

Safer at home

2020 COMMUNITY IMPACT REPORT

ANIMAL FRIENDS ALLIANCE

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.



 SavingAnimalsToday.org

 [/AnimalFriendsAlliance](https://www.facebook.com/AnimalFriendsAlliance)

 [@AnimalFriendsAlliance](https://www.instagram.com/AnimalFriendsAlliance)



Dear Friend,

It may not surprise you to hear that with my responsibilities as the executive director of Animal Friends Alliance I have few opportunities to really sit and reflect on the past. However, as I sit here and think about what I want to say to all of you, I find myself doing exactly that. I have worked in animal welfare professionally now for more than 15 years, and I can say without a doubt that 2020 brought the most challenging circumstances to overcome yet. Not only was 2020 the first year of existence for our newly merged organization, but like everyone else we were forced to deal with the ramifications of a pandemic that forced us to rethink the way we did everything when it came to saving animals. Add to that the amazing opportunity to start a capital campaign to build a new shelter, and the associated work that comes along with that.



While at times in 2020 I found myself worried, more often than that I found myself inspired...by you! In a year with turmoil and fear, you rallied for the animals over and over again. You made sure that the animals in need, and the people that love them, did not go without. You allowed for a record-breaking number of community cats to be served and a record-breaking number of homeless dogs to find loving homes. You donated more than \$42,500 for Giving Tuesday Now in response to the pandemic, and made our first ever BrewPawPaw Bingo event a resounding success. You saved lives - thousands.

With Gratitude Beyond Measure & Hope for the Future,

Sarah Swanty, CAWA
Executive Director & Co-Founder

2020 Fundraising

2020 FUNDRAISING EVENT/CAMPAIGN CALENDAR

With your help, we have completed an ambitious seven fundraising campaigns in 2020 and raised \$457,794. This crucial, unrestricted funding provided for programs and operations on both campuses.



Spay Day 2020

Donors Engaged: 93
Raised: \$21,929



Gala For Animals

Tickets Sold: 277
Raised: \$113,675



Home Together

Crowdfunder
Donors Engaged: 595
Raised: \$162,225

Run Fur Fun Spooktacular 5k
Donors Engaged: 78
Raised: \$16,038



Calendar Contest
Entries: 218
Raised: \$15,924



BrewPawPaw Bingo
Cards Sold: 411
Raised: \$17,015



Colorado Gives Day
Donors Engaged: 611
Raised: \$110,988



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 a myriad of ways, including in print and e-newsletters, on televisions in our shelters and clinic, and via social media channels.

15 Partners

Hero Level
\$300/Month
(\$3,600/year)

8 Partners

Luminary Level
\$150/Month
(\$1,800/year)

6 Partners

Guardian Level
\$75/Month
(\$900/year)

9 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 better plan for the future. In 2020 we introduced 2 new levels, our Leader level and our Junior level for supporters 12 years and under. Memberships help 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.



Leader (New Level!)

4 (\$400 Month)

Champion

14 (\$200 Month)

Ambassador

37 (\$100 Month)

Protector

48 (\$50 Month)

Friend

106 (\$25 Month)

Companion

102 (\$10 Month)

Associate

18 (\$5 Month)

Junior (New Level!)

11

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 cats and dogs in Northern Colorado. A new planned giving program was launched in 2020 called the Pet Survivorship Program. This enables members to entrust the care and adoption of their pets to the Alliance in the event of their death. This will ensure peace of mind and care given to every animal in need.



MEMBERSHIP

56

FAMILIES

Grantmaking Donors

2020 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 an understatement. 2020 was a good year for grants, with gifts from nearly 25 funders supporting every program we offer, to a total of \$284,881.34. We also received a Federal Payroll Protection loan to ensure the continued welfare of our employees through the uncertainty of COVID-19. We are honored to save animals and help people in the name of our grantmaking donors.

2020 CAPITAL CAMPAIGN

Call us crazy for launching a capital campaign in 2020... but when we received an incredibly generous anonymous donation to the tune of \$600,000, we knew it was time to make our new shelter dreams a reality. In 2020, we began our campaign, aptly titled "Bringing Paws Together" to raise 2.8 million dollars to unify and expand our sheltering services at our Taft Hill campus. This will enable us to strengthen our community pet resources programs at our Mulberry campus to meet the needs of more families. The project is due for completion in 2022.



Case Study: Scurvy Jack



Scurvy Jack arrived at Animal Friends Alliance in an unexpected way: he was abandoned in a carrier in front of our Cat Shelter one February night. When we arrived the next morning, we found him in shocking condition: his fur was dirty and matted and his mouth was full of broken and rotting teeth and abscesses. We knew he was in incredible discomfort and pain, but regardless of the way he came to us, we were glad we could help turn his life around.

After pain medication and shaving off the worst mats we'd ever seen, Scurvy Jack was already feeling better. Our staff noticed his sweet and playful personality starting to come through, despite the pain he was still experiencing. Due to the extreme condition of his mouth, we performed dental surgery to remove all his remaining teeth, which is how he earned his pirate name.

Community Engagement

VOLUNTEER PROGRAM

The Animal Friends Alliance volunteer team has almost 800 of the most passionate individuals in Northern Colorado! Despite restrictions in on-site volunteering due to the COVID-19 pandemic, our volunteer team donated over 80,000 hours in 2020 to help animals and people in our community. Volunteers were integral to ensuring our animals received exceptional care, whether in foster homes or our shelters.

720
ACTIVE VOLUNTEERS

82,130
DIRECT ANIMAL CARE
VOLUNTEER HOURS*

87,510
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, and socialization.

These volunteers played a vital role in our ability to continue serving animals and our community during COVID-19. Even when our shelters were closed to the public and most volunteers, our K9 Coaches, volunteers who take a 12-week course in dog behavior and training, helped ensure our shelter dogs got the care they need.

Foster

Foster volunteers provide temporary shelter, socialization, and care for animals in their own homes. These volunteers became even more important in 2020, caring for animals while our shelters were closed or hosting meet-and-greets in their homes.

Service Projects

Since on-site volunteer opportunities (and, at times, all out-of-the-home activities!) were limited in 2020, more volunteers and community members sought out at-home service projects. These projects ranged from creating enrichment toys for our shelter to hosting supply drives!

SUPPLY DRIVES

One of the challenges we faced in 2020 was the inability to run supply drives as we usually would. Luckily, we were able to find other ways to get the supplies our animals need. We held successful virtual supply drives, as well as raising \$2,200 through King Soopers Community Rewards and Amazon Smile.

DIGITAL ENGAGEMENT



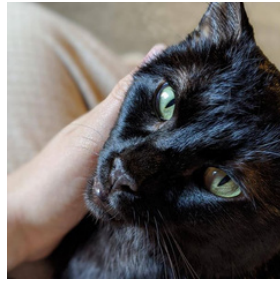
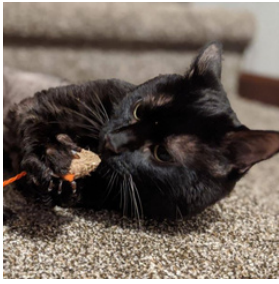
23,640
Facebook
Followers



5,816
Instagram
Followers



38,234
Email
Subscribers



Scurvy Jack went to a loving foster home to recover from his surgery and continue to heal. He was pampered with wet food and unlimited snuggles and, despite losing all his teeth, he loved to chew on his favorite mouse toy. Scurvy Jack was initially pretty shy, but as he improved, his confidence continued to grow and he became an affectionate companion. His foster said "he would spend ALL DAY in my lap if I let him."

Everyone who met Scurvy Jack was touched by his resilience and fighting spirit. Finally, after intensive medical rehabilitation and almost 4 months in our care, Scurvy Jack was ready to find a family of his own. In late June, his "purrfect" family found him and Scurvy Jack was adopted! His new family said "Scurvy Jack is doing wonderfully in his new home! What a lil cuddle bug! We love having him here, he's such a sweetheart!"

Scurvy Jack's story highlights the impact our organization can have on an animal's life. Whether an animal arrives at our door healthy or in need of major medical care, we are privileged to be able to help.

Sheltering and Adoption

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.



Feline Intakes

Stray.....	91
Owner Surrender/Return. . .	703
In-State Transfer.	191
Out-of-State Transfer. . . .	1,424

Total 2,409



Canine Intakes

Stray.....	0
Owner Surrender/Return. . .	31
In-State Transfer.	56
Out-of-State Transfer. . . .	892

Total 979



Feline Outcomes

Adopted.....	2,522
Reclaimed by Owner.	21
Died.	26
Euthanized.	39
Transferred Out.	11

Total 2,619



Canine Outcomes

Adopted.....	1,080
Reclaimed by Owner.	0
Died.	3
Euthanized.	5
Transferred Out.	1

Total 1,089



Intake Rate

Compared to 2019 intake rate



Live Release Rate

Live outcomes divided by total outcomes

FOSTERING

- Of the 3,388 animals that entered our care in 2020, 79% spent some time in foster care. Our extensive network of foster homes reached a record peak in 2020, housing 2,086 cats in 289 homes and 585 dogs in 309 homes for a combined fostering feat of 2,671 animals fostered in 598 homes.

2,086

Total Cats Fostered

585

Total Dogs Fostered

598

Number of Foster Homes

72,404

Foster Volunteer Hours Logged

87

% of Cats Who Were Fostered

60

% of Dogs Who Were Fostered

Case Study: Crocket



Crocket arrived at Animal Friends Alliance all the way from Oklahoma, where he was surrendered due to financial hardship. Crocket was extra special because he had a cleft palate, a congenital deformity that wasn't painful—and certainly didn't impact his charming demeanor—but the cleft extended to the roof of his mouth, which put him at risk for aspiration pneumonia (food could go straight down his nasal passageway). Crocket also had some dental abnormalities due to the malformation of his palate, lip, and nasal area.

Our shelter medical team performed three surgeries to get Crocket's mouth and nasal area to align and to ensure he was no longer at risk for dangerous food aspiration. Even after surgery, our Taft Hill Shelter Veterinarian, Dr. John Marsella, said "his nose still has a little bit of a 'twist' to it, but he is as happy as a clam."

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

2020.813
2019.771
2018.635
2017.494
2016.270
2015.529
2014.242



Trapping Outcomes 2020

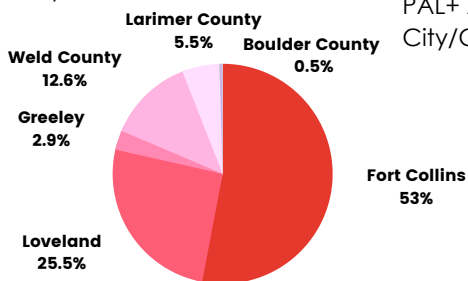
Returned After Spay/Neuter. . .	391
Kittens Taken Into Foster.	317
Adults Taken Into Shelter.	92
Already Altered, Returned.	1
Euthanized.	4

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.

Services 2020

Spay/Neuter: 329 Cats, 375 Dogs
 Vaccines: 369 Cats, 301 Dogs
 Booster Vaccines: 28 Cats, 17 Dogs
 Microchipping: 127 Cats, 231 Dogs



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 pet and are referred to our PAL+ program for assistance.



12,209 lbs Dry Cat Food
13,133 lbs Wet Cat Food



33,076 lbs Dry Dog Food
2,756 lbs Wet Dog Food

361 Total Pet Guardians Helped



During and following his surgeries, Crocket stayed with an experienced foster, who helped him recover in comfort. His foster reported that Crocket was a smart and easily-trainable pup, saying "he usually only needs told something once to pick it up!" After about six weeks of TLC with his foster, Crocket was ready to meet the world and find a family of his own.

In early October, Crocket found the family of his dreams. After a week in his new home, his family shared "Newly named Gus is doing great! He fits in perfectly with our usual routine and absolutely loves everyone he meets. Fluffy toys stand no chance so we've already upgraded to 'tuff' toys and chew bones. He also had his first day at doggie day camp during which I'm told he made lots of new friends. I can't thank Animal Friends Alliance enough for rescuing this sweet boy and to the foster family who took such great care of him during his healing process."

Clinic & Grooming

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 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 7,000 spay and neuter procedures each year! We are able to provide our services at reduced cost because we receive donations and grant subsidies from many funders.

Procedures Offered

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

2020 SURGERIES

2,422

Animal Friends Alliance Shelter Cats and Dogs

229

Other Rescues Cats and Dogs

3,090

**Full-Pay Public Cats and Dogs/
Promotional Blitzes**

898

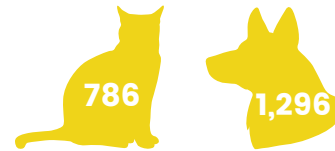
Public Community Cats and Community Cat Program Trap/Neuter/Return

686

PAL+ Patients

**Total
7,325**

VACCINE CLINIC PARTICIPANTS



2,082

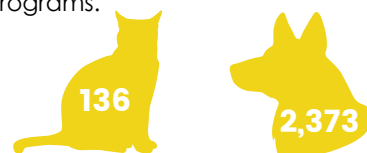
Vaccines Administered in 2020

31,811

Total Vaccines Administered Since 2010

GROOMING SALON

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 mammals. Grooming revenue helps to support our mission-driven programs.



\$196,558




**Total Grooming
2020 Revenue**

2020 FINANCIALS



EXPENSES

Total: \$3,188,174

	Program	\$2,674,276 (83.9%)
	Fundraising	\$266,979 (8.4%)
	Administration	\$246,929 (7.7%)



BOARD OF DIRECTORS 2020

President: Kris Cafaro
 Vice President: Holly Ashby
 Treasurer: Julie Piepho
 Secretary: Kirk Reimann
 Voting Members:
 Simone Clasen
 Kathy Dalton
 Jana Dean, DVM
 Lisa Maggio-Golicher
 Jenna Riedi
 Rex Smithgall








Executive Staff

Executive Director: Sarah Swanty, CAWA
 Director of Operations: Mariah McCulley
 Director of Philanthropy: Megan Streetman
 Director of Community Engagement: Jordan Dunn

Taft Hill Campus:
 2200 N. Taft Hill Road, Fort Collins, 80524
Mulberry Campus:
 2321 E. Mulberry Street, Fort Collins, 80524
SavingAnimalsToday.org

REVENUE

Total: \$3,632,646

	Direct Public Support*	\$1,914,283 (52.7%)
	Clinic Services	\$631,511 (17.4%)
	Shelter Services	\$630,851 (17.4%)
	Grooming Services	\$196,558 (5.4%)
	Grants	\$109,760 (3%)
	Fundraising Events	\$123,576 (3.4%)
	Other Income	\$26,107 (.7%)

*Monetary and in-kind donations



ENDING NET ASSETS

Total: \$2,124,334

*Note: 2020 Financials include restricted gifts for Bringing Paws Together.

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