



PROSPECTUS

August 2013

MISSION STATEMENT:

Canine Adoption and Rescue League's mission is to advocate for animal welfare, seeking to end the needless deaths of companion animals through our adoption, education and outreach programs.

WHO WE ARE:

In 1996, a group of dog advocates came together to better the lives of homeless dogs. Throughout the years, our volunteers' passionate dedication to secure a loving home for every dog made Canine Adoption and Rescue League (C.A.R.L.) the special organization it is. Today's volunteers feel the same heartache for a dog in need and the same joy when a dog goes into a forever home that our founders did. They strive to create a world where no dog is homeless. Day by day they support each other in serving today's dogs in need, grateful to be part of the wonderful community that is C.A.R.L.

HISTORY:

1996

- ❖ The Humane League (THL), a NO KILL dog/cat rescue, was founded by Joan and Craig Ploss. THL was a 501(c) (3) public benefit corporation, Federal Identification Number 77-0422714.
- ❖ Oxnard's PetSmart hosted the first adoption center. Foster homes were provided by friends and family. On average, fifteen to twenty dogs were available for adoption.

1998

- ❖ The first annual Pooch Parade, a dog walk and pet expo, and THL's major fundraising event made its debut at Harbor Village.
- ❖ THL rented its own Adoption Center in the rear of the Ventura Pet Barn.
- ❖ The cat rescue component separated and formed its own independent organization focused solely on cats.

1999

- ❖ A sanctuary to safely house dogs and low cost spay/ neuters were identified as priorities to accomplish THL's mission.

2000

- ❖ THL joined with Mercy Crusade, a Los Angeles based spay and neuter program, to open the first low cost spay/neuter clinic in Ventura County.

2001

- ❖ Volunteer Burnice Kraemer bequeathed \$650,000 to THL. Four hundred thousand of the funds were reserved to provide funds for a sanctuary for the THL dogs. The remaining funds were dispersed to Mercy Crusade Spay and Neuter Foundation to start an endowment fund in Burnice's name and used to pay down accumulated vet and boarding bills.

2002

- ❖ The spay and neuter clinic was established and functioning, THL and Mercy Crusade agreed Mercy Crusade would assume full responsibility for the project.
- ❖ Founders Joan and Craig Ploss left the organization. The Board of Directors assumed leadership responsibility and continued the work of THL. Now, on average, thirty five dogs were available for adoption. Most were housed in foster homes. However, up to ten dogs were boarded in public boarding facilities. Appropriate housing continued to be the most significant factor limiting the number of dogs the dedicated volunteers could help.

2003

- ❖ The Board undertook a search for sanctuary property. We recognized ongoing financial support was critical to ensure the future success of our rescue. The Board's solution was to operate a public boarding kennel which would provide a revenue stream to support efforts to end the unnecessary killing of companion animals.

2004

- ❖ THL's name was changed to Canine Adoption and Rescue League (C.A.R.L.). This change clarified our purpose and eliminated confusing us with the Humane Society.

2005

- ❖ After an extensive search, C.A.R.L. purchased an operating boarding kennel open to the public and centrally located to the west of Santa Paula off the 126 Freeway. The two acre property includes a 2,400 square foot on site residence, 60 outdoor runs with concrete foundations and concrete brick houses, 30 indoor/outdoor runs with concrete flooring, 15 outdoor runs with concrete flooring and concrete brick sidewalls and grooming facilities.

- ❖ The front acre of the property is the public boarding facility and caretaker residence. The back acre became the Burnice Kraemer Sanctuary. C.A.R.L.'s Pet Care Center, as the facility was named required a great deal of restoration. The next two years were devoted to learning to run a boarding kennel business, rehabbing the 40 year old facility and building the public boarding clientele to support the kennel operations and provide funds to support the rescue.

2006

- ❖ C.A.R.L. offered sanctuary to 42 Hurricane Katrina homeless dogs, twenty for the C.A.R.L. adoption program and 22 boarded pending transfer to other rescues. Veterinarians Jill Muraoka Lim and Janis Shinkawa from Buena Animal Hospital coordinated diagnostic testing for heartworm and treatment for those in need. They recruited pharmaceutical companies to donate treatment and preventative medications. Over a period of months all the dogs were declared healthy and either returned to owners in New Orleans, adopted to new families or transferred to other rescues.
- ❖ Debbie Hyde and Tom Graffy donated \$40,000 to name our adoption center Sam's Place in honor of their beloved dog Sam.

2007

- ❖ Granite Construction (an asphalt plant and recycling facility) acquired property across the road from C.A.R.L. They agreed to provide an on site parking lot, an eight foot exterior wall and landscaping to minimize the impact of traffic and noise pollution on the operation of the kennel. In exchange, CARL supported Granite's permit application. The parking lot project was projected to cost Granite \$150,000.
- ❖ The Annenberg Foundation granted C.A.R.L. \$500,000 to retire the second mortgage (\$400,000) and for capital improvements and operations. The intake and assessment center was named the Annenberg Intake and Assessment Center in recognition of this grant.

2010

- ❖ C.A.R.L. joined other animal rescue organizations in a coordinated sustained effort to make Ventura County Animal Shelter NO KILL. After one and a half years of very limited progress C.A.R.L. refocused its efforts to supporting the first NO KILL, open entry, municipal animal shelter in Ventura County, Santa Paula Animal Rescue Center which opened in June 2012.
- ❖ Ventura County Community Foundation chose C.A.R.L. to receive the HART Endowment Fund upon the dissolution of that non-profit. The principal of the fund was \$17,000.

- ❖ C.A.R.L. filed its application to renew the ten year Conditional Use Permit to operate the kennel.
- ❖ Ventura Pet Barn moved to a new location and offered C.A.R.L. adoption center space rent free. Sam's Place is now located at 3203 E. Main Street Ventura.

2012

- ❖ CARL received extension approval for a ten year conditional use permit contingent upon completion of the parking lot construction and some minor conditions.

2013

- ❖ The Board authorized formation of a Business Advisory Committee (BAC) to secure financial resources in support of C.A.R.L.'s mission.
- ❖ Granite Construction broke ground on the parking lot project. The entire project is to be completed September 2013.

CURRENT OPERATIONS:

ADOPTIONS: Weekend adoption events are held in Ventura, Port Hueneme, Moorpark and Westlake Village on a scheduled basis. There is an average of 85 dogs available for adoption. Depending on the venue, two to twenty dogs are shown at an event. C.A.R.L. also takes adoptable dogs to community events, apartment complex events and fundraising events in order to increase opportunities for adoptions.

A potential adopter, after meeting a dog, completes an application. C.A.R.L.'s commitment to adopted dogs is that they will live as a member of the family. Should an adopters circumstances change, the dog will be returned to C.A.R.L. A C.A.R.L. dog that has been adopted and is unable to remain in the adopted home is NEVER to be sent to a shelter.

Following a review of the application, a home check is scheduled to identify any particular issues for the specific dog. Once the adoption is approved by the Adoption Committee the adoption takes place, usually within the week. The adoption fees scale is \$125 for senior dogs, \$150 for dogs 4 months to 8 years and \$175 for dogs under four months. Adoption fees include spay or neuter, vaccinations appropriate for age and micro-chipping.

INTAKE: All breeds are accepted. Entry screening focuses on the dog's potential adoptability. The addition of the Pet Care Center has allowed C.A.R.L. to more than double the number of dogs available for adoption. Owner turn-ins, unclaimed strays and dogs rescued from high kill animal shelters (when their time has run out) are the sources of C.A.R.L.'s dogs. If a dog has a place to live while C.A.R.L. tries to find a new home, we generally can help the dog. C.A.R.L. dogs may be boarded at the Sanctuary for \$10

per night by the owner. However, because most owner relinquishments involve financial hardships or loss of housing, this is not often a real option.

SHELTER/HOUSING: Ideally our dogs remain in their own homes or foster homes while awaiting a new adoptive home. C.A.R.L. provides foster parents with food and vet care for the dogs, the foster provides love and socialization. Less than half of the 85 dogs in the program are in homes. Of those in the Sanctuary, an average of 25 dogs are without financial support. The rest have a sponsor who pays the \$10 per night for their care.

The Board budgets to raise money to cover the cost of care for 15 dogs. The current number of unfunded dogs has grown to 25. This increase has occurred because C.A.R.L. is committed to caring for when a dog a dog is returned after a failed adoption, the sponsors decide they can no longer pay or the dog is abandoned at night at the Adoption Center. In these and other exceptional cases, we make an exception to the 15 dog limit.

Volunteers go to the Pet Care Center several times each week to walk and socialize the dogs. Selected dogs are run on treadmills once or twice each week to ensure that they get the level of exercise they need.

TRANSPORTATION: Dogs are transported from the Pet Care Center for vet care and adoption events. A mini-van donated in 2012 has been of great assistance in this.

INFORMATION AND REFERRAL: C.A.R.L. operates a 24 hour message line. Calls are returned within a day. People may need referrals for training, pet friendly housing, low cost vet care, what to do with a found dog or may need to place a dog. If C.A.R.L. cannot accept the dog, every effort is made to connect the caller with another rescue organization or resource.

SOCIAL MEDIA: C.A.R.L. has an active Facebook presence and a more limited Twitter following.

WEBSITE: Our website www.carlvc.org is kept current with available dogs for adoption, including photos and biographical information. The site also gives information on volunteering, fundraisers, special needs, the adoption process and reports about adopted dogs.

VOLUNTEERS: Until 2012 C.A.R.L. included volunteers 12 to 18 years of age as well as adults. In 2012 our insurance carrier determined they would not provide coverage if a volunteer less than 18 years of age had contact with a dog. This effectively eliminated our youth volunteer program.

An orientation for new volunteers is held monthly. It includes an hour of dog handling training as part of the session. Volunteer recruitment has been effective, volunteer retention has been a problem. Beginning in 2012 our new Volunteer Coordinator implemented a variety of measures to increase effective volunteer matching and follow

up contact to improve retention. He has increased volunteer communication as a part of these efforts.

NEWSLETTER: C.A.R.L. has a monthly newsletter to share news of the organization as well as rescue and dog friendly activities. The newsletter is distributed via email and is on the web site. People may request that a copy be delivered by the US mail service.

C.A.R.L.'S PET CARE CENTER: The Pet Care Center is operated by paid employees, including a half time kennel administrator, a full time kennel supervisor, ten part time kennel technicians, a part time groomer and a live in caretaker. They ensure the safe, humane and clean housing and care for the dogs and cats boarded there. Last fiscal year, the average daily population was 71 animals. The facility is open to the public Monday through Friday 8 am to 6 pm and Saturday 8 am to 1 pm.

The Pet Care Center offers other rescue organizations discounted boarding rates and access to their dogs on weekends, outside the public hours, so that dogs can be taken to adoption events.

ONGOING FUNDRAISING EFFORTS:

CARL has fundraising efforts that occur annually, spring and fall, monthly or on a continuous schedule as follows. In addition we send out appeal letters. When these letters were going out on quarterly basis they brought in \$10-\$12,000 a year. In 2012 our one appeal letter brought in \$32,000.

ANNUAL:

- ❖ Pooch Parade - This charity dog walk and pet expo is in its 16th year. It is our biggest and most successful event. It is held in July each year on the beach at the San Buenaventura State Park. It nets \$22,000 to \$35,000 for the dogs. The past few years have been impacted by the economic downturn which has most affected sponsorships by businesses.
- ❖ Tees Fore Tails Golf Tournament - This event was first held in October 2012 at Saticoy County Club with a net to the dogs of over \$3500. Our expectation is that this will grow to rival the Pooch Parade in fundraising for the dogs.
- ❖ Poinsettia Sale - Our first effort was in December 2012 and was successful in pre-selling all the plants we ordered. We expect this to bring in about \$2,000 in future years.

SPRING AND FALL:

- ❖ Garage Sale - This one day sale has historically brought in \$1,000-\$1,500.

MONTHLY:

- ❖ Restaurants in the community designate a day or evening that a percentage of sales go to CARL. The revenue from these varies greatly from \$50-\$250.

CONTINUOUS:

- ❖ Facebook and email pleas are sent out requesting donation for specific dogs or needs.
- ❖ Our web site offers an opportunity to Sponsor a Dog at a variety of levels. This establishes a regular monthly donation via PayPal.
- ❖ Electronic and ink recycling drop off locations will soon be offered with proceeds going to CARL.

COST CENTERS:

MORTGAGE: In August 2013 we refinanced our mortgage to attain an interest rate of 5.3%. The \$700,000 note is for ten years, amortized over 30 years. The appraised value of the property in 2013 is \$1.3 million.

CARL UNFUNDED DOGS in the Pet Care Center cost over \$100,000 per year.

VETERINARY EXPENSES: These expenses include regular spay and neuter costs, routine veterinary care and specialized care for emergencies, orthopedic surgery and unusual illnesses. On average, we spend \$35,000 annually. In fiscal year 2012-2013 we spent \$70,507.

CONDITIONAL USE PERMIT: Fees by the State, the County and payment to the consultant we hired to get through the process have exceeded \$38,800. We are not yet through the process and estimate it may be another \$5-8,000 before we are finished. Granite Construction is paying all the costs associated with the parking lot project. None of those costs are included above.

GOALS: C.A.R.L.'s goal is to support and expand our efforts to end the unnecessary killing of companion animals. The Board identified structural areas for improvement and capitol projects for the Pet Care Center to meet this goal.

FINANCIAL SECURITY: The vast majority of C.A.R.L. volunteers directly care for the health and safety of our dogs. This is our passion. Current fundraising efforts are implemented by the 'dog' volunteers. Fundraising is critical to provide quality care for homeless dogs, expand outreach and education services and to provide the maintenance and improvements needed on the aging kennel facility. Volunteers with the talent and passion to secure services and funding are critical to the development of C.A.R.L. Our Business Advisory Committee was created to recruit volunteers with financial skills and a passion for fundraising to join C.A.R.L.

ORGANIZATIONAL STABILITY: C.A.R.L. is a volunteer organization. One part-time office support person is the only paid employee in the adoption, education and outreach components. We need to plan for the continuity and the business of the

organization. We are approaching the growth point where a skilled professional executive will be required to manage operations and ensure that we are in compliance with financial and legal requirements.

PET CARE CENTER AND SANCTUARY: The Board has identified specific projects needed to improve the safety and quality of care.

First Priority - Concrete Work: This involves areas where we have standing water because there is no path to a drain, places where the concrete has sunk at the far end of the drain channel, a section where the concrete walkway along the runs is not wide enough, so the water flows off into the dirt. One drain is not deep enough to hold the volume of runoff. Several drain gutters have cracked along the length of the gutter. A section of 15 runs has concrete that has sunk so that the water stands against the building instead of draining to the gutter.

Second Priority - Kennel Repairs:

Chain link fence repairs: In several places the chain link has lost the tension wire along the bottom. In places, dogs have pulled the chain link to make openings. In some of the runs the metal frame for the chain link has rusted out along the bottom and sides.

Electrical work: We have extension cords running electricity to our treadmill area and to lights along the kennels.

Shade and roofing for dogs: our shade cloth covering the exercise runs pulls off in the wind and needs to be replaced; shade trees could be planted in some of the yards. The roofs made of fiberglass are crumbling on two rows of kennels and need to be replaced.

Security work: The dogs dig under the chain link in the dirt and gravel exercise yards. We have buried railroad ties along some of them to prevent this. Our vet now advises that we avoid using railroad ties because of potential liver failure if a dog chews at the treated them.

Sanitation: We use washed pea gravel in many of the exercise yards so we can sterilize the surface. Over time it gets used up and needs to be replaced

Third Priority - Office Renovation and Expansion:

Our office, kitchen, laundry dog bathing area needs repair and renovation because of lack of space, holes in the dry wall, overhead light fixtures that have come loose, and inefficient design under normal use.

Fourth Priority - Improve Sanctuary Area for volunteer use with dogs:

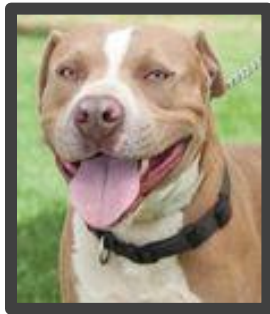
Weather limits the social activities for the dogs. This project would create a volunteer area in the Sanctuary with a separate fenced area and concrete pad with shade. It includes installing a roof on the existing volunteer area.

Fifth Priority - Perimeter Privacy Fence:

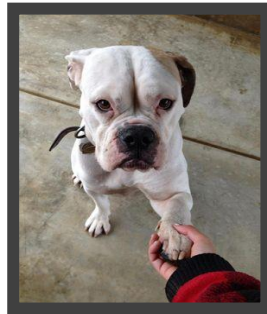
This involves installing solid fence panels 8' high where existing chain link fencing forms a boundary the length of one side of the property. The previous neighbor removed the solid panel fencing when he lost the property, now we get lots of dirt and noise from the neighbors.

SUMMARY

We are a lifeboat for abandoned and abused dogs that have no home. We search for them at the County Animal Shelter where they have only days to live. We are there to take in dogs when bad times fall on their families and they lose their homes. We provide a home, food, exercise and medical care for hundreds of dogs each year. We transport them to pet stores throughout Ventura County on Saturdays and Sundays so that they are present for potential adopters to come by and discover them. Our foster families give them home life away from home until the can be adopted. We ensure that when they are adopted their new family will keep them safe and happy as part of their household. We operate a kennel to house them and a boarding business that pays many of their expenses. We hold fundraisers and special events to pay for taking care of them. Each month we spend hundreds of hours and thousands of dollars caring for homeless dogs until someone welcomes them to their new homes. The Volunteers of C.A.R.L. make all of this possible, all of the time.



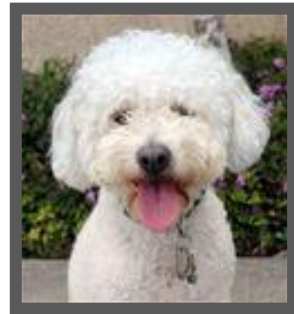
Bevo



Chloe



Red



Willy

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