



Charleston Animal Society
2015
Annual Report



No Kill Charleston 2015 a Historic Achievement

Last year was another historic year for Charleston Animal Society, so we wanted to share a few highlights with you:

- We sheltered and saved over 8,000 animals
- We helped an additional 10,000 animals remain with their families and out of shelters
- We introduced the principles of humane education to 12,000 children, laying the groundwork for their growth into humanitarians
- We achieved our third year as a No Kill community, the first in the Southeast
- We attained the American Animal Hospital Association accreditation, becoming the first combined shelter and clinic to earn this distinction in the Southeast

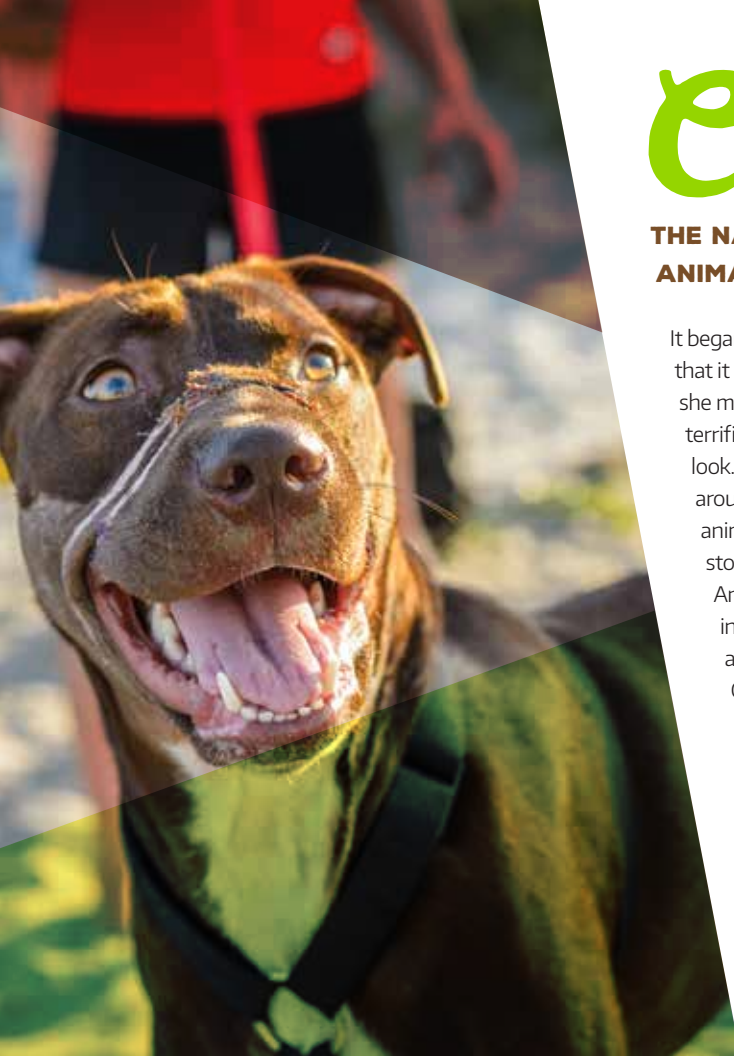
Charleston Animal Society is a true “society” in every sense of the word. We are a collection of individuals, encompassing our donors, staff, volunteers, adopters and fosters, who understand the importance of protecting and caring for all animals. As a member of Charleston Animal Society, your gift of time through volunteering and fostering, your gift of money for the treatment of so many injured and ill animals seeking refuge with us, and your gift of a home for those that need it most, are critical to maintaining our leadership in animal welfare, and helping other communities do the same.

With much gratitude,

Elizabeth Bradham
Charleston Animal Society
Board of Directors President

Joe Elmore
Charleston Animal Society
Chief Executive Officer





Caitlyn

THE NAME THAT ELEVATED ANIMAL CRUELTY TO THE NATIONAL STAGE

It began with that photo of her muzzle wrapped so tightly in electrical tape that it distorted her face and turned her tongue black. Veterinarians worried she may never eat again. But somehow, Caitlyn's spirit showed through the terrified gaze in her eyes – gripping the heart of anyone who could bear to look. Through Facebook, CNN, *People* Magazine, and other media outlets around the world, Caitlyn, a dog from North Charleston, put a focus on animal cruelty unlike anything seen before. Her survival has become a story of inspiration for millions of people. Charleston Animal Society's Anti-Cruelty team continues to work closely with police and prosecutors in Caitlyn's case and in dozens of others you may not have heard about. Our cruelty investigations in 2015 spanned across Charleston County into almost every community and involved dogs, cats, horses and rabbits. Charleston Animal Society also assisted in cruelty cases around the country, spearheaded by the ASPCA. As for Caitlyn – she is currently living with a loving foster family until the cruelty case against her former owner is completely prosecuted.

You can continue to follow her story online by using the hashtag #IamCaitlyn.

2015 *Highlights*

2015 was the most successful year in Charleston Animal Society's history, providing incredible momentum as we enter 2016. We accomplished our goal of creating a No Kill Charleston in 2015 and are excited about what the future holds for our community's homeless animals.



The Jane and Jerry Acker Kitten Intensive Care Unit is dedicated. This generous gift will allow Charleston Animal Society to expand its capacity to save neonatal kittens.



The Post and Courier Foundation awards \$50,000 grant for construction of a Dog Park to enhance shelter canine enrichment.

JANUARY

In coordination with Charleston County Sheriff's Department, Charleston Animal Society engaged the **largest equine rescue in Charleston County history**, a single case with 11 horses suffering from various levels of neglect.

FEBRUARY

At its 141st Annual Meeting featuring national political commentator and former White House Press Secretary **Dana Perino**, Charleston Animal Society announced two major initiatives to evolve out of No Kill Charleston 2015 – **No Kill. No Harm. No More.** and **No Kill South Carolina** – the boldest animal rescue initiative ever undertaken in the United States.





De Daltorio, Director of Humane Education, is elected to the national **Association of Professional Humane Educators (APHE)** and secures its conference for Charleston in February 2016.

Charleston Animal Society's sheltering facility is renamed **The Laura Pulleyn Center for Animal Care** as an acknowledgment of her approximately \$6 million bequest.

MARCH

Charleston Animal Society sweeps **City Paper's "Best of" awards** garnering Best Local Cause (3 years in a row), Best Party (Firefighter Calendar Debut), Best Community Activist (Kay Hyman), and Best Do-Goeder (Kay Hyman).

The **2014 Audit** is completed which included no exceptions in the Management Letter.

APRIL

Charleston Animal Society earns the **American Animal Hospital Association (AAHA) accreditation**, meeting its approximately 975 standards, becoming only the second nonprofit in the Southeast and the only animal sheltering facility in the Southeast to accomplish this.

Charleston Animal Society hosts **Dogs Playing for Life**, a nationally-acclaimed shelter training & behavior program and implements this unique lifesaving strategy to enhance its training & behavior efforts.

MAY

Caitlyn, a dog severely abused, becomes a national sensation and is featured on all major television networks, numerous social media sites and *People* magazine. (see page 3)



Charleston Animal Society's **Facebook page reaches 200,000 likes** surpassing The Post and Courier and Live 5 News.

W.W. II Actress/Singer **Terri Parks**, leaves a bequest to be acknowledged by a memorial to animals who have given their lives in service to their country.

JUNE

For the second year in a row, **Charleston Animal Society tops 1,000 gifts**, more than twice that of any of the other 566 nonprofit organizations, during South Carolina Gives and Lowcountry Giving Day.



Charleston Animal Society partners with **Wings of Rescue** for South Carolina's largest air rescue of homeless animals (40) ever.

JULY

Charleston Animal Society requests City of Charleston to conduct an independent review of a **carriage horse incident involving Blondie**, the horse who lay suffering on the hot pavement and unable to move for approximately 3 hours after an incident downtown. The review led to some needed changes to the carriage horse industry, positioning Charleston Animal Society as a "watchdog" over cruel practices involving animal-drawn vehicles. More changes are still needed and Charleston Animal Society will continue to work for the welfare of these animals.

Governor Nikki Haley appoints **Dr. Elizabeth (Lucy) Fuller** to the **South Carolina Board of Veterinary Medical Examiners** becoming the first appointee from the nonprofit animal welfare sector.



AUGUST

Charleston Animal Society **pays off shelter construction** loan in full, eliminating all debt.

Petco Foundation awards **\$250,000** grant to Charleston Animal Society to launch **No Kill South Carolina (NKSC)** over a 2-year period and commits to long term life-saving relationship.



Charleston Animal Society and **Feline Freedom Coalition** enter talks to consolidate, with Charleston Animal Society acquiring Feline Freedom Coalition.

Charleston Animal Society meets with each of the **mayoral candidates** for the City of Charleston's mayor's race to discuss issues and concerns with the City's carriage horse industry.

Carolina Tails achieves its largest advertising sales issue and features interviews with all mayoral candidates in both the City of North Charleston and City of Charleston's upcoming elections.

SEPTEMBER

OCTOBER

Charleston Animal Society partners with **The Post and Courier** to create a kitten play area webcam to stream live via The Post and Courier's website.

At one dollar per year for 25 years, the City of North Charleston formally agrees to lease the adjacent parcel of land (4.5 acres) to Charleston Animal Society for its equine and farm animal rescue efforts, paving the way for Charleston Animal Society to build **the state's premier equine and farm animal rescue facilities** in 2017.

Suffering what has become known as the **"1,000 Year Flood,"** communities throughout South Carolina were devastated for a 6-week period beginning in October and extending through mid-November. Responding to SC Emergency Management officials' call for assistance, Charleston Animal Society launched an unprecedented disaster relief effort covering five Lowcountry counties.



2016 CHARLESTON FIREFIGHTER

Calendar

Firefighters rescue people and Charleston Animal Society rescues animals. Combine the two and you get one of the hottest selling firefighter calendars in the world! An initial print run of 12,000 calendars ran out in mid-December, shortly after Dana Perino's coverage on Fox News Channel's *The Five*. More calendars had to be ordered and at last count over 13,000 had been sold! The 2016 Calendar Debut Party was Charleston's hottest party of 2015 with firefighters packing in a sold-out crowd at Memminger Auditorium on October 1. All told, the **2016 calendar project has netted more than \$300,000 for Toby's Fund, Charleston Animal Society's Medical Fund.**

OCTOBER



2015 CELEBRITY

Chili Cook-off

& OYSTER ROAST

Led by 120 teams and dozens of sponsors, the Chili Cook-off netted more than \$200,000 for Toby's Fund. 4,000 people participated in the Charleston Animal Society's 16th Annual Celebrity Chili Cook-off & Oyster Roast at the Citadel Football Stadium, setting attendance and fundraising records for the event. **"Each year, Charleston Animal Society spends over \$500,000 on the medical treatment of injured and ill homeless animals,"** said Chili Cook-off Chairperson and Board Member Gerri Greenwood, "The Chili Cook-off is critical in raising money for Toby's Fund so that we can save these helpless animals."

NOVEMBER

Charleston Animal Society became the first nonprofit to repeat as **Charleston Magazine's Giving Back Awards Nonprofit of the Year** when folks voted over a 6-month period of time for over 230 Lowcountry nonprofits.

DECEMBER

For 3 years in a row, Charleston Animal Society and other key animal and nonprofit organizations have successfully fended off efforts of a special interest group to pass misguided legislation which would prevent nonprofits and government agencies from **providing affordable and accessible veterinary care to the public**.

In 2015, Charleston Animal Society **reached approximately 12,000 kids in its humane education programs**, breaking all previous records.

Charleston Animal Society's **anti-cruelty and outreach efforts reach an all-time high** resulting in more animal charges and arrests made by law enforcement agencies. The outreach program helped more struggling families keep their pets for life.



Caitlyn, America's dog, appears for the second time in *People* magazine as its leading pet hero in *People's* special end-of-the-year double-spread issue.

In 2015, Charleston Animal Society **found homes for more than 5,000 animals and spayed/neutered almost 12,000 animals**, maintaining its leading position in the state.



As the Lowcountry settled in for the Holidays, Charleston Animal Society's staff was called in to help **rescue more than 100 rabbits, dogs and cats** in Charleston County's largest hoarding case in history.

For the third year in a row, Charleston Animal Society remains **South Carolina's most honored charity.**

2016

No Kill Charleston 2015, the boldest animal rescue initiative ever undertaken in the Southeast, is successfully achieved and sets the stage for communities throughout the South to pursue the dream of ending unnecessary euthanasia. It also provides the foundation for launching **No Kill South Carolina**, the boldest grassroots animal rescue initiative ever undertaken in the United States.



In 2015, Charleston Animal Society gave almost **50,000 pounds of food** to pets in need.



BY THE

Numbers



10,000
ANIMALS KEPT WITH
THEIR FAMILIES



8,000
ANIMALS SAVED



12,000
CHILDREN REACHED WITH
HUMANE EDUCATION



273
CRUELTY CASES



34,800
VACCINES GIVEN TO PETS

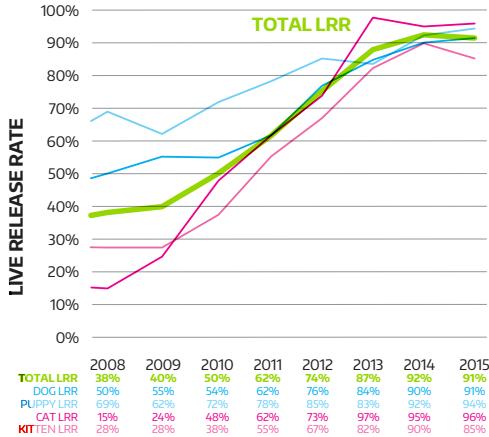


50,000
POUNDS OF FOOD GIVEN
THROUGH OUR FOOD BANK

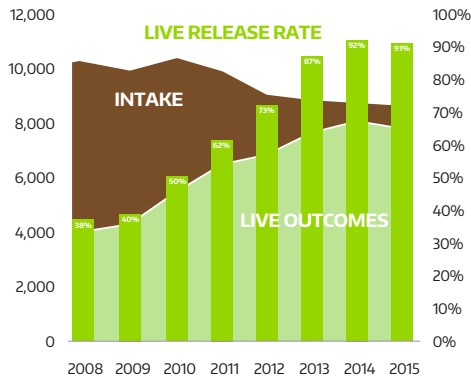


12,000
SPAY / NEUTERS

Live Release Rate Historic Trend

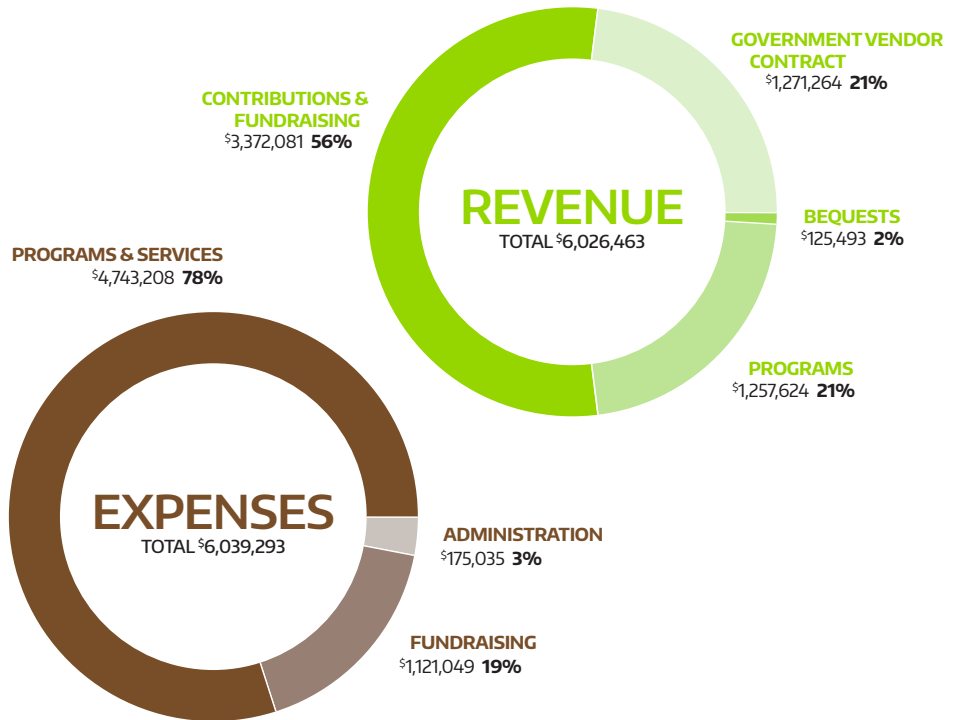


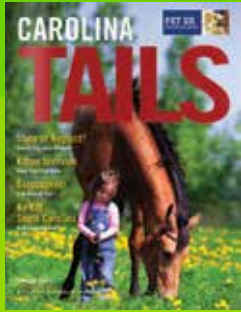
Live Release Rate, Live Outcomes and Intake (Entire Year)



Strength

IN NUMBERS





Carolina Tails continued to be a “must-read” magazine in 2015 for thousands of animal lovers in our area! The content of *Carolina Tails* is educational, timely and fun to read – while furthering the mission of Charleston Animal Society. Each issue is designed to help people take better care of their pets. Published four times a year, *Carolina Tails* has a total circulation of 140,000 copies. Plus, our digital

editions are shared at www.CarolinaTails.org and on Charleston Animal Society's 200,000+ Facebook page. Cover stories have included the state of equine welfare in South Carolina and of course, Caitlyn. Donors receive the magazine in the mail, while other copies are circulated for free at Harris Teeter and Publix supermarkets in Charleston County as well as pet stores, veterinarian offices around the state, animal hospitals, groomers and at each of our advertisers.

South Carolina's Most Honored Charity



2455 Remount Road | North Charleston | SC | 29406 | 843.747.4849 | www.charlestonanimalsociety.org