

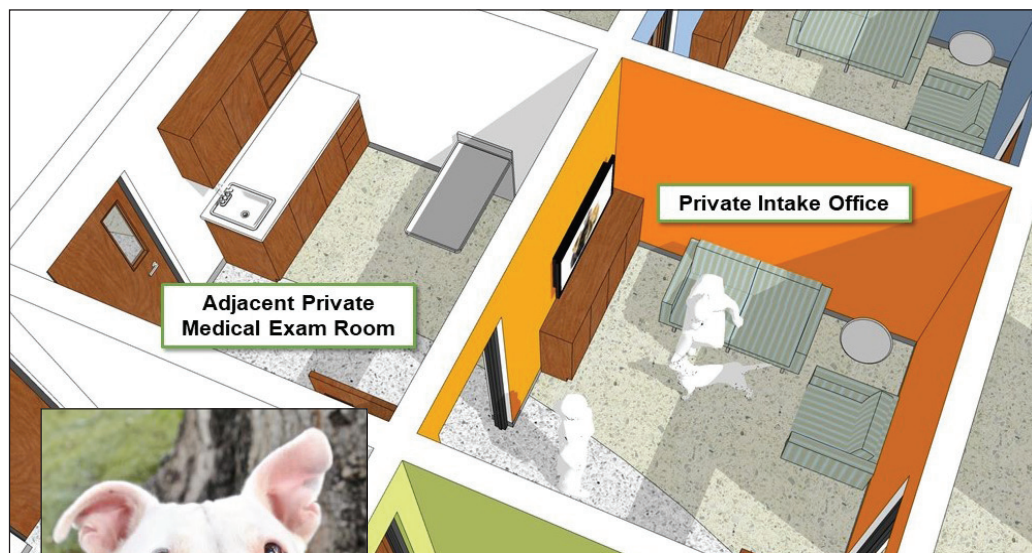


## A BETTER WAY HOME FOR PETS LIKE BABY GIRL

WHEN WE BEGAN planning to build A BETTER WAY HOME, one of our first goals was to make the process of turning over a pet to us less stressful for animals and the people who love them. In April of 2019, we shared the story of Baby Girl, a 7-year-old terrier mix, who after leaving the only home she'd known, found the shelter environment overwhelming and frightening. The hectic intake office was busy with people and pets. After her heartbroken owners left, Baby Girl was taken for a short medical exam in a room that was again, busy and loud with people and other animals. Baby Girl let everyone know she was afraid by growling and cowering when faced with new people and the boisterous greeting from other dogs.

Staff and volunteers gave Baby Girl treats and went slowly, giving her space, but were unable to give her a calm or quiet place to adjust. With time and patience, her true personality shone through; Baby Girl was goofy and loved her doggie playgroups. After she came out of her shell, Baby Girl was adopted into her new fur-ever home.

**In our new shelter, we'll lessen the stress of the intake process through thoughtful and educated design.** Upon arrival, pets like Baby Girl and her emotional owners



will be directed to a private space. Free of interruptions and away from other animals, Baby Girl's owners will share what makes her special, important details for us to consider when finding the right new home.

After her owners leave through a private exit, Baby Girl will receive her medical exam in a quiet room, free of other animals. Finally, she'll settle into an 8-foot-square, air-conditioned kennel, with a raised bed and soft toys. She will be housed next to other dogs, but she won't see them right across the aisle, reducing stress, over-stimulation, and noise.

Our vision was brought to life by the Bacon Group, Inc. which recommended features to best serve the animals in our care. They specialize in kennel design and are based right here in Clearwater. Learn more about Bacon Group Architecture and their commitment to animal welfare in our next issue.



### "I'm meant to be part of this mission."

"NO MATTER YESTERDAY'S CARES, when I wake up to my dogs' loving faces, all is right in the world. The team at SPCA Tampa Bay took such wonderful care of them before they joined my family. Their care, love, and passion for the animals in their charge are undeniable. I'm supporting SPCA Tampa Bay's vision to provide a place of continued comfort and joy for animals and their people," says Betsie Scott, Campaign Chair and SPCA Tampa Bay Ambassador. "I know I'm meant to be part of this mission."

Join Betsie in supporting our vision for the future. Donors are invited to make a multi-year pledge to the BETTER WAY HOME campaign. Pledge payments can then be made by cash, check, or credit card. Donors may also opt to give a gift from a retirement savings account, make a direct transfer of appreciated stock, or recommend a grant from a donor advised fund to fulfill their pledge. In some instances, these alternative forms of giving may offer tax advantages.

For more information, contact Jen Gross, Director of Philanthropy at (727) 581-3249.

**CAPITAL CAMPAIGN CABINET****Betsie Scott**

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CEO

**Annabelle Sweetall**

BWH Campaign Manager

**Carolyn Wisniewski**

Chief Philanthropy Officer

**Jennifer Gross**

Director of Philanthropy

**Kristi Koehler**

Donor Relations Manager

**FOR MORE INFORMATION,**

contact Annabelle at

ASweetall@SPCATampaBay.org  
or 859-559-6856

**SPCATampaBay.org/betterwayhome**  
9099 130th Ave. N, Largo, FL 33773  
**Vet Center:**  
3250 5th Ave. N, St. Petersburg, FL 33713

**Presenting Our Vision of A Better Way Home**

AS A CHAMPION for animal welfare for more than 80 years, SPCA Tampa Bay is proud to operate in a community that loves all animals – wild, domestic, and from the farm. As we embark on this path to build A BETTER WAY HOME, we want our community to have the opportunity to join us. We're hosting special receptions for our loyal and existing supporters on our Largo campus that include a tour of our current shelter's accommodations for the animals.

The tour begins where it does for so many pets when they transfer into our shelter – the outdoor corridor where animals are unloaded. It is loud, and the scents in the air are heavy. Though the challenges facing our team members are evident, the level of cleanliness and order clearly portray the dedication of our staff who give their all every day, despite the buildings and their layout working against them. Our story is compelling when you see the cracked and crumbling buildings where we do our most important work. The need and the urgency are obvious.

Following the tour, CEO Martha Boden walks through the plans for our new facility, highlighting how our new shelter will give every animal the safe and comfortable temporary home they deserve and that our staff wants to provide for them. After presenting our vision, we invite questions and encourage feedback from those who know us best – you. We've gained valuable insight about outreach, funding, and community engagement opportunities at each of our receptions.

Thanks to compelling video and photos we have to share, we can take these receptions on the road, too. We invite you to consider your network and those in it who might be inspired to learn more by attending a reception. Or consider hosting one yourself – for your neighborhood, your professional association, or your coworkers. Reach out to Annabelle, Capital Campaign Manager, for more information.

**The Keeper of the Answers, Annabelle Sweetall**

ANNABELLE, affectionally known around our office as "AB," first came to the Tampa Bay community as a student at Eckerd College, where she graduated with a BA in Anthropology. At Eckerd, her roommates had two cats, Sadie and Blue, and the seeds of becoming a cat-person were planted. Annabelle joined the SPCA Tampa Bay team in June 2019 and dove head-first into the world of animal welfare and sheltering under the tutelage of CEO Martha Boden.

In August 2021, Annabelle's energy and enthusiasm for project management helped her transition into the role of Capital Campaign Manager, managing one of our largest projects yet – the BETTER WAY HOME capital campaign! Annabelle is our conductor, guiding and driving this important campaign. She is orchestrating the donor research, outreach, and follow-up that will help our vision become a reality. She consistently suggests new ways to engage our donors and organizes tools for members of our Development team and volunteers on our Campaign Cabinet to share. Reach out to Annabelle if you'd



like to learn more about our vision, set up a payment plan on an existing pledge, attend a reception, or schedule a time to visit our Largo shelter.

Annabelle and her partner Ben settled into a new home recently with their two cats – Fern and Simon – and a betta fish named Finn.

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