



ANNUAL **REPORT**
2016

 **Dallas
pets alive!**



Why We are 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 being able 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 chance at life to an animal who previously may have had no chance. There is no substitute for the feeling of saving a homeless pet through rescue. Our adoptions team works hard 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 went above and beyond my greatest expectations in 2016. My vision from the beginning has been centered on approaching animal rescue through innovative programming 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 proud of the strides we made this past year, to take that vision into reality.

DPA has built our reputation in the Dallas rescue community and is consistently one of the Top Transfer Partners for Dallas Animal Services. Our volunteer run organization is passionate, innovative and motivated to try new approaches to animal rescue. We went well beyond our rescue goal of saving 500 homeless animals to a grand total of 780 dogs, cats, chickens, and pigs saved! 580 families opened their hearts and their homes, and chose to adopt one of our extraordinary DPA pets. 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 launched this 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. This first of its kind prevention program in Dallas, is being made possible through the collaborative support of The Dallas Foundation, Best Friends Animal Society, The SPCA of Texas, and the many volunteers committing their time to help citizens keep their pets in their homes.

Our new cat program achieved great things this year as well. 2016 was the start of our Trap-Neuter-Release program for the feral cat community. The TNR team fixed over 500 cats this year, estimating the prevention of 3,042 kittens from being born in Dallas. As another prevention program that DPA offers, our TNR program helps not only keep feral cats safe, but educates the community on the importance of TNR, community cats, and how citizens can manage their own feral colony through consultation and support.

Next year we look towards new heights and a new space! I am proud to announce the beginning of our campaign to build an innovative adoption center that elevates adoption as the leading way to finding a new furry family member here in Dallas. 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. This adventure will require your support, your talent, and your treasure. We thank you for your unwavering support for DPA and we look forward to achieving our biggest goal yet, together with you.

Sincerely,

Leslie Sans
Executive Director
Dallas Pets Alive



2016 Annual Report

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Board Member: Annette Marin



ANIMAL **OPERATIONS**

RESCUE

Total 2016 Intake

780
Animals

Canine 2016 Intake

163%
growth
Year over Year

Best Month in 2016

December with
103
lives saved

2

New Transport
Partnerships



The new bottle baby foster program DPA has implemented feeds kittens until they're old enough for adoption. There were 32 bottle baby kittens in 2016.



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



Britney's Story

Britney is around seven years old and has one incredible story of survival. A rescuer found Britney in the middle of the road in Oak Cliff. She was missing most of her hair and couldn't move. They thought this sweet pup was close to death. She was exhausted and, with a limp body, allowed her rescuer to pick her up with no issue. He quickly brought her directly to Dallas Animal Services. Obviously, she ended up on the rescue list due to her condition. Our incredible partnership with Vet Ranch and Abandoned Pet Project allowed Dallas Pets Alive! to take her into our program after finding a loving foster for her. Britney was 20 pounds underweight and had multiple skin

issues with crust, scales and plaques all over her body. When the staff at Vet Ranch checked Britney for a microchip, they found a big surprise- well, five little surprises. This malnourished mama was pregnant with five little pups of her own. This was surprising because she was desperately underweight. All five of her puppies were healthy and grew into large and lovable dogs. All five were adopted out through Dallas Pets Alive!, and Britney was adopted by her foster mom. She was home all along!



Ruger's Story

Ruger ended up at Dallas Animal Services with chemical burns all over his body. The staff wasn't completely sure how he was burned but knew he desperately needed help, and Ruger needed it right away. Dallas Pets Alive! quickly found an amazing foster for Ruger, and he was rushed to the staff at Vet Ranch.

Dr. Karri from Vet Ranch scraped and cleaned his wounds. She thought they were some old wounds as he had already started to heal. The road to recovery was long, but Ruger is one resilient and forgiving dog. Regardless of his past, he smiles all day and loves spending time with both dogs and humans alike.


He especially gets along with children, which speaks to his soft nature. He is now living in his furrever home with a family that couldn't love him more.

The partnership between Dallas Pets Alive!, Vet Ranch, and Abandoned Pet Project has helped to save a multitude of animals and prepare them for their forever home!

FOSTER

In 2016, we doubled the number of animals in our foster program! We covered the spay/neuter of almost 600 animals, treated almost 80 dogs for heartworm disease and helped almost 800 animals heal physically and emotionally to get them ready for their forever families. Last year, we also successfully launched our cat foster program, partnered with Dallas Animal Service (DAS) to save kitten bottle babies and widely expanded our foster base for both dogs and cats, with 640 approved foster homes. Since our focus is rescuing animals from DAS that are not adoptable from the shelter due to medical or behavioral issues, our foster team spends much of their time developing relationships with medical providers and trainers in order to get the animals in our program the extra attention they need to be healthy, happy and adoptable.

Our medical team partnered with new vets to help treat our animals throughout Dallas-Fort Worth metroplex at discounted rescue rates. We expanded the locations and availability of our vet partners to accommodate our ever-increasing foster base and give our fosters options as close to home as possible. On average, we spent just over \$16,000 per month on medical care, a number that would have been much higher without the partnerships we developed with many local vets and the discounts we negotiated with them. Our foster and alumni teams also partnered with new trainers to make sure we prepared our pets for successful transitions into their new homes. Some of our adoptable pets needed a little extra attention, and some required a more intensive “board and train” program in order to help them overcome their past and to prepare them for life in their loving homes..

A gray kitten with yellow eyes is sitting on a colorful patterned blanket. The kitten is looking up and to the right. The background is a dark, textured surface.

“We covered the spay/neuter of almost 600 animals, treated almost 80 dogs for heartworm disease, and helped almost 800 animals heal physically and emotionally to get them ready for their forever families.”

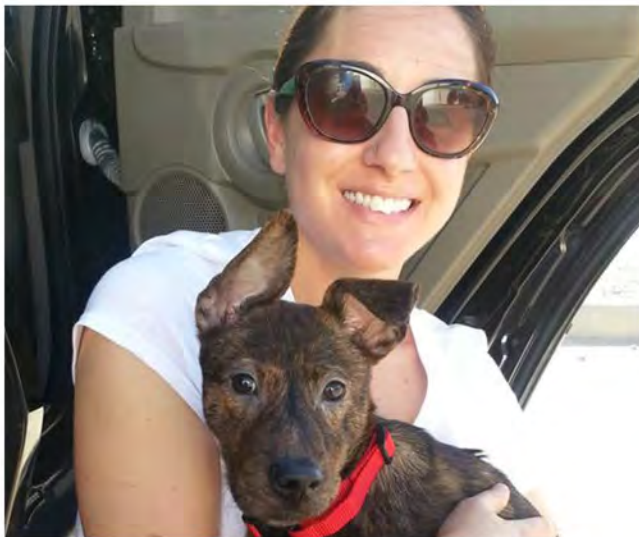
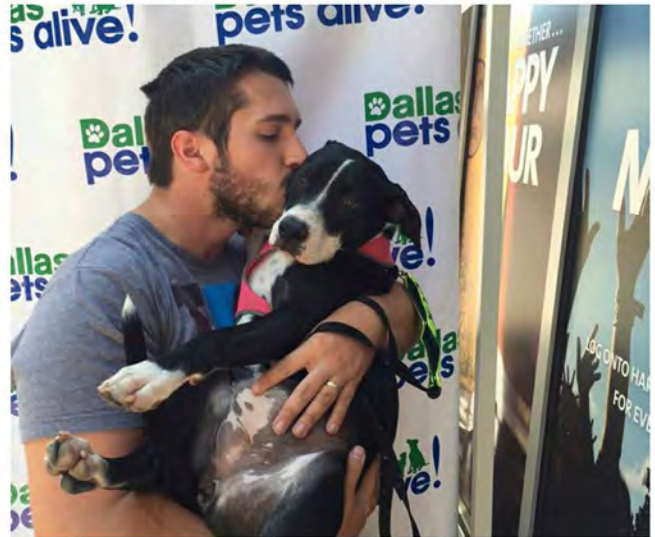
ADOPT

Our adoptions team works around the clock on an all-volunteer basis to match our adoptable pets with their ideal forever homes as quickly as possible. Our volunteers monitor adoption inquiries, review and approve adoption applications and connect potential adoptive families with their selected pet's foster family to learn more about the pet. From there, an in-person meet and greet is scheduled, and the potential family has the opportunity to make sure their chosen pet is a good fit for the home and for the family. We ensure our adoptables meet all members of their prospective family, including other pets, to help set them up for success. After adoption, our dedicated alumni team follows up with the adoptive families to help them with any questions or challenges they may have. We offer advice and help for acclimating a new pet into the home and provide referrals for trainers and other resources as needed. Our adoptions team has grown from 3-4 volunteers a few years ago to more than 15 dedicated team members who monitor all aspects of the process.



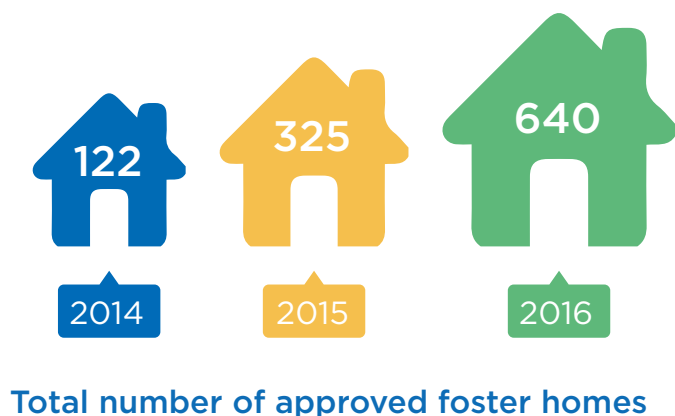
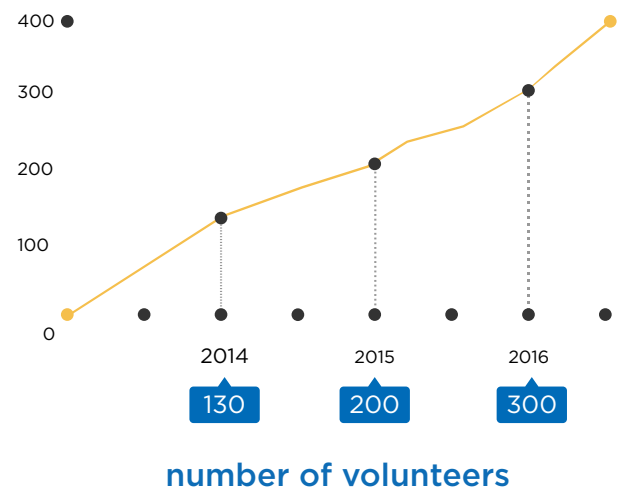
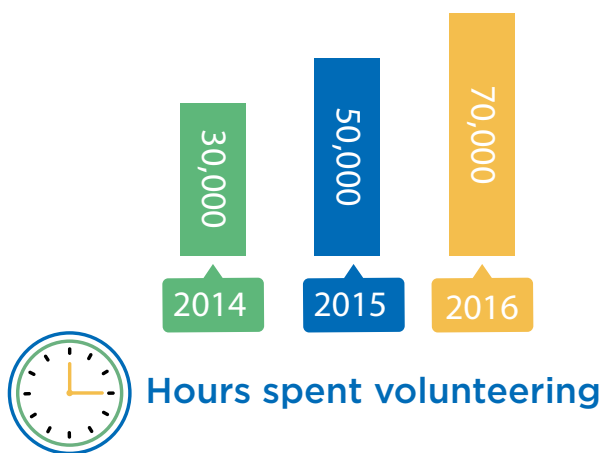


VOLUNTEER



VOLUNTEER

Dallas Pets Alive! (DPA) has volunteer opportunities in many areas including rescue, foster/medical, adoption, marketing, technology, events and many others. We have volunteers with a wide range of skills and experiences, and there is a place for everyone to make a difference. During 2016, we expanded/streamlined our volunteer onboarding process and located new avenues from which to recruit new volunteers. We also hosted our second Dallas Animal Services volunteer day, at which we enabled dozens of our volunteers to have the opportunity to help on-site at DAS with their ever-present needs. Our goals for the volunteer area included hosting additional DAS volunteer days in order to work more closely with the shelter to help satisfy some of their needs.



Volunteers are the life-blood of DPA – without them, we would quite simply not exist!



"I choose to support the all-volunteer Dallas Pets Alive organization as I have seen first-hand how they turn "unwanted" animals into beloved family members. We would not have been able to adopt our own DPA-alumni, Charlie, without the life-saving medical care DPA provided to him after he ended up at the shelter as a stray with severe injuries. I know that my contributions assist DPA in their heroic efforts to advocate for dogs like Charlie who have no voice of their own."

-Ken Agnew, Donor.

"Dallas Pets Alive! allows me to combine my love of volunteering and my love of dogs (and cats and pigs and chickens.) It feels good to know that I am, in my small way, making a difference."

-Meghan Dunshee, Volunteer.





“What I enjoy the most about fostering is watching some of the resilient and forgiving creatures on the planet have a second chance at life. It’s heartbreaking to see that someone had given up or could not provide the quality of life these animals deserve. Having the means to open our home and treat these animals like our own until we find them their loving, forever home is truly fulfilling.”

-Kyle Hines, Foster.

“Our adoption process was very easy. Because of one of my other dog’s autoimmune disease, we worked closely with Luna’s foster mom to make sure it would be safe to introduce her to my pack. I appreciate the care and willingness of her foster mom, your organization, and veterinarian to work with our special circumstance.”

-Brandi Harris, Adopter





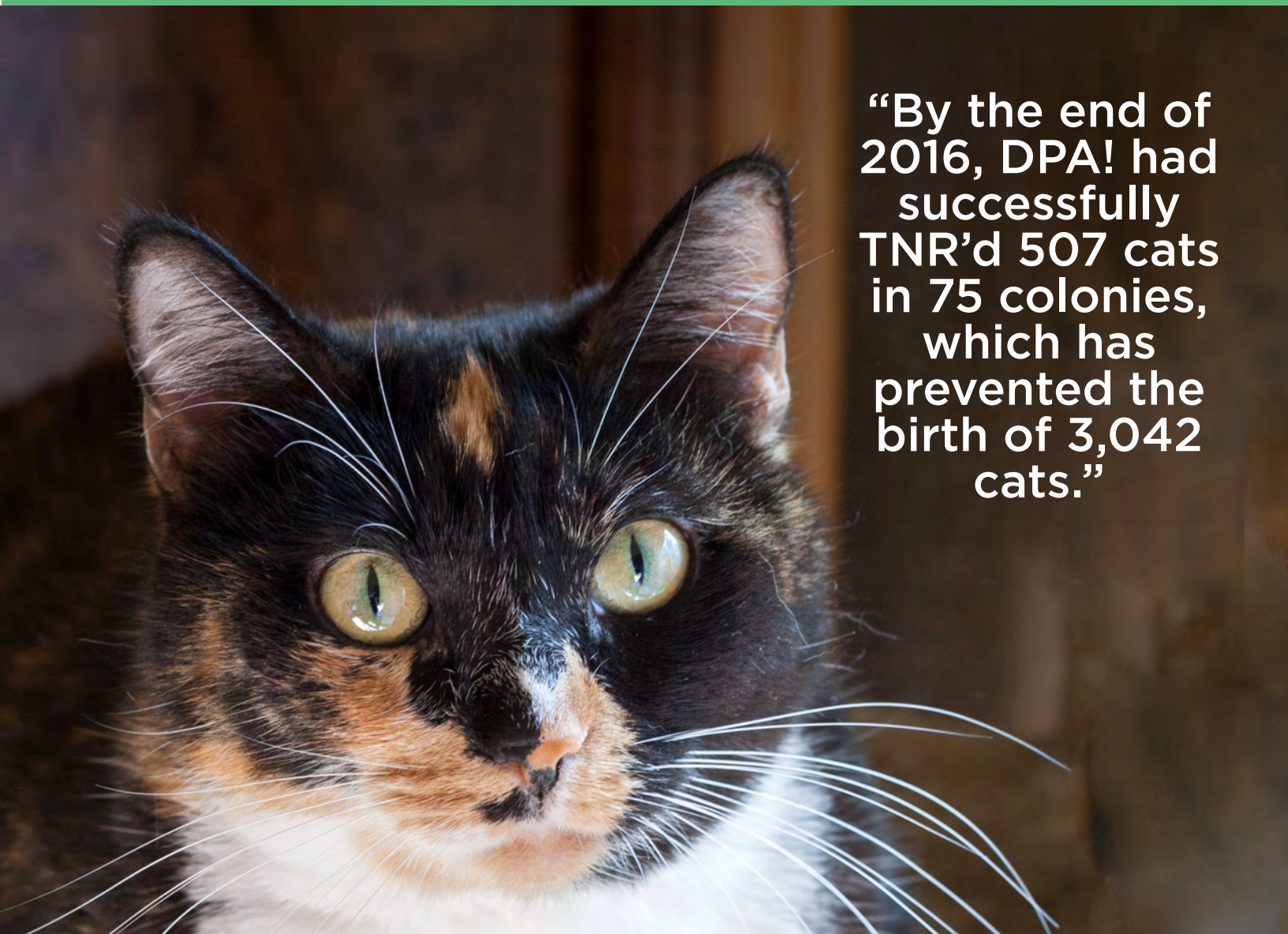
COMMUNITY **OUTREACH**

TRAP-NEUTER-RELEASE

Dallas Pets Alive! launched the Trap-Neuter-Release (TNR) program in late 2015. As the name implies, the 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, 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.

We started by tackling the colonies of cats on the Katy Trail and surrounding areas lead by TNR Director Tina Hoskins. By the end of 2016, DPA! had successfully TNR'd 507 cats in 75 colonies, which has prevented the birth of 3,042 cats. All kittens that are too young to safely return to the wild become a part of our foster program.



“By the end of 2016, DPA! had successfully TNR'd 507 cats in 75 colonies, which has prevented the birth of 3,042 cats.”

PASS

28,741

Dogs were surrendered to the
Dallas Animal Services shelter in 2015

42%

Were owner
surrendered

The majority of families surrendering pets to the shelter are devastated. Whether the animal has medical issues out of one's financial reach or behavioral issues beyond their expertise, owners often feel that saying goodbye to their beloved four-legged friend is the only solution. This is where the Positive Alternatives to Shelter Surrender (PASS) program comes in.

First developed by Dallas Pets Alive! in 2015 with the help of a grant from The Dallas Foundation, the PASS program was created to reduce the number of owner surrenders at shelters. In collaboration with Dallas Animal Services, the SPCA of Texas and The Dallas Foundation, DPA! places bilingual volunteers outside of DAS every Saturday (the day of the week with the highest intake rate) to provide resources to pet owners facing key challenges including medical and behavioral issues in hopes of having them reconsidering their surrender.

Not only does this provide a second chance for animals with their original families, but directly impacts the shelter's intake abilities by creating more room for loose pets. This is crucial in improving the live release rate at DAS, as the stray animal sweeps continue to take place in Dallas.

"Dallas Pets Alive!, since its inception, has focused on reactive rescue, pulling animals from Dallas Animal Services into our adoption program. With PASS, our goal is not only to continue our good work rescuing animals from the shelter but also to take a more proactive approach. A major component of this approach is helping owners who are having problems so great that they see surrendering their pets to a shelter as their only option. Helping these owners is the basis of the PASS program."

-Leslie Sans,
Executive Director of
Dallas Pets Alive!



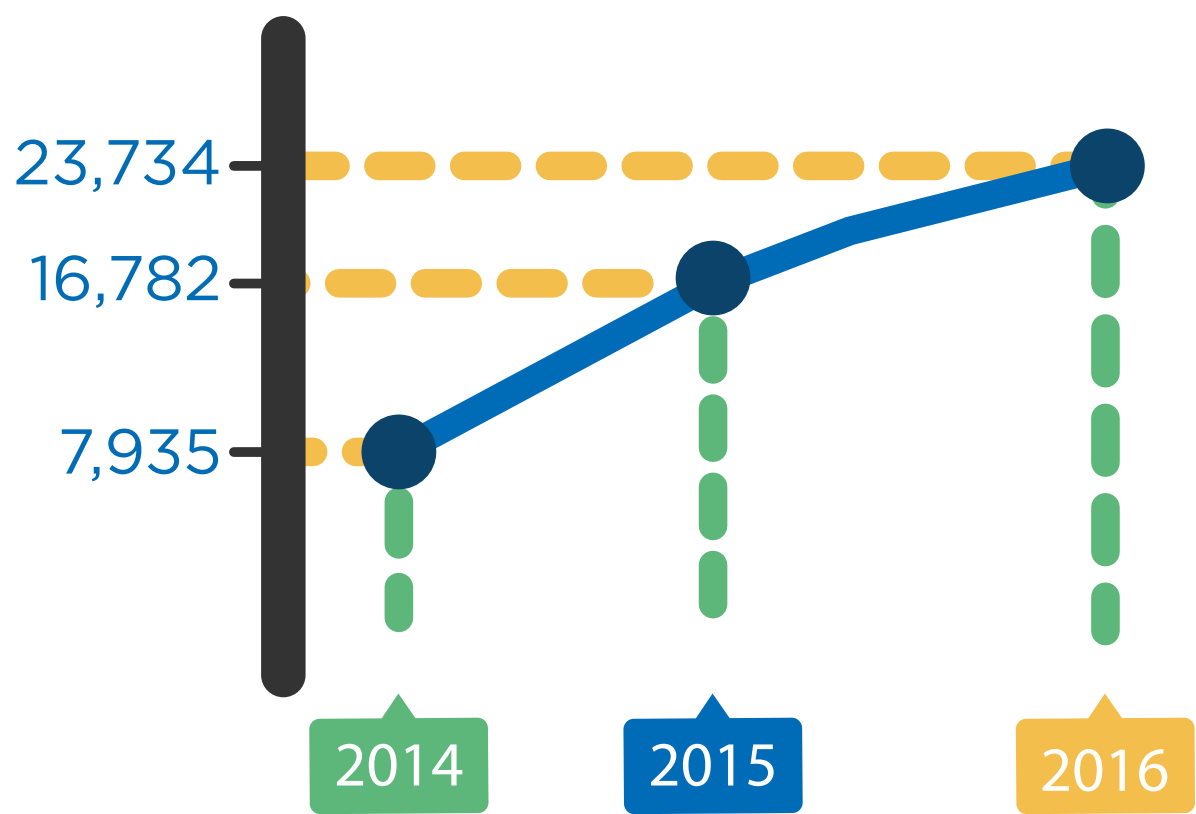
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MARKETING

SOCIAL METRICS

	2014	2015	2016
Total Social Media Followers	7,935	16,782	23,734
f FACEBOOK			
Likes (Followers)	6,374	9,485	13,074
Daily Impressions	148,070	903,930	5,735,042
t TWITTER			
Followers	1,561	1,997	2,460
Impressions	272,382	247,100	617,900
Retweets	779	795	2,549
Likes	447	837	3,984
@ INSTAGRAM			
Followers	N/A	5,300	8,200



Total Social Media Followers



FINANCES

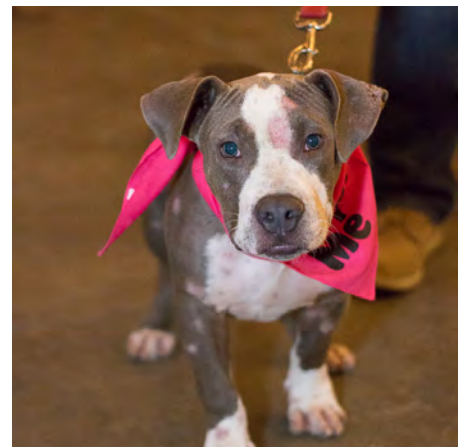
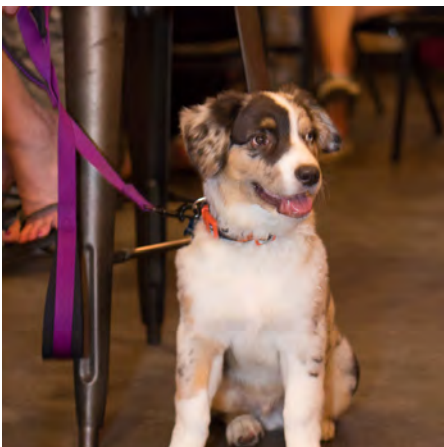
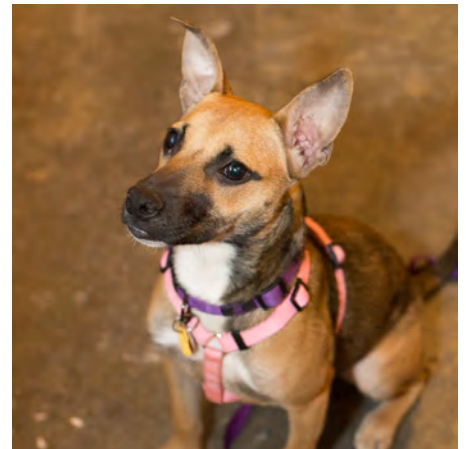
NORTH TEXAS GIVING DAY

Dallas Pets Alive! (DPA) was asked to speak at the North Texas Giving Day (NTXGD) kick off event (one of five nonprofits out of the 100s that participate in NTXGD) to talk about our 2015 Give Love campaign. In 2016, DPA's NTXGD campaign focused on inspiration, specifically the call-to-action to inspire change.

INSPIRATION.

Dallas Pets Alive! was inspired by Paul McCartney's story for our overall theme - inspiration. In 1966, Paul McCartney met someone that inspired one of his largest hits, "Martha My Dear." Many thought this tune was about a woman, but it was actually inspired by his beloved dog, Martha. Our campaign began months before NTXGD with the launch of mymartha.pet, created by our partners at Dieste, an amazing marketing agency who has donated many hours of assistance to DPA and our mission.

In the weeks leading up to NTXGD, we carried this inspiration theme throughout our social media posts and implemented the hashtag #InspireChange. This hashtag highlighted the current state of Dallas area pets and what we must do in order to change, to make Dallas a no-kill city. DPA used an integrated marketing approach, highlighting different themes of inspiration. We utilized events, paid media, social media, email marketing, partnerships, public relations and the old-fashioned word of mouth.



Other Highlights of North Texas Giving Day

- We were invited to the NTXGD KidsGive event!
- DPA! inspired children to help needy dogs in our city's shelter by having them make enrichment, DIY doggy toys at KidsGive at NorthPark Center. The toys were later given to the pets at Dallas Animal Services.
- DPA! Hosted a Paw Party at Community Beer Company where we celebrated the day of giving with our donors, volunteers, pets and supporters. We were able to tell our story throughout the night and displayed our successes on the walls of the brewery using a looped presentation. This also helped to inspire guests to give to Dallas needy pets.
- Overall Goal: \$20,000 (and to raise awareness of DPA! and rescue in general)
- Outcome: \$23,706
- We also won the Small Nonprofit with Largest Increase in Number of Donors over last year - 1st Place prize worth \$5,000

**This pushed our official funds
to \$31,255!**



FINANCES

	2012	2013	2014	2015	2016
Adoption Fees	1,827	11,940	65,220	75,473	115,362
Donations	5,311	20,199	94,245	47,020	105,721
Grants	320	160	1,066		36,000
Merchandise Sales				6,017	8,461
Fundraising/Events/Other	174	58	10,926	30,588	44,707
Total Income	7,632	32,357	171,457	159,098	310,251
Medical Expenses	2,206	16,855	77,327	123,025	205,732
Pet Expenses (boarding, training)	50	2,638	3,157	16,924	17,486
General/Admin Expenses	2,067	3,183	5,970	6,952	15,354
Total Expenses	4,323	22,676	86,454	146,901	238,572
Net Income for the Year	3,309	9,681	85,003	12,197	71,679

Dallas Pets Alive! had an enormous donor reach in 2016, achieving a 120% increase in overall donations and a 75% increase in number of unique donors. In addition to organic donations, funds raised during special events, including North Texas Giving Day, increased over 60% from 2015. Thanks to the efforts of our animal operations team, earnings from adoption fees increased over 50% due to the growth in adoptable animals in our program and a streamlined adoption process. Overall, our gross income increased over 99% from 2015 and our net income increased over 600%.

On top of our enhanced revenue, our teams further influenced our financial success by controlling costs through industry-relevant partnerships with veterinarians, animal trainers and boarding facilities. Additionally, we took advantage of administrative partnerships with professionals in technology and accounting to assist in money management. In one specific success, the cost of DPA!'s new Trap Neuter Release (TNR) program was almost 100% covered as a result of targeted fundraising using designated donations.



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