

CRITTER CHATTER MAGAZINE



NEWS FROM THE
SPCA OF WAKE COUNTY

ISSUE 1 | WINTER 2025

YOUR 2024 IMPACT REPORT

Pages 3&4

BREAKING GROUND ON A NEW ERA OF COMPASSION FOR NC'S PETS

PAGE 6

Pictured here:

Dinkley was found wandering alone in Durham County with no one to claim him. Upon his rescue, it was clear he was suffering from a severe case of pneumonia. For several weeks, he stayed under the watchful eyes of the SPCA's medical team until he made a full recovery. Shortly thereafter, he was adopted by an SPCA staff member who cared for him during his treatment.

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CRITTER CHATTER MAGAZINE

Published quarterly by the SPCA of Wake County
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Pet Adoption Center & Business Office
200 Petfinder Lane | Raleigh, NC | 27603
call: 919-772-2326 visit: spcawake.org
nonprofit tax ID # 56-0891732



ABOUT US: Founded in Raleigh in 1967, SPCA Wake is an independent, 501(c)(3) animal welfare organization. Funded by charitable support,

we provide vital community programs that pick up where local government agencies leave off. We work in 59 NC counties through collaborative partnerships that save pets and help people.

We are not affiliated with the ASPCA and we do not receive tax dollars or government funds. We are supported by caring donors like YOU.

SPCA Wake holds a 4-star rating (highest rating possible) from Charity Navigator – the nonprofit sector's premier trust indicator.



ADOPT: spcawake.org/adopt
adopt@spcawake.org

DONATE: spcawake.org/donate
Mondy Lamb, Vice President of Development
support@spcawake.org

VOLUNTEER: spcawake.org/volunteer
Pam Schmalenberger, Dir of Volunteer Services
Volunteer@spcawake.org

PRESIDENT & CEO
Kim Janzen, kjanzen@spcawake.org

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Pictured right:
Construction equipment looms large behind Kim Janzen. Along for the ride is Betty, a 10-year-old senior dog transferred into our care from the Harnett County Animal Shelter.

A Brighter Future for Pets & People



We are incredibly grateful for your unwavering support and passion that drives everything we do. Your generosity has enabled us to make a meaningful impact in the lives of homeless pets and families working to keep their pets. As you dive into our Impact Report on pages 3-4, remember that you are at the heart of every success metric and every story shared.

In early January, our community took a huge step forward to secure a better future for pets and people in North Carolina by breaking ground on the Susan and Randall Ward Regional Campus for Pets and People. This project will help transform vulnerable communities and deliver profoundly needed resources. *Read more about the groundbreaking on page 6.*

So far, we have raised \$21.7 million of our \$27.5 million goal. It's important to note that all but \$62,000 of the funds raised are exclusively from private donations, made by people committed to making a positive change for our state.

It's also important to note that these funds are separate from our annual budget, which consists of the donations that sustain our day-to-day operations and urgent, lifesaving rescue work. The animals still need your help right now. You are more important than you can imagine.

Would you like to learn more about the campus expansion project? We'd love to have a conversation about naming opportunities or how you could have an impact on this once-in-a-generation project. Please email MLamb@spcawake.org or visit spcawake.org/bigplans and submit an interest form. We look forward to connecting with you!

With immense gratitude for all you make possible,

Kim Janzen
SPCA Wake President and CEO



2024 IMPACT REPORT

Behind each number below, there's a real pet, person, or family who felt your support in 2024. You kept families together, made frontline rescue work possible, and saved pets in crisis. We are grateful for what you make possible. Let us know if you'd like to learn more!

242,923 SERVICES TO PETS

SPCA Wake provided a total of 242,923 services and items to pets in 2024.



3,578 LIVES SAVED

3,536 ANIMAL ADOPTIONS

26 returned to owner or TNVR'd

16 transferred to partner groups

218,992 PET MEALS PROVIDED

Pets and people in need receive pet food and supplies through partnerships with 10 local agencies, including Meals on Wheels of Wake County.



5,258 PETS SPAYED & NEUTERED

- 3,404 pets altered through the low-cost Saving Lives Clinic
- 1,854 pets altered through the spay/neuter voucher program

..... ► **81,220 FIXES**

Number of pets spayed/neutered through the SPCA's Saving Lives Clinic since its opening in 2009. That's **544,996 births prevented** that likely would have needed shelter services.

1,230 PETS HELPED



at five low-cost Wellness Clinics. 696 families brought their pets to receive affordable, essential vet care, such as microchips and vaccines.



13,294 VOLUNTEER HOURS

372 volunteers contributed time equivalent to 7 full-time staff.

1,833 PETS FOSTERED

404 volunteer foster families cared for young, injured or elderly animals.



2,456 PETS IN NEED

transferred into SPCA Wake's care. SPCA Wake partners with vets, labs, rescues, and municipal shelters across North Carolina to take in pets at immediate risk for euthanasia, or those who need veterinary care, rehabilitation, or more time to find a home.



307 COMMUNITY CATS

sterilized, vaccinated, and returned or rehomed in order to reduce feral cat and kitten overpopulation.



FINANCIAL STEWARDSHIP

SPCA Wake is nationally recognized for financial stewardship and transparency to donors, earning high marks from both Guidestar and Charity Navigator. 87.1% of each dollar goes to programs and program support with 12.9% spent on fundraising.* Source: FY24 990 Tax Return (most recent 990)

*Note: This fundraising figure is temporarily higher than usual due to work being done for the new building project (see page 6).

2024 IMPACT REPORT *CONTINUED*

After a significant increase in demand for animal services following the COVID-19 pandemic, SPCA Wake launched the Pet Helpline in 2021 – a first-of-its-kind initiative designed to make it easier for our community to find pet-related support. The Pet Helpline connects people with pet resources and programs while also providing insight into what programs and services our community needs most.

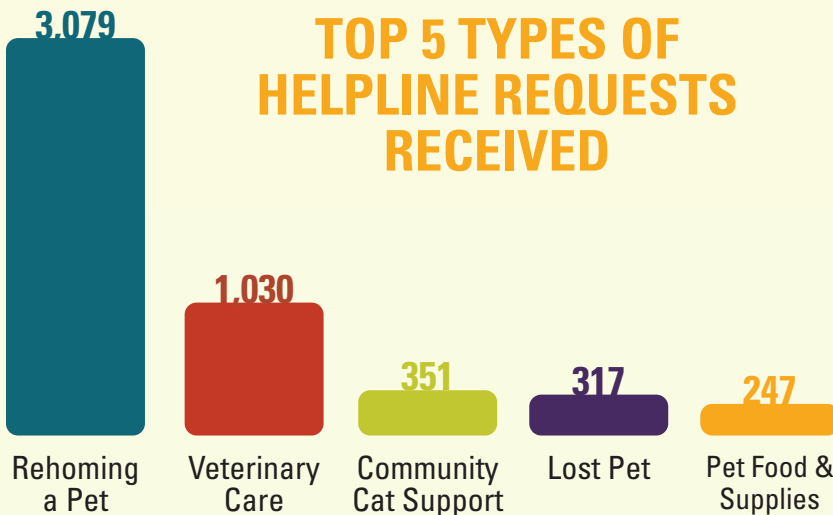
6,833 REQUESTS THROUGH PET HELPLINE

SPCA Wake's Pet Helpline, the first in our state, provides assistance to keep pets in homes, out of shelters, and improve both human and animal lives. Pet Helpline staff collaborate with all SPCA departments to provide a solution or additional resources tailored for each case.



Behavior support allowed Finn to stay with his family.

TOP 5 TYPES OF HELPLINE REQUESTS RECEIVED



TOP 5 REASONS FOR REHOMING REQUESTS:



SPCA'S NEW PET BEHAVIOR LIFELINE

"We weren't sure how to deal with our dog's behavior," says Gopal, who reached out to SPCA Wake for help. "I had no options but to give him up to the shelter, and I would have regretted it for the rest of my life; my kids would have. We didn't know what to do. And then I went to the SPCA's website. The moment [they] called me, it was a life-changing event. This is the first thing I've found that has made an impact on this dog's life. This program is a lifesaver for us and for Finn too." (Finn is 3-year-old Aussie with fear-based aggression.)

Read more on opposite page!

In 2024, new pilot programs made strides to meet these evolving needs:

- Through our new Pet Behavior program with Triangle Pet Behavior, **398 hours of training and behavior support was provided to 127 pets** to address behavioral concerns in an effort to keep those pets in their homes and out of shelters.
- Our new "Rehome by Owner" program with Adopt A Pet has **helped 143 pets needing homes to be placed directly with new families** without ever having to enter the already-crowded shelter system.
- Facing abundant requests to take in cats and kittens, a new partnership with Purr Cup Cat Café increased our rescue capacity for felines by facilitating more cat adoptions. In 2024, **156 cats found homes with visitors of the coffeeshop.**

BETTER TOGETHER



John provides fear-free, positive reinforcement training techniques that aim to keep families together and pets out of the shelter. A win-win for everyone!



Thanks to your support, Gopal's son and his best buddy Finn got to stay together to enjoy another Christmas as a family.

The vast majority of pets that end up in animal shelters belonged to a family at some point. Tens of thousands of animals are given up every year, many of which are later euthanized.

Data from our Pet Helpline shows that **the number one reason pets are relinquished is behavior challenges.** We wanted to help those families before they reached the end of their rope, so we partnered with John Willis of Triangle Pet Behavior to develop the new Pet Behavior Support program.

Gopal Y., a first-time dog owner, reached out to our Pet Helpline in August to ask about surrendering Finn, their family's 3-year-old Aussie. Finn had a troubling case of fear-based aggression – he couldn't be handled or even put into his harness without trying to bite any hands that came near him.

As Gopal explains, "I was in a really tough spot. We weren't sure how to deal with this dog's behavior.

I had no options but to give him to the shelter."

Gopal feared Finn would be euthanized due to his behavior. "I would have regretted it for the rest of my life; my kids would have. And then I went to the SPCA's website."

"This is the first thing I've found that has made an impact on this dog's life. This program is a lifesaver for us humans and for Finn too."

*- Gopal,
Finn's owner*

Gopal was thrilled to hear we had a program that could help him. We dispatched John to the family's home to meet Finn and begin working together on a training plan. After a few weeks of sessions, **Gopal was amazed by Finn's improvement.**

"Without this support, I would have given up," Gopal told us. "The assistance the SPCA was able to provide has been really impactful."

With John's training plan, Finn became able to put on his harness and welcome visitors at their home. **Instead of biting at hands coming toward him, Finn learned to give them high-fives instead!**

Because of your support, 127 pets and 119 families received help from this program last year. Thanks to you, instead of broken-hearted families and more homeless pets, these families found personalized, compassionate support – and those pets and people got to stay where they belong: together.



Left to right: Jama Campbell, Susan Alexander, Jerry Conway, Olivia Holding, Susan Ward, Kim Janzen, Smedes York, Prentiss Baker, Lynn Alford, Dwight Alford, Nathan Perry, Bill Busby

BREAKING GROUND ON A LIFESAVING PROJECT

On the brisk, bright morning of January 14, 2025, a crowd of animal lovers joined together to break ground on SPCA Wake's highly anticipated new Pet Admission & Resource Center, the cornerstone of the Susan and Randall Ward Regional Campus for Pets & People.

This state-of-the-art, 27,000-square-foot animal care center will replace SPCA Wake's aging pet intake center in Garner that was built in 1970.

Why a Regional Center?

When we looked at what was happening for animals – not just in Wake County, but rural counties in particular, it became heartbreakingly clear just how many animals were being unnecessarily euthanized across the state.

Secondly, because we already had partnerships with shelters in rural counties, we were in a position to provide lifesaving support to those severely under-resourced shelters and work with them to make a real difference in their communities.

Pictured below: A digital rendering of the new Pet Admission & Resource Center, located next door to the current Pet Adoption Center at 200 Petfinder Lane in Raleigh

The new building is designed to help people and pets across the state for the next 40 years. In fact, **over one million pets and hundreds of thousands of people will receive services** through the new building and expanded campus.

- 15 years from now, when a little girl gets to adopt her first kitten, she will come here.
- 10 years from now, a student will become a veterinarian because he was inspired when he spoke to one at an SPCA summer camp.
- 5 years from now, when an elderly man finally relents to moving to a nursing home but can't take his beloved dog, his despair will be lessened, knowing she'll be safe at the SPCA of Wake County.
- 2 years from now, a painfully shy dog will graduate from our canine courage program where he received customized behavior training support to build his confidence and make him more adoptable.

To learn more about the campus expansion project, please visit spcawake.org/bigplans.



A DESPERATE PLEA TO BE SAVED



Pictured Here: The young kittens with their teenage sibling and mother the moment the tote was opened.

ON JUDGMENT AND COMPASSION

Situations like this one are upsetting. There's no way around that. But it's worth taking a moment to reflect on the importance of looking at these cases through a lens of compassion.

For example, this transparent bin was left in a conspicuous spot, in a public place, where they would be found. The cats were nested in blankets to keep warm.

We are in no way excusing the intentional abandonment of companion animals. And still, times are tough.

Even for animal lovers with the best intentions, it can be difficult to find help. Shelters and rescues are full all over the place, and in our community, there are far more cats and kittens than there are homes or resources.

While there were certainly better options than leaving this bin, we believe the person who set them in the park was only trying to help. So when faced with stories like these, we ask you to join us in holding compassion in your heart and finding opportunities to give the benefit of the doubt — even when it may be tempting to jump straight to anger or judgment.

Most importantly, these cats are safe because the vast majority of people truly care. The good Samaritans who found them truly care. Your support allows us to help because you truly care.

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When a good Samaritan pulled into the parking lot of a local park, out of the corner of her eye was a tote. There was movement inside.

Upon closer examination, a mother cat and five kittens (*one older kitten, likely from a previous litter*) were snuggled together. They were abandoned beside the parking lot in a clear tote secured with tape. It was a heart-wrenching scene, no matter how you view it.

Thankfully, the good Samaritan scooped them up and brought them to SPCA Wake for help. Luckily for this small family of kittens, **your donations were put to work as soon as they arrived at our door.**

Because of your support, SPCA Wake was able to place the whole family of cats into the same foster home, where they grew healthy and happy and found the permanent homes and loving families they deserved. Our team was able to give them a clean bill of health and had them all spayed/neutered as soon as they were old enough.



The small family was found in a tote abandoned in a parking lot.

This story had many potential outcome scenarios. **But because of you, this story's ending is only the beginning** for the mother cat and kittens found in the tote.

JOIN THE MONTHLY-GIVING CLUB



Scan with your
phone camera!



Every day, pets arrive at our door needing urgent help.

And when they do, we absolutely must have the resources already in place to be able to save them.

As a Monthly Donor, YOU can help make rescues happen every month. This is a **special group of the SPCA's most passionate supporters** who make it possible to plan for rescue efforts today and in the future by signing up to make automatic monthly gifts. Please join this life-saving group of animal lovers like you!

To sign up, scan the QR code above, or visit spcawake.org/monthly or call Gwyn, SPCA Donations Manager at 919-532-2082.

TAX-SMART WAYS TO HELP PETS & PEOPLE IN NEED

■ Do you have a DAF? If yes, then please consider directing a gift to SPCA Wake

Making a gift from a Donor Advised Fund (DAF) is a simple process. You can recommend gifts to SPCA Wake online or through your financial advisor.

Many financial institutions that hold DAFs have an online interface where you can search for SPCA Wake by our **tax ID number 56-0891732** or search by our full name – **Society for the Prevention of Cruelty to Animals Wake County** and with a click of a button, make a gift to the animals.

"We can help you make a strategic investment to further the mission of SPCA Wake that also aligns with your values and interests," says Mondy Lamb, VP of Development. "Rather than risk the money invested in a DAF sitting unused, I love to strategize with donors about how they can turn it into an investment with tangible returns – lives saved."

■ Are You 70½ or Older? SPCA Wake is set up to receive your Qualified Charitable Distribution (QCD)

This giving option can be especially advantageous for people over the age of 70½ who have traditional Individual Retirement Accounts (IRAs). *Questions? Email us at support@spcawake.org or call 919-532-7065.*

How to make a QCD to SPCA Wake in 2025:

- Confirm your eligibility: To make a QCD, you must be at least 70½ years old on the day of the distribution.
- Reach out to the financial institution holding your IRA assets (your IRA Administrator) and notify them of your intention to make a QCD to SPCA Wake. Give them our **tax ID number 56-0891732**.
- The distribution of IRA funds will be a direct transfer from the IRA to SPCA Wake. Your IRA Administrator will cut a check made out to SPCA Wake on your behalf, then send the check directly to us (or to you, for you to send to us).