



ANNUAL IMPACT REPORT

2019-2020





Our Mission

It is the mission of the Virginia Beach Society for the Prevention of Cruelty to Animals (VBSPCA) to create a more humane and responsible community by eliminating animal suffering while increasing human compassion.



OUR VISION

We connect people and pets. As a trusted resource for our community, we create lasting adoptions, provide quality veterinary care, and inspire compassionate action through education and awareness. We are innovative, we are passionate, and we are committed. In partnership with our community, we end animal homelessness.

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When we started this fiscal year in September 2019, the flu season was coming soon, but it was just flu; social distancing did not exist, hugs and handshakes did; masks were worn by our vets; and all of us in animal welfare were focused on animal homelessness, unaware of the impending disruption of a pandemic. All of that changed in March 2020. We have relied on our vision and values to guide us through this unprecedented time.

As an essential service, we are a trusted community resource through our shelter and full service clinic. We connected 2,610 adopters with new pets for their families at a time when unconditional love was needed. We provided 6,338 patients with quality veterinary care- from vaccines and spay/neuter to life saving surgeries. We began the year with humane education programs in schools, and ended with virtual activities filled with messages of compassion and respect.



We are innovative. In the fall, we enjoyed in-person events- even with weather or venue challenges- and the creation of lasting relationships with our community in new ways through our donor celebrations and our holiday lighting ceremony. Under the threat of COVID-19, we shifted operations to team models and visitation to appointments for the safety of our staff and public. Our clinic is now curbside check in only, serving patients effectively, yet safely. We found new productivity by working from home. Innovation is adapting to the changing landscape that is our world today.

We are passionate. Ask the animals who welcome us each day with barks and purrs- they know that we are here for them. It is our job to care for the animals in our shelter, but it is our mission to find them a path to their second chance. Our mission can be seen in action through our cheerful greeting of customers at the front desk, welcoming children to a Tale for Two, raising money through social media, and performing spay/neuter surgery.

We are committed. We find sustainable solutions during a time that is both financially and emotionally demanding. Employees wear multiple hats; we enlist more help from volunteers; we reach out to new donors and ask more of loyal supporters; we work with our community to navigate the new normal. Our vision of a world without animal homelessness remains our beacon.

2020 with its abundance of challenges will be in our rear view, but the lessons learned will weave a stronger fabric to hold us together. Resilience, recovery, reinvention, and restoration will bring us forward - regardless of the uncertainty of the path.

We wish health, happiness, and unconditional love for all of you- and your pets- this coming year.

Derby D. Brackett
CEO

Scott Taylor
Board Chair



During the 3 day Neptune Festival, the VBSPCA team educated and inspired 150 pet owners to abandon the use of inhumane collars and leashes. Long term feline resident Rudy went home after spending 10 months in the shelter.

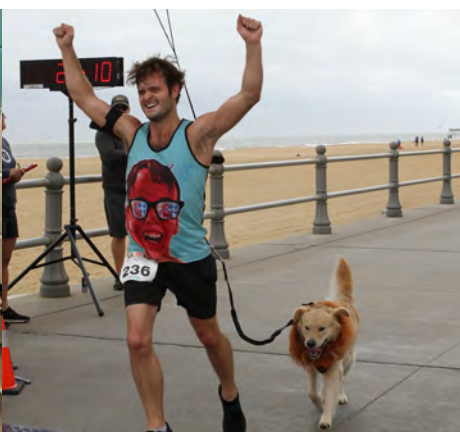
Over 400 supporters came out to run, walk, or dress up in costume for our 41st annual Mutt Masquerade. The Humane Education team launched their new Pet Pals program and sent letters to 127 students.

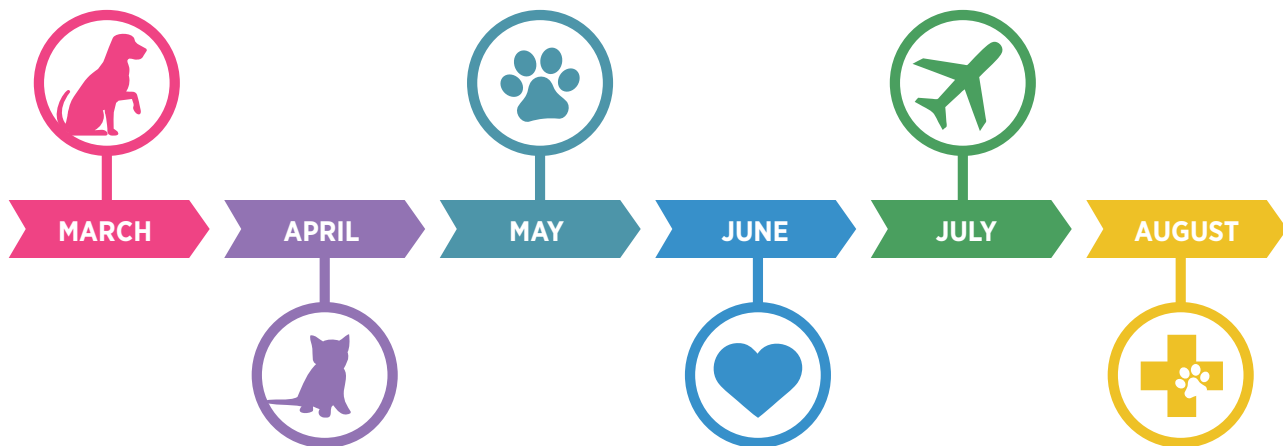
Puttin' for Paws brought in \$24K! After an abrupt change in venue, 75 golfers showed up for a gorgeous day of golf, games, and fun.

127 VBSPCA animals went Home for the Holidays thanks to a grant from Toyota and Priority Automotive. Longest canine resident Mercie was adopted by a Holiday Elf Foster after waiting 75 days for her forever home.

The first Pawsitive Press was printed and distributed to nearly 4,000 children. CEO Derby Brackett fell in the footsteps of many before her and adopted her foster pup, Rambler.

VBSPCA puppies Maverick and Sparkle were featured in Animal Planet's Puppy Bowl XVI. Our community gathered for a chili cook off and tail-gate party at Smartmouth Pilot House.





The kennel yard project was completed providing 8,500+ sq/ft of outdoor space. After COVID-19 interrupted operations, the shelter moved to appointment based services and the clinic adopted curbside check-in. All other programs and events were suspended or cancelled.

Our Mostly Bad Pet Portrait fundraiser commissioned 183 portraits from 64 "artists." The new kitten nursery was finished. We received crucial funds from the Payroll Protection Program.

Second Chance Thrift closed due to COVID-19. Give Local 757 raised over \$30K in critical funding helping with unprecedented operational obstacles.

We said goodbye to valued associates as positions were lost to the pandemic. The VBSPCA Pet Academy closed. The Wags & Whiskers Virtual Silent Auction raised over \$127K in critical funds to help recover from COVID-19.

We welcomed a transfer of 60 animals from Louisiana shelters. Alice is an example of the importance of these partnerships as she spent a year in a LA shelter and was adopted only 19 days after arriving at the VBSPCA.

Special dog Ladybird was reunited with her family. Our Fear-free Clinic Exam Room was added. We took in a transfer of dogs who had been relinquished after the tornados hit in North Carolina.





A close-up, slightly out-of-focus photograph of a dog's face, likely a pit bull or similar breed, serves as the background for the entire page. The dog's eyes and snout are visible, with a soft, natural lighting.

Animal Care

Animals Cared For	• • • • •	3,267
Average Length of Stay	• • • • •	25 days
Animals Fostered	• • • • •	1,210
Live Release Rate	• • • • •	93%
Shelter Animal Medical Costs	• • • • •	\$492k

Adoptions

Total Adoptions	• • • • •	2,610
Cat Adoptions	• • • • •	1,242
Dog Adoptions	• • • • •	1,123
Small Animal Adoptions	• • • • •	245

Support Services

Owner Relinquishments	• • • • •	1,032
Behavior Support Hotline Clients	• •	49
Puppies Trained	• • • • •	245

Community Partnerships

Shelter & Rescue Partners	• • • • •	35
Wildlife Rehabilitation Partners	• • •	12
Transfer Animals Received	• • • • •	1,388
Animals Transferred to Rescue	• • • •	1,373

Public Animal Clinic Services

Appointments	6,008
Spay/Neuters	1,354
Vaccines Administered	9,549
Specialty Surgeries	190
Dentals	149
Military Family Pets Served	138
Wildlife Received	388

Shelter Animal Clinic Services

Spay/Neuters	1,523
Vaccines Administered	9,001
Specialty Surgeries	147
Dentals	95
Microchips	1,758

Neuter Scooter Services

Spay/Neuters	1,851
Days In Community	106
Animals Served	2,297

Total Number of Spay/Neuters via the
Neuter Scooter since inception in 2012

9,642





12,000+
Children Reached

CHILDREN REACHED THROUGH OUR IN SHELTER AND CLASSROOM PROGRAMS

Compassion
Classroom
1,036

Reading
Visits
4,995

Workshops,
Tours, Parties
1,743

Literacy
Initiatives
259

Pawsitive
Press
4,000+



14,682
Volunteer Hours Served

A SPECIAL THANK YOU TO OUR DEDICATED TEAM OF VBSPCA VOLUNTEERS

Adult
Volunteers
295

Junior
Volunteers
85

Comm Svc
Volunteers
144

Visiting
Paws Visits
104

Foster
Families
115

Values In Action

Empathy

On February 10th, 2020, the Virginia Senate passed SB 272 aka the “Holly Berry Bill.” Holly Berry is a VBSPCA alum! This bill is a state-wide effort that sets stricter parameters for outdoor tethering and increases certain minimum tether length requirements for the proper sheltering of animals in extreme temperatures and weather advisory scenarios. This piece of legislation is a testament to the empathy in our community, recognizing that all animals deserve the comfort of shelter and access to loving care.



Collaboration

Through a great act of collaboration, five non-profits came together to facilitate a transfer of 60 animals from southern Louisiana to the VBSPCA. Partnerships such as this make second chances possible for so many deserving animals.



Community

The VBSPCA recognized two shining examples of compassion both in our shelter and beyond. Arvalla "Arvie" Larsen was honored with the Lifesaver Award in recognition of her many years of volunteer service to the animals, and Susan Browney-Dillon was honored with the Compassion Award in recognition of her time and talent that helped us raise over \$150K.



Dedication

There is no better example of dedication than the late Marian Childress. Marian was in service to the VBSPCA for 29 years and raised \$178K through the VBSPCA canister program. She and her husband built, managed, and grew this program to be a significant fundraising source, and she has left a loving legacy behind at the VBSPCA.



Joy

After 7 long months, Papa was adopted. Every adoption is meaningful, but Papa's long, arduous journey had a lasting impact on our staff. After a life of neglect and complicated heartworm treatments, he found his forever home on August 26th. His adoption ended our year with a joyful reminder of why we do what we do.



Innovation

The pandemic has led to continued innovation in all areas of the VBSPCA, especially the clinic. With the financial impact of the virus, many pet owners were struggling to find affordable clinic care. Our low-cost clinic adapted practices to make sure that no animal went without care and that our environment remained safe and open to pet families in need.

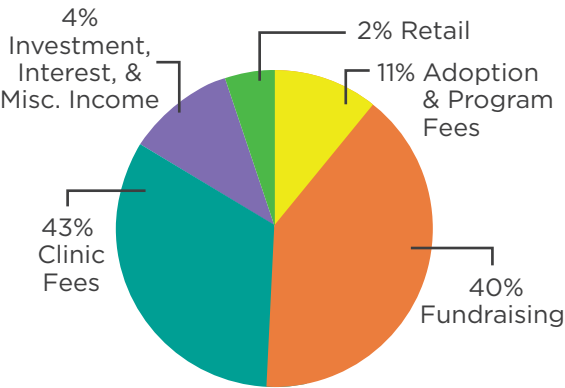


FINANCIAL OVERVIEW FY19

Summary of Revenue

Contributions	1,483,645
Special Events	161,352
Grants	193,353
Fees for Service	2,452,052
Retail Sales	83,592
Investment Revenue (Loss)	183,412
Other Revenues	11,601
Total Revenue	4,569,008

Operation Revenue



"This annual impact report is dedicated to the employees of the VBSPCA who showed up every day to take care of our animals and our community during this unprecedented time. We would not be open today if not for our dedicated, passionate staff."

-Derby Brackett, CEO

Summary of Expenses

Program Services	4,065,823
Fundraising	562,883
General Administration	249,485
Investment Expense	13,198
Total Expenses	4,891,390

Net Revenue/Loss

Net Revenue	-322,382
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Balance Sheet

Total Assets	4,662,952
Total Liabilities	1,520,556
Net Assets	3,211,305

* All numbers in this report are unaudited.

The VBSPCA is grateful to have received grants from the following organizations:

Alfred L. Nicholson Fund of the Hampton Roads Community Foundation
Cox Charities
ASPCA
Priority Automotive & Toyota
HSUS
City of Virginia Beach

2021 FUNDING PRIORITIES

1. Provide quality housing, medical care, and enrichment to all shelter animals.

a. Support the Medical Miracle fund for the animals of our shelter ensuring healthy, spayed or neutered adoption candidates at all times.

b. Support medical and behavioral interventions for animals with serious challenges to ensure adoption success.

2. Continue to educate the children of our community about compassion, empathy, and respect.

a. Support the redesign of our Humane Education program to be delivered virtually and shared throughout the region.

b. Support the staffing of onsite programs when resumed to reach the maximum number of children through our camps and special event lessons.

3. Provide access to learning and growth for all of our associates.

a. Support the ongoing technical training and continuing education for staff of all skill levels.

b. Support the onboarding and engagement of all staff and volunteers as long term ambassadors for the organization and deliverers of our mission in the community.

4. Optimize the use of our current facility for all operations.

a. Support the health and wellbeing of staff and animals with environmental, safety, and clinical improvements throughout all operations.

b. Support the efficiency of administrative staff with technological upgrades and remote equipment to allow for flexibility of work space.

2023 STRATEGIC VISION

PLAN FOR THE FUTURE, ADAPT FOR TODAY'S NEW NORMAL.

Financial- The Viability of the Organization:

Develop and expand resources to operate in a financially sustainable manner by executing a balanced budget.

Customer Focus- The Sustainability of the Organization:

Create long term ambassadors and loyal supporters.

Internal Business Processes- The Productivity of the Organization:

Implement operational efficiencies with integrated department/personnel and technological resources.

Learning and Growth-The Vitality of the Organization:

Recruit, develop, and retain skilled team members dedicated to our organization and our mission.

To learn about how each objective is aligned with our strategic perspectives, visit vbspca.com/strategicvision.



\$179,112

Raised Through Signature Events

ANNUAL SPONSORS



Thank You

To Our Signature Event Sponsors

Mutt Masquerade

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Priority Automotive
Townebank
Patient First
Virginia Beach Surf
& Rescue Museum
Animal Vision Center of VA

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and Air Conditioning
Blue Pearl
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Puttin' For Paws

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PETA
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Invisible Fence Brands
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Second Chance Thrift
Berkshire Hathaway
Atlantic Pool Service
Taylor Construction
VA Valet

Wags & Whiskers Virtual Silent Auction

Taylor Construction
TowneBank
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WTVZ

Best Friends Honor Roll

\$10,000+

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Second Chance Thrift
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TowneBank
Toyota Dealer Match Program

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Nestle Purina Petcare Company
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Reed & Associates Marketing
Gregory and Ruth Takacs
The Franklin Johnston Group
Rich Traub
Virginia Legends Walk Foundation
Virginia Natural Gas

\$1,000-\$2,499

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Friends Forever

Legacy Society

Our Friends Forever Legacy Society honors those who have demonstrated unwavering support that will last beyond a lifetime by including us in their wills, life insurance, IRAs, trusts, or other estate plans. These legacy gifts will help to ensure that we will be able to care for animals most in need well into the future. If you have already made plans for a future gift, please let us know so that we may thank you! If you would like information on how to become a Friend Forever, please contact Emily Peck, Director of Philanthropy emily.peck@vbpsca.com or 757-427-0070 ext. 142

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To learn more about workplace giving campaigns, contact Emily Peck at 757-427-0070, ext.142.



VBSPCA
LEGACY SOCIETY

leave love behind

To discuss a planned gift or to learn more, please contact Derby Brackett at 757-427-0070. ext.123.

Ways To Give

General Donations

To make a monetary donation, visit our website at vbspca.com.

In-Kind Donations

Donations related to animal care can be dropped off at our main shelter on 3040 Holland Road. For a list of commonly used items, visit our website at vbspca.com.

Become a Member

To set up a recurring gift, contact Manda Apiag at (757) 427-0071, ext.142.

Miracle Medical Fund

To donate towards shelter animal medical care, contact Emily Peck at 757-427-0070, ext.142.

Kennel Sponsorships

If you or your business would like to sponsor a kennel, cat condo/colony, or small animal habitat, contact Emily Peck at 757-427-0070, ext.142.

Planned Gifts/Bequests

Include the VBSPCA in your will, trust, or beneficiary designation. Please contact Derby Brackett at 757-427-0070, ext.123.

Workplace Giving

To learn more about workplace giving campaigns, contact Emily Peck at 757-427-0070, ext.142.

Grandy Wildlife & Humane Education Fund

To learn more about supporting wildlife and humane education, Please contact Emily Peck at 757-427-0070, ext.142.

Signature Events

Support the VBSPCA through our signature events. Visit vbspca.com for more information.

Corporate Sponsorship

For information on sponsorship packages, contact Emily Peck at 757-427-0070, ext. 142.

Car Donation

Donate your car to the VBSPCA and claim a charitable deduction. Please contact Emily Peck at 757-427-0070, ext.142.

Community Fundraising

To host a fundraising event for the VBSPCA, contact Manda Apiag at 757-427-0070, ext. 142.

Volunteer

If you are interested in volunteering at the VBSPCA visit vbspca.com/volunteer.





IN TIMES LIKE THESE MEMBERSHIP MATTERS

Your loyal support ensures that homeless animals continue to receive the care they need. As a VBSPCA Member, you are part of our mission. Every adoption we complete, every animal we rescue, every child we reach, and every pet we treat in our clinic connects back to you.

You Make Our Mission Possible

To become a member or to learn more visit vbspca.com/membership.



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