

ASAP 2016 Annual Report

*Changing the world
for one cat at a time.*

Ruby
adopted 01/17

Volunteer Leadership

Board of Directors:

Kaitlyn Bathel, PhD
President

Bernard Kelmenson
Treasurer

Linda Badal
Secretary

Mike Fountaine
Board Member

Jean Greek, DVM
Board Member

Volunteer Program Directors:

Barbara Ceriale
Feline Behavior Program

Lisa Mathiasen
Shelter Operations

Stacey Matson
Feline Retention Program

Mary Scott
Administrative Program

Gina Sunseri
Foster Program

Jill Title
Social Media Program

Staff

Angela Walters Rockwell
Executive Director

Rhonda Douglass
Director of Development

Becky Morrill
Volunteer Program Director

Daphne Garlick
Administrative Associate

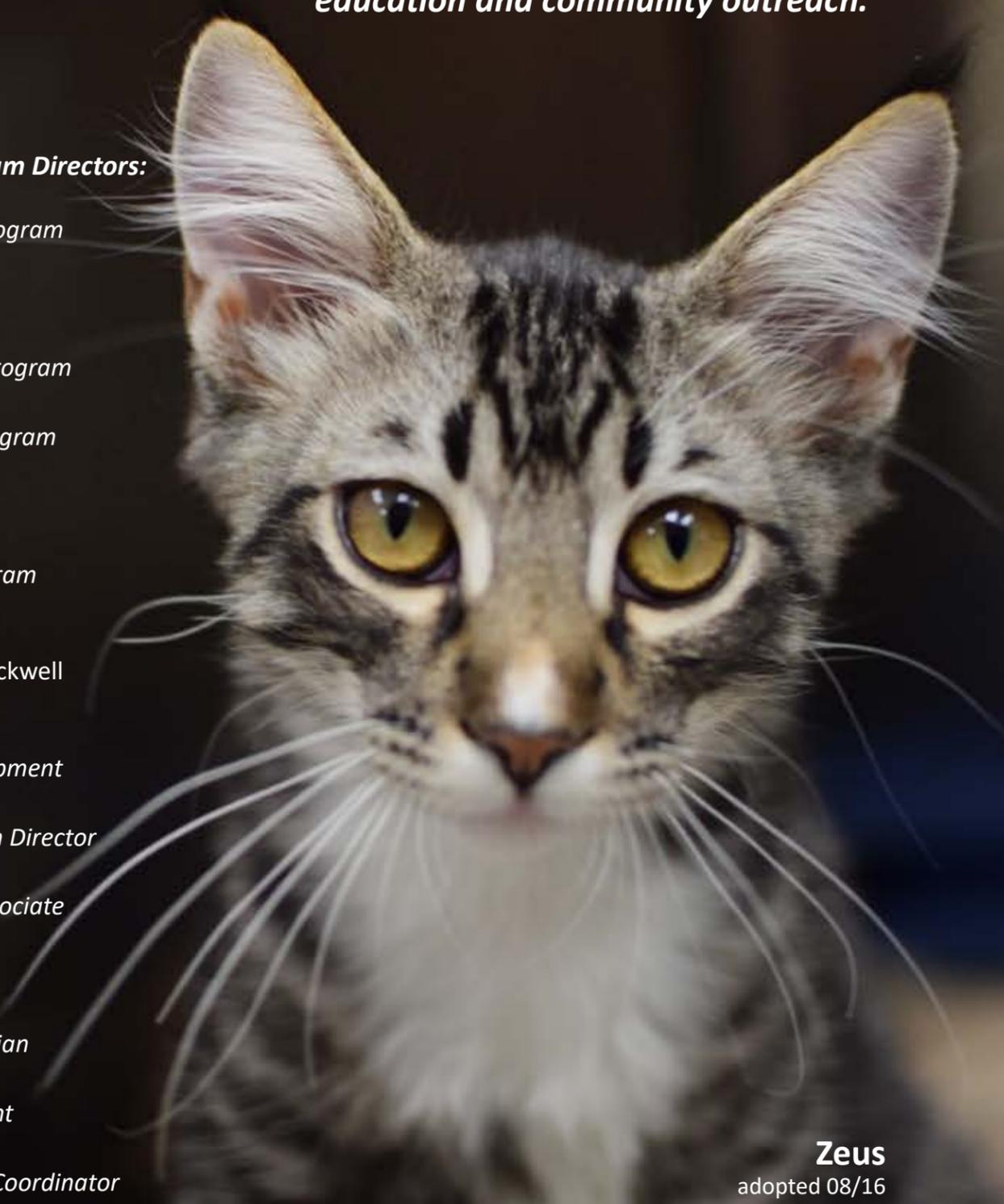
Lisa Okuda, DVM
Veterinarian

Greg Calderon
Veterinary Technician

Ketia Johnson
Veterinary Assistant

Lisa Mathiasen
Foster Placement Coordinator

The mission of Animal Shelter Assistance Program (ASAP) is to save the lives of cats in Santa Barbara County by providing shelter, veterinary care, behavioral support, adoption and foster services, education and community outreach.



Zeus
adopted 08/16

From ASAP's Executive Director & President

ASAP has a responsibility to make sure good things happen with your donations. You have finite resources, and you want them to make a difference. So do we. Together, we recognize that the lives of lost and homeless cats are not disposable—that every feline life is precious. And together we envision the day when there is a loving home for every cat, and, perhaps, a loving cat in every home. But until then, through your commitment and generosity, ASAP provides safety and shelter for cats who are powerless to control their own destiny.

This report tells a story of our work in 2016—a story that will make you proud. We offered safe haven to 947 cats and kittens—providing nutritious food and clean water, shelter from predators and weather, and high quality veterinary care until loving new homes were found. Each cat that arrives at ASAP is an individual living creature, with their own personality and needs. Some of our cats have unique behavior or veterinary issues that other shelters wouldn't even try to address, but that are actually quite resolvable with a little compassion, knowledge and resources through our specialized behavior, foster and veterinary programs.

For those of you who have supported our remarkable organization for many years, you know that ASAP has been effective because it has always stayed true to its mission. As ASAP has grown over the past 28 years, our ability to save feline lives, as well as impact the standards of care for all felines in our community, has expanded. To reflect our broader role in our community, the Board of Directors approved a new mission statement in 2016—one that embraces the entirety of feline lives in Santa Barbara County rather than focusing solely on one county shelter. We are incredibly proud of ASAP's expanded mission—and we are grateful to our donors who make it possible for us to help even more homeless cats, including those beyond our own shelter walls.

The choices we make and the care we provide these precious felines today and tomorrow will have an impact in the future—both theirs and ours. Thank you for joining us in making the world better for these cats and kittens—for, without a doubt, our world, and our lives, are infinitely better with them in it.

Angela Walters Rockwell
Executive Director

Kaitlyn Bathel, PhD
President, Board of Directors

947

cats & kittens sheltered

273

cats & kittens fostered

76

lost cats & families reunited

60

working cats placed

145,000

meals served

132

Tiny Lions™ tamed

480

spay/neuter surgeries

19

hospice cats sleeping in homes

Ellen
currently adoptable

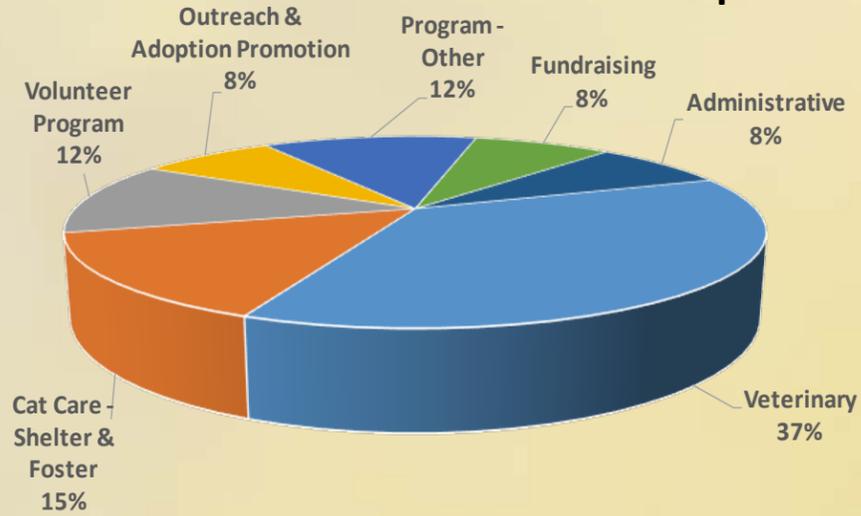
Made possible by
25,625 volunteer hours

ASAP saves the lives of 100% of adoptable cats and kittens.

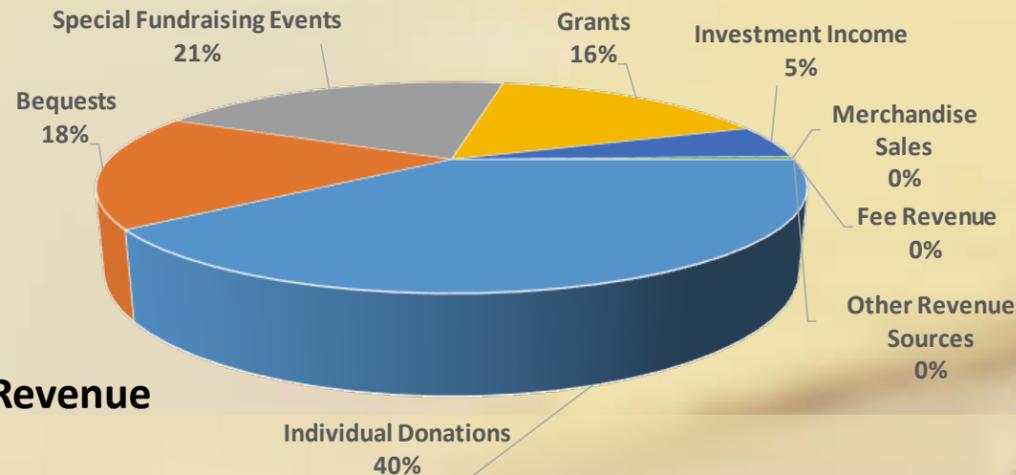
Did You Know?

For the past 28 years, ASAP has received no portion of the fees paid by the public to Santa Barbara County Animal Services for adoptions, relinquishments, or redemptions (including daily boarding fees and veterinary costs), even though all of these services are provided by ASAP. In addition, due to the nature of ASAP's relationship with Santa Barbara County Animal Services, we are prevented from seeking other sources of revenue from fees or the services we provide.

2016 Expenses



2016 Revenue



Thank you to the following foundations for their generous support:

Animal Charitable Foundation of Santa Barbara County, Inc.
 Bernice Barbour Foundation
 Goleta City Grant Program
 Henry W. Bull Foundation
 Lil BUB's BIG Fund for the ASPCA
 Mildred G. Federico Charitable Foundation
 Ronald & Phyllis M. Bruce Trust for the Protection of Animals
 Rotary Club of Montecito Foundation, Inc.
 The Roy & Ida Eagle Foundation
 Santa Barbara Foundation
 Wendy P. McCaw Foundation
 The Wood-Claeyssens Foundation

ASAP cats and kittens benefit from two wonderful capital improvements to our shelter in 2016:

- Our fire detection and sprinkler system ensures that our shelter cats are safe from disaster, even when the shelter is closed--made possible through a special fundraising campaign and many donors!
- Our shelter cats now have a garden habitat to romp and play in, as well as interact with potential adopters--made possible by a generous donation from Marie Morrisroe.

B. Grace
currently adoptable

YOU Changed the World for 947 Cats in 2016

Our donors are the true heroes of our organization, providing the vast majority of our income! Without your support, none of ASAP's critical programs would have been successful this year. We sincerely thank you for your ongoing support and dedication to ASAP!

The strength of ASAP's programs is in the broad, grassroots support of our donors. In 2016 alone, 824 donors gave a total of 1344 individual donations, with an average donation amount of \$128—not including in-kind donations and special fundraising events like Basil's BIG Bash.

Ensuring Your Donations Save Cats

At ASAP, we strive to ensure that every dollar we receive makes a substantial difference in the lives of cats in our community. In 2016, 84 % of our income was used on caring for cats and kittens both in our shelter and in foster care, ultimately getting the cats out of the shelter and into homes through adoption promotion, and improving the lives of cats in our community through feline behavior counseling, education and outreach.

Helping Cats Find Their Way Home

The only thing worse than losing a beloved family cat is being a beloved family cat that gets lost. In most shelters nationwide, the chance of a lost cat being reunited with their owner is a dismal 2-5%. But at ASAP, our commitment to microchipping every single cat and kitten that comes through our shelter, combined with the dedication of our Lost Cat Team, has more than doubled the chance for a lost cat to be found. In 2016, ASAP's recovery rate for lost cats was over 11% with 76 cats joyfully reunited with their owners!

Decreasing Overpopulation

This nation's streets and shelters are full of unwanted cats and kittens. The only way to combat this tragic problem is with public education and aggressive spay/neuter programs. This is why ASAP has made the commitment to alter each and every cat or kitten to come through our shelter, including feral and free roaming cats. Every day, we chip away, little by little, at the number of homeless felines, born or abandoned in our Santa Barbara community, struggling to survive against all odds.

Volunteer Impact

With over 250 active volunteers at ASAP, there is virtually no job untouched by their dedication and compassion. Working side-by-side with our small staff, our compassionate volunteers provide 100% of the daily care, sheltering, fostering, enrichment, and behavior support for our cats, as well as adoption and behavior counseling for the public. Our volunteers donate the time equivalent of 13 full-time employees, literally making the work that ASAP does possible. Not only do our volunteers carry the lion's share of the work, but they also carry the heart and vision of ASAP in our shelter and community!

Saving the Most Vulnerable

Everyday, cats are euthanized in shelters nationwide simply because they do not fit traditional criteria for adoptability. In fact, orphaned kittens in need of bottle-feeding and geriatric seniors are not considered save-able at many shelters. But at ASAP, we believe there is a home for every cat—even the tiniest of newborn kittens and the frailest of senior cats—and we dedicate resources and programs to ensure the most vulnerable felines have a fighting chance.

Improving Adoptability

Sadly, many cats are surrendered by their owners for behavior or veterinary issues. Some highly adoptable cats can develop anti-social behavior as a result of the stress of being in a shelter. Without our help, these cats may be overlooked or rejected by adopters because they have withdrawn emotionally or are showing undesirable behaviors. ASAP truly believes these cats are worth saving—and that most of their problems can be understood and resolved. Our veterinary staff work side by side with our Feline Behavior Program volunteers to develop individual comprehensive wellness/behavior and enrichment plans for these higher risk cats to ensure they can put their best paw forward for potential adopters.

Improving the Quality of Life for Pets & Their Owners

At ASAP, we believe everyone in the family matters—and that includes every person, cat, dog or other furry creature! This “whole family” concept has led us to develop more individualized match-making between potential adopters and cats, as well as their resident dogs and other cats. Our support doesn't end when the cat goes home—ASAP provides post-adoption follow-up and behavior counseling if needed. As we move into 2017, a program is underway to prevent owners from having to unnecessarily relinquish their cats and help these cats stay in homes where they are loved and out of the shelter.

Vonnegut
adopted 03/16

Granting Genie's Wish

When Genie arrived at ASAP, we didn't know if her owner had died or abandoned her, but one thing was certain: this stunning 5 year-old fluffy calico had lost her home and her family.

While most cats are naturally stressed when they enter a shelter, Genie was terrified. With her jade-green eyes dilated in fear, she swatted or nipped those who approached her. She became protective of her cage, and lunged at volunteers who just tried to change her water. How would this fierce, frightened beauty ever be adopted?

Luckily for Genie, ASAP offers intensive behavioral support for cats with adjustment difficulties. While many shelters would have labeled Genie "unadoptable" – which, tragically, often leads to euthanasia – our behaviorists were committed to helping her feel safe, secure and trusting. Genie deserved a new life in a forever home, but she needed our help.

As our Feline Behavior Team worked with Genie, they began to glimpse a social, loving cat. Genie even started giving herself "time-outs" by going into her carrier if she got agitated. Progress! Over an eleven-month period with continued behavioral support, Genie became attached to a few people whom she "permitted" to touch her in her cage. She loved when her "people" carried her around and stroked her cheeks, and she'd drool as she purred!!

Once the team assessed that Genie was ready for adoption, they posted a video on our website which caught the eye of a couple who were grieving the death of their older cat. When Nancy and Dan saw Genie rubbing against visitors' legs and closing her eyes in bliss as someone caressed her cheeks, her sweet friendly behavior reminded them of the kitty they'd lost.

Nancy was informed of Genie's past difficulties, but she was certain she'd walk into ASAP and fall in love immediately. Genie, however, greeted Nancy with a warning nip, and the love affair seemed over before it began. But when our Feline Behavior Program Director described Genie's progress, Nancy, a therapist herself, was moved to give Genie the loving home she desperately needed. (It didn't hurt that Genie started flirting shamelessly with Dan!)

Genie slept with her new family on her first night, and has done so ever since. She spends her waking hours – ALL of them – in Dan or Nancy's lap. Nancy's only complaint is that Dan sometimes greets Genie first. When the couple realized that their second home in Arizona felt too empty without their beloved Genie, they started bringing her along. The kitty who used to cower in her cage if she heard a sudden noise is now a confident interstate traveler!

"Genie just makes us melt – she offers a special kind of love that truly makes us feel at home."

—Nancy Gutfreund & Dan Marx

Genie

ASAP Begins and Ends with YOU!

Volunteer

With just a few hours a week, you can make a profound difference in the lives of the homeless cats in our shelter. From animal care to administrative support, there are many ways to help. To learn more, email volunteer@asapcats.org or visit our website at asapcats.org/volunteer

Future Gifts

Ensure that the lives of homeless cats will always be saved through a bequest to ASAP. Contact development@asapcats.org for information or to let us know if you have already included ASAP in your estate plans.

Donate

Every gift directly saves cats. Give online at our website: www.asapcats.org ASAP welcomes gifts of stock. For more information contact: development@asapcats.org.

Make a tax deductible contribution by mail to:
ASAP
PO Box 357
Goleta, CA 93116

Raise Money

Start your own fundraising campaign to support ASAP! For more information, visit our website at asapcats.org/raise_funds

Adopt

Directly save a life and enrich your own by opening your home and heart to a shelter cat—and encourage friends, family and community members to adopt from ASAP and other shelters rather than buying pets from stores and breeders.

Panda

adopted 08/16



POSTAGE

P.O. Box 357
Goleta, CA 93116

805 683-3368
info@asapcats.org
www.asapcats.org

-  Facebook.com/asapcats
-  Twitter.com/asap_cats
-  Instagram.com/asapcats

ASAP Shelter Info:

5473 Overpass Road
Shelter Phone: 805 683-3368
Administrative: 805 722-5452
Feline Behavior Helpline: 805 448-9097
Working Cats: 805 699-5739

New Shelter Hours:

Monday-Saturday 10 AM – 4:45 PM
Open until 7 PM on Wednesday!
Sunday 11 AM – 2 PM!

Open Invitation to Visit Our Shelter!

Every donor, volunteer, foster and adopter is a member of our ASAP family, and we welcome you to visit the shelter during our regular hours. Our staff, volunteers, and especially the kitties waiting for forever homes would love to see and thank you in person.

Gus
adopted 02/17

