



## 2010 Annual Report



The Animal Welfare Society of Jefferson County, WV operates a “No-Kill” animal shelter and adoption center in Kearneysville, WV. The facility is located at 23 Poor Farm Road on the corner of Old Leetown Pike and Poor Farm just west of the Jefferson County Fairgrounds.





## Introduction

In reviewing 2010, I am filled with hope for new opportunities for AWS. We started the year strong, announcing the start of a Capital Campaign Fund to renovate our shelter. With commitments from loyal supporters, we are in the process of designing a new shelter, able to house and care for more animals needing help with finding forever homes. Our volunteers and donors are our lifeline and without their help, we couldn't keep our doors open. Our Board members tirelessly spread the word through yearly fundraisers and adoption events in hope that no animal is turned away. We have a devoted staff that cares for our animals on a daily basis. Their commitment also ensures that our animals are placed in loving homes. A mere thank you isn't enough to show my appreciation to those who help us care for all the abandoned, neglected and abused animals we have been able to take in throughout the years. Your dedication and caring hearts reinforce my commitment to care for any animal that walks through our doors, needing our help.

The continued abandonment of unwanted animals at the shelter, especially during the hours of night, continues to be problematic. These abandonments increase our shelter animal population in a way that we are unable to control or budget for and place additional demands on our staff and finances. Although we saw a 16% decrease in the number of domestic pets which were cared for in our shelter facility last year, we saw a 23% decrease in dogs received. Unfortunately, due to over-population and to maintain a healthy disease free environment at our shelter, AWS was forced to limit the number of animals that were received into the shelter. As a no-kill shelter, we must prevent overpopulation in the shelter since this leads to the spread of disease to other animals in the shelter. However, we use a waiting list system in order to advise those wishing to surrender their pets when we have space available.

Last year, Charles Town Races and Slots graciously hosted our St. Valentine's Day Purrfect Dinner and Auction. Over 150 people attended, with the event selling out in less than two weeks. This event kicked off our Capital Campaign Fund raising over \$5,000 towards shelter renovations.

For the third year, AWS held our popular Bark In the Park event at Sam Michael's Park in October. The event was once again well received by the community and because of your support continues to be successful.



**W**e also held our Paws & Claws Howl-o-ween Dinner and Auction at Charles Town Races and Slots in October. Over 200 people attended, bidding on many live and silent auction items We also held our Paws & Claws Howl-o-ween Dinner and Auction at Charles Town Races and Slots in October. Over 200 people attended, bidding on many live and silent auction items donated by local businesses and staunch supporters. Because of the generosity of our sponsors, local businesses and devoted patrons, we were able to raise over \$18,000 toward the care and upkeep of our shelter.

Throughout the year, fundraising events included: Easter/Mother’s Day Flower Sales, Rabies Clinics, Yard Sales, and Pet Photos with Santa. These events are held annually and are also well received and supported by the public.



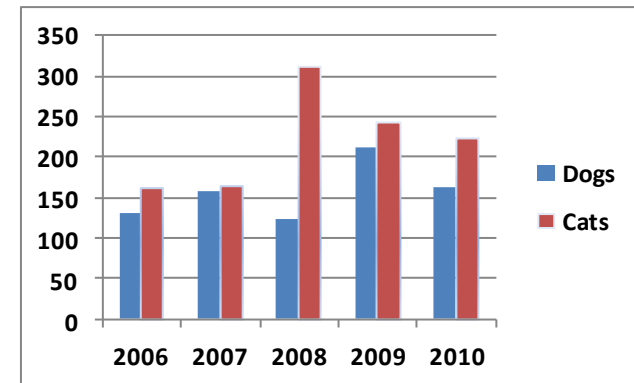
Our partnership with Petco in Ranson, WV continues to thrive through in-store adoptions and bi-monthly dog adoption events held in the store. Petco Ranson continues to raise needed funds for our shelter through a series of events held throughout the year.

**Partnering with the local business community is a vital element of our fundraising efforts.**

Since opening in 2007, Panera Bread continues to identify AWS as their Charity of Choice in Jefferson County and has raised much needed funds through their donation boxes.

## Animal Intake and Adoptions

In 2010, AWS received 390 new animals into the shelter facility compared to 460 new animals in 2009. Animals entering the shelter included 224 cats/kittens, compared to 243 in 2010; 162 dogs/puppies compared to 211 dogs/puppies in 2009. Of the dogs received by AWS, 15 came from Jefferson County Animal Control where they would have been destroyed if not transferred to AWS. The majority of these animals were mother dogs and puppies or small breed dogs that had been issued a death sentence, should they remain at Animal Control.



AWS placed a total of 319 shelter residents into new forever homes.

The placements included 147 dogs/puppies and 168 cats/kittens, 3 rabbits, and 1 guinea pig, a decrease from 2009 where 406 pets were placed. We are extremely happy to note that for 2009 and 2010, 85% of our animals found their forever homes!

**It's heartbreaking when AWS is forced to turn-away any animal in need. However, over crowding of the shelter in inhumane and breeds disease that can be fatal to the entire shelter population. That's why AWS is on a capital campaign to raise funds for shelter renovation and expansion. This program will allow us to house and serve many more animals and avoid having to turn-away animals in need.**

Our affiliation with the Petfinder network, a national organization of shelter and animal rescue organizations now owned by the Animal Planet, a Discovery Channel cable television program content provider, continues to assist us in placing animals. Their internet web site compliments the AWS site and has increased our visibility nationally. Since our affiliation with Petfinder, animals in our shelter receive national exposure and our placement rates as outlined above continue to increase. There is no cost to AWS.

In November 2006, AWS partnered when Petco, a national animal specialty retail chain, opened a new store in Ranson. Through this partnership, AWS has six cat kennels in the store where we have cats in residence that are ready to be adopted. AWS holds dog/puppy adoption events bi-monthly at the store. During 2010, a total of 77 cats/kittens and 5 dogs/puppies were adopted from the store. In 2009, there were a total of 70 cats/kittens and

16 dogs/puppies adopted out from the store. This shows us that the public exposure for AWS with the Petco partnership has been a tremendous asset to our mission for the third year in a row. As a Petco Adoption Partner, Petco pro-

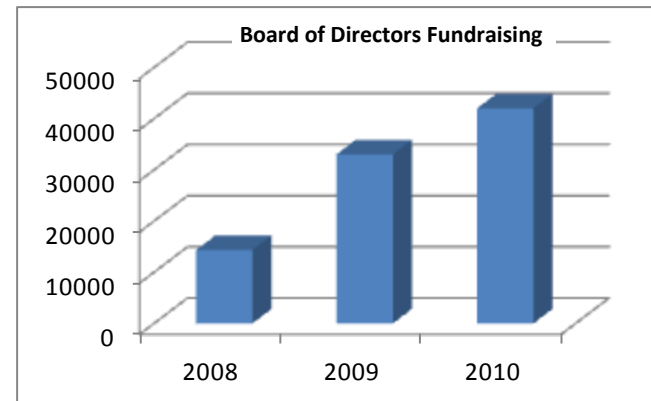
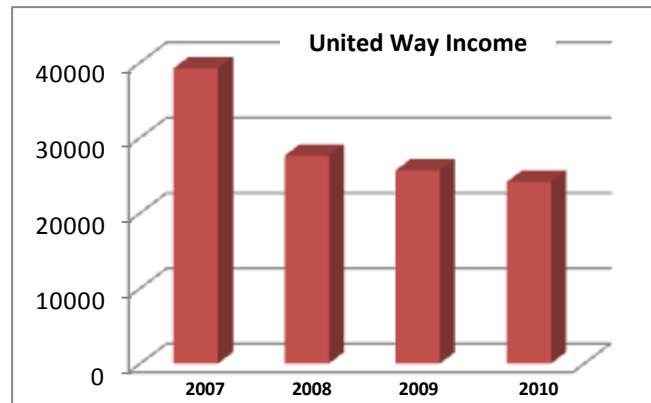
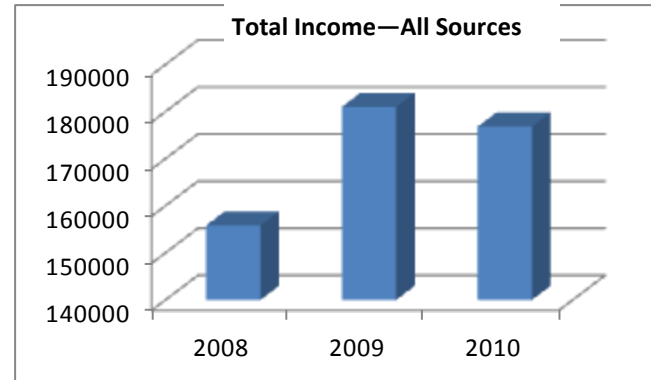
vides financial assistance to AWS through a series of in-store fundraising events held throughout the year. In 2010, AWS received \$1,744 in financial support from the Petco Foundation, a significant increase from 2008's total of \$3, 220 as a result of this thriving and continued partnership.

**Income:**

Funding to support our shelter operations is obtained from a number of sources. The primary sources include donations, membership, fundraising events and the United Way of the Eastern Panhandle of WV. Additional funding in 2010 was received from the Jefferson County Commission and Petco. Total income from all sources during 2010 was \$176,808 a decrease of \$4218 or 3% over the 2009 total of \$181,026. Investment income in 2010 was \$1,406, a decrease of \$486 from the 2009 total of \$1,892.

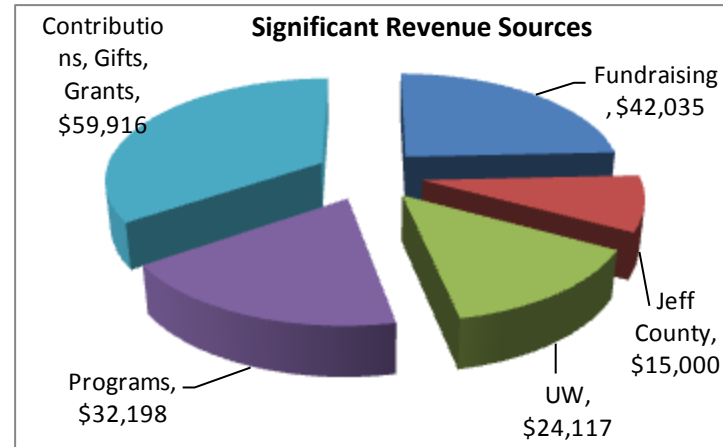
In past years, funding from United Way designations to AWS accounts for somewhere between 25% and 35% of our annual income. In 2010, United Way funding was \$24,117 or 14% of our total income. In 2009, United Way accounted for 14% of our total income. This compares to \$39,225 in 2007. With the change in focus of overall priorities of United Way, our funding levels from United Way will likely continue to decline.

UW designation does not guarantee allocations from their general account. Individuals wishing to donate to the AWS must designate AWS on their form in order for the Society to benefit from donations. Additionally, the United Way fiscal year runs July 1 to June 30 whereas AWS fiscal year is January 1 through Dec 31. Therefore, changes in United Way funding levels do not appear immediately in our balance sheet but in the following year.



During 2009, AWS received a total of \$15,000 from the Jefferson County Commission which was 8% of total income received in 2010.

Our fundraising income was \$42,035--up \$8987 or up 22 % from the 2009 total of \$33,048. The Bark in the Park event netted AWS \$2501 a decrease of \$593, which was a 20% decline in revenue from the \$3,094 made in 2009. However, our Paws and Claws Live and Silent Auction at Charles Town Races and Slots was held again this year, making it our first Howl-O-Ween Spooktacular- themed event. AWS netted \$20,892. This is a \$2100 increased from last year's Paws and Claws event which collected \$18,000. We did not hold the breakfast event at Applebee's again this year, which netted \$1,485 in 2007, but we did partner with them for their Dining to Donate program which earned AWS \$2848.46. Our Mother's Day and Easter Flower sales netted \$6,078, an increase of \$1922 or 32% over \$4,156 from 2009.



Income from AWS programs, including rabies vaccination clinics, adoption and relinquishment fees, spay-neuter and medical treatment decreased to \$32,197, a 21% decrease, from \$40,127 in 2009. Program income in 2007 was \$29,185; \$38,799 in 2008.

AWS ended the year with a Net Ordinary Income before depreciation of \$11,650. Reserves totaled \$107,281.10. Reserves include a \$30,000 restricted Certificate of Deposit, which is held at BB&T (AWS cannot withdraw the principal amount but receives interest payments), \$21,331.52 in Verizon stocks and \$54,749.58 in diverse investments at Commonwealth Financial.

**Expenses:**

We are happy to report that AWS's overall total operation expenses decreased to \$165,159 or 6% from \$175,438 in 2009. This decrease in overall expenditure included a decrease in payroll, medical and shelter supplies because of the maintenance of a healthy, disease free environment at our shelter. Fundraising expenses decreased to \$5,267 in 2010 compared to \$6,239 in 2009 due to the generosity of our loyal supporters.



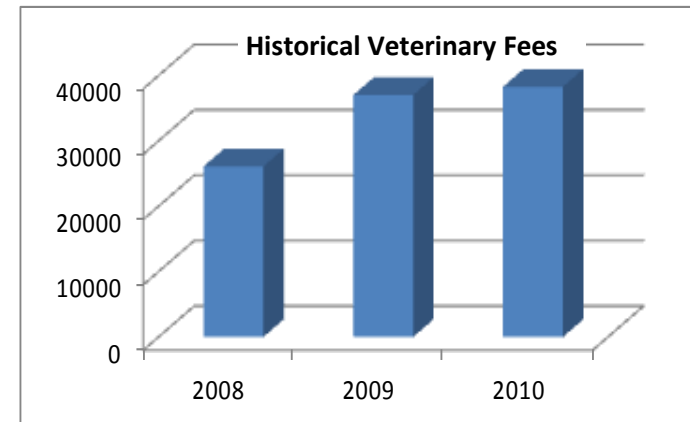
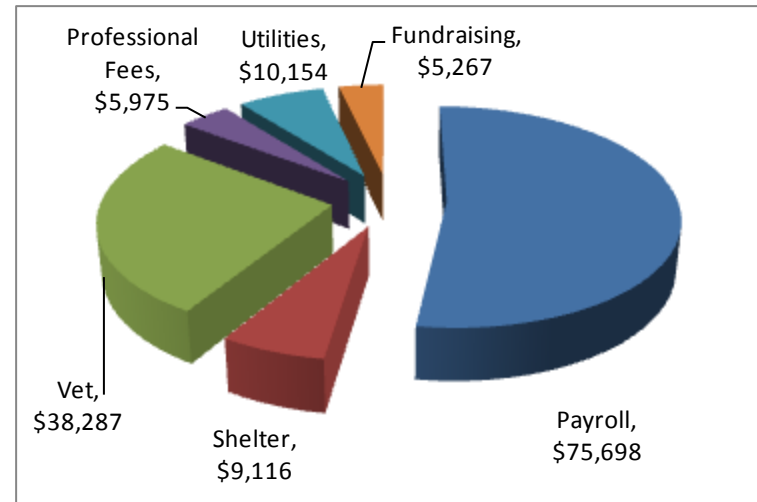
Our payroll expenses show a decrease of \$1,439 or 2%. The total payroll expenses for 2010 were \$75,698 compared to 2009's \$77,137, which increased from \$70,501 in 2008. Payroll expenses are the largest part of the AWS budget followed by veterinarian fees. Although we seem to have finally found the right fit to supervise our animal shelter, retaining qualified and reliable staff continues to be a significant challenge. Additionally, when we experience an outbreak of sickness with the animal population, additional hours are necessary to ensure proper care and medication is provided to those sick animals.

We also only had a 3% increase in our Veterinary fees for 2010. In 2010, AWS paid \$38,287 in veterinary fees, including medications for ill animals as compared to \$37,010 in 2009, \$26,085 in 2008 and \$33,617 in 2007. This 3% increase for 2010 over 2009, is much better than the 30% increase from 2008 to 2009.

Every animal receives full vaccinations against a number of common diseases. The Animal Welfare Society has, for many years, had a "mandatory" spay-neuter policy. Every animal is spayed-neutered prior to being released to the new adoptee.



**Significant Expense Categories**  
(not all shown—down not equal 100%)

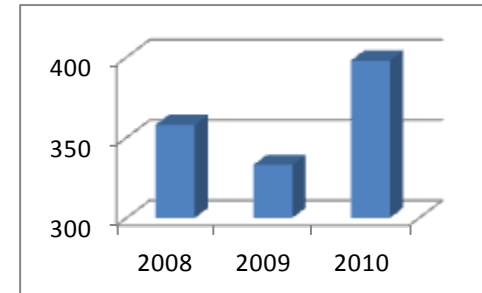


## Shelter Operations and Outreach Programs:

Our community outreach programs continue to be an important element of our service to the community. We conducted two low-cost rabies vaccination clinics in 2010, vaccinating 398 domestic companion pets compared to 333 in 2009, 358 animals in 2008, and 403 in 2007. These low-cost clinics, at \$10.00 per animal, continue to gain popularity with our community. Our Pet Photos with Santa also continues to be a favorite with the community.

AWS continues to distribute discount spay-neuter coupons to residents of Jefferson County. These discount coupons make it less costly for someone with limited financial resources or who are on fixed incomes to have their pet or a feral cat spayed or neutered. AWS pays a portion of the veterinary fee charged for the procedure. The program helps to control unwanted pet birth rates. Since the continued growth of the unwanted pet population continues to be a problem – and growing as does the population of Jefferson County – this program is a critical element in helping control the unwanted pet population. As we have seen a substantial increase in the feral cat population, our focus was on providing Jefferson County residents with coupons for feral cats. We distributed an estimated average of 235 coupons and incurred \$ 2,940 in billings from local veterinarians compared to 230 spay-neuter discount coupons in 2009 and \$3,915 in vet billings for this program.

Low-Cost Rabies Clinic  
Animals Vaccinated



*Annie Kovina*