The Association 2018 Annual Report
OUR MISSION

The Association for Animal Welfare Advancement develops strong leaders, promotes standards of practice, and cultivates collaboration to advance the animal welfare profession with a unified voice.

Learn more at About The Association
Current Critical Issues Tackled by The Association Leadership

| ✓ Animal Trends: overpopulation of cats; transport of animals across geographical regions; need for emergency assistance |
| ✓ Financial Climate: worldwide economy effect on fund raising and municipal budgets |
| ✓ Business Environment: emphasize a collaborative environment as we deliver technological advancement, professional staff and organizational transparency |
| ✓ Advance the Animal Welfare Profession: provide relevant and practical education, information and resources |
Strategic Highlights

• After 47 years, The Society of Animal Welfare Administrators rebranded to reflect our purpose and adopted a new name: The Association for Animal Welfare Administrators (The Association).

• Hired a Director of Professional Development and Credentialing and created a business plan to launch a on-line learning center to reach everyday educational needs and continue to develop professionals.
Strategic Highlights

- Developed **Provision of Veterinary Care in a Shelter Setting Best Practices** to identify the most effective standards for animal welfare organization leadership to inform their decisions to meet the medical needs of the animals in their care.

- Released an Executive Summary of findings as **Emerging leaders** reached out to veteran animal welfare professionals to develop an ongoing dialogue of concerns with succession planning, ways to effectively pass the baton, and methods to capture lessons learned.
Strategic Highlights

• Launched a stand alone *Operations Survey* to capture data that reflects constant and rapid change for animals and people to:
  • *benchmark the evolution of the industry,*
  • *understand key issues impacting animals,* and
  • *track the momentum of our work in our communities.*
Strategic Highlights

• Communication is key…revamped communication plan:
  • features an old favorite, *Members on the Move*,
  • adds *The Association Top Five*, helping members stay informed on the most important issues of the day, and
  • introduces *Taking the Lead* to augment the advancement of animal welfare.
Thanks for Your Feedback

Thank you so much for the scholarship to The Association June 2018 Conference! It was a very rewarding experience – I made several contacts,. I’m planning to send staff in November!

Tiffani Hill, Animal Control Division Manager, Glynn County Animal Control
It was a pleasure meeting you all at The Association 2018 Management Conference in Chicago. I am thoroughly enjoying my role as the Interim ED at the Santa Cruz SPCA. I left the conference feeling thoroughly inspired/motivated and ready to accelerate some of the difficult conversations that we need to have at the board level. Thank you for arranging that keynote, Roger Haston, Ph.D. His message was powerful, informed and necessary. He was also able to provide some creative ideas to my question about how to address the root causes of over-population in the areas which are currently transporting to shelters such as mine.

Abbi Davis, Interim Executive Director, Santa Cruz SPCA
Thank you Industry Partner Sponsors

Hill’s Pet Nutrition
VCA Animal Hospitals
ASPCA
PetSmart Charities
Thank you Industry Partner Sponsors

AKC Reunite
Animals First
Bayer Animal Health
Blackbaud, Inc.
Butler Schein
CEVA
Companion Project
DocuPet
First Veterinary Supply
Get Your Pet
How I Met My Dog
IDEXX

Jurox
Maddie’s Fund
Mason Company
Merck Animal Health
Michelson Found Animals
Newport ONE
Noetic Executive Research
One&All
Petco
petfirst Pet Insurance
Pethealth, Inc.
Purina

RKD Alpha Dog Marketing
Shorline / T Kennel
Spray Master Technologies
TrueSense Marketing
## Financial Highlights

<table>
<thead>
<tr>
<th>2018 Revenue</th>
<th>2018 Expenses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conferences</td>
<td>Conferences &amp; Membership</td>
</tr>
<tr>
<td>$275,181</td>
<td>$1,132,483</td>
</tr>
<tr>
<td>Sponsorships</td>
<td>Certification</td>
</tr>
<tr>
<td>$937,150</td>
<td>$83,036</td>
</tr>
<tr>
<td>Membership Dues</td>
<td>Leadership &amp; Strategic Planning</td>
</tr>
<tr>
<td>$188,959</td>
<td>$61,258</td>
</tr>
<tr>
<td>Certification</td>
<td>Management &amp; General</td>
</tr>
<tr>
<td>$4,800</td>
<td>$191,118</td>
</tr>
<tr>
<td>Member Services</td>
<td>Professional Development</td>
</tr>
<tr>
<td>$23,378</td>
<td>$51,323</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td></td>
</tr>
<tr>
<td>($128,023)</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong> $1,301,445</td>
<td><strong>TOTAL</strong> $1,519,218</td>
</tr>
</tbody>
</table>

Financial Audit by Heider, Tanner & Dirks, Certified Public Accountants, as of 12/31/2018
The Association

Board of Directors

Lisa LaFontaine, Chair, Chief Executive Officer, Humane Rescue Alliance
Brad Shear, CAWA, Chair Elect, Executive Director, Potter League for Animals
Sharon Harvey, Secretary, President & CEO, Cleveland APL
Kathryn Mahoney, CPA, CAWA, Treasurer, Dir. of Fin. & Admin., Wayside Waifs
Judy Calhoun, CFRE, CAWA, Executive Director, The Larimer Humane Society
Carmine DiCenso, Executive Director, Dakin Humane Society
Sharon Harmon, CAWA, Executive Director, Oregon Humane Society
Shelly Moore, CAWA, President / CEO, Humane Society of Charlotte
Matt Pepper, CEO, Michigan Humane Society
Corey Price, CAWA, Animal Services Manager, City of Irving Animal Services
Ana Zorrilla, CAWA, Chief Executive Officer, Louisiana SPCA
Jim Tedford, CAWA, Ex Officio Officer, President & CEO, The Association