

**BOARD OF  
ANIMAL SERVICES  
COMMISSIONERS**

TARIQ A. KHERO  
PRESIDENT

KATHLEEN RIORDAN  
VICE PRESIDENT

GLENN S. BROWN

IRENE G. PONCE

ARCHIE J. QUINCEY JR.

**City of Los Angeles**  
CALIFORNIA



**ANTONIO R. VILLARAIGOSA**  
MAYOR

DEPARTMENT OF  
**ANIMAL SERVICES**  
221 North Figueroa Street  
5<sup>th</sup> Floor  
Los Angeles, CA 90012  
(888) 452-7381  
FAX (213) 482-9511

EDWARD A. BOKS  
General Manager

## **Report to the Board of Animal Services Commissioners**

**Edward A. Boks, General Manager**

---

**COMMISSION MEETING DATE:** April 28, 2008

**PREPARED BY:** Linda Barth

**REPORT DATE:** April 24, 2008

**TITLE:** Assistant General  
Manager

**SUBJECT:** Program of Animal Care Center Sponsorship for Individuals

---

### **BOARD ACTION RECOMMENDED:**

That the Board approve the program of solicitation and acknowledgement for \$500 sponsorship donations to a specific animal care center, as described below.

---

### **SUMMARY:**

Individuals often seek ways to provide support for their favorite causes. This may be by volunteering time or expertise, communicating with friends and acquaintances, or providing money to help fund an activity. The daily operations and special programs of the Department often inspire people to want to help, and that help comes to us in all those ways. The public is aware that caring for animals and getting pets into new homes costs money. According to our recent study of fees, the actual average cost of caring for a dog last year was \$274.37, and for a cat last year, the average actual cost was \$195.22. Average cost for a rabbit was over \$300, because of the length of time many rabbits stay before they are adopted.

Programs such as the Special Treatment and Recovery (S.T.A.R.) program or the Spay and Neuter Trust fund yield interest from the public and receive cash donations. But often individuals are interested in seeing their donation go directly to help with the costs of caring for animals at their local animal care center. To meet that interest, the Department proposes a pilot program for individual sponsorship donations to a specific

**AN EQUAL OPPORTUNITY EMPLOYER**

Visit our website at [www.LAAnimalServices.com](http://www.LAAnimalServices.com)

Subject: Program of Animal Care Center Sponsorship for Individuals

---

animal care center. This program would launch at the soon-to-open Harbor Animal Care Center.

For a sponsorship donation of \$500 (about the cost to care for two dogs, or for a cat and a rabbit), the sponsor/donor will receive an engraved laminated plaque with his or her name, listed as a Proud Sponsor, and placed over a dog kennel or cat cage of choice, for one year. The sponsor/donor will also be listed on the Department website as a Proud Sponsor of that animal care center, for the year.

Proud Sponsor plaques may be inscribed with the name of the sponsor/donor, in honor of another person, organization, or pet, or as a memorial to a pet, at the discretion of the sponsor/donor. Plaques acknowledging the sponsorship/donation will be installed within about 30 days of receipt, and remain posted for twelve months after installation.

This program will launch at the Harbor Animal Care Center in conjunction with the opening activities that are gearing up for a late June grand opening. Results of this pilot effort may indicate the advantages of some modifications to the program, which would be brought back to the Board for further consideration. In the future, staff also will be completing research and analysis necessary to formulate a longer term sponsorship program, such as is typical in both public and private facilities (i.e. Donor Wall, Walk of [Donor] Fame, or naming opportunities) that extend acknowledgement longer than three years, and at much higher financial levels. Such a program will likely be advantageous to the Department, but requires a detailed sponsorship program approved by the Mayor and Council.

This program offers the public and local businesses the opportunity to contribute to the Department and to show other members of the community how much the sponsor/donor values the efforts of the animal care staff and animal control officers in their local neighborhoods. Becoming a sponsor/donor also broadcasts concern for the lost pets in one's community. Participating in the program will be a way to show leadership in support for animals. Alternatively, it can be a way to honor or celebrate a family member or friend, or a way to remember a pet that is no longer here.

All donations will be tax deductible under Internal Revenue Service Code 170(c)(1).

---

#### **FISCAL IMPACT:**

There is no impact on the general fund, but donations assist the Department in enhancing our operations with more adoption event, outreach, printed materials, toys for the animals, and the like.

Subject: Program of Animal Care Center Sponsorship for Individuals

---

---

Approved:

---

**Edward A. Boks, General Manager**

---

---

**BOARD ACTION:**

\_\_\_\_\_ Passed

Disapproved \_\_\_\_\_

\_\_\_\_\_ Passed with noted modifications

Continued \_\_\_\_\_

\_\_\_\_\_ Tabled

New Date \_\_\_\_\_