



Dallas
pets alive!

2017 Annual Report



What makes us different?

Our mission is to promote and provide the resources, education and programs needed to eliminate the killing of companion animals in Dallas, TX.



FOSTER

Foster families provide shelter, food, care and love for pets in our program while they await adoption into their forever homes. The number of animals we can save depends entirely on the number of people who open their homes and hearts to foster them. Because we do not have a shelter facility, the only way that we can save these animals is with the help of foster homes. DPA covers all medical and training needs and works closely with the foster families to support them while they care for our adoptable pets.



DONATE

Adoption fees cover only a fraction of the costs that DPA incurs to get our adoptable pets healthy and happy and into forever homes. DPA relies on donations from our supporters to cover the remainder of our expenses, as it costs hundreds of dollars per pet on average to carry out our mission. All donations to DPA are fully tax deductible and contribute to our ability to save an increasing number of lives.



VOLUNTEER

Our organization could not exist without volunteers. As a private, nonprofit organization, we rely on the assistance of caring and hard-working volunteers in all of our programs. Some of our volunteers work directly with the animals at the shelter or at adoption events, while others support the program behind the scenes by coordinating information and data, supporting our foster families, keeping medical records, marketing and much more.



ADOPT

Families who adopt from DPA are giving a second chance at life to an animal that previously may not have had the chance. There is no substitute for the feeling of saving a homeless pet through rescue. Our adoptions team works tirelessly to ensure that each pet in our program finds the best possible family to live out the rest of their days.



Dear Friends of DPA:

Dallas Pets Alive! witnessed an unprecedented year in 2017. Our team of dedicated volunteers worked tirelessly to reach and go beyond many of our goals we set for last year. Our mission from the beginning has been centered on approaching animal rescue differently and creating a paradigm shift in the way our community views animal rescue: Adoption is not only the right thing to do, but THE thing to do. I am amazed at how our team pulled together to save lives in new and innovative ways.

DPA has built our reputation in the Dallas rescue community and is consistently one of the top transfer partners for Dallas Animal Services (DAS). Through many changes last year at Dallas Animal Services, we were able to continue saving animals from the shelter as well as preventing them from entering. We went well beyond our rescue goal of saving 750 homeless animals to a grand total of 1,312 lives saved! 901 families opened their hearts and their homes, and chose to adopt one of our extraordinary DPA pets, in comparison to 580 adoptions in 2016. These numbers are a quantitative example of the hard work, compassion and commitment of our fosters, volunteers and adopters.

The Positive Alternatives to Shelter Surrender (PASS) program saw lives changed in this pilot year. Many years in the making, this innovative program is filling a gap in the animal rescue community by working exclusively with DAS to prevent animals from ever entering the shelter. 356 families were provided assistance through national and local grant support, and thereby keeping these pets in their homes and out of the shelter. Moving into 2018 we are seeking to expand our days at the shelter and look to decrease owner surrenders by 10% in 2018.

DPA animals went on international adventures in 2017 through the wonderful partnership we have with the Toronto Humane Society. Our transport program grew significantly last year by connecting with like-minded rescue partners across the United States and Canada. We were able to send 327 companion animals on their way to forever homes because of our transport partners.

As we continue to grow and enhance our existing programs, we need to ensure our adoptable pets are getting the exposure they deserve so we can save even more lives. A huge hurdle we face in adoption is the assumption that rescue animals are damaged. To change this perception, we launched an innovative plan to create an Adoption Center space that exemplifies the way DPA views our adoptable animals: unique and beautiful. Our new Adoption Center will be an innovative space where technology and rescue intersect – a place transformed, just as our companion animals have been.

Our goal \$1 Million Reimagine Rescue campaign will require your support, your talent and your treasure. To learn more about our vision please go to: dallaspetsalive.org/buildabetterway. We thank you for your unwavering support for and investment in the future of DPA and the lives of our animals. With your help, DPA can reimagine rescue!

Sincerely,

Leslie Sans
Executive Director
Dallas Pets Alive!





2017 Annual Report

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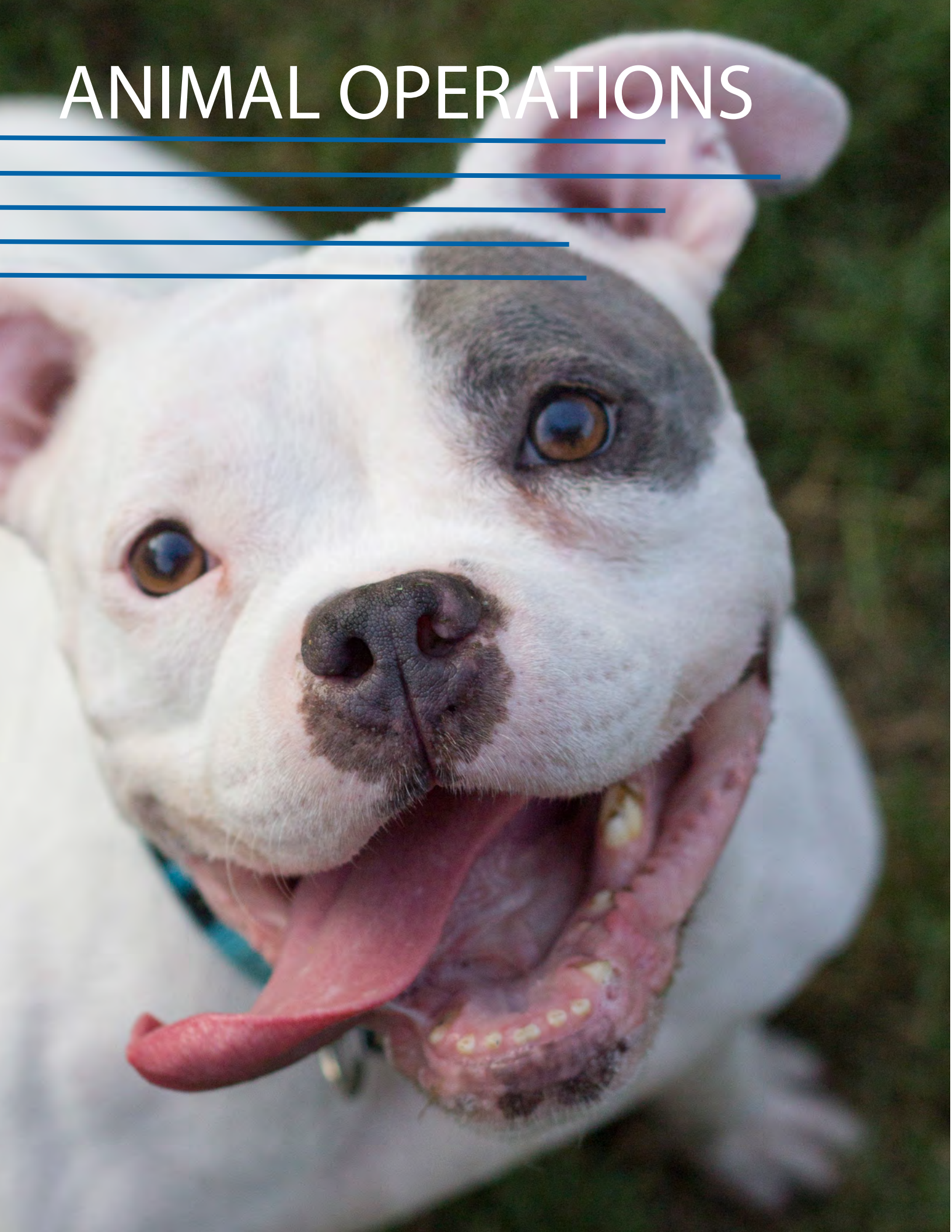
2017 Leadership

President/Executive Director: Leslie Sans
Executive Vice President: Max Morrison
VP of Animal Operations: Jessica Weinstein
VP of Administration: Emily Johnston
Rescue Director: Elina DeVos
Adoption Director: Stacey DeVos Glauben
Foster Director: Stefanie Steiner
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Alumni Director: Dena Friend
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PASS Director: Cynthia Rangel
Transport Director: Megan Miller
Technology Director: Katie Patterson
Marketing Director: Haley Edman
Digital Marketing Director: Amanda Peterson
Director of Public Relations: Krystal Morris
Traditional Marketing Director: Victoria Mitchell
Volunteer Director: Kristen Serrano

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ANIMAL OPERATIONS



RESCUE

Total 2017 Intake

1,312
Animals

Total Intake Growth

68.42%
growth
Year over Year



In the second year of our "borrow program," our volunteers cared for 77 young kittens until they were old enough for adoption in 2017. This is a 133.33% increase from 2016.



10-12 team members visiting the shelter each week to evaluate animals and help with pick ups.

Determined, Resilient, Amazing

"One of the volunteers was at the shelter evaluating animals for our foster needs list. Kelsey came across a dog that was about to be euthanized, and she knew it was a dog we could save in our program. She sent out an emergency plea to our foster group. Kelsey literally carried this medium-sized dog around Dallas Animal Services until we confirmed a foster to ensure that she was safe. This is the type of dedication our volunteers possess in order to make Dallas No-Kill."

– Elina DeVos, Rescue Director

Transport

The transport team is responsible for moving animals to partners in other areas that do not have an overpopulation issue. Our goal is to move pets quickly – creating room in foster homes or opening up kennels at Dallas Animal Services. By helping to free space, we are able to save more Dallas lives at a faster pace.

2017 was our first official year as a team and we still had so much to learn and understand about logistics and coordinating details. This was especially true after Hurricane Harvey hit. Rescues from all over the country wanted to help take animals from Texas to save more lives. This meant our transport team had to organize several transports in a short period of time.

The transport team has developed a few new partnerships that will further help our progression in making Dallas No-Kill. One is willing to take dogs that need medical attention, but they want to do procedures themselves. This saves the shelter and DPA so much time and resources that can be focused elsewhere.

Total 2017 Transport

327

Animals

Both Cats & Dogs

23

Transport Trips

with 8 Partners

Teamwork, Motivated, Success

“DPA has a wonderful program called PASS (Positive Alternatives to Shelter Surrender) where volunteers go to DAS on Saturdays and try to find alternatives for people surrendering their pets, or take notes on which dogs DPA might be able to help. In May, a cute blonde cairn terrier named Mimi, was being surrendered during one of the busiest times of the summer. Our PASS team made a plea to our foster group and we were able to find a foster and tag her with the intention of putting her on our next transport. She was only in a foster home for 2 weeks before making her way to Canada with 4 other dogs. Mimi was adopted within 48 hours of arriving at Toronto Humane Society by a family with a little girl who would be taking dog training classes with her new pup.” – Megan Miller, Transport Director



PASS

In 2017, more than 33,300 animals entered Dallas Animal Services (DAS). Of this total, DAS reports that **9,451 of the pets that entered the shelter were owner surrendered** during their fiscal year (Oct. 1 - Sept. 30). Our Positive Alternatives to Shelter Surrender (PASS) program is dedicated to keeping animals in their own homes and out of the shelter. We provide free medical, training and temporary boarding assistance to Dallas residents in need.

In addition, our PASS team has done a phenomenal job educating the citizens of Dallas. Many people who show up to surrender the pets are doing so reluctantly. However, they aren't aware that the shelter is often at max capacity and needs to save kennels for pets that come into the shelter from the field, which means the chances of their pets being euthanized are higher. PASS team members provide owners alternatives to surrendering their pets to a kill shelter, such as lists of No-Kill shelters, rescue lists and low-cost medical/training services.

2017 PASS Interactions

1,373

Pet Owners

Volunteers Intercepted at
Dallas Animal Services

26%

of the Owners Intercepted Were Able
to Keep Their Pets Because of PASS

That is 356 Lives Saved!

Caring, Passionate, Strong

"It was our first day at the shelter and we noticed a lady who sat in her car for a couple hours. When she finally came out and walked into the shelter, she was covered in tears and was devastated to leave her schnauzer at the shelter due to some personal problems at the time. When I told her that she didn't have to give up her baby and that we could place him in temporary boarding until she could get things sorted out, her tears of sadness turned into those of happiness. I'll never forget that first hug I received!"

- Cynthia Rangel, PASS Director





425
Cats
TNR'd
in 2017

TNR TRAP NEUTER RETURN

As the name implies, the TNR program humanely spays/neuters feral cats and returns them to their communities in hopes that the cats live out healthier lives without breeding future generations, and therefore decreasing the feral cat population altogether.

With spaying and neutering, many adverse behaviors (such as spraying, fighting and yowling) are decreased. This allows feral cats to fit into their neighborhoods better, where they, in turn, prevent the influx of new feral animals.

In 2017, we TNR'd more than 425 cats, which eliminated the unwanted births of 1000s of cats in the community. DPA goes beyond just TNR'ing cats. We managed over 100 colonies in 2017, including our largest colony on the Katy Trail! Our volunteers provide food and shelter for the feral cats and ensure the health of the colonies.

DPA took in dozens of kittens too young to release back into the wild. Our foster, medical and adoptions teams work together to ensure these kittens are healthy for adoption.

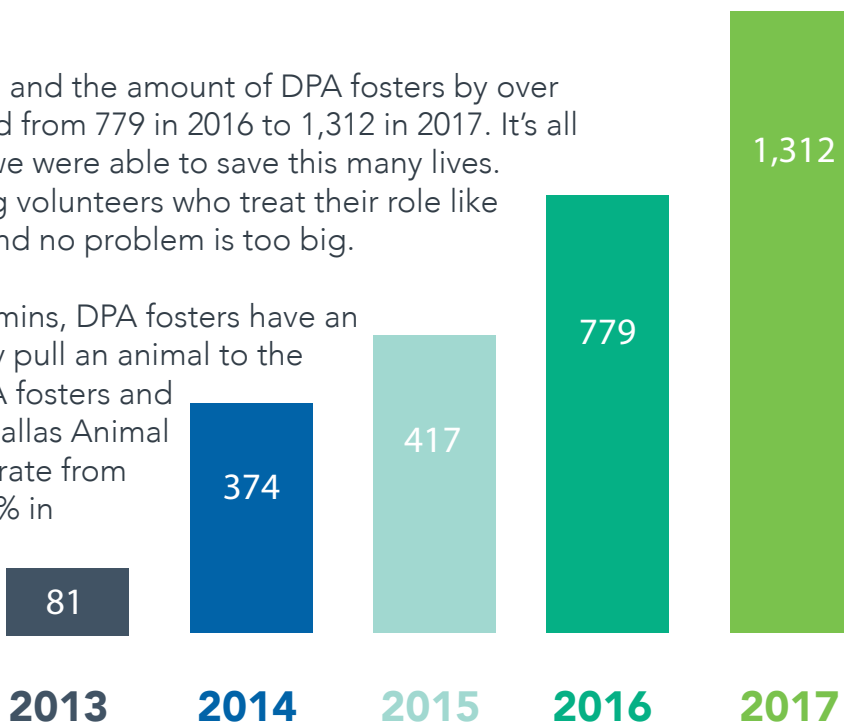
Foster

In 2017, we increased both our rescue rate and the amount of DPA fosters by over 60%. Our intake of animals almost doubled from 779 in 2016 to 1,312 in 2017. It's all thanks to our dedicated foster team that we were able to save this many lives. The foster team is a group of hard-working volunteers who treat their role like their paid day job. No issue is too small, and no problem is too big.

Because of our foster reps, vetters and admins, DPA fosters have an amazing support group from the time they pull an animal to the time the animal is adopted. Thanks to DPA fosters and supporters, we've been able to help the Dallas Animal Services shelter increase their live-release rate from less than 50% in 2012 to a staggering 81.5% in September of 2017.

533 **More Foster Pets**

In DPA's Care Compared to 2016



DPA Animal Intake Over the Years

June Carter's Story



June Carter came into the DPA program in September, 2017 as an owner surrender from Dallas Animal Services. She was so malnourished that you could see her entire rib cage, and she was even mistaken for being part greyhound. On top of being emaciated, June had heartworm, skin and coat issues due to lack of nutrition, and a mass on her tail that turned out to be an extremely aggressive form of cancer.

Thanks to an amazing foster mom and one of our vet partners Kings Creek Animal Hospital, we were able to get June fixed up to be healthy and adoptable in just a few short months. Her heartworm was resolved with medication, and once she was eating normally her skin issues quickly resolved. Due to the hemangiosarcoma mass, June's tail was amputated, which took some extra love and attention to heal.

June was adopted into her forever home the first week of 2018 - and she couldn't be happier or healthier!



"Being part of saving an animal's life is very rewarding and I love giving them a second chance to build trust and learn that there are good & kind people in the world. Opening your home and/or your heart is a risk. All of us are learning as we go...it's okay to ask for help and know that you are not alone in the emotions you will feel and challenges you will face." - Julie Zvara, DPA Foster



Medical

20

Puppies Treated
for Parvo

Dallas Pets Alive! pulls the animals most in need of rescue, and that includes massive medical cases. The medical team consists of volunteers whose role is to review and log medical records for every pet in our program, ensuring they are up-to-date on all vaccines, spayed/neutered, microchipped and healthy for adoption.

80

Dogs Treated for
Heartworm

This team supports our fosters by providing medical advice when needed and working with various veterinary partners throughout the metroplex to provide quality care for our animals with convenience for our fosters. This team walks DPA fosters through medical issues like surgeries, heartworm treatment and illnesses so that our pets and our fosters are getting the best care possible.

1,096

Pets Spayed/Neutered

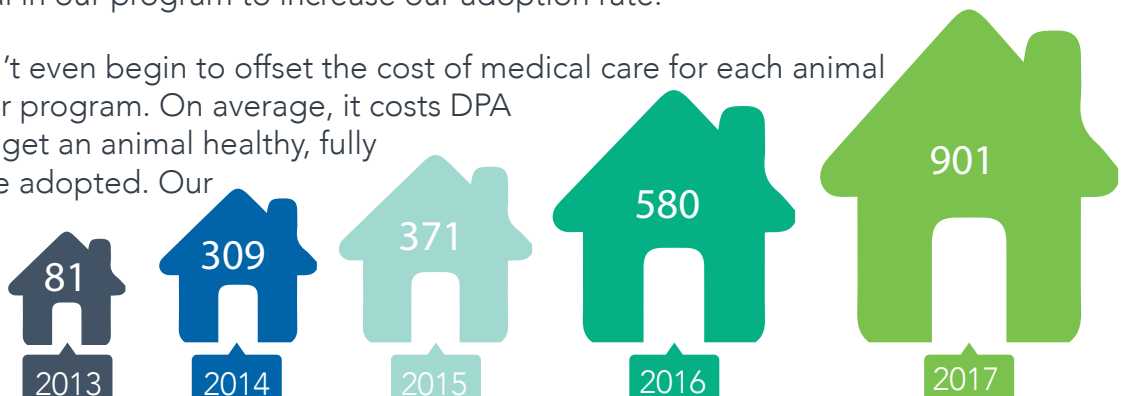
DPA covered many non-basic medical care needs in 2017! We put 80 dogs through heartworm treatment, 20 puppies through Parvo treatment, and covered 30 different leg/hip surgeries. In addition, DPA spayed/neutered 688 dogs and 408 cats, which has a huge overall impact on our community.

DPA does whatever it takes to ensure our animals are healthy, which includes unexpected surgeries, heartworm treatments, blood transfusions, hospitalizations and more. Once we commit to an animal we see them through whatever is needed.

Adoptions

The adoptions team is comprised of 24 volunteers who work 7 days a week, 365 days a year to review adoption contracts, check references, set up meet and greets and process adoptions for hundreds of animals per year. In 2017, we completed 901 adoptions. We do our best to ensure that each animal that enters in to our program gets placed into the best home possible. In the event we receive an application for an animal that already has a pending adoption, we work with the applicant to redirect them to another animal in our program to increase our adoption rate.

Our adoption fees don't even begin to offset the cost of medical care for each animal that comes through our program. On average, it costs DPA approximately \$250 to get an animal healthy, fully vetted, and ready to be adopted. Our average adoption fee price is \$150. Medically needy pets require more resources.





Barnaby's Story

Barnaby was all skin and bones in the shelter with scabs all over his body. He was extremely lethargic and sad, but Barnaby was thankful for the affection our rescue volunteers gave him. We knew he was urgent, so DPA pulled him into our program as soon as we found a foster.

Our team rushed Barnaby to the veterinarian, where we found he needed a blood transfusion. This meant he needed to stay at the hospital until he stabilized. The veterinarians ran multiple blood panels to monitor his progress, and he started to get better. Barnaby was finally ready to go home with his foster.

Over the months, Barnaby filled out, his hair grew back and he found a new lease on life. Barnaby had one last hurdle - heartworm treatment. However, a movie production company found him online and thought he looked just like Sgt. Stubby's twin. Since they were making the movie, **Sgt. Stubby: An American Hero**, they decided to adopt him and trained him to become a therapy dog. Once Barnaby completed heartworm treatment, he moved in with the movie's producer, continued his therapy training, and was the movie's spokesdog.



Alumni

The purpose of the alumni team is to ensure the health, safety and overall well-being of DPA's adopted pets are maintained after they have moved out of our program and into their forever homes. Our responsibility to them does not end at adoption.

The alumni volunteers work tirelessly to keep our adopted pets in their homes. However, there are instances where they will assist with rehoming of these pets responsibly, which keeps them out of the shelter. Additionally, this team proactively contacts adopters to give information and tips that will help them effectively train and care for their companion animal(s) post adoption. This makes for happier adopters and pets and creates the opportunity for the adopter to share the learned information with family and friends, thereby creating more knowledgeable pet owners!

We are committed to the health, safety, and happiness of all DPA animals until the day they cross the Rainbow Bridge. They will always be our family members; that is the commitment we made to them when we rescued them from the shelter.

Betty Ford
in Foster Care



Now Luna w/ One
of Her Students



Knowledgeable, Proactive, Success

"Many adopters who reach out with a concern they are not ready for are relieved when we confirm the observed behaviors of the new addition to their family are common; techniques exist to correct undesirable behaviors; and DPA is available to them for continued support. If the adopter requests additional assistance, we encourage working with one of our trusted professional trainers. With regard to our kitty cats, we have many happy adopters; however, one really warms our hearts: the story of Luna (FKA Betty Ford). Her adopter So-Young Yun is a teacher and takes Luna to work. Her students love Luna and So-Young is teaching them to be animal advocates."

– Dena Friend, Alumni Director



ADMINISTRATION

Volunteer

Volunteers are the lifeblood of DPA. Our volunteers range from animal operations (rescue, transport, PASS, TNR, medical, foster, adoptions and alumni) to administration (volunteer management, marketing, technology, fundraising, finance, executive team and more). We have volunteers with a wide range of skills and experiences, and there is a place for everyone to make a difference.

During 2017, we expanded our volunteer base by 17%. We grew our animal operations teams to ensure we were able to support the increased number of animals pulled into the program. In addition, our administration teams expanded roles to support the many arms of the organization. All in all, our volunteers dedicated more than 80,000 hours to help make Dallas No-Kill.



1,051
Approved
Foster Homes



80,000
Volunteer Hours






350
DPA Volunteers



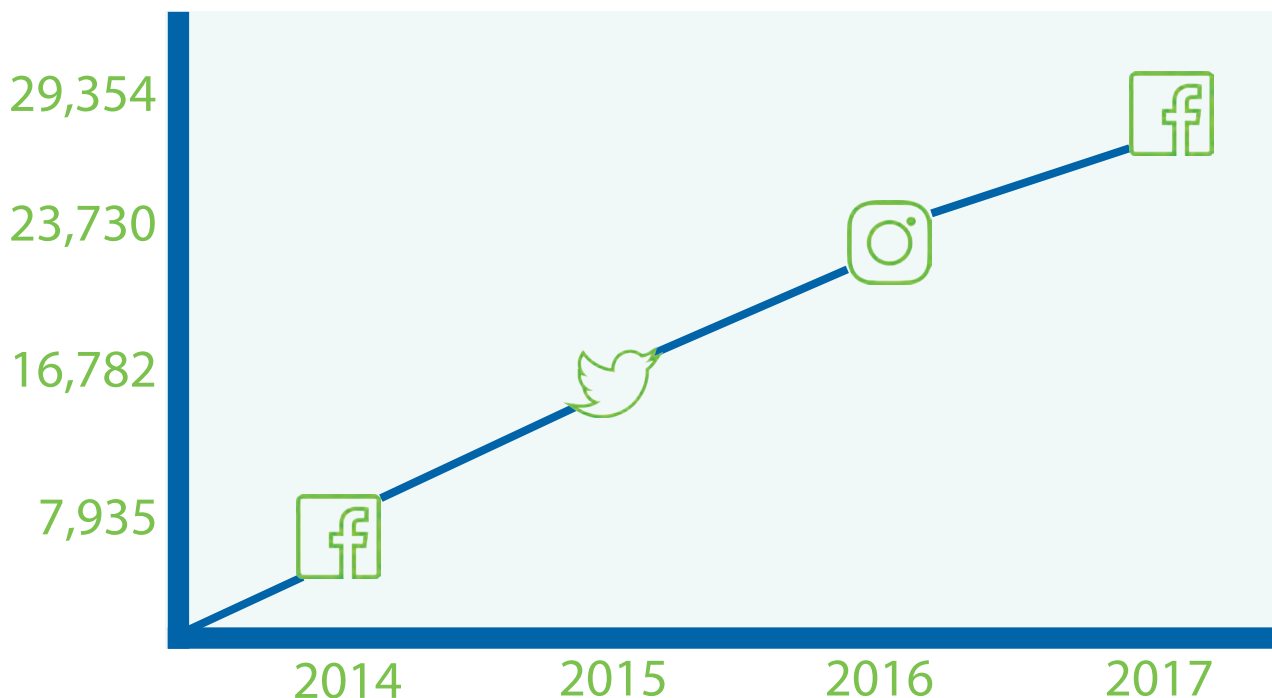
"I love the community that DPA has established. The way that the group really rallies around these animals in need is so touching. DPA doesn't just look for the healthiest, easiest to adopt animals either! They are willing to invest in animals with significant medical needs, and I love that." - Caitlin Gilbert, DPA Cat Adoptions Counselor



Social Influence

	2015	2016	2017
SOCIAL MEDIA FOLLOWERS	16,782	23,734	29,354
 FACEBOOK			
Likes (Followers)	9,485	13,074	16,230
Daily Impressions	903,930	5,735,042	7,664,099
 TWITTER			
Followers	1,997	2,460	2,824
Impressions	247,100	617,900	763,300
Retweets	795	2,549	2,876
Likes	837	3,984	4,800
 INSTAGRAM			
Followers	5,300	8,200	10,300

Social Media Followers Over Time





"I support DPA because they introduced me to my best friend, Rosie, the first dog I've ever owned. As an incredibly well-run organization, I know they have the drive, passion, dedication and teamwork to help find loving homes for countless animals that make wonderful companions."

- Diana Schonfeld, Donor & Adopter



Fundraising

Fundraising is vital to the success and livelihood of our organization. Without the generous contributions of our donors, Dallas Pets Alive! would not be able to save the most needy pets of Dallas. Adoption fees only pay for a fraction of what it costs to save these animals' lives.

In 2017, DPA increased overall donations from our fundraising events by 65%. However, our total medical expenses for our adoptable pets increased by 80%, which doesn't include preventative medication or our other life-saving programs (PASS & TNR). This is why individual contributions are critical to providing DPA with the lifesaving funds we need to make Dallas No-Kill.

In addition, DPA's total expenses increased by 101% in 2017. In order to supplement some of these expenses, DPA applied for several grants last year. Below is a list of grants that DPA received in 2017:

- Communities Foundation of Texas: \$20,000
- Gannett Foundation Community Grant: \$7,500
- Petco Foundation: Innovation Award Runner Up: \$5,000
- Petco Foundation: Non-profit Organizations that are Primarily Foster-based Rescues: \$3,000

North Texas Giving Day

Find Your Match

Can you remember the moment you fell in love? That spark? That moment when you knew you found that perfect match? This is what Dallas Pets Alive's marketing campaign for North Texas Giving Day was about in 2017 - Find Your Match.

Our volunteers witness abandoned animals overcome the impossible and find their matches daily, but Find Your Match goes beyond adoption. We like to think of ourselves as matchmakers across our four pillars: **Foster, Donate, Volunteer, Adopt.**

NORTH TEXAS GIVING DAY:

North Texas Giving Day is the largest giving day in the DFW Metroplex each year. DPA participates in this community-giving day every year with great recognition for our marketing campaigns. In 2017, DPA **raised over \$42,000** which includes both day of giving and match funds. We also received 3rd place and \$1,250, for the most unique donors, with 261 donors giving on September 17th.

"Our entire team was truly blown away at the creativity and work that Dallas Pets Alive! put into the event co-hosted with Match.com."
- Communities Foundation of Texas

AWARD WINNING CAMPAIGN:

DPA won 1st Place for the Best Business/Non-Profit Partnership! Our collaboration with Match.com and Community Beer Company was one of the most unique partnerships the Communities Foundation of Texas has ever seen. The **Hops For Pups** event at Community Beer Company gave Match.com members the opportunity to mix and mingle not only with other singles here in Dallas, but with four legged singles, too. DPA was awarded an additional \$1,250 for our creativity and innovative collaboration with local businesses that believe in our mission.

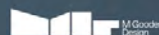
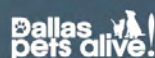


REIMAGINE

RESCUE



A NEW HOME ARRIVES IN 2020



In 2020, DPA will build its first Adoption Center, giving pets the chance they need to find a loving home. This Adoption Center will be a space for future pet parents to gather and meet our adoptable pets, allowing us to substantially increase the number of animals we can rescue. By creating this facility, we will also finally have a centralized area for foster families to bring their animals that will promote adoption and prevent the need for overnight shelter stays.

WHAT TO EXPECT

- A building that's partially constructed out of 12 shipping containers, a method that's socially responsible and cost efficient
- A space that's around 3,800 square feet with an 800-square-foot roof deck. It will be able to house approximately 40 animals per day (which will help us increase our adoption rate to 1,720 animals per year)
- Digital kennel cards that display each animal's bio and information
- A wellness clinic inside, ideal for checkups and vaccinations
- Large outdoor play area for animals and potential adopters to socialize
- Outdoor rooftop space with turf, ideal for meetings or dog training sessions
- Special catified containers

YOU CAN HELP BUILD A BETTER WAY

We're so excited to construct this incredible adoption center, but we can't do it without you! Help us reach our fundraising goal of \$1 million.



**A NEW HOME FOR US
MEANS NEW HOMES FOR THEM**

REIMAGINE RESCUE / COMING 2020

Financials

GROSS INCOME

	2013	2014	2015	2016	2017
Adoption Fees	11,940	65,220	75,473	115,362	165,560
Donations	20,199	94,245	47,020	105,721	245,338
Grants	160	1,066	--	36,000	20,950
Merchandise Sales	--	--	6,017	8,461	6,701
Fundraising/Events/Other	58	10,926	30,588	44,707	73,910
Total Gross Income	32,357	171,457	159,098	310,251	512,459

EXPENSES

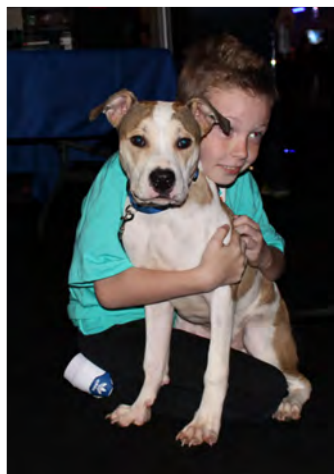
Medical Expenses	16,855	77,327	123,025	205,732	374,544
Pet Expenses (boarding, training)	2,638	3,157	16,924	17,486	27,445
General/Admin Expenses	3,183	5,970	6,952	15,354	41,884
PASS Expenses	--	--	--	447	35,977
Total Expenses	22,676	86,454	146,901	239,019	479,850

NET INCOME

Net Income for the Year	9,681	85,003	12,197	71,232	32,609
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2017 FINANCIALS IN REVIEW

Dallas Pets Alive! had an enormous donor reach in 2017, achieving a 132% increase in overall donations and a 44% increase in number of unique donors. In addition to organic donations, funds raised during special events, including North Texas Giving Day, increased over 65% from 2016. Thanks to the efforts of our animal operations team, earnings from adoption fees increased over 43% due to the growth in adoptable animals in our program and a streamlined adoption process. Overall, our gross income increased over 65% from 2016.





Making a Lasting Impact

She showed up dirty, tired and sick, but she survived thanks to the compassion and determination of DPA's teams and countless volunteers.

Shelby's owners brought her to the shelter on a Saturday when our PASS team was set up to greet the public. We learned from her owners that they wanted to drop her off at the shelter and request euthanasia, indicating she may have been hit with a rock and that they were unable to afford medical treatment. It was clear to our PASS team that the family was set on euthanasia and didn't want to use the services our team wanted to provide.

Our PASS volunteers were able to quickly jump into action and work with Dallas Animal Services to buy her some extra time to find a foster. We knew she needed some extra TLC, as she showed up to the shelter in extremely rough shape. She was skinny, dirty, lethargic and overall neglected.

A wonderful foster stepped up just in time to save her life. This foster provided Shelby the extra TLC she deserved. This sweet pup's demeanor changed almost overnight. She became a happy girl, even though she had a long recovery ahead. Shelby needed to put on weight, undergo heartworm treatment and fix her cherry eye. Most of all, she needed love.

Once well, Shelby quickly found her forever home and is one of the best transformation stories of 2017. She is a shining example of our PASS, foster, medical, marketing and adoption teams working hand-in-hand to save lives.

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