

**ANIMAL WELFARE SOCIETY OF JEFFERSON COUNTY, WEST VIRGINIA**

# **2015 Annual Report**

**AWS operates a No-Kill Animal Shelter and Adoption Center**



An agency of the United Way of the Eastern Panhandle



## Board of Directors

### Bill Dunn, President

Dottie Kracke, Vice President  
Ann Trumble, Treasurer  
Candy Cain, Recording Sec.  
Anna Mary Walsh, Corr. Sec

Janet Bailey  
Jeff Bresee  
Kay Bresee  
Jill Bonvillain  
Pamela Bush  
Dixie Dunn  
Mina Goodrich  
Dr. Jan Kletter  
Anne Marie Kohlhepp  
Dawn Rodgers  
Jane Turner  
Dannie Wall

### Shelter Management

Gwen Shelton,  
Manager

### Shelter Oversight Cmte.

Dottie Kracke

### Shelter Renovation Cmte.

Anne Marie Kohlhepp



Illustration by www.beth-william.co.uk

## Introduction

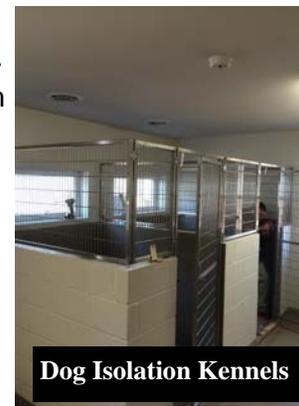
2015 was a year where we continued to make monumental progress in renovations of the existing shelter facility. Much of our success in renovating our aged facility can be attributed to our dedicated volunteers and Board members. These individuals put in countless hours spreading the word of the work and needs of the Animal Welfare Society at adoption events, public presentations and fundraisers. We certainly would not be able to invest in shelter improvements without the assistance of our loyal donors who continue to be our lifeline by providing financial support, services and supplies which enable us to continue to provide our much needed services to animals and the local community.

In 2015, we completed all construction work and began using our new Isolation facility. In September, we launched a complete renovation project for the existing shelter cat facilities. Cat room renovation was carried out by Mike Decilie's firm, Mountain Air Creations. The project was a total redesign and reconfiguration of the existing cat spaces. We went from stainless steel cages to Mason kitty Condos.

The continued abandonment of unwanted animals continues to be a problem for us. These abandonments increase our shelter animal population in a way that we are unable to control or budget for and places demands on our staff. For the sixth year in a row, AWS was, in 2015, forced to limit the number of animals that were taken in. As a no-kill shelter, we must prevent overpopulation since this leads to the spread of disease to other animals in our care at our shelter. We do use a waiting list system in order to advise those wishing to surrender their pets when we have space available.

The AWS Renovation Committee, lead by Board member, Anne Marie Kohlhepp, has done amazing work in coordinating the activities necessary to renovate the existing shelter facility (built in 1985) and complete the new isolation facility and renovating our public cat room facilities. Dog kennel renovations are planned for 2016 with fundraising well underway.

Finally, thanks to our all-volunteer Board whose members tirelessly commit time, effort and emotion to ensure that all animals in our care find a loving and permanent home. As President, I am proud and honored to be part of such a highly respected organization.



**Dog Isolation Kennels**



**New Cat Facility**

## Major Events

Hollywood Casino at Charles Town Races again hosted our St. Valentine's Day Purrfect Dinner and Auction. 250 people attended, enjoying good food and purchasing auction items donated by local merchants. Funds raised at this event are restricted to shelter renovations only. In 2015, this event netted AWS \$34,335, an increase of over \$9,000 from the previous year.



Our 9th Annual Bark in the Park event was held at Jefferson Memorial Park in June. The popular event was once again well received by the community and, because of this support, continues to be a huge success.

Our 6th Annual Paws & Claws Howl-o-Ween Dinner & Auction at Hollywood Casino at Charles Town

Races continues to grow in popularity. This year's sell-out event found participants, bidding on live and silent auction items donated by local businesses and staunch supporters. The 2015 event netted AWS \$20,797 which is nearly \$4,000 more than the 2014 event. Thanks to the generosity of our sponsors, businesses and devoted patrons, this successful event helps fund our day to day operations and keeps our doors open.



Additional fundraising efforts included Easter and Mother's Day Flower Sales, Rabies Clinics, Yard Sales, Bark in the Park and Pet Photos with Santa. These events are held annually and are also well received and supported by the public.

Our partnership with Petco in Ranson, WV continues to thrive through in-store cat adoptions and dog adoption events held in the store. Petco in Ranson also raises needed funds for our shelter through a series of events held throughout the year. During 2015, we had 46 cats adopted at Petco.

We continued our partnership with PetSmart in Martinsburg, WV this year with in-store cat adoptions and periodic dog adoption events. In 2015, we had 3 cats adopted directly from PetSmart.

## AWS Business Partners

### Panera Bread

72 Oak Lee Drive,  
Ranson, WV 25438

### Hollywood Casino at Charles Town Races

750 Hollywood Drive  
Charles Town, WV 25414

### Petco & Petco Foundation

217 Oak Lee Drive  
Ranson, WV 25438

### PetSmart

144 Retail Commons Parkway  
Martinsburg, WV 25403

### McKinney's Auto Repair & Towing

400 N. George St,  
Charles Town, WV 25414

### Glory Days Grill

190 Oak Lee Dr.  
Ranson, WV

### Tractor Supply

1040 Somerset Blvd.  
Charles Town, WV.

### Ruth Hornbeck Memorial Fund Parkersburg Area Community Foundation

Parkersburg,, WV

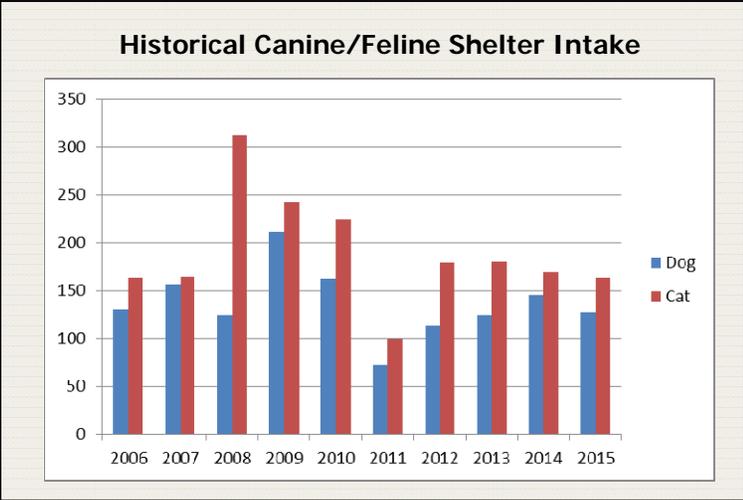
### Greensberg Bed & Biscuit

121 Buttonwood Ln.  
Martinsburg, WV

Panera Bread continues to identify AWS as their Charity of Choice in Jefferson County and has raised much needed funds through their donation boxes. We maintain similar relationships with other area businesses, including Applebee's Dining to Donate and Glory Days Dining for Dollars,

### Animal Intake and Adoptions

In 2015 AWS received 290 new animals into the shelter facility. This is compared to 316 new animals in 2014. Animals entering the shelter included 163 cats and kittens compared to 170 in 2014 and 127 dogs and puppies in 2015 compared to 146 in 2014. Of the dogs received by AWS 19 came from Jefferson County Animal Control where they would have been euthanized if not transferred to AWS. The majority of these animals were mother dogs with puppies or small breed dogs.



AWS placed a total of 332 shelter residents into new forever homes, an increase of 6 over 2014. The placements included 134 dogs and puppies as compared to 121 in 2014. We placed 198 cats and kittens, a reduction of 17 from 2014. This is a slight decrease over 2014 when 326 pets were placed. We are happy to note that our 2015 adoptions exceeded our new arrivals at the facility by 42 pets.

Our affiliation with the Petfinder network, a national organization of shelter and animal rescue organizations, continues to assist us in placing animals. Their internet website complements the AWS site. Available postings on Petfinder also are displayed on the AWS website. Because of our affiliation with Petfinder, animals in our shelter receive national exposure and our placement rates as outlined above continue to increase. There is no cost to AWS for this valuable service.



As previously mentioned, AWS continues to partner with Petco in Ranson, WV and PetSmart in Martinsburg, WV. Both are national animal specialty retail chains. AWS has six cat kennels in the Petco store where we have cats in residence that are ready to be adopted. AWS holds dog/puppy adoption events monthly at both Petco and PetSmart. These partnerships increase exposure of AWS and our animals to the public. As a Petco Adoption Partner, Petco provides financial assistance to AWS through a series of in-store fundraising and product donation events held throughout the year. In 2015 AWS received \$2,576.07 from the Petco Foundation.

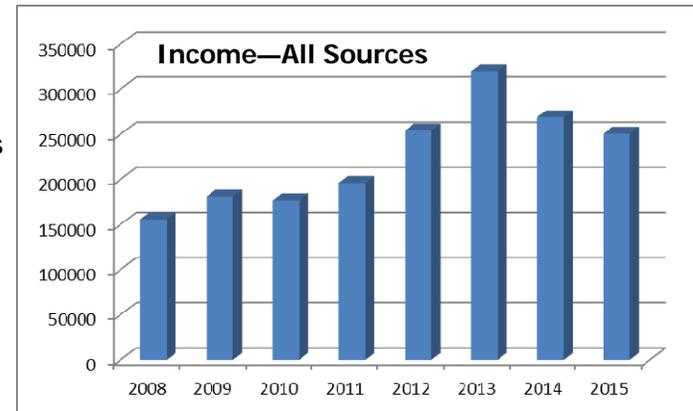


TO ADOPT A DOG IS AN ACT OF LOVE BUT TO ADOPT A SICK, INJURED, HANDICAP OR SENIOR DOG IS A WAY OF THANKING GOD FOR ALLOWING YOU TO BE AN ANGEL ON EARTH! ❤️

## Income

Funding to support our shelter operations is obtained from a large number of sources. The primary sources include donations, membership, fundraising events and the United Way of the Eastern Panhandle of WV. We received \$15,000 from the Eastern Panhandle Community Foundation, an increase of \$650 over 2014. Total income from all sources during 2015 was \$250,655, a decrease of \$18,237 from 2014.

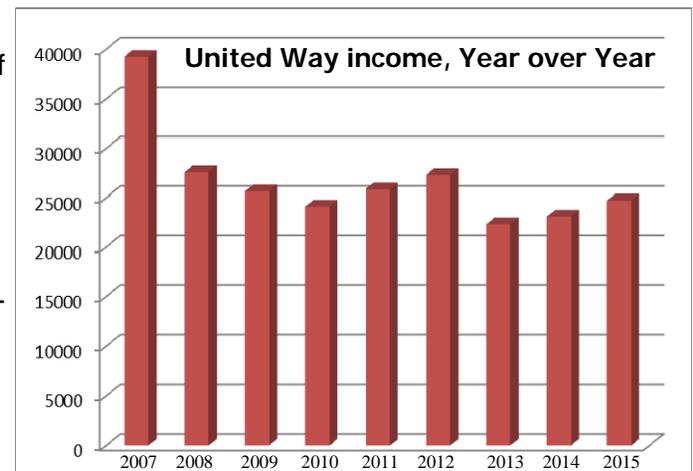
Investment income in 2015 was \$1,692 versus \$1,630 IN 2014.



Our income from all sources decreased by \$18,237 in 2015 but had also decreased in 2014 by \$50,947 over 2013. In the current year, we saw reduced incomes from Fundraising (down \$6,296 in 2015) as well as Gifts and Grants. However the reductions in 2014 were attributable to the closing of State of West Virginia grants we had previously received for the isolation room construction project.

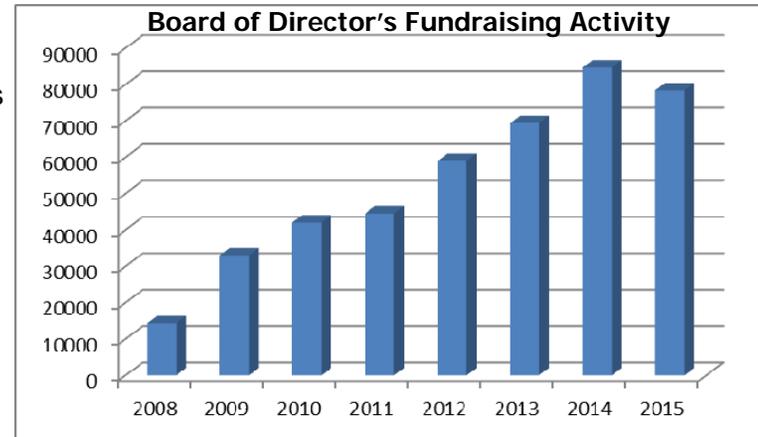
In past years, funding from United Way designations to AWS was between 25% to 35% of our annual income. In 2015, United Way funding was \$24,730 or about 9.8% of our total income. In 2014, United Way accounted for 8.5% of our total income. Focus and priorities of United Way will likely result in a continuing gradual decline of our allocation.

UW designation does not guarantee allocations from its general account. Individuals wishing to donate to AWS must designate AWS on their form in order for the Society to receive their donations. Additionally, the United Way fiscal year runs July 1 to June 30, whereas AWS fiscal year is January 1 through December 31. Therefore, changes in United Way funding levels do not appear immediately in our balance sheet but in the following year.



Our Board of Directors raised \$78,391 in 2015 compared to \$84,687 in 2014. This represents a decrease of \$6,296 over 2014 but an increase of \$8,974 over the 2013 figure of \$69,419. These activities represent events planned and carried out by the Board with assistance from AWS volunteers. The two major fundraising events are the February Purrfect Buffet, and October Paws & Claws Dinner and Auction.

The 2014 Bark in the Park event netted AWS \$4,375. Our Paws & Claws Live and Silent Auction at Hollywood Casino Charles Town Races was held again this year making it our 6th Howl-o-ween Spooktacular Event. AWS netted \$20,798. This is a decrease from last year's event which collected \$23,039 but still higher than the 2012 event, which netted \$16,999.



The Petco Foundation provided us with \$2,576 in grants, an increase of \$1,981 over the \$595.00 we received in 2014.

AWS received a total of \$8,028 in gifts provided by individuals who visited the shelter. Additionally, we have a number of donation jars located at businesses throughout the County. Those donation jars raised \$3,232.41.

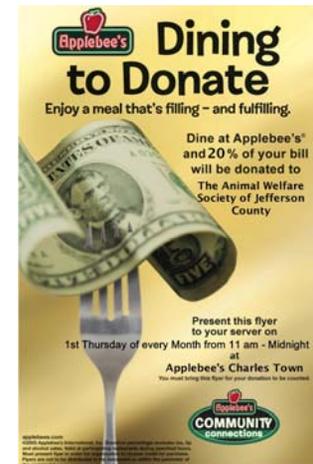
Our 2015 Mother's Day and Easter Flower Sales netted \$2,800, slightly higher (by \$252) than the previous year.

AWS Program Service Income, including rabies vaccination clinics, adoption, relinquishing fees and spay/neuter fees, and medical treatments, increased to \$25,969 over \$23,838 in 2014 and \$21,695 in 2013.

AWS financial reserves included a restricted Certificate of Deposit (\$30,000), which is held at BBT (AWS cannot withdraw the principle amount but receives interest payments), Verizon stocks and diverse investments at Commonwealth Financial. As of December 31, 2015, our reserves totaled \$143,639.27 compared to \$114,383 on December 31, 2014.

In December 2015, we launched an end of year fundraising campaign to raise funds for the acquisition and installation of an emergency power generator system. By the end of the year, we had raised \$20,745 of the \$23,00 needed.

The Glory Days Grill "Dining for AWS" netted us \$2,069.89



## Expenses

Overall total operation expenses, excluding construction and renovation expenses, increased to \$236,982, up \$29,087 or roughly 14% from \$207,895 in 2014. Renovation & construction expenses in 2015 were \$48,068 as compared to \$92,843 in 2014. The 2015 costs were for completion of the new isolation facility and a total renovation of the cat facilities.

Our 2015 payroll expenses showed an increase of \$2,566 over 2014. Total payroll expenses in 2015 were \$113,536 compared to \$110,970 in 2014 and \$109,967 in 2013. A portion of this increase was due to a State mandated increase in the minimum wage which took effect on January 1, 2015.

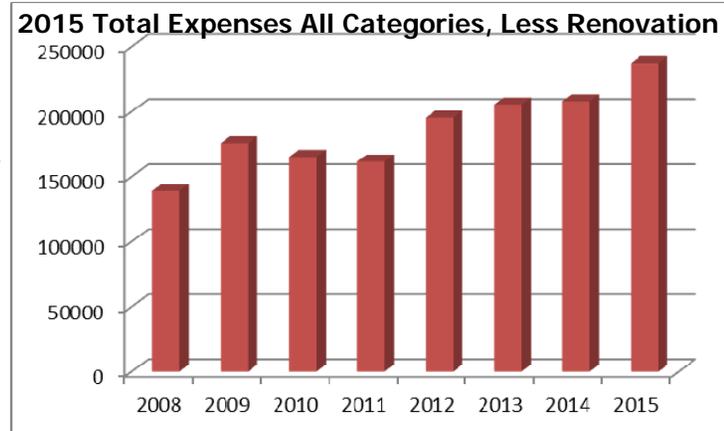
Payroll expenses are the single largest part of the AWS budget, followed by veterinarian fees. Retaining qualified and reliable staff continues to be a significant concern. The Board continues to explore ways to add value to the staff in the form of benefits. In 2015, the Board of Directors approved a Paid Time Off plan for our employees.

We experienced a significant increase in veterinary fees for 2015 which totaled \$50,931. In 2014, AWS paid \$38,521 in veterinary fees, including medications for ill animals, as compared to \$48,676 in 2013. We experienced an increase in animal resident illness that needed medical treatment.

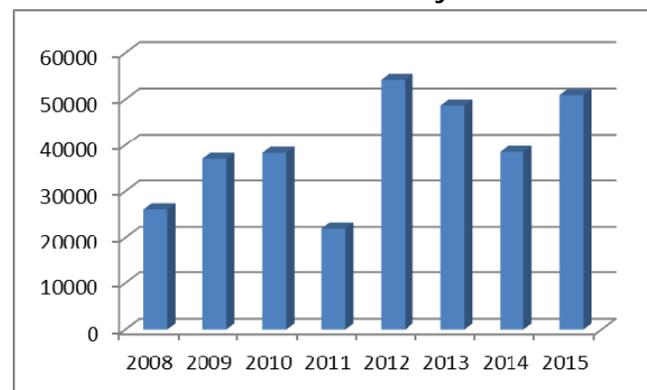
On the subject of medical costs, every adopted animal receives full vaccinations against a number of common diseases. The Animal Welfare Society has had a mandatory spay/neuter policy for many years. Every animal is spayed/neutered prior to being released to the new adoptee. Arrangements, transport and surgery is completed prior to placement and included in the adoption fee.

Our fundraising costs totaled \$11,268 in 2015. Our shelter utilities cost was \$11,259 for the year.

In 2015, we began a program to microchip every animal that is adopted from our shelter. This is done at no cost to the adopter. Lifetime, no-cost registration service is provided by Smart Tag.



**Historical Veterinary Fees**





## Shelter Outreach Programs

Our Community Outreach Programs continue to be an important element of our service to the community. We conducted two low-cost rabies vaccination clinics in 2015, vaccinating 304 domestic companion pets. These low-cost clinics, at \$10.00 per animal, continue to remain popular in our community.

AWS continues to distribute discount spay-neuter coupons to residents of Jefferson County. Discount coupons make it less costly for someone with limited financial resources or who is on a fixed income to have his/her pet neutered/spayed. Coupons for feral cat spay/neuter are provided, regardless of income. AWS pays a portion of the veterinary fee charged for the procedure. The program helps to control un-

wanted pet birth rates. As we have seen a substantial increase in the feral cat population, our focus was on providing Jefferson County residents with coupons for feral cats. In 2015, we issued 281 coupons and incurred \$3,215 in expenses for this program.. This is down from 361 coupons in 2014 and billing of \$4,825 from local veterinarians.

We provide walk-in pet microchip services to the community for a fixed cost of \$20.00. During the 2015 Bark in the Park event, we held a microchip clinic for attendees. The clinic was well attended and we plan to make the clinic an ongoing part of this annual event.

AWS staff, volunteers and Board members continue to represent the organization at a number of local events. These include Home-builder's Annual Home Show, Ranson Days Festival, Shepherdstown Dog Days, Jefferson County Fair, Charles Town Heritage Days and the Charles Town Christmas Parade. We participate in the United Way Day of Caring program. AWS is a favored group for volunteers for the Day of Caring with multiple groups vying to volunteer at our shelter facility on that day.

Respectfully submitted,

The Animal Welfare Society of Jefferson County, WV operates a "No-Kill" animal shelter and adoption center in Kearneysville, WV. The facility is located at 23 Poor Farm Road on the corner of Old Leetown Pike and Poor Farm just west of the Jefferson County Fairgrounds. AWS is recognized by the IRS as a non-profit, charitable organization servicing the public.



ISOLATION & RENOVATIONS



**Top two pictures are the AWS cat room before the 2015 renovation.**

**Thanks to the support we receive from our donors and the local community, we were able to provide first-class accommodations for our cats and kittens.**



**New Cat Room Condos**



**New Cat Room Condos**