



MARCH 2020

Maggie
Happy Tails

Triple Hound
Three 5k Walk/Runs

Donor Spotlight
Doug & Pixie Russell

CREATURE CHRONICLES

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Back Cover: Upcoming Events

Cover model Dina was transferred to the VBSPCA in February. She arrived with 4 other hounds, all of whom had been rescued by a shelter partner in rural Virginia. Dina is heartworm positive, which is often the case with animals who have spent much of their life outdoors. Fortunately, Dina found her way to the VBSPCA where we can treat her disease and give her a second chance at life.

Cover image photo credit: Michelle Tugman

2020 VBSPCA BOARD OF DIRECTORS

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Les Watson

This fiscal year, we welcomed four new members to our Board representing expertise in marketing, law, finance, and veterinary medicine: Ashley Knepper of Reed and Associates Marketing, Les Watson of Wolcott Rivers Gates, Rebekah Monteith of Rebekah Monteith, CPA, Inc, and Dr. Kimberly Key, DVM, Bay Beach Veterinary Hospital.

ANNUAL SPONSORS



Letter From Derby Brackett



It is hard to believe that I have been in my role officially for almost a year- a year that is not measured by the hours in the day, but the impact of our work. I can proudly say that I belong to this amazing community of compassionate, hardworking, intense, joyful individuals and dedicated organizations.

Community. When we defined our core values last summer, we included the value of community. That value, that sense of

belonging and unified purpose, is an even stronger beacon of today. There is no better example of this than Blue, a 5 year old sweetheart of a dog with the energy of a pup and the soul of a child. She simply loved everybody. Blue had an orthopedic issue and had to be placed on medical hold, so our community came together to support her journey back to health. Our vet staff consulted with local orthopedic specialists; our kennel staff gave her extra loving, toys, and outdoor time; our volunteers made sure to include her in their daily routine, getting her the much needed gentle exercise and stimulation; and our outreach staff raised funds to cover Blue's offsite orthopedic surgery. Our community of donors and supporters showed up, and Blue was loved and cared for by all. Ultimately, Blue's extended stay caused her to become more agitated, and it was clear that she needed time outside of the shelter environment to heal. Blue's community became even greater when one of our fosters offered to take Blue and give her compassionate care in the loving environment of her own home. Blue flourished, and for the past few weeks she has enjoyed the freedom of being that beloved, energetic pup again.

Then, suddenly, Blue's condition worsened. While waiting for her surgery, some compounded medical issues were discovered leaving our veterinary team with the difficult decision of what was best for Blue both physically and mentally. At the heart of our mission is the elimination of suffering, and Blue's story serves as an example of when compassion leads us to the most difficult of choices. Once again, Blue's community gathered, -her foster mom, our incredible Medical Director and staff, and me- and we surrounded her with love as she continued her journey, peacefully.

Today is a different story but one woven from the same threads of community and compassion. I walked out of my office and there was a beautiful yellow lab mix named River and her 6 puppies, so small with their eyes still closed. I watched as PETA's Community Action Project team and our staff cared for this scared mother, getting them settled in the safety of our room, just in time for the snow to start falling. Another cold night for them would have been such a different story. Theirs is one of warmth and hope having been placed together with another dedicated foster family until they are old enough for adoption.

Blue's community is our community. River and her puppies' rescue and future is our community. Our community coming together, staying together, and being together makes the difference every day for these animals.

We can't do this alone. We need the guidance of our Board – the extended members of our team that represent differing perspectives and lead us in our vision and strategic decisions. We need the expertise of our staff – clinic, shelter, and administrative- to help us get the job done. We need the support of our adopters, donors, clients, and customers that help us to provide sustainable solutions daily. We need our partners- area shelters, veterinary practices, our foster and rescue networks, our ambassadors- to help deliver the greatest chance for success for the animals in this community.

One of my proudest moments over the past year was when I realized that the "I" had become "we" in all of the areas of our organization. WE do this together to form a caring animal-human bond that creates a healthier, happier, more connected community.

Thanks to you all for being a part of our community and allowing us to continue to serve.

With gratitude,

CEO

Derby D. Brackett



Blue

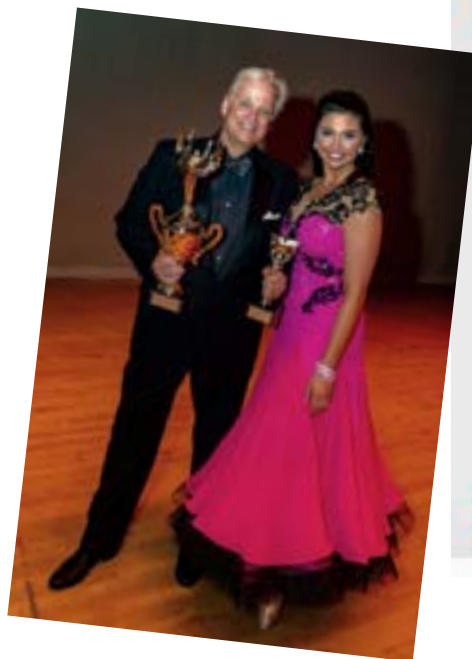


DONOR SPOTLIGHT

Doug and Pixie Russell



Doug and Pixie Russell are lifelong residents of Hampton Roads and long-time supporters of the Virginia Beach SPCA. They are kind, compassionate people, and their love for animals runs through their entire family. Not only do they provide financial support to the VBSPCA, they are loyal sponsors of VBSPCA events and Doug even danced as a contestant in Dancing for Paws. Additionally, Doug and his partners at Core Assurance support the VBSPCA corporately; most recently donating advertising space in the latest volume of The Scout Guide Tidewater. This type of valuable support helps the VBSPCA extend its mission to a new audience. The Russells serve as a great example of supporters of our animals, and we are honored to have them as part of the VBSPCA family.



Q: How did you first get involved with the VBSPCA?

A: Pixie and I first got involved with the VBSPCA through friends who invited us to the Wags and Whiskers Gala at the Signature Aviation hangar several years ago. It was a fabulous event and the charitable energy was contagious. The charitable community, local business leadership and organization of the event made it easy to lend our support. Since then, we have attended and supported many of the VBSPCA events including "Dancing for Paws" in 2019, which was a great experience on many levels.

Q: What area of the organization inspires you the most?

A: The volunteers and big hearted people who give of their time, energy and resources in order to meet the needs and mission of the VBSPCA -"Creating a more humane and responsible community by eliminating animal suffering while increasing human compassion." The adoption program is of course wonderful for the adopted pets and their new owners.

Q: What part of today's VBSPCA and path forward are you most excited about?

A: We know that the organization is in great hands from its day to day staff and leadership to the Board and hundreds of volunteers that serve the various facets of such a multi-faceted organization. We believe that the educational programs and VBSPCA awareness events will be a strong foundation for many years to come. Our firm in fact has employees who have become more involved in the VBSPCA and demonstrate their personal passion through volunteerism and financial support.

Q: How have pets impacted your life?

A: The Russell Family has been blessed with family pets for more than 40 years. Like so many of the VBSPCA volunteers and families, we respect and love our pets (currently, Allie is our 15 year old cocker spaniel) as members of our family. They have and continue to bring us joy every day and they do it unconditionally. Maybe we could all learn a little something from the beloved animals in our lives and more often share that same unconditional love in our human relationships.

Q: How have your philanthropic values impacted your life?

A: We have many blessings in our lives and experienced very early in our own family that the reward for sincere and generous giving is without measure. Contributing and giving back is a very personal experience so we simply do what we can and embrace the reward of knowing that we have helped a little.

Q: Is there anything else you would like to share with our readers?

A: We appreciate the wonderful work that the VBSPCA does daily. The VBSPCA Pet Adoption, Broken Hearts Club, shelter, fundraising, educational events etc. are all opportunities to get involved and give of your time and resources to a very worthy cause. The animals, families affected, and many volunteers and caregivers will appreciate it more than you know.



The Virginia Beach SPCA Wags & Whiskers Gala
Hampton Roads' Premier Event Benefiting Homeless Pets
Saturday, March 28, 2020 from 7pm to 11pm | Southern Cocktail Attire

WAGS & WHISKERS

SOUTHERN CHARM GALA

The Wag & Whiskers Gala is an annual event celebrating the mission and the animals of the Virginia Beach SPCA. Friends and family of the VBSPCA will gather to toast the animals and help to raise the much needed funds to support our work of connecting animals and humans throughout Hampton Roads. This is a night to remember those that need us most- meet our animals, enjoy libations and fine food, dancing, topping the night off with the knowledge that you are now a partner in delivering our mission of compassion in the community.

Visit vbspca.com/gala for more information.



Community



Community sits at the heart of our entire organization - We serve the community, we are supported by the community, and we find all kinds of ways to celebrate our mission with the community. Read about some of our most recent events below, and we hope to see you out in the community this Spring.

Puppy Bowl Tail-Gate Party and Chili Cook Off

We celebrated Puppy Bowl XVI with over 200 friends and supporters, and we had a special appearance by Puppy Bowl contestant, Maverick. For those that tuned in to the show, the VBSPCA and the Norfolk Botanical Garden had a feature segment during the nationally aired event. It was great publicity for our region and for animal shelters nationwide. Our chili cook off was also a huge hit, and David Allen with Big Al's Super Sunday Chili was voted the champion! A special thank you to [Smartmouth Pilot House](#) for welcoming us each year.



Open House and Holiday Lighting

In December, we kicked off the holiday season with an Open House and Holiday Lighting. There were 11 educational stations placed throughout the shelter where attendees spoke with our staff to learn more about our shelter operations. We also had a hot chocolate bar, a tree lighting ceremony and an adorable parade of pooches! A huge thank you goes to [Outdoor Lighting Perspectives](#) and [Taylor's Do It Center](#) for sponsoring our holiday decorations and helping us spread holiday cheer.



Dedication



The Virginia Beach SPCA foster program is a cooperative effort on the part of our shelter and generous volunteers for the purpose of providing specialized care to animals that are not yet prepared for the adoption process or shelter environment.

VBSPCA Foster Program

Approximately 1,100 animals benefit from our foster program each year. Our foster families provide compassionate care in a nurturing environment to facilitate the eventual adoption of an animal. It takes a great deal of dedication to provide such intimate care for an animal that will eventually leave, but those who volunteer find the experience very rewarding. Here are six different types of animals who need fostering and why they benefit from the program:

Bottle Babies

Sometimes mothers cannot produce enough milk or babies are brought in without the mother. When this occurs, babies need some extra TLC so they can continue to grow big and strong. Foster homes make sure these little ones are bottle-fed every few hours and care for them in the most vulnerable time of their life.

Nursing Moms

The shelter is not the ideal environment for nursing cats or dogs to raise their young. Mothers instinctively want to keep their babies safe and would do best in a home where you can create the most supportive environment.

Healing and Recovery

Our shelter accepts surrendered pets who have medical issues and need extensive care. We want to make sure they have the best environment in which they can recover. Animals on medical foster get all the love and attention from their foster family, which can make a huge difference in their recovery process.

Shy and Undersocialized

Some animals may need help building their confidence or need support in learning their manners. Regardless of the reason, foster families give these animals a chance to show off their true personality and put their best paw forward.

Kittens and Puppies

Help small bundles of fur grow from helpless little beings into confident, well-adjusted pets. There is also the added fun of raising a kitten or puppy without the responsibility of lifetime care. Most importantly, young lives are being saved.

Seniors

Older animals are often surrendered and spend months in the shelter while younger animals quickly find homes. The shelter environment can be stressful for older animals who may have lasting medical issues. Fosters offer a break in a quiet and more relaxed environment.

Empathy



Honoring Our Associates

In animal sheltering, our attention is primarily focused on the animals as they are central to our mission. However, we recognize that it is the people who care for the animals that make our mission achievable. The Virginia Beach SPCA employs over 80 staff members who work diligently to ensure that our animals are safe, our customers are taken care of, and that the VBSPCA shelter and clinic continue to be a valued resource for the community.

This past year, we have put great effort into developing a workplace where our associates feel appreciated and valued. We recognized excellence in the workplace through our Employee of the Month award, and we introduced two new annual awards: the Employee of the Year Award and the first ever Nelson Mako Award. Both the Employee of the Year and the Nelson Mako Award were announced at our holiday staff party in December, along with awards for each one of our values. It was a special night celebrating both the people and the animals.

Team Building

Over the past few months, our staff has participated in a variety of outings designed to build a stronger team and inspire collaboration. These outings included a visit to the Escape Room, an evening at Laser Quest, and a mellow movie night to kick back, relax, and decompress from the shelter world. Thank you to our dedicated staff and thank you to the businesses who support our entire organization.

We send a huge thanks to **LaserQuest** for donating the games and space, to **Baker's Crust** for donating food to our entire team, and to our **Board of Directors** for sponsoring movie night. They were all greatly appreciated and enjoyed.

If you are interested in partnering with the VBSPCA for a staff appreciation event, please reach out to us at humanresources@vbspca.com

Employee Of The Year
Kory McKeel

Nelson Mako Award
Suzy Swims

Collaboration Award
Micaya Finney

Community Award
Sheryl-Lynn Caroff

Dedication Award
Chris Rupp

Empathy Award
Jennifer Castleberry

Innovation Award
Bobby McKinlay

Joy Award
Nikki Shepperd

Innovation



The VBSPCA has been in the Holland Road location since 1989, and while our organization has continued to grow, our building has reached its maximum capacity. We continue to identify innovative solutions to optimize the use of our current space, streamline operations, and positively impact our capacity for mission delivery.

Retail Shop

Last December, we completed some long-awaited improvements to the VBSPCA Retail Shop. We offer a unique selection of humane, veterinarian approved products for purchase, and all revenue goes right back to helping the animals. In 2019, the retail department brought in over \$150K in revenue, making this an integral part of our operations.

Kennel Yard Expansion

In January of this year, we broke ground on our Kennel Yard Expansion project. The fundraising campaign for this project was launched last year at our annual gala, and thanks to donations from the community and a substantial grant from the Alfred L. Nicholson Fund of the Hampton Roads Community Foundation, we are able to give our dogs more space for play. We invite you to come out and see this exciting new upgrade to our dog play yards.

Clinic Expansion

Thanks to a generous donation from Arthur D. Baker III, we are adding a third exam room to our clinic which will decrease the wait time for our public clients. The design of this new room is following "Fear Free" protocols, which will create a more comforting space for pets who experience greater stress in the clinic environment.

Give Local 757

In May, we will host our annual Give Local 757 fundraising campaign. This year we will be raising funds for interior kennel improvements. With the addition of acoustical panels and the creation of a divider wall between our kennel rows, we will minimize the stress experienced by our kennel residents. Our cats (and staff) will also be grateful for the acoustic improvements!

give
Local
757!TM
MAY 12

Humane Education

The VBSPCA Humane Education department cultivates kindness and empathy in children by teaching them to understand and respect the feelings of others and compassion for animals. Through camps, workshops and other educational experiences, children of all ages are introduced to animal companionship and the joy it provides.

They can **DISCOVER** our shelter during guided tours. Tours offer an exclusive behind-the-scenes look at what it takes to care for our animal friends and are a great way to introduce children to our mission. Tours are by appointment only. Email humaneeducation@vbspca.com to book one today!

Children are **INSPIRED** through camps. Animal Adventure Camps offer an intimate look at the animal sheltering through the lens of the VBSPCA. Camps include guest speakers, animal inspired arts and crafts, field trips, critter time, and more. These week-long camps are the perfect opportunity for young animal lovers to build compassion, make new friends, learn about careers in animal services, and spend time with a variety of critters.

They **LEARN** about compassion through our school programming. Compassion Classroom is a program that teaches character education lessons in compassion, respect, and responsibility. Listening Ears pairs a dog companion with a reluctant reader to help build self confidence and improve reading skills. These programs are offered free of charge to public schools, and they are dedicated to building kinder, more compassionate generations to come.

RESPONSIBILITY is taught through workshops. Our Vet For a Day, Kitten Around, and Bow-Wow workshops are hands-on educational experiences that kids love! These single-day sessions blend education with fun, giving children an opportunity to meet with veterinarians, learn about animal sheltering, and visit with some very special VBSPCA animals.

Parties **CELEBRATE** our mission. We welcome birthday parties and celebrations of all kinds. Parties are a great way for people of all ages to experience our shelter while also celebrating a life event! Email humaneeducation@vbspca.com to schedule your party today.

To learn more or to register your child for a Humane Education experience, visit vbspca.com/education.



Collaboration

The Virginia Beach SPCA is proud of the thousands of animals we help every single year, yet our impact is greater when we work with our shelter partners and confront animal homelessness together.

Homeless Animals Awareness Week

February 10th -16th, the Hampton Roads animal welfare community joined forces for Homeless Animal Awareness Week. This 7 day awareness campaign shed light on animal homelessness through television appearances, news articles, and social media posts. The collaboration of these animal welfare organizations resulted in increased awareness about animal overpopulation and the issues that we continue to face in the world of animal welfare.



Home For The Holidays Success

Thanks to Priority Automotive and Toyota for another successful Home for the Holidays campaign! Between December 7 -19, Chesapeake Animal Services, Norfolk SPCA and the Virginia Beach SPCA partnered together and found homes for 291 animals, 127 of those animals were adopted from the VBSPCA.

PRIORITY
AUTOMOTIVE

Triple Hound Challenge

The Triple Hound Challenge invites the community to participate in the Portsmouth Humane Society Cause for Paws in April, the Chesapeake Humane Society Doggy Dash in May, and the Virginia Beach SPCA Mutt Masquerade in October. Anyone who participates in all three 5k walk/runs will be awarded with a Triple Hound Finisher Medal and recognized as a Special Champion for the Animals. This collaboration will help spread awareness and increase the funds raised for all three shelters.



Member Only T-Shirt



FOR THE ANIMALS
VBSPCA

JOIN THE MISSION BECOME A MEMBER

As a VBSPCA Member, you become part of our mission. Every adoption we complete, every wildlife animal we rescue, every child we reach, and every pet we treat in our clinic connects back to you. YOU make our mission possible, and

all it takes is \$10 a month.

Learn more at vbspca.com/membership

HAPPY TAILS



Maggie Adopted May 2018

I guess you could say it was love at first sight. I sat in the visiting room, petting her and talking to her. She immediately went on her back for belly rubs and I knew she was mine. Maggie had a lot of trust issues when we brought her home. Thankfully my mother lives with us so she did not have to be left alone during the day and I believe this helped a great deal. I had been told she had spent most of her life tethered on a porch and I wanted her to know those days were over. She really became my dog almost immediately. Most Fridays are 'Maggie at work' days. When I go home for lunch, somehow she knows it's Friday. When I'm leaving, I just say, 'You ready to go to work?' and she goes right to my car. Seeing how Maggie has begun to trust, how she interacts with the other pups in the house, and how she has really come into her own personality fills my heart with pure joy. Why should one consider adopting, rather than buying a pet? All I can say is in the case of Maggie, she fills our home and hearts with such love with her little quirks. We received so much in return and she is truly a part of us now.

- William and Debbie

Vision

Vision may be a blind cat, but she lives a completely normal cat life. She plays, she cuddles, she cries when she is hungry, and she has certainly found her independence. It might take her a little bit of encouragement to understand that if she jumps off the bed she isn't going to fall into a huge canyon, but she learns. These times when I have to help build her confidence are so special and they make our bond even stronger. Eventually our family let her outside of our master bedroom and let her begin to interact with all of our other cats and experience the house. It was really great to see her learn the layout and see her first steps down the stairs. Now she runs up and down them!



Lucy

Lucy had previously been adopted and then returned to the VBSPCA due to a heart condition which required many visits to the vet. As adorable as she was, her heart condition worried potential adopters and she sat waiting in the shelter for weeks. But as soon as we saw her, we knew she was waiting for us. Lucy was equally as excited, and she has been an amazing companion since the day we brought her home. She has 3 human siblings and 3 dog siblings to play with. She loves going on walks, chasing her sister around the yard, and meeting new friends at the dog park. We are also happy to say that Lucy has now completely healed from her heart condition, it's amazing what love can do.





VIRGINIA BEACH SOCIETY FOR THE PREVENTION OF CRUELTY TO ANIMALS

3040 Holland Road
Virginia Beach, VA 23453
phone: (757) 427-0070
fax: (757) 427-5939
www.vbspca.com • info@vbspca.com

OPEN FOR ADOPTION SEVEN DAYS A WEEK!

HOURS OF OPERATION

Shelter Adoption Hours:

Monday: Closed
Tuesday – Friday : 12:00pm – 6:00pm
Saturday & Sunday: 10:00am – 4:00pm

Shelter Receiving Hours:

Monday: Closed
Tuesday – Friday : 12:00pm – 5:00pm
Saturday & Sunday: 10:00am – 3:00pm

Clinic Hours:

Monday - Tuesday: 9:00am – 5:00pm
Wednesday: 9:00am – 6:00pm
Thursday - Friday: 9:00am – 5:00pm
Saturday: 9:00am – 3:00pm
Sunday: Closed

Surgery Drop-Off: 8:00am – 8:45am

Check out www.vbspca.com, where adoptable animals' photos are updated regularly.



UPCOMING EVENTS TO SUPPORT THE ANIMALS



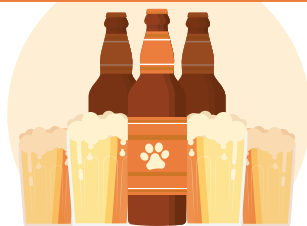
Spring Egg & Dog Toy Hunt



April 4, 2020

Back Bay's Farmhouse Brewing Co.

PAW CRAWL



May 16, 2020

Virginia Beach, Oceanfront

VB'S GOT TALENT

**MUSIC, DANCE
COMEDY & MORE**

July 25, 2020

The Sandler Center

COME JOIN THE FUN