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For Immediate Release:

Humane Society Silicon Valley Announces Successful Completion of Their “Paint a Better Future” Campaign

HSSV’s “Paint a Better Future” Beats Campaign Goal with \$59.7 Million Raised to Help Homeless Pets

SAN JOSE, CA, August 9, 2018 – Humane Society Silicon Valley’s (HSSV) ambitious 6.5 year Paint a Better Future Campaign has been successfully completed, increasing HSSV’s capacity to sustain and expand its lifesaving programs. The campaign, aimed at enhancing HSSV’s ability to be a safety net for homeless animals locally and regionally, exceeded its target of \$55 million, raising \$59.7 million. Thanks to the leadership of Sue and John Diekman, campaign co-chairs, and the generosity of more than 61,000 donors, the campaign’s success is already changing the future for animals in Silicon Valley and beyond. The campaign’s goals were to:

- Educate the community on the value of animal life.
- Enrich human and animal lives by finding homes for shelter animals and transforming families.
- Treat and rehabilitate homeless animals.
- Prevent unwanted births.
- Keep families together by supporting people in caring for their pets.

Here’s a picture of what the campaign has made possible since its inception:

- Under the leadership of Dr. Cristie Kamiya, HSSV worked for over two years to become the **first model shelter in the country**, meeting the Association of Shelter Veterinarians’ (ASV) guidelines for standards of care in animal shelters, leading the charge for humane treatment of animals.
- 67% more animals are being adopted annually at the Milpitas Animal Community Center and Neighborhood Adoption Centers.
- Over 66% of animals each year receive extended medical and/or behavioral care. HSSV is now able to treat serious and contagious illnesses like parvovirus and ringworm, while ensuring the rest of the shelter population remains healthy.
- Over 55k spay/neuter surgeries were performed or sponsored by HSSV both in the medical clinic and through a mobile clinic.
- Almost 60k local youth participated in HSSV’s education programs, 13% from under-resourced communities.

“The success of our ‘Paint a Better Future’ campaign positions HSSV to improve animal welfare by advancing innovative solutions with broad impact,” shares President Carol

Novello. “We aim to fulfill this promise by leading the emerging field of shelter medicine, establishing teaching programs to cultivate and spread the practice. We will also champion new shelter medicine standards through our own research and by sharing evolving best practices that reflect standards set by the Association of Shelter Veterinarians.”

Sue Diekman says, “I like to think of this campaign as one of mutual inspiration, with wonderful connection and communication between the donors and the staff. Every time a donor gave a gift to the campaign, the staff were energized to do even more, and I think that it went the other way, too.”

About being a model shelter:

The ASV created the guidelines to protect homeless animals from suffering and disease, and ensure that shelters provide the **Five Freedoms of Animal Welfare**:

1. **Freedom from Hunger and Thirst:** All animals have ready access to fresh water and appropriate diet to maintain health and vigor.
2. **Freedom from Discomfort:** All animals have an appropriate environment to reside in, including shelter and a comfortable resting area.
3. **Freedom from Pain, Injury, or Disease:** Preventative care and rapid diagnosis and treatment are made readily available.
4. **Freedom to Express Normal Behavior:** Animals are given sufficient space, proper facilities, and the company of animals of their own kind.
5. **Freedom from Fear and Distress:** Conditions and treatment are ensured to prevent mental suffering.

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About Humane Society Silicon Valley: Humane Society Silicon Valley (HSSV) is an independent, privately funded, 501(c)(3) non-profit organization serving people and pets for over 85 years. In 2017, HSSV became the first organization ever to become a model shelter by meeting the guidelines set forth by the Association of Shelter Veterinarians. As an independent non-profit organization, HSSV does not receive funding from Humane Society of the United States, ASPCA, or state and federal government entities. HSSV offers quality adoptions, affordable spaying/neutering, vaccinations, microchipping services, pet care services, and education programs to enhance the human-animal bond. Established in 1929, HSSV has adopted more than 500,000 animals into permanent, loving homes. Animal welfare is their top priority and their mission is to save and enhance lives.

About Carol: Carol Novello serves as President of Humane Society Silicon Valley, serving one year on their Board of Directors prior to her current role. Through her leadership, HSSV became the first organization to meet all model shelter guidelines set forth by the Association of Shelter Veterinarians. Her work at HSSV has also resulted in significant increases in the rescue organization’s adoption numbers, save rate, and the number of animals receiving extended care. Prior to entering the field of animal rescue, Carol was a senior executive at Intuit where she held numerous positions including President of MasterBuilder Software, Vice President/General Manager of QuickBooks Online, and Vice President of Marketing for QuickBooks and Small Business Services.

Carol earned her MBA from Harvard Business School and is proud to include three rescue animals in her family: a German Shepherd dog named Tess and two tuxedo cats, Herbie and Bode.

To learn more, visit www.HSSV.org.

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