



animal
friends
alliance

THE PAW PRINT

NOVEMBER 2020 | VOLUME 4

SAVINGANIMALSTODAY.ORG

Animal Friends Alliance is a 501(c)3 nonprofit, rescuing cats and dogs throughout the U.S., and bringing families together in Northern Colorado - and helping keep them together!



INSIDE: Merger Brings Benefits • Adoptable Cat/Dog Spotlight • Colorado Gives Day • BizPAW Partners
Legacy of Love Society • FoCo BrewPawPaw Bingo • Happy Tails • Gala for Animals Awards

MERGER BRINGS BENEFITS DESPITE CHALLENGES

Following our merger on January 1, Animal Friends Alliance knew that 2020 would be an important year for defining and directing our organization. However, like the rest of the world, we couldn't anticipate how the COVID-19 pandemic would impact our plans and challenge our ingenuity as we worked to help even more animals.

In March, as our world changed suddenly and dramatically, Animal Friends Alliance was tested in our ability to adapt, knowing that animals and community members were counting on us. Around the same time we were forced to reschedule our largest fundraiser of the year, our Gala for Animals, we were also required to close our facilities, including closing

our grooming salon and clinic for several weeks.

Over the next several months, our supporters and volunteers demonstrated their incredible dedication to the animals and our mission, and our staff rose to the challenge of constantly changing situations and regulations. Despite the pandemic, we've helped thousands of animals this year, and some of our programs have broken records by saving more animals than ever before!

DOG ADOPTIONS

Increasing dog adoptions was one of Animal Friends Alliance's 2020 goals, and despite the pandemic we have already achieved this. As of the end of the third quarter,

Animal Friends Alliance had found homes for 798 dogs. This is an increase of 50.6% over 2019, or 268 more lives saved!

INTAKE KENNELS

Due to our increased size and community impact following our merger, Animal Friends Alliance earned grant funding to completely remodel the kennel areas in the intake and veterinary building on our Taft Hill Campus. State-of-the-art, above-floor kennels and durable epoxy flooring in our three indoor isolation and quarantine rooms allow us to take in more dogs at a time and to clean these areas faster and more thoroughly, to provide the highest-quality care to our dogs.

FOSTER PROGRAM

COVID-19 meant fewer staff and volunteers on-site to care for our shelter cats and dogs, so our foster program became even more vital to our mission. Thanks to the generosity and commitment of our community and supporters, and the creativity and dedication of our foster program staff, we were able to place more animals into foster homes than ever before. At our peak, we had over 400 cats and dogs in foster homes, and we more than doubled the number of foster families caring for dogs and puppies.

COMMUNITY CAT PROGRAM:

Despite the setback of being unable to perform spay/neuter surgeries during the busiest part of the year, our Community Cat Program has redoubled its efforts to provide essential trap-neuter-return services throughout Northern Colorado and beyond. This past July and August were the two busiest months ever for this program. Thanks to our acquisition of another unit on the Mulberry Campus (see story on page 4), we can continue to offer even more care and support for community cats in the coming months and years.

ANIMAL ADVOCATE CLUB MEMBERSHIP:

Animal Friends Alliance set a goal to grow our recurring giving program by 10% during our first year as a merged organization. Thanks to our incredible supporters, in the first three quarters of 2020 we shattered that goal by adding 68 new members, a 25% increase. Recurring donors have been integral to our ability to weather the challenges of the pandemic, by providing constant, reliable resources to support our programs now, when they are needed more than ever.

Even though 2020 hasn't been easy, or like anything we could have expected, Animal Friends Alliance is still dedicated to our mission to provide comprehensive companion animal resources, services, and education to the community to prevent homelessness and promote the human-animal bond. It's thanks to our donors, volunteers, and advocates that we have been able to reach many of the goals we set for 2020 despite countless obstacles, and we look forward to helping even more animals as we continue to grow and adapt together.

HOW ARE WE DOING?

Total Animal Adoptions:

30,466

Total Spays/Neuters:

70,198



STAY IN TOUCH



FACEBOOK

Facebook.com/
AnimalFriendsAlliance



INSTAGRAM

@animalfriendsalliance



ENEWSLETTER

Sign up by texting:
ANIMALFRIENDS to 22828

WEBSITE:

SavingAnimalsToday.org

EMAIL

Info@SavingAnimalsToday.org

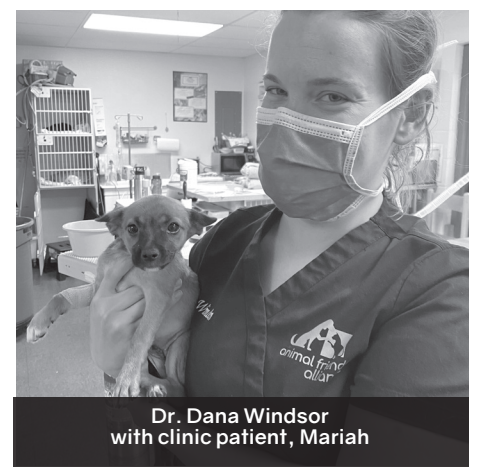
CLINIC PROVIDES ACCESSIBLE CARE FOR PETS IN NORTHERN COLORADO

Animal Friends Alliance's Spay/Neuter Clinic has been the cornerstone of our Community Pet Resources programs since it was established in 2007. Our clinic has performed over 70,000 spay/neuter surgeries, including on our own shelter animals, animals from other rescues, and tens of thousands of owned animals in our community. Animal Friends Alliance recognizes that adoption alone will not solve the problem of pet homelessness, so we made ensuring access to spay/neuter and other essential veterinary care for beloved companion animals a vital part of our mission.

Due to the COVID-19 pandemic, our clinic was forced to close for several weeks in early 2020. Not only

did this present a barrier to community members who needed spay/neuter and vaccine services, it also dramatically impacted our 2020 budget. Public clinic services are a significant source of income, supporting all of our lifesaving programs.

When we were able to reopen our clinic, we were ready with new strategies to make sure our clinic services remained safe and accessible. We transitioned to curbside drop-off for all services and offered our vaccine clinics by appointment only. Even with increased safety procedures and limiting person-to-person contact, our clinic has spayed and neutered over 5,000 dogs and cats so far this year and provided subsidized vaccines for over 1,500 animals.



Dr. Dana Windsor
with clinic patient, Mariah

These services reduce the number of animals entering shelters by preventing unplanned litters and keeping pets healthy and safe in loving homes.

HAPPY TAILS



Pie. "I just wanted to send you some pictures of Pie in her new home! She's already settled in and she's been eating really well!"



Professor [formerly Bowie]. "I couldn't be more appreciative of how well Animal Friends Alliance took care of him, and I am so grateful to y'all for introducing me to my best friend ♥"



Pascal. "I just wanted to share a photo of Pascal, whom I got from Animal House approximately 2 years ago. I love my dog I and I thank you for bringing us together."



Rosemary & Cinnamon (mommy & me pair). "Mary Berry is now Rosemary and Cinnamon Roll is Cinnamon. They are both settling in very quickly - not even hiding. Much purring. ♥"

Share your "Happy Tail" by sending your stories and photos to Development@SavingAnimalsToday.org or sharing to our page, [Facebook.com/AnimalFriendsAlliance!](https://www.facebook.com/AnimalFriendsAlliance/)

CHLOE IS HEALED & HOME

Chloe arrived at our shelter as a community cat in rough shape. When she initially came in, she could hardly see and needed daily eye cleaning. Not only were both eyes infected, but she had a corneal ulcer on her right eye and oral ulcers due to Calicivirus. She was on medicine, fluids and supportive therapy for several weeks. With much care from a dedicated foster volunteer, Chloe turned a corner and started to regain her health. She soon became the most outgoing and affectionate kitten in her litter. It wasn't long before this now-healthy girl was adopted into her new home.



Chloe on arrival, fighting several infections



Chloe today, healed and full of kitten curiosity

A HAIRCUT FOR WALT

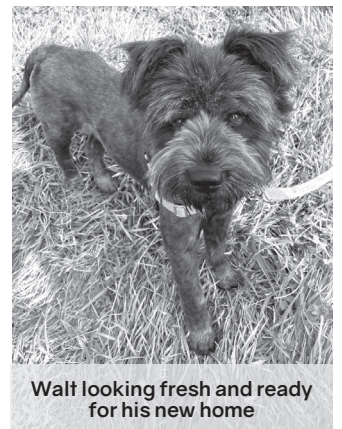
Walt came to us as an adorable albeit shaggy dog whose coat was thick with matted fur. He is a 3-year-old Schnauzer mix who needed some grooming and TLC. Walt was also missing some key skills, like potty-training and walking on a leash.

What a difference

the care of staff and K9 Coaches made for this fellow! Our team helped Walt become more trusting of the kindness in people, and our grooming staff transformed him into the dog he was meant to be! Now Walt is thriving in a loving, new home of his very own.



Walt before his haircut



Walt looking fresh and ready for his new home

WE'RE GROWING TO HELP MORE ANIMALS!



In the summer of 2020, Animal Friends Alliance jumped at the opportunity to purchase another unit at our Mulberry Campus, location of our cat shelter, Spay/Neuter Clinic, all Community Pet Resources programs, and office space for most of our staff.

With the purchase of this new unit - Unit 2 - we've been able to allocate program and office space more efficiently. Eleven of our operations leadership staff now have office space in Unit 2, allowing for safer and more collaborative work. This same unit now houses our critical care/panleukopenia ward, for cats who need intensive care and cannot safely be located in our shelter, and a bank of cages for community kittens, who need intense and consis-

tent socialization from our staff.

This expansion also allowed us to move our Kibble Supply Pet Food Pantry and Community Cat Program services to unit 12A, giving these programs more needed space. We can now safely house more community cats awaiting surgery, return to their colony, or placement in a barn home as well as program supplies. Our Kibble Pantry space was also greatly expanded, allowing us to store more food and supplies for owned pets in need.

Having adequate space to store supplies had the additional benefit of allowing us to close multiple storage units, saving us hundreds of dollars every month in fees, driving time and gas.

As Animal Friends Alliance continues to grow, we are constantly reevaluating how we can best help the most animals with our limited space and resources. This new addition not only allows us more space for community cats and other Community Pet Resources programs, but saves money and time, and allows our staff to be more effective in the work that drives all of us every single day: saving lives.

LOOKING FOR A LOVING HOME



EMMETT

Emmett is a sturdy, sweet goofball! He is always happy to see people, but can be loud when he sees other dogs and is selective with his dog buddies. He will need some help to learn leash manners and stay focused on a walk. He loves to watch the squirrels and snuggle at any given chance. His loyal and loving demeanor is nothing but infectious. When he smiles it will light up your life.



PEGGY SUE

Peggy Sue is a spunky, energetic young calico gal who will greet you when you get home! She likes to play, explore and listen to your secrets. She can get spicy when overstimulated, so she needs a home that understands how to read kitty body language and without other cats and dogs. Her adoption fee is sponsored by a generous supporter.

Please call 970.484.8516 to learn more about meeting Emmett and Peggy Sue.

CHEERS TO FOCO BREWPAPPAW BINGO



Michelle investigates the aroma profile of Zwei Brewing's Vienna Lager

Our traditional Brewfest looked a little different this year; however it still combined two of our favorite things: delicious craft beverages and saving animals!

FoCo BrewPawPaw Bingo was a socially distanced brewery adventure supported by the generous donations of local breweries, benefiting our beloved four-legged friends.

Each Bingo card contained several free redeemable pints, complimentary tasters, and BOGO deals donated by supporting partners.

Bingo players had two weeks to redeem the 24 squares on their bingo card at participating businesses. With the purchase of their card, each player received a BrewPawPaw-themed pint glass. When a player achieved a "Bingo," they won a FoCo BrewPawPaw Bingo T-shirt designed by local artist, Jon Guerdrum.

With the support of so many, the event sold 413 Bingo Cards and raised \$12,525 to help vulnerable animals and end pet homelessness.

LEGACY OF LOVE SOCIETY: ONE FAMILY'S LASTING LOVE FOR ANIMALS

PawPrint: Thank you for deciding to make a gift that will save cats and dogs and unite them with families of their own. Tell us a bit about your family, especially that gorgeous cat in your arms.

Julie Piepho: That's our Joey. I work as the President of Consumer Banking at Adams Bank & Trust in Fort Collins. My husband, David Bee, is a lifetime resident of Fort Collins and he's retired. My mother always had a Siamese cat when we were growing up. When I graduated from college, I immediately got a Siamese kitten. Joey is my third. David grew up with dogs and was a little hesitant about a cat when we were married, but they're inseparable now.

I don't remember how long I've been involved with the Alliance and cat rescue before. I met Sarah at an event and I wanted to help with kittens. We just clicked. Your mission was important to us, so we became volunteers and donors. Earlier this year I became an Alliance board member.

PP: What inspired you to make a legacy gift for animals?

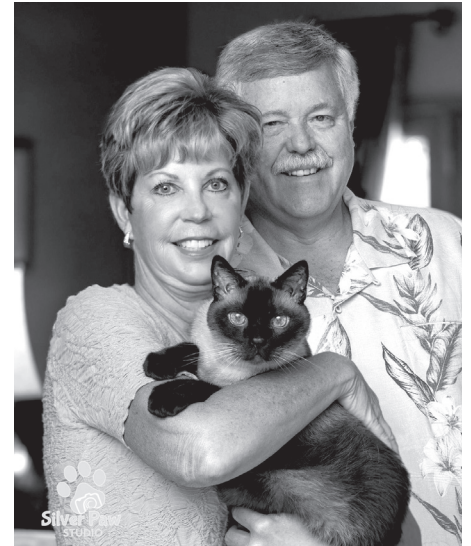
JP: There's nothing like the trust and bond with animals. They can't communicate with words so you

learn their wants through their looks and meows or woofs. Joey's eyes tell me everything I need to know. He melts my heart in an instant and I know other animal lovers feel the same way. I want to help dogs and cats so they can have someone to trust and share a loving home with.

We became planned givers to ensure that the Alliance can fund its mission. Every little bit helps! It doesn't matter which program resonates with someone, because every program needs support. The Alliance does an excellent job of saving animals and adopting them, so the more funds we can leave through the Legacy of Love Society, the more you all can do for animals.

PP: Do you have any advice for people who are curious about making a legacy gift?

JP: It was very easy to add our gift to my will, especially since all of the information to do so is right there on your website. Just decide to give, and how much to give, and as I said, every little bit helps. It's a really simple and effective way to make sure that more animals like Joey have homes in the future, so they will know love and trust, so they won't have to live in fear.



HELP ANIMALS TOMORROW & ALWAYS

For more information on remembering cats and dogs in your plans by designating Animal Friends Alliance as your beneficiary, please:

- Visit the Planned Giving section of our website at SavingAnimalsToday.org
- Email us at PlannedGiving@SavingAnimalsToday.org
- Call us at (970) 484-8516, option 6.

COMMUNITY FIRST FOUNDATION
COLORADO GIVES DAY
12.8.20
Preschedule
your gift now.



COLORADO GIVES DAY

Colorado Gives Day is an annual statewide movement to celebrate and increase philanthropy in Colorado through online giving. Every dollar donated in this 24-hour period helps to make an additional impact through an incentive matching program.

Your donation helps to sustain the services that we offer to animals and their people in our efforts to ensure that all companion animals experience a healthy home where

they are wanted, cared for, and loved.

Many donors find it easy to preschedule donations at: <https://www.coloradogives.org/AnimalFriendsAlliance/>. If you want to preschedule your donation today, just scan this QR code!



GALA FOR ANIMALS AWARDS AND WINS!



The dedicated staff and doctors of Countryside Animal Hospital, recipients of one of the 2020 Above and Beyond Awards.

Saturday, August 1, marked the very first virtual Gala for Animals to benefit Animal Friends Alliance. Although we missed seeing all of our supporters, the day was full of wins.

The online auction brought out the competitive spirit in bidders, and we were thrilled to see so many of our supporters participate. Thanks to the generous bids of 155 participants, our 2020 Gala for

Animals grossed over \$100,000!

The Gala for Animals virtual event featured a Facebook Live awards ceremony recognizing several pivotal individuals and businesses who have made remarkable contributions to our organization and mission. The 2020 Above and Beyond Award winners were:

- Countryside Animal Hospital

- VFLA Architecture + Interiors
- Karla Bodaness (awarded posthumously, accepted by her husband Stephen Bodaness)
- Renie Olsen

We extend our heartfelt thanks to these dedicated supporters.

In addition to our volunteers and partners, several staff members were recognized for their contributions to Animal Friends Alliance. Staff award winners included: Mariah McCulley, Jordan Dunn, Anna Beucler, Megan Streetman and Kyle Martinez.

The Gala for Animals also gave Animal Friends Alliance an opportunity to kick off the **Home Together** campaign, a crowdfunding initiative designed to take the place of the Gala paddle-raiser and our annual crowdfunding competition. Throughout August, our community rallied and raised \$158,589 in direct and matching donations. We will use this critical, unrestricted funding to help animals who need it most.



PHOTO BY SILVERPAW STUDIO

SHOW YOUR ALLIANCE PRIDE!

Animal Friends Alliance logo wear is available on our website! Simply click "SHOP" to find sweatshirts, masks, tank tops, T-shirts and 2021 Pet Calendars (while supplies last). Best of all, your purchase supports animals in need!

Thank you to our 2020 Sponsors
GALA FOR ANIMALS

PRESENTING SPONSORS		PLATINUM	MAGNIFICENT BEASTS
GOLD			
SILVER			
BRONZE			



Animal Friends Alliance has an exciting opportunity for our friends in the business community: Become a Business Partner in Animal Welfare (or BizPAW) and help animals while increasing your visibility to animal welfare supporters.

As a BizPAW Partner, you help sustain our work by committing a monetary gift or in-kind donation of professional service. We then publicly

thank you for your generosity to animals in need, including in our print and e-newsletters, on the televisions in our shelters and clinic, with social media recognition - and MORE!

Please contact Molly Rodgers, our Donor Relations Administrator, at Molly.Rodgers@SavingAnimalsToday.org to learn more about becoming a BizPAW Partner.

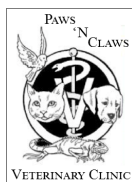
OUR REACH:

 Facebook
22.6K Follows

 Instagram
4.7K Follows

 Enewsletter
13K Subscribers

BizPAW HERO



BizPAW LUMINARY



BizPAW GUARDIAN

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- Caring Behavior
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- Jennifer Swanty Insurance
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- My Big Day Events
- Tails Animal Chiropractic Care
- Wagz Pet Market and Grooming
- The Natural Pet Doctor

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(970) 484-8516



**Peggy Sue
needs a home!
SEE PAGE 4**



HELP YOUR COMMUNITY CATS & DOGS BY GIVING

Here are *just a few* examples of what your donation will make possible:

- \$35 Vaccinate Eight Shelter Pets
- \$65 Spay or Neuter One Shelter Pet
- \$100 Help an At-Risk Dog in Our PAL+ Program
- \$250 Provide All Pre-Adoption Care for One Cat or Dog
- \$1,000 Replace Important Medical Equipment



How Much Hope Can You Gift? Enclosed is my donation of \$ _____

If donating by credit card:

Credit Card # _____

Expiration Date ____/____ CVV _____

Become a Member:
Give Monthly



Make Me a Member!

Yes, I want to join and make this recurring!

Name _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Email _____
 My contribution is on behalf of _____

An Animal Advocate Club membership is a wonderful way to help cats and dogs, with levels starting as low as \$5 a month.
Learn more at SavingAnimalsToday.org

TO MAKE AN ONLINE DONATION, VISIT OUR WEBSITE: SAVINGANIMALSTODAY.ORG

NOV 2020