



2018 ANNUAL REPORT



**Our mission is to promote and provide
the resources, education and programs
needed to eliminate the killing of
companion animals in North Texas**

WHAT MAKES DPA UNIQUE?



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.

MEDICAL

AVERAGE COST TO TREAT 1 ANIMAL



\$582

ANIMALS REQUIRING MAJOR MEDICAL CARE



27%

Dallas Pets Alive! pulls animals most in need of rescue, many of whom have serious, but treatable, medical issues. Once we commit to an animal, we see them through whatever is needed.

DPA medical team volunteers 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. They support our fosters by coordinating quality medical care with DPA's network of veterinary partners. The medical team also serves as a resource for fosters on medical issues so our pets and fosters are getting the best care possible.

Dogs Treated for Heartworm

77

Dogs & Cats Spayed/Neutered

629

TRANSPORT

CATS & DOGS TRANSPORTED



157



Unlike Texas, there are areas of the country with a severe shortage of adoptable animals. DPA's transport team expanded its efforts in 2018 to help move more pets to these locations quickly. Their efforts opened up more kennel space at Dallas Animal Services and created space in DPA foster homes, which helped us save more lives in North Texas at a faster pace.

The team, which started in 2017, expanded its efforts with critical new transport partnerships in New York City, Seattle, and Toronto, Canada.

RESCUE & FOSTERS

TOTAL
RESCUE
INTAKE



808

In 2018, our animal intake comprised more animals with more severe medical needs than we've taken in in the past. Thanks to our dedicated foster team, DPA took in 808 animals with who would likely have otherwise been euthanized.

This group of amazing volunteers has been instrumental in DPA's efforts to increase Dallas Animal Services' live-release rate from 42.7% in September 2012 to an outstanding 90% in December 2018.



ADOPTION

2018 TOTAL
ADOPTIONS



608



The hundreds of dogs and cats in need of loving homes rely on DPA's adoption team to match them with their forever families. Our adoption volunteers work tirelessly around the clock to answer adoption inquiries, review and approve adoption applications, and connect potential adoptive families with their selected pet's foster family.

DPA is committed to setting up prospective adoptive families—and our animals—for success by arranging a meet-and-greet between an animal and all members (2- and 4-legged) of the prospective family. This gives everyone the opportunity to feel comfortable that the animal will be a good fit for their home, lifestyle, and circumstances.

TRAP, NEUTER, RELEASE (TNR)

CATS TNR'd IN 2018



311

The Trap, Neuter, Release (TNR) program humanely spays/neuters feral cats and returns them to their communities so they can live healthier lives without breeding future generations, and ultimately help decrease the feral cat population altogether.

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

In 2018 DPA successfully TNR'd 311 cats. All kittens that were too young to be safely returned to their colony became part of DPA's foster program and ultimately adopted.

PASS PROGRAM

DPA's grant-funded Positive Alternatives to Shelter Surrender (PASS) Program works to prevent owner animal surrenders at Dallas Animal Services (DAS) by proactively offering no-cost resources, veterinary care, training, and boarding assistance to Dallas citizens in need with the goal of having them reconsider their surrender.

Not only does this provide a second chance to keep animals united with their families, it directly impacts DAS' intake abilities by creating more space for stray animals picked up in the field.

In 2018, more than 10,000 dogs & cats were surrendered to DAS by their owners



2018 PASS
INTERACTIONS

of citizens/animals assisted



2018 TOTAL
SURRENDERS
PREVENTED

VOLUNTEERS



319
VOLUNTEERS FROM

From our foster families to event leads (and everything in between), our volunteers are essential to DPA's mission. By dedicating their valuable time to rescue and save homeless animals in our community throughout 2018, DPA volunteers helped us move closer to achieving our goal of making North Texas no-kill.



Texas Cities



US States



Continents

MARKETING & FUNDRAISING

Our 2018 North Texas Giving Day PRESS PAWS campaign combined a creative mix of social media, influencer marketing, gaming and livestreaming.



We tapped into the online gamer community to expand our donor outreach. Over the course of 10 days, local gaming influencers hosted “Gaming & Giving” livestream events on Twitch where they promoted DPA’s NTXGD efforts, highlighted our adoptable pets, and generated more than \$8,500 in NTXGD donations.

RESULTS

- Generated \$72,093 in donations
- Increased total number of NTXGD donors 18%
- Won 2nd Place for CFT’s Best Integrated Marketing Campaign



FINANCIALS

	2014	2015	2016	2017	2018
GROSS INCOME					
Adoption Fees	65,220	75,473	115,362	165,560	104,998
Donations	94,245	47,020	105,721	245,338	403,743
Grants	1,066	--	36,000	20,950	86,800
Merchandise Sales	--	6,017	8,461	6,701	2,407
Fundraising/Events/Other	10,926	30,588	44,707	73,910	71,307
Total Gross Income	171,457	159,098	310,251	512,459	669,255
EXPENSES					
Medical Expenses	77,327	123,025	205,732	374,544	323,534
Pet Expenses (boarding, training)	3,157	16,924	17,486	27,445	39,449
General/Admin Expenses	5,970	6,952	15,354	41,884	64,200
PASS Expenses	--	--	447	35,977	32,637
Total Expenses	86,454	146,901	239,019	479,850	459,820
NET INCOME					
Net Income for the Year	85,003	12,197	71,232	32,609	209,435

THANK YOU

A black and white dog, possibly a pit bull mix, is shown from the chest up. It has a white blaze on its face and a white patch on its chest. Its mouth is open, and its pink tongue is hanging out. The dog is looking slightly to the right of the camera. The background is a plain, light gray.

To our Supporters, Volunteers, Adopters, Fosters,
and Board of Directors. Without you, none of this
would be possible!

CONTACT



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