

P.O. Box 2096  
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Ridgway, CO 81432  
(970)626-2273  
[www.adoptmountainpets.org](http://www.adoptmountainpets.org)



*Celebrating our 20<sup>th</sup> year of saving animals' lives  
and strengthening the human-animal bond .....*

## **2013 Annual Report**

2013 completes 20 years of Saving Animals' Lives for Second Chance Humane Society! But beyond saving lives and operating education and prevention programs, such as humane education, mobile adoption and spay/neuter programs, we have made a substantial impact upon the regions pets and communities. This annual report provides a glimpse into how we have made a difference and demonstrates that we are a sustainable organization built upon a solid foundation which our donors and supporters can have steadfast confidence in now and into the future.

2013 was another leap year for Second Chance as the capital campaign for the region's first purpose built dog shelter was successful, and although not complete, construction on the facility began. This facility more than doubles the capacity for Second Chance to save dogs' lives. Additionally outdoor cat enclosures were built for the communal cat rooms in the Cat Ranch House allowing cats to safely be outside in the sun and fresh air at their leisure.

Beyond increasing capacity, both of these projects create low stress, nurturing environments for the dogs and cats temporarily residing at Second Chance, thus supporting the animals in staying healthy and happy and exponentially increasing their chances at adoption. These exciting ventures have projected us on a whole new trajectory of saving lives.

As we prepare for 2014, and the completion of the new Dog Den, we will maintain a focus upon addressing other gaps in the regional animal welfare system and fostering responsible pet parenting and the human-animal bond. We were again humbled by the strong show of support that we received from the community for the Dog Den project and reminded of how necessary Second Chance and all of its possibilities are to the region. We are deeply grateful and honored to be able to provide our service area with an effective and evolving animal resource center that we can all be proud of.



Kelly Goodin  
Executive Director

Allison Branson, DVM  
President, Board of Directors

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*At Second Chance, we understand the importance of pets in our culture, that's why our mission involves Saving Animals' Lives and Promoting Responsible Pet Parenting & the Human-Animal Bond. Our long term vision is nothing short of Loving homes for all pets.*



## Programs & Services

Located in southwestern Colorado, Second Chance Humane Society serves Ouray and San Miguel Counties, and actively supports adjacent areas throughout the Western Slope. Our target service area includes the City of Ouray, the Towns of Mountain Village, Norwood, Ophir, Placerville, Ridgway and Telluride, and the unincorporated areas of Ouray and San Miguel Counties. The total human population we serve is greater than 12,000 people.

The programs and services offered by Second Chance are intended to aid and assist both pets and people, and span the Four Corners Region through collaborative partnerships. While traditional animal sheltering is central to our operations, our long term objectives include educating the public on pet overpopulation, the humane treatment of animals, responsible pet ownership, and strengthening awareness of the role of pets within our community.

*All pets that come under the care of Second Chance are treated with kindness and compassion, provided with comprehensive medical and behavioral care, and are placed into a safe, loving environment.*

## Intake & Adoption Performance

Like most animal welfare organizations across the United States, companion animal intake and adoption is the cornerstone of saving the lives of stray and homeless animals for Second Chance.

<i>Pets Received...</i>	<b>383</b>
<i>Pets Adopted...</i>	<b>252</b>
<i>Pets Reunited...</i>	<b>87</b>
<i>Pets Transferred...</i>	<b>3</b>

### Snapshot

During 2013 Second Chance increased homeless pet intake by 30% over 2012. The number of pets receiving new homes or reunited with their families increased by 20%.

For 2013, Second Chance's efforts resulted in a Live Release Rate of 98.8%. Our Live Release Rate is determined using the industry standard developed as the Asilomar Accords in 2004. One pet was humanely euthanized due to untreatable medical issues and three pets died while in our care.

Consistent with our mission, we group all of our programs by their targeted objective. While some programs are larger and require more resources, all are implemented by Second Chance in order to foster a healthy, safe environment for our community's pets.

## *Saving Animals' Lives*

## *Promoting Responsible Pet Parenting*

### **Companion Animal Intake & Adoption**

In addition to working with regional counties and towns on homeless and stray pets, Second Chance actively receives animals from individuals that need assistance and works with other animal welfare organizations throughout Colorado to ensure that as many pets as possible find loving homes. All pets adopted from Second Chance are spay/neutered, vaccinated and microchipped.

### **Mobile Adoption & Outreach**

Second Chance operates the Mobile Mutts and Meows Van to reach out beyond our shelter for promoting pet adoption and outreach. Popular venues include Petco, Chow Down in Montrose, and various events and farmer's markets in Montrose, Ouray, Ridgway and Telluride.

### **Spay/Neuter Assistance**

Second Chance works with individual pet owners and rescue groups alike to ensure affordable spay/neuter. In 2013, Second Chance provided resources to both, resulting in the sterilization of 121 animals including feral cats. Combined with the 164 shelter animals we sterilized, Second Chance enabled 285 surgeries in 2013.

### **Feral Cat Program**

Working to save lives beyond the pets under our direct care, Second Chance Humane Society operates a feral cat program that traps, tests, neuters, vaccinates and releases them back into the territory from which they came. Such practice manages the proliferation of stray and feral cats, and mitigates the spread of disease such as FIV/FELV.

### **The Wags and Menace Foundation Medical Fund**

Since 2009, Second Chance has partnered with The Wags and Menace Foundation to establish a medical fund in order to expand our ability to give sick or injured homeless pets a second chance at life.

### **Pet Placement Assistance**

In the event that a pet must be re-homed, Second Chance offers assistance for finding suitable homes. We help by placing the pet on our web site, matching the pet with our wish list, bringing the pet into our shelter when space permits, and providing resources to the parents that enable them to broaden their search for a new loving home for their pet.

### **Weekly Pet Column**

The Second Chance Pet Column provides humane education and pet care information, news about our organization and promotes our adoptable pets. It is published weekly in regional newspapers and the online magazine *Telluride Inside... and Out*. Past issues of the Pet Column are maintained on our web site.

### **Second Chance Web Site**

The Second Chance web site located at [www.adoptmountainpets.org](http://www.adoptmountainpets.org) provides information about our adoptable pets, programs and services, upcoming events, volunteer opportunities, organization and governance, and Thrift Shop. Averaging 3,400 unique visitors per month, the web site is also a resource for humane education and accepts online donations.

## *Promoting the Human- Animal Bond*

### **Reuniting Pets with Families**

Every healthy, treatable and rehabilitative dog and cat that comes into Second Chance leaves either reunited with its family or adopted into a new home. All effort: is made to identify stray pets upon arrival and reunite them with their families in real time. To increase this likelihood, Second Chance promotes microchipping and periodically offers affordable microchip clinics.

### **Collaborations**

Second Chance works very hard to promote the human-animal bond throughout our service area and has learned that the most effective way to do this through collaboration with the community, local governments and partner organizations. We periodically conduct meetings with key stakeholders to provide information and to solicit feedback on how best to align our efforts with the needs of our community. Within the industry, we collaborate with other animal welfare organizations to ensure broad scale impact. Second Chance is a proud member of the Western Colorado Animal Rescue Coalition (WeCARE).

***Behind every stray and homeless pet in Ouray and San Miguel Counties is a friend for life and a Second Chance.***

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# Operating Revenue & Expenses

Second Chance Humane Society is a fiscally conservative organization that never loses sight of its mission, Saving Animals' Lives. To that end, 88% of our operating expense during 2013 directly benefited animals through costs for sheltering, medical and rehabilitative care, and our many preventive programs. General operating expenses including accounting services, administrative costs and labor were managed to only 9% of total expenses.

## Operating Revenue

### Contributions

Donations, Dues & Foundation Grants	\$87,291	15%
Fundraising Events	\$32,087	6%
Government Grants	\$7,345	1%

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<b>Total Contributions</b>	<b>\$126,723</b>	<b>22%</b>
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### Earned Income

Thrift Operations Income*	\$399,532	69%
Shelter Operations Income	\$42,911	7%
Other Earned Income	\$8,903	2%

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<b>Total Earned Income</b>	<b>\$451,346</b>	<b>78%</b>
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<b>Total Operating Revenue</b>	<b>\$578,069</b>
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## Operating Expense

Program Service Expenses	\$454,369	88%
Management & General Expenses	\$47,689	9%
Fundraising Expenses	\$13,220	3%

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<b>Total Operating Expense</b>	<b>\$515,278</b>
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\* Note that while we list income generated from our Thrift Operations as earned income, all revenue is generated from the sale of donated goods.



# Building Second Chances | Phase 2 - The Dog Den

Second Chance purchased Angel Ridge Ranch (Building Second Chances | Phase 1) in 2011 realizing an eventual need for a purpose-built dog facility. At the time, existing structures were repurposed to temporarily accommodate the existing dog population.



As a result, our shelter dogs were housed in a heated barn using outdoor dog runs to serve as kennels. The barn was not designed as a shelter and presented significant operating challenges and inefficiencies. Further, the capacity of the barn is limited to 12 dogs, less than half of the permitted population that Second Chance could otherwise rescue.

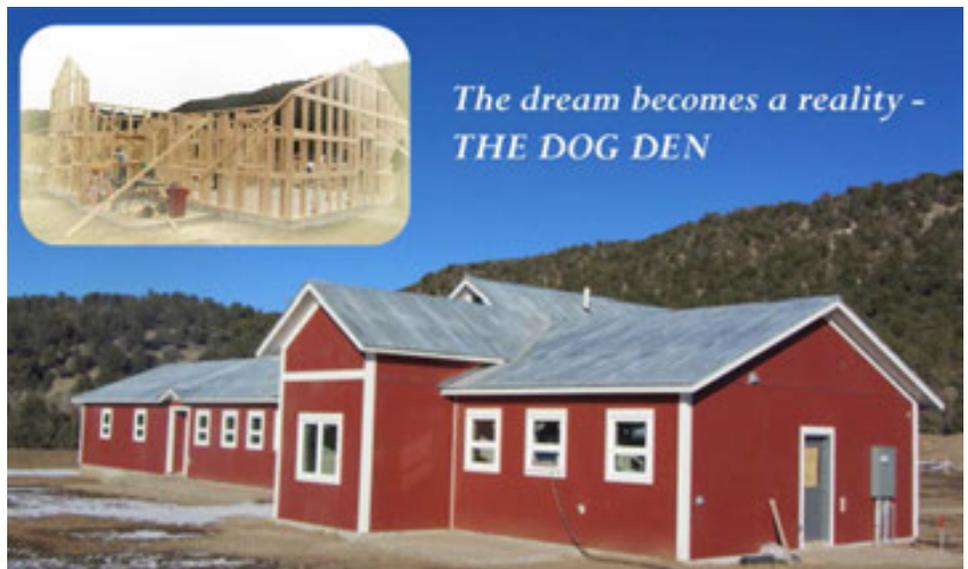
To correct these deficiencies Second chance embarked on Phase 2 of its Building Second Chances initiative. Called **The**

**Dog Den** this new facility is designed as state of the art for dog accommodation and care, yet is value-engineered to maximize dollar worth. Immediately doubling dog capacity, the facility includes unfinished space that, when furnished, can support our projected 2024 dog population.

Construction of the new facility has the added benefit of freeing space to make it available for a more suitable purpose, such as a venue for onsite medical care and hosting of low-cost spay/neuter clinics.

As of year-end 2013 **The Dog Den** project is on budget and on schedule for completion in April 2014.

Fully furnished with interior dog rooms and an expansive array of exterior dog runs and exercise areas, **The Dog Den** projected to cost \$700,000. Funding for the project is provided by grants from the Telluride, Animal Assistance and El Pomar Foundations and from private donations. With 88% of total funding requirements already in-hand or pledged, Second Chance looks forward to dedicating a fully paid for facility in 2014.





# About Us

## Management Team

Kelly Goodin *Executive Director*  
[kelly@adoptmountainpets.org](mailto:kelly@adoptmountainpets.org)

Elizabeth Kirwin *Shelter Manager*  
[elizabeth@adoptmountainpets.org](mailto:elizabeth@adoptmountainpets.org)

Lynda Burns *Thrift Shop Manager*  
[thriftshop@adoptmountainpets.org](mailto:thriftshop@adoptmountainpets.org)

Dick Caldwell *Business Manager*  
[admin@adoptmountainpets.org](mailto:admin@adoptmountainpets.org)

## Board of Directors

Allison Branson, DVM *President*

Ashley Bradley *Vice President*

Martha Gearty *Secretary*

Dudley Case *Treasurer*

Lawrence McReynolds, MD *Member*

Kelly Goodin *Member*

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## Locations & Hours

**Animal Shelter**  
177 Country Road 10  
Ridgway, CO 81432  
(970)626-2273 | Phone

**Thrift Shop**  
309 Sherman Street  
Ridgway, CO 81432  
(970)626-3233 | Phone

**Hours**  
Tue - Sun: 10 am - 5 pm

**Hours**  
Sun: Noon - 5 pm  
Mon - Sat: 10 am - 5 pm

## Advisers to the Board

Robert Burns, JD *Legal Adviser*

Cathryn Peterson, CPA *Financial Adviser*

**General Information**  
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[www.adoptmountainpets.org](http://www.adoptmountainpets.org)

Photos by Kaycee Clark of Real Life Photographs - [www.reallifephotographs.com](http://www.reallifephotographs.com).

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