



APNM 2012 IN REVIEW

Animal Protection of New Mexico (APNM): Making sure animals matter in every New Mexican community by challenging historic and widespread animal cruelty.

“High-Impact!”

That’s what Philanthropedia, part of the charity-rating group Guidestar, continues to say about Animal Protection of New Mexico and its work on the local/state level on animal welfare, rights and protection.

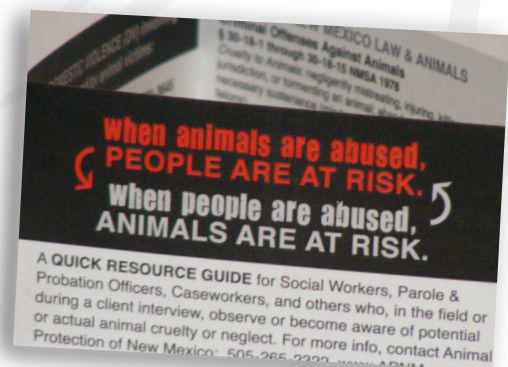


Challenging Animal Cruelty Program

- Addressed **897** cases on two statewide animal cruelty hotlines.
- Organized, underwrote and arranged delivery of training on LINK between animal cruelty and family violence to **267** state employees in Albuquerque (104), Farmington (17), Las Cruces (44), Las Vegas (33), Roswell (43), Santa Fe (26) for the N.M. Department of Corrections, N.M. Children, Youth & Families Department, Adult Protective Services, and faculty and students from Eastern N.M. University-Roswell.

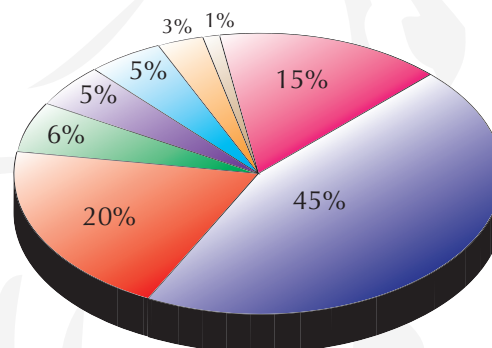
animals of domestic violence victims by accepting all referrals from another non-profit organization. **Six families and their animals** were assisted through the Network.

- Offered rewards to locate and prosecute animal abusers in **nine cases totaling \$46,500** in Albuquerque, Rio Rancho, Chaves County, Santa Fe County, Socorro County, Valencia County (four cases).



- Created, distributed to **hundreds** of people Pocket Resource Guides on how to report animal cruelty and lists of emergency resources.
- Created, maintained and distributed New Mexico’s list of trained AniCare therapists to **every district attorney and every municipal, magistrate and district judge** in the state, so convicted animal abusers can receive treatment using the only peer-reviewed treatment model for animal abusers.
- Expanded commitment to the Companion Animal Rescue Effort (CARE) Network of safe havens to help

Breakdown of Cruelty Hotline Cases by Type



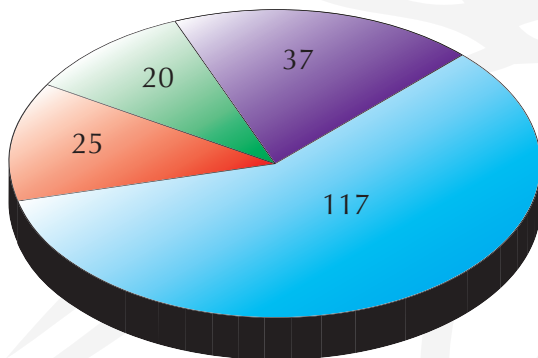
- Dogs
- Horses
- Agency, Shelter or Animal-Related Business Complaint
- Multiple Animals
- Requested Information
- Animal Fighting
- CARE Network
- All Others

Equine Protection Program

- Spent **\$38,521** on Equine Protection Fund (EPF) services to bring relief to **199 equines**.
- EPF helped its **200th** equine in June, and its **300th** equine in November.
- **\$42,147** was donated by **48** individuals and two foundations.
- Statewide Equine Volunteer Network grew to **35** participants as of December.



Equines Helped by Equine Protection Fund in 2012



- **70%**: The percentage of New Mexicans who oppose horse slaughter and don't want a horse slaughter facility in their community.
- Launched subsidized gelding program. Created and distributed **hundreds** of new Equine CARE guides.
- Raised awareness of and unprecedented opposition to cruel horse slaughter. Governor Martinez, Attorney General Gary King, State Lands Commissioner Ray Powell, Jr. publicly opposed the proposed horse slaughter facility.
- Called for reforms at auctions and in racing.
- Organized support for legislation to create the Horse Shelter Rescue Fund (successfully passed during 2013 legislative session).
- Delivered **five horse blankets** to keep horses more comfortable in cold weather.

Humane Communities and Animal Sheltering Program

- Significantly expanded services to shelters through Animal Shelter Assistance Program, in collaboration with the ASPCA.
- Animal Shelter Program Manager traveled **2,174 miles** visiting **14 animal shelters** to provide support, resources, training and grant-writing assistance.
- Raised money for and provided a microchip scanner for Red River and other northern New Mexico communities, so lost animals can be reunited with their people.
- Attended six meetings of the Animal Sheltering Board (ASB), from which came final euthanasia regulations. ASB has issued **270 licenses** for euthanasia agencies, technicians and instructors, protecting the standards under which humane euthanasia is practiced in N.M.
- Organized support for legislation granting the ASB's six-year extension to preserve its vital role of enforcing humane euthanasia and promoting humane shelter standards (bill successfully passed during the 2013 legislative session). Participated in drafting ASB recommended minimum shelter standards adopted for New Mexico.



- Teamed with Tucumcari Volunteer Animal Rescue and the Santa Fe Animal Shelter & Humane Society to underwrite three-day spay/neuter clinic in Tucumcari. **100 animals** were spayed/neutered. APNM's spay-neuter website resources were accessed by **596 unique visitors** during 2012.

- Worked with others to strengthen animal control ordinances, which also included chaining restrictions, in **six communities**. Success: Las Vegas and Bernalillo County.
- Gave the public pragmatic and lifesaving tools to minimize the impact of disasters on families and their animals.
- Spent **\$17,920** for subsidized veterinary care for **185** animals of indigent Santa Fe residents (145 dogs, 36 cats, one parrot, two ferrets, one turtle).
- Conducted/compiled new, statewide survey of New Mexico's 45 municipal and open-admission animal shelters, animal control impound facilities and privately-funded animal sanctuaries. Gathered comprehensive information on facilities, intakes, adoptions, spay/neuter, euthanasia, budgets, staffing and more to help identify and prioritize needs and challenges statewide.

Humane Education Program

- Delivered the *Open Hearts = Open Minds* 10-week, comprehensive humane education curriculum in **seven** elementary and junior high schools, reaching **398** students.
- Spent **\$5,742** to distribute Kind News magazine subscriptions to **6,250** school children in **261** classrooms in **32** communities.
- Delivered age-appropriate presentations about animal care and safety, recognizing and reporting animal cruelty and increasing the human-animal bond: **six** events reaching **153** adults, and **33** events reaching **1,110** children, in **eight** communities.



Chimpanzees to Sanctuary Program

- Built unprecedented support to permanently retire from invasive research the **184 chimpanzees** at the Alamogordo Primate Facility (APF).
- Published **three** ads in D.C. newspaper urging retirement of all chimps from labs, supporting federal Great Ape Protection & Cost Savings Act. **34,500 copies** distributed to Congressional offices and **12,000 copies** distributed to federal agencies.
- Engaged **hundreds** of citizens to contact NM members of Congress and the National Institutes of Health (NIH) about legislation and NIH recommendations about retirement for APF chimpanzees.
- All **five members of Congress** from N.M. have expressed support for the APF chimps.
- Pushed for permanent retirement of **111** chimpanzees from Louisiana's New Iberia Research Center, including 10 originally from APF. Senator Udall was instrumental in retirement decision for these chimpanzees.



Coexisting With Wildlife Program

- Distributed beaver brochures and landowner guides to people seeking help with beaver issues.
- *Cougar Smart New Mexico* reached **many thousands** of individuals at trailheads, state parks, outdoor events, community centers and other public presentations about staying safe in "cougar country".
- Advocated against reckless and indefensible changes to cougar and bear policies harmful to both species.
- Worked with partner organizations to promote Trap-Free New Mexico in a **seven-town** road show in Española, Farmington, Grants, Los Lunas, Portales, Roswell, Silver City. Organized **4,273 New Mexicans** against killing contests and trapping/poisoning of wildlife on public lands in preparation for state legislation addressing both issues.



Public Outreach Program: Keeping New Mexicans Involved and Informed

- Sent out **95 eAlerts** (80 from APNM; 15 from its legislative arm, Animal Protection Voters). Each month, an average of 9,071 people visited APNM's website in 2012; annual total was **108,852 unique visitors**.
- Published and distributed quarterly Making Tracks® magazine as membership benefit (<http://apnm.org/makingtracks>).
- Staffed **50 outreach booths**, distributing **thousands** of brochures in dozens of communities around New Mexico, including Edgewood, Albuquerque, Santa Fe, Los Alamos, Santa Ana Pueblo, Eldorado, Corrales, Las Cruces.
- Contacted **hundreds** of New Mexicans prior to the 2013 legislative session to mobilize them in support of important animal protection bills.
- APNM benefitted from the generous time of **50 volunteers** (http://apnm.org/get_involved/volunteer.php) and two interns who contributed the equivalent of **one full-time employee!**

APNM's Mission: Systemic Change

APNM's Guiding Principles:

- Seek collaboration
- Address relevant issues
- Garner diversified support
- Establish infrastructure/solutions
- Engage advocates in policy-making