This report represents PLACER COUNTY SOCIETY FOR THE PREVENTION OF CRUELTY TO ANIMALS's responses to Charting Impact, a joint project of BBB Wise Giving Alliance, GuideStar USA Inc, and Independent Sector. Charting Impact uses five simple yet powerful questions to encourage strategic thinking and help organizations share concise information about their plans and progress toward impact.

PLACER COUNTY SOCIETY FOR THE PREVENTION OF CRUELTY TO ANIMALS
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Mission:
Our mission is to enhance the lives of companion animals and support the human-animal bond. Our vision is that every adoptable companion animal in Placer County has a home, every lost companion animal in Placer County is reunited with its owner, every dog and cat owner has access to affordable spay and neuter services and every companion animal is treated with kindness and respect. We are a private, non-profit organization, not affiliated with any other entity and do not receive donations through the ASPCA or HSUS.
1. What are we aiming to accomplish?
Placer SPCA strives to enhance the lives of companion animals and support the human-animal bond. Our ultimate goal is to see a day where every adoptable companion animal in Placer County has a loving home.

2. What are our strategies for making this happen?
The Placer SPCA offers the most comprehensive animal welfare programs designed to improve overall animal well-being and adoptability through kennel enrichment and socialization strategies, behavior modification counseling and training, foster care, and mobile adoption. Working closely with the community, the SPCA provides adoption counseling, spay/neuter assistance and education, pet lost and found, pet classes and workshops, humane education, collaborative rescue efforts, and volunteer opportunities. To achieve our vision - that one day every adoptable companion animal in Placer County has a home, Placer SPCA employs a wide array of programs and services, such as: • Adoptions: Residents from all over Northern California adopt animals from the Placer SPCA. Since 1995, 46,216 animals have been adopted into permanent homes. All adopted cats, dogs, and rabbits are spayed or neutered, vaccinated, microchipped, and given a certificate for a free veterinary exam. • SOS Fund: Provides responsible pet owners an opportunity to apply for one-time financial assistance for emergency expenses, including veterinary care, rental deposits, and boarding fees. Without such support, owners often must surrender their pets – or worse yet, abandon them to the streets. • Spay/Neuter Assistance Program (SNAP): Focused on reducing pet over-population and the number of homeless animals, donor-subsidized spay and neuter programs are available at the Roseville Animal Care Center and through a partnership with 19 Placer County veterinary clinics. • Behavior Help Line: Behavioral concerns are a key factor to animal surrenders and abandonment. This help line provides free advice to owners experiencing behavior problems with their pets. The goal of this program is to help keep companion animals with their families and out of shelters. • Microchip and Vaccination Clinics: Low-cost rabies vaccinations and microchip implants are available at regularly scheduled clinics. This affordable resource assists in reuniting lost pets with their families and reduces the spread of disease throughout the community. • Humane Education: Program staff and volunteers conduct children's programs focused on service projects and caring for animals, including youth summer camps and after school clubs. A unique tool for developing character and compassion, schools and youth groups can request a complimentary program at the Placer SPCA or at a remote location. • Pet Mobile: The Pet Mobile is active within Placer County on a weekly basis. In addition to providing educational materials about the Placer SPCA programs, the Pet Mobile volunteers are trained to adopt animals directly from the remote site, issue SNAP vouchers and provide behavior assistance and tips to pet owners. • Food Assistance: Committed to helping companion animals remain with their owners, pet food is available at no cost during times of financial hardship.

3. What are our organization's capabilities for doing this?
Today, the Placer SPCA has a workforce of 28 full-time and 5 part-time professional staff members, and more than 900 volunteers who work nearly 90,000 hours annually – equating to 43 additional full-time employees. We utilize our volunteers in a number of capacities including dog and cat handling and socialization, adoption counseling, special events, PetMobile outings and other community events, foster parenting, clerical and office support, and much, much more. Placer SPCA is governed by an all-volunteer board of directors whose focus is guiding the organization, setting policy, ensuring sound fiscal management and ensuring we are effectively serving our mission.

4. How will we know if we're making progress?
On an annual basis, the Placer SPCA outlines a strategic plan that helps keep the organization focused on its overall goal, as well as identify the main priorities for the year. Based on those priorities, we define goals and objectives that help guide
our efforts throughout the year.

5. What have and haven't we accomplished so far?

The Placer SPCA continues to work hard toward our vision that one day every adoptable companion animal in Placer County has a home. In 2016, the Placer SPCA worked tirelessly toward achieving our vision and is very proud of our accomplishments, including:

- 2,470 animals were adopted in 2016
- 466 animals were reunited with their owners
- 46,216 of animals have been adopted at the Placer SPCA since 1995
- 427 animals received specialized medical care and many more received in-house treatment and medical care through our Guardian Angel program
- 18 families received critical assistance to keep their pets were provided medical care through our SOS program
- 1,376 Placer County animals were spayed or neutered through our Spay Neuter Assistance Program
- 117 pets and 3 feral colonies received food through our Food Assistance Program
- 817 volunteers gave 84,478 hours in 2016
- 107 Thrift Store volunteers gave 17,350 hours and raised $338,891 for Placer SPCA animals
- 300 families gave 17,735 hours to foster animals
- Volunteers raised $14,350 from our recycling program
- 82 children attended our Humane Summer Kids Camps
- 744 Placer County students attended a Humane Education presentation
- 286 Girl and Boy Scouts served the Placer SPCA
- The Pet Mobile went to 234 community events
- 90 animals were adopted on the Pet Mobile: 46 dogs and 44 cats
- Placer SPCA was selected as the 2016 Reader's Choice Favorite Charitable Organization and Favorite Place to Volunteer
- 2016 marked the 10th consecutive year on Charity Navigator's 4-star charity list.