



# game Changer

## 2019 Community Impact Report

ANIMAL HOUSE RESCUE & GROOMING  
FORT COLLINS CAT RESCUE & SPAY/NEUTER CLINIC  
ANIMAL FRIENDS ALLIANCE



 /AnimalFriendsAlliance |  @AnimalFriendsAlliance | [SavingAnimalsToday.org](http://SavingAnimalsToday.org)

### OUR MISSION

To provide comprehensive companion animal resources, services, and education to the community to prevent homelessness and promote the human-animal bond.

### OUR VISION

All companion animals experience a healthy home where they are wanted, cared for, and loved.



Sarah Swanty, Co-founder and Executive Director of Animal Friends Alliance, and Ali Eccleston, Co-founder of Animal Friends Alliance and previous Executive Director of Animal House Rescue & Grooming

# Changing the game for cats & dogs. With your help.

Dear Friend,  
 2019: What a year! We brought 2,670 homeless cats and kittens to the safety of our shelter, and found wonderful homes for 2,611. Then, our merger with Animal House Rescue & Grooming. Spending months to unite our teams and locations, we finished the year with 771 homeless puppies and dogs rescued, and 755 adopted into families of their own. One way or another, you

made this and everything you'll read about in this snapshot possible.

We merged to improve animal welfare in Northern Colorado. To bring services more effectively to our communities. To help more animals and more people. Essentially, to change the game. In our first nine months as Animal Friends Alliance, we've already seen an increase in the number of dogs and cats benefiting from our programs.

The merger showed us many times over how much this region loves companion animals and wants to protect them. That community members - by which I mean you - will answer the call to help animals and people in need with such good spirit, advice, friendship, and gifts of time and money. We've always known that our community is our greatest asset, but the passion and support for the merger humbled us.

No one knew that just three months into 2020, we'd need your help like never before, to see us through the start of the pandemic. Now we're figuring out how to thrive despite Covid-19, and to adapt our services because of it. You stepped up for us again, like you always do. It's hard to express how grateful we are. Please know that we are *profoundly grateful* for you. We're your Alliance, and we gladly exist for and because of you!

With faith in the future,

Sarah Swanty, CAWA  
 Executive Director & Co-founder

## 2019 FUNDRAISING

### 2019 FUNDRAISING EVENT/CAMPAIGN CALENDAR

With your help, we completed an ambitious nine fundraising campaigns in 2019 and raised \$531,199. This crucial, unrestricted funding provided for programs and operations on both campuses.



**Spay Day 2019**  
 Donors Engaged: 122  
 Raised: \$28,032



**Whiskers n' Wags Jubilee**  
**Hollywood: Night at the Mewvies**  
 Tickets Sold: 358  
 Raised: \$99,026



**Fund the Shelters Challenge**  
 Donors Engaged: 649\*  
 Raised: \$188,229



**Run Fur Fun 5K**  
 Registered: 407  
 Raised: \$20,142



**Choice City Comedy Nite**  
**Le Woof: A Night In Paris**  
 Tickets Sold: 309  
 Raised: \$65,753



**Calendar Contest**  
 Entries: 215  
 Raised: \$8,857



**Fall Harvest Brewfest**  
 Attended: 686  
 Raised: \$9,896



**Phantom 4 Miler**  
 Registered: 283  
 Raised: \$15,432



**Colorado Gives Day**  
 Donors Engaged: 615  
 Raised: \$95,832

\* Figure may include duplicate donors giving separate gifts to Animal House and FCCRSNC

# MAJOR GIFTS AND GIVING PROGRAMS



## BIZPAW PARTNERS

Business Partners in Animal Welfare (BizPAW) commit to the long-term sustainability of our organization in the form of a monetary gift or in-kind donation of goods or professional services that totals one of four monthly giving levels. BizPAW's commitment to helping pets in need through partnering with Animal Friends Alliance is then publicly recognized in myriad ways, including in print and e-newsletters, on televisions in our shelters and clinic, and via social media channels.

**14 partners**  
**Hero Level**  
\$300/month (\$3,600/year)

**5 partners**  
**Luminary Level**  
\$150/month (\$1,800/year)

**3 partners**  
**Guardian Level**  
\$75/month (\$900/year)

**5 partners**  
**Caretaker Level**  
\$35/month (\$420/year)

## ANIMAL ADVOCATE CLUB (AAC)

Our Animal Advocate Club recognizes supporters who provide a stable source of funds that Animal Friends Alliance can count on monthly and annually. Recurring funds alleviate the ebb and flow of expenses and revenue throughout the year and help us to better plan for the future. Membership helps Animal Friends Alliance to build a sustainable future with a greater sense of security, and gives us the opportunity to show our gratitude to supporters, an integral part of our success.



**CHAMPION**  
14 (\$200/month)

**AMBASSADOR**  
30 (\$100/month)

**PROTECTOR**  
37 (\$50/month)

**FRIEND**  
86 (\$25/month)

**COMPANION**  
84 (\$10/month)

**ASSOCIATE**  
13 (\$5/month)



## LEGACY OF LOVE SOCIETY: PLANNED GIVING

Our Legacy of Love Society empowers people to help vulnerable animals and people with legacy or planned gifts, most commonly through wills, trusts and insurance policies. These are gifts that will support every program and keep on saving lives, far into the future. This group of visionaries is dedicated to building the best future for dogs and cats in Northern Colorado.

**MEMBERSHIP**  
**42**  
**Total Families**

# GRANTMAKING DONORS

## 2019 GRANTMAKING

Organizations that support us with monetary gifts are some of our favorite partners. We often never get a chance to meet the real-life people at these foundations, trusts, etc., whose decisions impact our work so significantly. To say we're grateful for them is

quite an understatement. 2019 was a good year for grants, with gifts from nearly 40 funders supporting every program we offer. To all of our grantmaking donors, we are honored to save animals and help people in your name.



### FOUR ORGANIZATIONS SAVING FERAL CAT LIVES

Four wonderful organizations supported our Community Cat Program, for projects in Larimer and Weld counties. Their commitment to helping stray and feral cats, some of the most vulnerable animals anywhere, made it possible for us to trap-neuter-return 441 cats and find homes for 328 kittens and adults (36.53% and 10% more, respectively, than in 2018).



### ANONYMOUS DONOR IS QUICK ON THE INTAKE

The Taft Hill Campus intake area sees virtually every pup who enters the shelter. Unfortunately, this space also saw a need for permanent kennels and a floor that could withstand daily cleanings. Enter an anonymous donor who saw the need and had the ability to invest in the comfort and health of our dogs by funding new kennels for the intake area.



## PROJECTS FOR 2020 & BEYOND

- Mulberry Campus Unit Expansion
- Taft Hill Campus Expansion
- Feline Coach–Enrichment/Socialization Program
- Additional Subsidized Healthy Pets Clinics

# CASE STUDY: Storm Drain

Storm Drain came to Animal Friends Alliance through the Community Cat Program. CCP offers support to feral colonies in need via Trap-Neuter-Return and caretaker resource provision. Whenever possible, CCP takes in injured or abandoned community cats and kittens. When responding to a call for help on November 3, our Community Cat Program Coordinator, James, heard the sharp meowing of a kitten in clear distress.

Investigating further, James found one kitten lingering around a storm drain and it sounded like another was trapped inside. The grate over the drain was too heavy to lift so James enlisted help from the City of Greeley. The kitten inside was very frightened so once the grate was removed, a live trap was carefully lowered into the drain. Shortly after the trap was set the kitten – now named Storm Drain – crept into the trap for a



## COMMUNITY ENGAGEMENT

### VOLUNTEER PROGRAM

The Animal Friends Alliance Volunteer Team has almost 900 of the most passionate individuals in Northern Colorado! Our Volunteer Team donated over 70,000 hours of their time in 2019 to help animals and people in our community. Volunteers improve the lives of animals by caring for the cats and dogs in our shelters, and fostering animals in their homes.

#### VOLUNTEERING BY THE NUMBERS

**862**

ACTIVE VOLUNTEERS

**72,290\***

DIRECT ANIMAL CARE VOLUNTEER HOURS

**80,151**

TOTAL VOLUNTEER HOURS

\* Includes Foster Volunteer Hours

### VOLUNTEER ROLES

#### Animal Care

Animal Care volunteers care for cats and dogs at our shelters. They are responsible for cleaning, feeding, assisting with medical care, and enrichment, including walking, playtime, and much-needed socialization.

#### Community Outreach

These volunteers improve the lives of animals and people in our community by getting the word out about our great services including adoptions, spay/neuter, and Community Pet Resources. They also help run events and supply drives.

#### Foster

Volunteers provide temporary shelter, socialization, and care for animals in their own homes. They also transport animals for veterinary appointments and adoptions. Foster volunteers must be at least 18 years old and have a home check.

#### Service Projects

Clubs, service groups, and corporations develop valuable team-building skills while lending their time and expertise to helping animals in need. Service projects include: making dog toys or cat beds, hosting a supply drive, or cleaning out spaces in our shelters.

### SUPPLY DRIVES

Outreach volunteers showed up in a big way to run supply drives in 2019. Ten total supply drives were held, five in Fort Collins and five in Loveland. In-kind donations of animal food, cleaning supplies, and office supplies were accepted at the drives, as well as monetary donations.

**IN-KIND DONATIONS** ..... \$9,348

**MONETARY DONATIONS** ..... \$790

**TOTAL** **\$10,138**

### COMMUNITY OUTREACH



**1,501 hours** volunteered for adoption events



**1,761 hours** volunteered for community outreach



**18** community volunteer orientations

### DIGITAL ENGAGEMENT



**22,300+** Facebook followers



**30,600+** e-newsletter subscribers



**4,524+** Instagram followers

“Woodhouse (Storm Drain) is such an amazing kitty. He is doing better and better each day and we just love him!”  
—Woodhouse’s new people

much-needed snack. Once in the trap, Storm Drain was headed for the shelter to be given medical attention, fed, and warmed up with his two brothers, whom we named Atley and Attenborough.

Storm Drain’s chest was congested due to an upper respiratory infection. While he was recovering, Storm Drain tested negative for FeLV, was vaccinated, and went to live with a dedicated foster volunteer. Fully recovered,

Storm Drain was neutered and made available for adoption.

Storm Drain waited less than one day for his new family to adopt him. This fierce survivor is staying out of storm drains and has been given the new name of Woodhouse. Woodhouse’s new people couldn’t adore him more and are delighting in his antics. Woodhouse is alive and healthy due to the CCP, Clinic, Foster program and shelter at Animal Friends Alliance.



## SHELTERING AND ADOPTION

“Fostering saves lives! We love to open our home and truly help dogs in need.”  
—Foster Volunteer

Our adoption-guarantee shelter accepts surrendered and homeless cats and dogs, and canine/feline transports from shelters in need. Prior to adoption, all animals are provided with preventative health measures, microchip, and spay/neuter.

### INTAKE/OUTCOME

#### FELINE INTAKES

|                        |       |
|------------------------|-------|
| Stray                  | 73    |
| Owner surrender/return | 860   |
| In-state transfer      | 409   |
| Out-of-state transfer  | 1,328 |

**TOTAL 2,670**

#### FELINE OUTCOMES

|                    |       |
|--------------------|-------|
| Adopted            | 2,611 |
| Reclaimed by owner | 14    |
| Died               | 36    |
| Euthanized         | 42    |
| Transferred out    | 9     |

**TOTAL 2,712**

#### CANINE INTAKES

|                        |     |
|------------------------|-----|
| Stray                  | 1   |
| Owner surrender/return | 146 |
| In-state transfer      | 49  |
| Out-of-state transfer  | 575 |

**TOTAL 771**

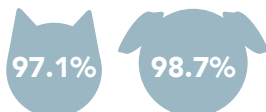
#### CANINE OUTCOMES

|                    |     |
|--------------------|-----|
| Adopted            | 755 |
| Reclaimed by owner | 0   |
| Died               | 1   |
| Euthanized         | 9   |
| Transferred out    | 1   |

**TOTAL 766**



**INTAKE INCREASE**  
Compared to 2018 intake rate.



**LIVE RELEASE RATE**  
Live outcomes divided by total outcomes.

## FOSTERING BY THE NUMBERS

Of the 3,441 animals that entered our care in 2019, 77.6% spent some time in foster care. Our extensive network of foster homes reached a record peak in 2019, housing 1,961 cats in 213 homes and 710 dogs in 137 homes for a combined fostering feat of **2,671 animals fostered in 350 homes.**

**1,961**

TOTAL CATS FOSTERED

**710**

TOTAL DOGS FOSTERED

**350**

NUMBER OF FOSTER HOMES

**54,104**

FOSTER VOLUNTEER HOURS LOGGED

**73**

% OF CATS WHO WERE FOSTERED

**92**

% OF DOGS WHO WERE FOSTERED

# CASE STUDY: Blaze

Blaze came to Animal Friends Alliance at the end of July via transfer from a program in Rogers, Arkansas, where he was found abandoned on a rural property.

Blaze arrived thanks to dedicated volunteers who donated their time to transport this lucky boy all the way to us in Fort Collins, Colorado. Upon arrival Blaze was caught up on his vaccines and scheduled for his neuter surgery. During his initial

examination, Blaze was found to have a mild case of ocular conjunctivitis along with patches of alopecia along his body. Also observed was a swelling or mass along his left jaw, under his tongue.

After one week of rest and recuperation in a loving foster home, the missing fur and conjunctivitis were improving, but the mass remained. Another week of observation and the mass, or ranula, seemed to be increasing

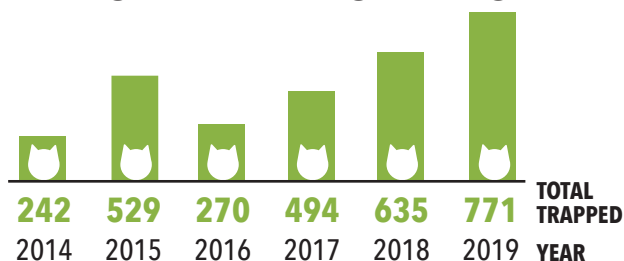


## COMMUNITY PET RESOURCE PROGRAMS

### COMMUNITY CAT PROGRAM

Since 2014, our Community Cat Program has reduced the population of unowned cats in our community through sterilization and medical care. This program is an important vehicle for companion animal education and promoting pet-retention services.

### ANNUAL TRAP NUMBERS

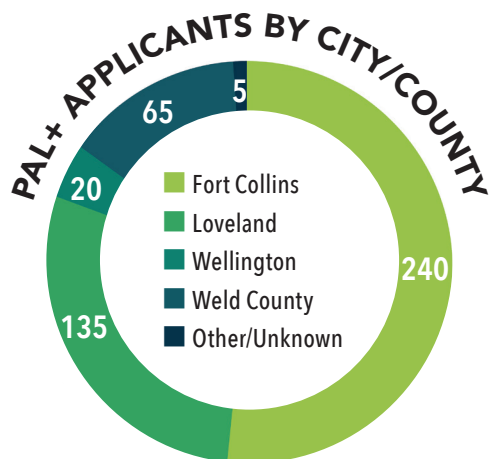


### TRAPPING OUTCOMES

|                            |     |
|----------------------------|-----|
| Returned after spay/neuter | 441 |
| Kittens taken into foster  | 251 |
| Adults taken into shelter  | 77  |
| Already fixed, returned    | 0   |
| Euthanized                 | 2   |

### PREVENT A LITTER + PROGRAM

The PAL+ program provides subsidized spay/neuter, vaccinations, and microchips for those who show proof of financial need via low income or government assistance. A small copay (\$20/cat and \$25/dog) is requested but not required. No animal is ever turned away.



*“In a time of need, PAL+ offered services at a price that fit my budget. We are truly thankful.”*

—PAL+ client

| SERVICES              | CATS | DOGS | TOTAL |
|-----------------------|------|------|-------|
| Spay/Neuter Surgeries | 343  | 368  | 711   |
| Vaccines              | 357  | 374  | 731   |
| Booster Vaccines      | 41   | 43   | 84    |
| Microchipping         | 206  | 216  | 422   |

### KIBBLE SUPPLY PET FOOD PANTRY

Our Pantry works in conjunction with PAL+ to enable pets to remain with their families. Pet owners receive food for three months before proof of need is required. Participants must spay/neuter their pets and are referred to our PAL+ program for assistance.

638  
CATS

15,470 lbs. Dry Cat Food  
14,677 cans Wet Cat Food

383  
DOGS

33,467 lbs. Dry Dog Food  
2,696 cans Wet Dog Food

264  
PET OWNERS

48,937 lbs. Total Dry Food  
17,373 cans Total Wet Food

*“Thank you so much for helping Blaze! He is a perfect fit for our family and will be loved and absolutely spoiled.”*

—Blaze’s new people



in size. Due to the ranula’s growth, surgery became the next course for Blaze.

Four Seasons Veterinary Specialists are part of the BizPAW (Business Partners in Animal Welfare) program at Animal Friends Alliance and were ready to take on the case! A Facebook fundraising campaign was launched to help subsidize the cost of the ranula surgery for Blaze. Our community of supporters really showed up for this good boy.

Funds were secured to cover his surgery, and his foster home was ready to help him recover. Things were turning around for Blaze and he spent some time convalescing as his mouth healed and his alopecia cleared up with treatment for his allergies.

Blaze spent only five days as an available-to-adopt dog and the first family who met him fell in love with him. They remain smitten, and it looks like he has found his home.

## CLINIC/GROOMING

*“My daughter survived domestic abuse and couldn’t afford the spay fee at a conventional clinic. Her cat would not have been spayed without your help.” — Public Clinic client*

### CLINIC SERVICES

The services in our clinic are available to any dog or cat owner or caretaker of feral/barn cats and are focused on the prevention of pet overpopulation and disease.

We are a nonprofit, high-quality, subsidized (low-cost) clinic. All of our spay/neuter procedures are performed by licensed Colorado veterinarians with a tremendous amount of experience performing spays and neuters. We perform more than 6,000 spay and neuter procedures each year! We are able to provide our services at low costs because we receive donations and grant subsidies from many funders.

### PROCEDURES OFFERED

- Spay/neuter surgery for dogs & cats
- Vaccinations (weekly clinics)
- Blood testing
- Heartworm testing & preventatives
- Dewormer
- Microchipping
- Nail trims

### 2019 SURGERIES

**2,302**

ANIMAL FRIENDS ALLIANCE  
SHELTER CATS & DOGS

**348**

OTHER RESCUES CATS & DOGS

**2,809**

FULL-PAY PUBLIC CATS & DOGS  
& PROMOTIONAL BLITZES

**672**

PUBLIC COMMUNITY CATS

**336**

ANIMAL FRIENDS ALLIANCE  
COMMUNITY CAT PROGRAM  
TRAP-NEUTER-RETURN

**711**

PAL+ PATIENTS

TOTAL

**7,178**

### VACCINE CLINIC PARTICIPANTS



**3,412**

VACCINES ADMINISTERED IN 2019

**30,743**

TOTAL ADMINISTERED SINCE 2010

### ANIMAL GROOMING

Animal Friends Alliance has an on-site full-service professional grooming salon. The salon is open to the public and offers grooming services to dogs, cats, and small animals. Grooming revenue helps to support our mission-driven programs.



**\$201,113**

TOTAL GROOMING REVENUE

## FORT COLLINS CAT RESCUE & SPAY/NEUTER CLINIC

### REVENUE

|                           |             |
|---------------------------|-------------|
| Contributions and Grants* | \$1,361,497 |
| Program Service Revenue   | \$989,950   |
| Other Revenue             | \$19,043    |

\*Monetary and in-kind donations

**\$2,370,490**

### EXPENSES

|                     |             |
|---------------------|-------------|
| Program/Animal Care | \$1,810,496 |
| Fundraising         | \$191,192   |
| Administrative      | \$211,944   |

**\$2,213,632**

## ANIMAL HOUSE RESCUE & GROOMING

### REVENUE

|                           |           |
|---------------------------|-----------|
| Contributions and Grants* | \$324,074 |
| Program Service Revenue   | \$426,814 |
| Other Revenue             | \$95,464  |

\*Monetary and in-kind donations

**\$846,352**

### EXPENSES

|                     |           |
|---------------------|-----------|
| Program/Animal Care | \$717,527 |
| Fundraising         | \$93,204  |
| Administrative      | \$53,851  |

**\$864,582**

**ANIMAL FRIENDS ALLIANCE 2019 ENDING NET ASSETS \$1,215,628**



The mission of Animal House is to decrease the euthanasia rate of adoptable animals by:

- Collaborating with overpopulated and underserved shelters.
- Providing the community with education, information and outreach.
- Providing adoption opportunities for homeless animals and giving them what they need most, time to find their forever homes.

#### BOARD OF DIRECTORS

**PRESIDENT**  
Kirk Reimann  
**VICE PRESIDENT**  
Jenna Riedi  
**SECRETARY**  
Joellen Sarmast  
**TREASURER**  
Cathleen Devaney  
**VOTING MEMBERS**  
Dilara Kiran  
Wendy Woods  
**EXECUTIVE DIRECTOR**  
Ali Eccleston

#### ANIMAL FRIENDS ALLIANCE EXECUTIVE STAFF

**EXECUTIVE DIRECTOR** Sarah Swanty  
**DIRECTOR OF OPERATIONS** Mariah McCulley  
**DIRECTOR OF PHILANTHROPY** Megan Streetman  
**DIRECTOR OF COMMUNITY ENGAGEMENT** Jordan Dunn



**Our Mission:**  
To prevent pet homelessness.

**Our Vision:**  
Every pet is a healthy and wanted pet.

#### BOARD OF DIRECTORS

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**VICE PRESIDENT**  
Simone Clasen  
**SECRETARY**  
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**TREASURER**  
Jim Landers  
**VOTING MEMBERS**  
Kathy Dalton  
Jana Dean  
Susan Gilbert  
Kris Cafaro  
**EXECUTIVE DIRECTOR**  
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