate online by visiting [sonomahumane.org](http://sonomahumane.org) and clicking on DONATE.



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Tel: 707.542.0882 Fax: 707.542.1317  
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## NEWS from the Healdsburg Center!

At the end of 2014, the property transfer from Healdsburg Animal Shelter to Sonoma Humane Society was made official! This is the green light we needed to begin work on the unfinished building which has been vacant for close to 3 years. A contract Project Manager and Architect will be overseeing revisions and the completion of construction. Our goal is to obtain a certificate of occupancy and begin operations in the new facility by the winter season. Please check our website [sonomahumane.org/hbg](http://sonomahumane.org/hbg) for further updates and timelines.

While construction is taking place, we will continue to operate from our day-use trailers onsite. In partnership with Petaluma Animal Services we offer cat and dog adoptions, acceptance of stray animals, redemption of lost animals and pet relinquishment (by appointment only).

The Healdsburg Center is located at  
14242 Bacchus Landing Way, Healdsburg, 95448  
Open 9AM-5PM, Monday-Saturday 707.280.9632



## Estate Planning: Sustainable Kindness

An affordable spay/neuter clinic that serves low-income families and their pets, improved habitats for the physical comfort and emotional well-being of our shelter animals while they await adoption, training programs designed to help seniors and their pets, increased veterinary staff to make sure that all animals brought to SHS have their medical needs met, a Fospice Program to provide love and compassionate care for animals with life-limiting conditions.

Consider what a **big** impact a little forethought can have

These improvements and life-saving efforts are the result of legacy gifts. Your lasting kindness will help sustain a safe haven for animals in need. Another act of kindness? Ensuring that your own precious pet has a safe haven after you're gone. By including SHS in your will and making an annual donation in any amount, you are eligible to enroll your pet in our Loving for Life program.

To learn more about how your bequest can make a difference for the animals, please call Melissa at 707.542.0882 ext. 241, or visit [sonomahumane.org/help/give](http://sonomahumane.org/help/give) and [sonomahumane.org/owner-support/pet-guardianship/](http://sonomahumane.org/owner-support/pet-guardianship/).

### BEQUESTS

- Nov '14 - April '15
- Tina Crowley Trust
- Myra E. Davis Trust
- Everett H. Gregory 1995 Trust
- Estate of Janet Ann Johnson
- Linda Riedel Trust
- Violet and William Williams Family Trust

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# RAISING FIONA

foster powers unite

At a brawny 20+ pounds, 3-month-old Princess Fiona has never taken a bite of food or even had a drink of water. She has been dependent on a dedicated team of foster parents to deliver her vital nutrients via esophageal feeding tube since she was just a few hours old. Fiona receives not only round-the-clock medical attention, but lots of TLC and socialization from trained SHS staff members and volunteers. She also enjoys loads of encouragement and support from an adoring public. We are all rooting for this Princess's "happily-ever-after"!

Princess Fiona didn't get such a royal welcome when she arrived via C-section in a local veterinarian's office this past February. When her breeder saw that she was born with a visible birth defect—a cleft lip—he determined the tiny American Bulldog pup would be of no value to him and requested her euthanasia. The veterinarian asked if we would step in and the breeder surrendered her to our care. Our team swooped in to rescue the Princess and soon discovered that she also had a cleft palate and would require tube feeding until she is about 4 months old, or mature enough to have corrective surgery.

At this writing, Fiona is awaiting the green light for her surgery. She is currently holding court from SHS's Marketing Department by day, and in foster homes each night—as she has been since she was itty bitty. Rotating shifts throughout the week, her fosters ensure that she is fed, clean and safe 24-hours a day. As she has grown, her nutrient-dense tube meals have gone from 11 small feedings per day to 3 larger ones. Her early days were fraught with concern over her



ability to digest her food thoroughly without regurgitating and potentially aspirating. As a growing pup exploring her independence, she still needs to be continually monitored so that she does not pick up and ingest any small objects into her lungs.

The emotions that gripped Fiona's fosters at the beginning of her journey have given way to hopeful enthusiasm for her progress, as well as a sense of self-realization and teamwork. For one of Fiona's foster moms, Sarah, the situation is close to home. Her own daughter was born with Russell-Silver syndrome and required tube-feeding to help her grow. She was compelled to help because this was "the definition of saving a life. I got into animal welfare (as a career) to help these animals, who through no fault of their own, need a second chance in life." As Fiona has grown from a tiny wriggling puppy searching for her mama to nurse on, to a sturdy bow-legged bulldog learning to sit, walk on a leash and play well with other dogs, we have also grown from the experience. Another Fiona foster, SHS Vet Assistant Nancy, says "I fall in love with all my fosters and it has been relatively easy letting them go, until Fiona. It is so hard raising this little puppy and then sending her

"...Fiona has taught me the very important lesson of loving deeply then letting go."

on her way. Fiona has taught me the very important lesson of loving deeply then letting go."

We're eagerly anticipating the day when Fiona can eat dog food the regular way, and lap up a refreshing drink of water from a bowl. And we can't wait to see how this sweet dog fits into her forever home! Much like her namesake from the movie "Shrek" our princess possesses unconventional beauty, a sweetly stubborn personality and even an impressive belch or two! Originally discarded for being different, Princess Fiona's story has resonated with many. Thanks to an article in the Press Democrat which was picked up by ABC News, Huffington Post, CNN and several other news sources, our fair maiden has won hearts from every region of the US and faraway lands such as Canada, Austria and Australia. In cyberspace, Facebook fans check in daily to watch her progress and cheer her on. As we take applications from potential adopters, many parents of children with special needs have expressed interest in wanting to open their homes to her. Wherever she goes, Fiona will bring with her the legacy of her loving upbringing. As foster mom Nancy says, "I know that she will light up the life of whoever is lucky enough to adopt our little Princess." 🐾

Follow Fiona's journey from the beginning at [sonomahumane.org/fionas-second-chance](http://sonomahumane.org/fionas-second-chance). Your contribution to the Angel's Fund helps SHS help animals like Fiona. Please consider donating at [sonomahumane.org/help/give](http://sonomahumane.org/help/give).

Left: Fiona and Ball, Fiona and Caitlin, Photography © 2015 PHOTO LAB PET PHOTOGRAPHY, [www.photolabpets.com](http://www.photolabpets.com).



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# Foster Volunteers: SUPERHEROES in our midst.

On the outside they may look like mere mortals, but on the inside they possess the gumption, fortitude and compassion that saves lives. Our foster volunteers are a very big deal to us and to the animals in our care. These are the superheroes making a direct impact in the lives of homeless animals—and they’re an important reason we are able to operate as a no-kill shelter. By placing select animals in temporary foster homes, we are not only able to physically and emotionally rehabilitate animals who are not yet ready for adoption, we can also extend our capacity to care for animals who might otherwise be facing euthanasia in other shelters.



Stray pups Molly and Polly arrived at SHS suffering from severe Demodex (mange). In a foster home they received the weekly medicated baths they needed to recover from their skin infections, as well as lots of socialization to ensure they would grow up to be happy, well-adjusted dogs.

## Who benefits from foster care?

Last year, close to **900 animals** benefitted from our foster program on their way to forever homes. Including...

- Underage kittens and puppies (with or without their mothers). These animals benefit from having a quiet place where they can get lots of care and socialization before they are spayed/neutered and ready for adoption. Many require round-the-clock care.
- Animals who are anxious, stressed or needing a break from the shelter. Behavior foster volunteers provide “real world” experience, training and increased human interaction, which helps increase the animal's chance of adoption.
- Animals recovering from illness or surgery. Medical foster volunteers work closely with our veterinary staff to provide a restful, healing environment to aid in the recovery process.
- Older animals or those with life-limiting conditions. Your loving care and companionship lets fospice animals live out their days in comfort and love.

## Some of fostering's perks for people?

Last year, about **117 humans** benefitted from being foster volunteers!

- Watching an animal transform from fearful or compromised to strong and flourishing under your care and being actively involved in making Sonoma County a safer place for animals.
- Pride in knowing that you are playing a major role in the future health and happiness of an animal. One of our foster volunteers, Kim, says she enjoys “preparing animals for whatever may come their way.” This strong foundation of good health and behavior training is an important factor in successful adoptions.
- Offering comfort is good for the soul. CeCe, a longtime SHS foster volunteer, describes the profound experience of nurturing bottle baby kittens - “There is something deep down inside of me that gets all filled up when I get to be a ‘mommy’ to the little ones. The feeling that they are totally dependent on me for everything and how quickly they bond to me is really fulfilling.”

## Ready to join the ranks of SHS's foster SUPERHEROES?

By filling out our foster application ([sonomahumane.org/help/volunteer](http://sonomahumane.org/help/volunteer)) you'll help us match you with an appropriate animal for your household and level of commitment. Next, attending a foster orientation will give you the tools and training you need to offer the best care to an animal in need.

Check our calendar for upcoming orientations ([sonomahumane.org/event-calendar](http://sonomahumane.org/event-calendar)).

For more info, please contact our Foster Care Coordinator at (707) 577-1919.



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The Sonoma Humane Society does not receive any funding from government sources. We depend on donations from our local community.  
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*Lately, Mark's commissions have  
gone to the dogs...  
and cats, birds, and  
hamsters, and turtles,  
goats, pigs  
and...*



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## Events



**6.5 The Barlow Yappy Hour:** 50% of proceeds from tastings at  
Wind Gap, Marimar Estate, MacPhail and La Follette benefit SHS!  
Sebastopol (1<sup>st</sup> Fridays of the summer months)

**6.25 Cause for Paws:** A Benefit for SHS at Vanguard Properties  
Healdsburg

**6.26 Imbibe and Save Lives:** Rincon Valley Tap Room *Santa Rosa*

**7.10 Yappy Hour:** Mutt Lynch Winery *Windsor*

**8.6 Concert Under the Stars:** Montgomery Village *Santa Rosa*

**10.4 Blessing of the Animals:** St. Francis Winery *Santa Rosa*

**10.17 Paws for Bingo:** Center for Spiritual Living *Santa Rosa*

*For more information on these events and more, please visit  
[sonomahumane.org/about-us/event-calendar](http://sonomahumane.org/about-us/event-calendar)*