there’s a perfect pet for every ___________. adopt.

Animal Humane is out to create local movement; to grab attention; to reset people’s thinking; to inspire adopting your next best friend. Unless one’s goal is to compete in breed conformation shows, there is no good reason not to consider adopting. While most of us just want a loyal companion, there are plenty of opportunities to show off your shelter pet if that is your passion. Mixed breeds and former shelter pets are welcome from cat shows to almost any canine sport including lure coursing, tracking, rally, agility and obedience. From lap warmers to exercise buddies, there is a perfect pet waiting at the shelter for every adopter.

Last year, Animal Humane took in over 4,500 pets, and the Albuquerque Animal Welfare Department took in just over 24,000. That's almost 30,000 pets to choose from just our two organizations, not to mention the myriad of pets available through hard working rescue groups in our community. Whether a family is looking for a good ole mutt (aka All American Dog), a Persian or a Pointer, everyone can find the perfect pet to adopt at our shelters.

Our goal is to increase adoptions by reshaping people’s image of shelter pets; to show them through a fresh promotional campaign that they could find the perfect pet for their family. The Perfect Pet campaign was developed through a wonderful partnership between our outstanding Marketing Department led by Dawn Glass and the young, creative minds in UNM's Anderson School of Management marketing and promotions classes. The initial idea, “There’s a Furry Friend Waiting for You,” morphed into the Perfect Pet campaign through this wonderful collaboration and a series of epiphanies. Each ad reads, “There’s a perfect pet for every ___________. We then fill in the blank with adopted or adoptable pets for every person, activity, profession, etc.

Since there is a perfect pet for every person, we set out to find members of our community who have adopted or rescued pets that enrich their lives to be featured in our campaign. The ads include everyday people, well known members of our community and even some celebrities! Mayors Richard Berry and Phillip Gasteyer; PNM's CEO Pat Vincent-Collawn; New Mexico in Focus host Gene Grant and of course KOB’s Weatherman and animal advocate, Steve Stucker. The campaign also shows cowboys, teachers, retirees, athletes, musicians, journalists, families and more. All were photographed with their adopted pets or pets available for adoption. We are hoping these pictures will be worth a thousand words and inspire people to adopt, not shop.
The new campaign launched in January and is everywhere around town—on billboards, City buses, in print and web ads, as posters and TV commercials. We are extremely grateful for underwriting from Renewal by Andersen and in-kind support from Lamar Outdoor of New Mexico, Clear Channel Outdoor and Lamar Transit Advertising. This campaign would not have been possible without their generous support.

The timing of the campaign could not be better. The ads will be building momentum for adoptions during the spring to complement the grand opening of Phase I of Project Humane, our new Adoption & Administration Center. Our new Adoption Center will feature a beautiful, welcoming Adoption Lobby, generously funded by the PETCO Foundation. Adoptable dogs will be featured in attractive Real Life Rooms funded by generous donors and local businesses. By welcoming first time adopters to our brand new center, we will show our community that shelters are not sad places to avoid, but rather great places to visit to meet a wide variety of healthy, attractive pets whose only fault in life is to be momentarily homeless. There is indeed a perfect pet for every person. Just ask anyone at Animal Humane—we all own multiple, perfect alumni.

Peggy Weigle, Executive Director

Peggy with her dog Dan, adopted from Animal Humane and winner of 5 agility titles.

We want to meet your perfect pet!
If you have a special adopted pet in your life, share your story on our facebook or instagram pages with the hashtag #perfectpetnm, or email dawng@animalhumanenm.org. With your permission, we may feature you in our campaign!

We have secured 87% of our $5 million dollar fundraising goal! Visit ProjectHumane.org to see progress on our new Adoption Center (opening in June) & details on exciting naming opportunities.
a true hero, one of many

Myron “Mike” Liberman is a huge animal lover. He confesses that he loves animals more than most humans, with the exception of his wife and children. Mike and his wife, JoAnn, share their home with two companion cats and the rest of their property is inhabited by 15 community cats—all of whom have been spayed or neutered and enjoy a comfortable life with care provided by the Libermans. Mike says JoAnn turned him into a cat person, and once he became familiar with their personalities and the love they have to give, he couldn’t imagine his life without them.

A donor to Animal Humane since 2005, Mike was looking for a nonprofit to support and fell in love with our many programs and mission after reading one of our quarterly newsletters. In June 2009, he decided to become a monthly donor, making a commitment to ongoing support and care for the thousands of pets we serve annually. In June 2012, Mike celebrated his 77th birthday: instead of collecting “more things I didn’t need,” Mike asked his friends and family to make gifts to Animal Humane and collected nearly $600 in contributions!

Mike invites each of you to “forego birthday gifts this year and instead direct your presents to Animal Humane.” Or, better yet, become a monthly donor! Animal Humane’s monthly giving program is the most cost-effective and easy way to support homeless pets! Our Monthly Giving Program provides the convenience of automatic withdrawals from your checking account or credit card. Equally important, monthly giving contributions provide a steady stream of income to our organization and allow more valuable resources to be directed to program services. Over 250 households currently participate in our program and receive the following benefits for their sustaining support to Animal Humane.

- Satisfaction in knowing that their giving provides ongoing support for the 140+ pet residents that we serve daily, and the 4,500+ companion pets we serve annually
- Annual Statements each January summarizing their contributions from the past year
- Animal Humane’s quarterly publication Paws for Thought
- Quarterly e-newsletters, Humane Heroes, a unique publication just for monthly donors

a different kind of resolution

They’re buttery, sweet, colorful and melt-in-your-mouth good! They are the delicious sugar cookies baked fresh, daily by the expert chefs at Flying Star Cafe and Satellite Coffee for their 9th annual Buy a Cookie, Save a Pet campaign! During the month of April, a portion of the proceeds of this fantastic cookie benefit the thousands of pets Animal Humane cares for year-round.

Sound tempting?

You may still be working through your New Year’s resolutions, trimming down and working toward a healthier life; but why not treat yourself in the name of helping homeless pets? You deserve it and so do they! To date, the Buy a Cookie, Save a Pet campaign has raised over $172,000 for homeless pets, thanks to your support and the generosity of our valued community partners. Our resolution for 2013 is to save more pets’ lives and help more families to maintain healthy balanced relationships with their pets, but we need your help to do it.

This April, we invite you to pick up a cookie during your next lunch/business meeting, coffee break, or on the way to the office/home at your neighborhood Flying Star Cafe or Satellite Coffee* in Albuquerque! Your little indulgence will be helping each pet that comes through our doors looking for a new life. Better yet, share a little joy with your friends and family and give them the gift of deliciousness in the name of supporting homeless pets!

PNM—helping us save more lives, by saving energy and money!

In 2012, Animal Humane was able to make valuable energy saving improvements thanks to generous support from the PNM Resources Foundation. For the 5th year in a row, we are a fortunate recipient of their annual Reduce Your Use grant. Renovations included a new energy efficient refrigerator in our Donor-subsidized Veterinary Clinic, and new energy efficient lighting throughout our current Administration building, which will become expanded isolation, ringworm, and Parvo treatment facilities at the completion of our capital campaign and campus renovations, Project Humane.

*excluding UNM Bookstore & SUB locations
We performed 6,205 spay/neuter surgeries, many on stray cats and pets owned by low-income families, further reducing pet homelessness.

We transferred 894 at-risk pets into our care from overcrowded rural shelters from 12 counties across New Mexico through Project Fetch.

Through our Pet Food Bank, we distributed 156,000 pounds of pet food to rescue groups statewide, pet owners who need emergency supplements to their pet food supply, as well as homebound senior citizens.

Quality medical care is woven into Animal Humane’s commitment to saving the lives of at-risk pets, and serving needy pet owners who cannot afford the cost of private veterinary care. Through our Donor-subsidized Veterinary Clinic we were able to provide 4,192 appointments to low-income families seeking care for their beloved pets in 2012.

We helped 577 families learn how to have happier, healthier relationships with their pets through our Train Humane classes.
Provided **FREE** assistance to 910 people and their pets through our **Behavior Helpline** 505.938.7900.

We reached 2,747 students and teachers through **Learn Humane** programs including 505 Pit Crew presentations, campus tours and classroom presentations.

Cared for 1,149 infant and needy adult pets through our **Foster Care** program, thanks to the help of over 250 foster families.

We helped 4,232 pets find loving new families through our **Adoption** programs.

**2012 Top Adoptions Advisor: Pat Fisk**

Last year was a wonderful time for our dedicated team of Adoptions Advisors. Each member of our Team worked diligently to find the perfect home for every homeless pet we served, and successfully found new loving families for 4,232 pets. Of our 25 hardworking Adoptions Team members, one completed more adoptions than the rest, having found homes for 258 beautiful pets. Our top adopter for 2012 is Adoptions Assistant Manager Pat Fisk! Pat has been with Animal Humane since July 2010 and what he loves the most about his job is hearing from happy families reporting their new pet is the perfect fit for their home. In his spare time Pat enjoys soccer, volleyball, and is an avid Green Bay Packers fan. He shares his home with his canine family, Hope and Radar, both Animal Humane alumni. Congratulations to Pat Fisk on a very successful year!

Over 27,000 people came through our doors in 2012, looking for a new furry family member. Each of our visitors was screened through our **Meet Your Match®** survey, an ASPCA program designed to increase the likelihood of matching shelter dogs with ideal adopters. The **Meet Your Match®** survey is complemented by ASPCA’s **SAFER®** test. SAFER® is a six-step aggression assessment test utilized by Animal Humane to evaluate the behavioral health of dogs entering our care. Thanks to the combined efforts of these two programs, our comprehensive medical and behavioral services, and our dedicated team of staff and volunteers, we were able to find new loving homes for 4,232 homeless cats and dogs in 2012!
Animal Humane, worth a closer look

anonymous donors & proud parents of Klaus the cat

We have always been animal lovers and can’t imagine life without a pet or pets. Recent stories of people having to give up their pets due to the bad economy really hit home with my wife and me, and started us thinking about what we could do to help. We decided that leaving a significant part of our estate to a nonprofit working with pets would be one way. We did some online research and decided that Animal Humane New Mexico was worth a closer look. While mildly nervous to visit knowing that we would meet many homeless pets, we called and asked for a tour. To our delight, we were overwhelmed with what we saw. The people were caring, the facility impressive, and the animals cared for very well indeed. We are proud that we have decided to remember Animal Humane in our Will and will be looking for other opportunities to help them in the future.

If you are making your estate plans, and would like to make homeless pets the beneficiaries of your estate, life insurance policy or IRA, please contact Donna M. Stumpf, Senior Director of Development & Marketing at 505.938.7888 or DonnaS@AnimalHumaneNM.org for further details. She welcomes the opportunity to discuss legacy gift options with you.

another way to make a difference

Joan Carpenter is dedicated and passionate, to say the least. A retired dental hygienist and avid pet lover, Joan was inspired to join Animal Humane’s volunteer Team in December 2010, after the opening of our Westside Adoption & Training Center. When Joan and her husband aren’t busy attending every single Lobo football and basketball game (men’s and women’s), they care for three yellow Labrador Retrievers.

Joan quickly fell in love with Animal Humane and chose to take on the volunteer position of a Dog House Ambassador. In this role she works closely with 34 businesses on Albuquerque’s Westside, making sure they have everything they need to collect regular donations on behalf of Animal Humane. Each of the participating businesses agrees to place a plexiglas doghouse shaped donation box on their counter, making it clear to their customers that they support our efforts to save homeless pets. Joan visits each business monthly, picking up full boxes and delivering empty ones. She has had very few businesses turn her down when she approaches them to join our program, and she says “it’s as simple as finding a business that is animal friendly and has good customer traffic.”

Last year our Dog House Partners raised over $12,000 for homeless pets, thanks to the customers of our beloved dog house businesses. If you are looking for a fun way to support our life-saving work, and enjoy driving around your neighborhood, you would be a great Dog House Ambassador! Contact Development Specialist, Margaret Duran, to see how you can help at 505.938.7913 or via email MargaretD@AnimalHumaneNM.org.

honorary & memorial list

Nov 1, 2012 - Dec 31, 2012

In Honor of People

Albuquerque Cat Clinic
Emily & Dave Belcher
Nancy Arnold
Jeannine, Mike & Derek Barreras
Kristin Smith
Triaba Bates
Joel Bryant
Marlene & Steve Baum
Carolyn Barncastle
Bruce Beach
Valerie Franz
Mr. & Mrs. Bill Bearden
Thri & Louis Thomas, Jr.
Anne Becken
Elizabeth Hadas
Bebe Beltran
Jo Paulina Roca
Hannah Bear’s Birthday
Hannah B. Bear
Dena J. Lucas
Joe Mohna
Jack Mulcahy
Kimberly Porter
Julia & Milton Seligman
Joleen Binczard
Mary Wingate
Tudy Bollman & Wayne Gaynor
Deborah Friedman & Gary Peterson
Marty Bruner
Kim Hedrich
Lorraine Buchman
Kris & John Stichman
Lynn Buby
Evelyn Wianacke
Elaine C. Randall
Barbara Caldwell’s Birthday
Catherine Caldwell
Sandra Coniglio & Davis Davie’s Wedding
Catherine & Robert Garcia
Robert G. Kaiser
Nabuko Capute & Dawn & Mary Davis
Becky C. Davis
Guan, Sarah & Nick Chandoli
Jan Strange
Irene Channock
Mary P. Thomas
Kathleen & Hugh Church
Dr. Patricia Casier Ranken
Cindy & Rory
Robin Hyster
Sandra & Ron Conti
Susan & Bill Chen
Angelique & Steve Curtis
Kathryn Stephenson
Linda & Peter Deleon
Margaret & John Kneenbuhl
Valeria De Risi
Valerie & Donald Calkin
Ann & Chip Denney
Diane & David Denney
Kathryn J. Denney
Linda Dietrich
Michelle & Shelley Rosasbach
Narciso ‘Narce’ Duran
Ellen Covey
Brenda & Kathy Egert
Kris & John Stichman
Robert Emmert
Judith Oliva
Emily Eatonson
Dr. Pat Eatonson
Kathy & Kenny Evans
Betsy Evans & Leslie Evans
Claudia & Jack Fields
Elizabeth & Earl Schwerts
Jen & Jamie Fox
Jamie & Jon Backlund
Kathy Freas
Amanda Riveria

This past holiday season, many contributors chose to remember and honor loved ones by making life saving gifts to Animal Humane! Their remarkable generosity is summarized below and is reflected in eyes of the pets we serve—for their support gives homeless pets hope for a new life in a loving home!

S. Friede
Christina Mahoney
Edward Fuge
Etherea Fuge
Linda Garman
Veronica Garman
Judy Garner
John David Peters
Pat & Bob Garrecht
Employee of Bob Garrecht
Blanche Geise
Diane M. Reese
Oscar George
Lynn Ellen Buby
Julie & Greg Gilbert
Dr. Frances Solomon-Koening
Dr. Joy Greenway’s Birthday
Michelle Diamond-Ray
Carol Grimm

The Grover Family
Craig Grover
Sandra Gutierrez
Katia Pearson
Beth Hadad
Lara H. Leonard
Dean Hanson

Constance L. Holmes
Marcia Harris & Family
Joni & Brent Ray
The Hebert Family
Yamada Hebert
Carol Higgins
Leigh Higgins & Nathaniel Tully
Lezlie Morris
Boddy & Tim Hoffman
Dr. Patricia Casier Ranken
Vincent Hoffman
Glenada & Victor Jensen
Dr. Stephen Hopkins
Elaine & Wayne Chew
Natalie Hotchkiss’ Birthday
Donalda Gsil
Catherine Hubbard
Sarah Shoad
Jim Hughes & Will Grovenam
Janet Kaulin & Jack Hughes
NM Huntingdon
Carole & Ken Clark
Joanna Hurlen
Elizabeth Hadas
Connie Jacobs
Lisa & Bob Leonard
Louise & Pat Jandaekke
Kathy L. Clifford
Mim Mildred C. Sweeten
Linda & Therese Johnsen
Kathryn Stephenson
Somme Jones
Lauren Gayle
Beth Jordan
Linda Manning
Rosanne Kaplan
Phillip Kaplan
Annin Kaisner
Eunice A. Jaramillo
Joe, Kim, Adrienne & Eddie Kendall
Terry, Lee & Eric Davis
Margarret Kalleys
1. Amber Archer
The Kirk Family
Janet Wianacke
Kay Koehler
Helen & Bill Hillman
Margarret & Nathan Koenig
Dr. Frances Solomon-Koening
Diane & Tom Kramer
Kris & John Stichman
Tobias Krive
Ilyse Krive
Becky & Joe Kuipers
Mary & Kevin Fleming
Kitty Lamb
Bonnie Lamb
Dr. Timothy N. Lambert
Donna Marie Stumpf
Sam & Terey Lane
Jill & Fred Cernack
Deborah & Rick Simmons
Robbin & Joe Wease
Ben Smith’s Birthday
Julia Smith
Jaxon Sopher
Julia S. Smith
Rebecca Stansfield
Maribeth Stansfield
Christine & Michael Stephens
Jill Stichman
Kris & John Stichman
Liam Strader-Monaghan
Heather Brewer
Kristi & Scott Sullivan
Kris & John Stichman
The Szeick Family
Daniel C. Preciado
Jill Stichman
Dennis & Jeanne Teichman
Sara Teichman
Yvonne Tufts
Eliza Tschirhart
Diana Sanchez
Jan Taurum
Michael & Shelley Rosbach
Serena Vigil
Sue Dill
Teresa Vigil
Leighann Vag Tschirhart
Rebecca Wardlaw, Ginny & Luna
Teresa Vigil
Serena Vigil
Victoria Zimmermann
Joseph Brien
In Memory of People
Dorothy “Karen” Achen
Joycelyn & Stephen Christ
Rose Mary & Randall Eakin
Lois & James Allen
James Allen
Harlan Anderson
Dorothy Anderson
Donna Rice, Betzy, Sarah & Marianne
Mary Anderson
Jo Anne D. Evans
Raymond Armito
Alida B. Beck
Robert Beau Arrillada
Evanyia L. Triandafilidis
Alex Baker
Laurel Smedley Lynar
Sandie Barnes
Tonia & Paul Griswold
Lauren A. Becker
Sharon Borone
James Earl Bratcher
Jutta & Clark Brevard
Rheo Bailey Butler
Alison & John Cruise
Tara Summer Campbell
Kathryn Campbell
Jonathan Ryan Christiansen
Sue Armstrong
Larry A. Clark
Luana Casey
Susan & Dick Hoopes
Shirley & Genie Kern
Candace Costigam Reidy
Susan & Nicki Kaplan
Kaitlin & Bradley Vorber
Phillip Crow
Eliza & Charles Arma
Marion H. Davis
The Tartaglia Family
Dyma’s Mom
Stephan D. Northrop
Ernest S. Dominguez
Geraldine Burke
Cheryl Lyon
Patricia Eckelman
Emily & Carl Eckelman
Mary Margaret “Peggy” Elliott
Dan & Timothy Fiedler
Kathy & Bruce Gaither
Carol J. Roberts
Jean & Richard Vogel
Wally Byam Canavan Club
International
Jim Garcia
Amy Paddicko
Pauline R. Garcia
Janet E. Garcia
Laura Garito
Emily & Dave Behrens
Marion Gentry
Jacqueline S. Carp
Ginger
Stephen D. Northrop
John Peterson-Salleng
Lois A. Avery
Barb二手房 & Bill Douglas
Colleen & Robert J. Eakin
Rose Mary McGee
Melissa Y. Olson
Mark & Carol J. Eakin
Lea L. Hoch
Jim Glorey
Donna A. Glorey
Thelma Halse
Wilma J. Hall
Marjorie Harr
Elizabeth H. Ceyennes
Virginia Haynes
Stanley D. Haynes
Heidi
Kathy Lou Jones
Andi Hendrix
Gary Vogt
Christopher Herrmann
Cynthia Herrmann
Helga E. Hates
Ronald A. Hates
Margaret Hickerson
John Hickerson & Kathleen Burt
David Hopkins
Jacqueline Hopkins
Ruth Houck
Pamela M. Bennett
Richard Irland, Sr.
Carol Ann Muggenburg & Paul E. Shyler
Ahn Ilwin-Wilson
Mary Lou Banks
Sarah J. Blackstad
Cheryl L. Davis & Keith Plunkett
Voil & Shari Land
Teresa Vilmian
Billey Jeffery
Ruth Ann Sellers-Calvert
Angie Jeske
Mark Dorney
Sandy Johnson
Joan & Almond Bond
Myron Johnson
Stephanie & Michael Chromy
Patricia Jupp
Carol, Steve & Carole Ashley
Ashley, Jaime & Wei King
Bob, Joe & Danny Melloy & All The Employees of Millen Nas
Karl P. Koening
William Solomon
Leonard A. Kracke
Stephen Northrop
Brad Lyu Lewis
Jessica Cheaney
Beth & Greg Connors
Kathy Fisher
Laurie & Malvin Garner
Doris Hartman
Sandra & Clifford Hugy
Rose Mary McGee
Anne & Gerald Prior
Wade Prior
Gwen Luts
Judy W. Scott
Louis L. Lovato
Cyndi X. Long
Steve & Rosalies Madrid
Jill Stabyn
Glenda Mayfield
Nancy Show
Lea Murphy
Vivie Skye & Leonard Stittelman
Dr. Joel Nau
Katherine & Ken Evans
Dr. Michael Trigg
Anastasia & Dimitrios Pappas
Evyenia Lula Triandafilidis
In Memory of People
Jeffrey "David" Allen
Daniel C. Preciado
Jonah W. Allen
Gloria & Mark Allen
Tracy Allen
Darren J. Allen
Carolee J. Allen
Amanda Janes
Brady Allen
Danielle Allen
Kerry Ann Allen
Eric Allen
Mary E. Allen
Sarah Allen
Lorelle Allen
Jessica Allen
Evan Allen
Amanda Allen
ças A. Allen
Thomas Allen
Anne Allen
Brandon Allen
Kaitlyn Allen
Amy Allen
George Allen
Christian A. Allen
Emily Allen
Aubrey Allen
Katie Allen
Wendy Allen
Bryan Allen
John Allen
Keith Smith
Katherine Allen
Jennifer Allen
Amy Allen
Allyson Allen
Taylor Allen
study at a terrific bargain price!

spring cleaning & 3 ways to feel good!
Animal Humane’s Thrift Shop gives you three different ways to help homeless pets. First, you can clean out your closets and garage and bring your donations of clothes, furniture, electronics, dishes, vinyl records, and more to our Thrift Shop at 4646 Menaul Blvd. NE. Then, your tax-deductible donation to Animal Humane will benefit the at-risk pets we serve, helping our Thrift Shop to generate over $400,000 in valuable revenue annually. And finally, you can visit our Thrift Shop to find all the gently used treasures you’ve been looking for, but at a terrific bargain price!