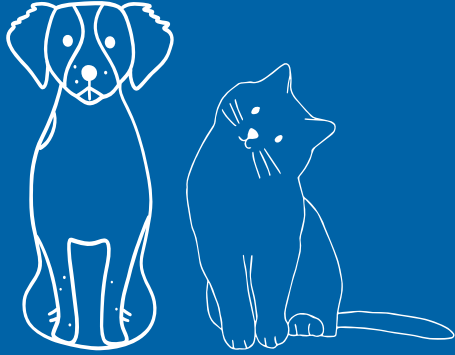


Dallas
pets alive!

IMPACT REPORT 2022





OUR MISSION

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

We take an innovative approach to animal rescue and believe in creating a paradigm shift in the way our community views animal rescue.

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 facility that holds pets, 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 foster families to support them while they care for our adoptable pets.

VOLUNTEER



Our organization could not exist without volunteers. As a private, nonprofit organization, we rely on the assistance of caring, hard-working volunteers in all of our programs. Some of our volunteers work directly with the animals at our partner shelters 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 DPA, and much more.

DONATE



Adoption fees cover only a fraction of the costs that DPA incurs to get our adoptable pets healthy, 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 directly impact our ability to save an increasing number of lives.

ADOPT



Families who adopt from DPA are giving an animal a second chance at life. There is no substitute for the feeling of saving a homeless pet through rescue. Our dedicated adoption team ensures each pet in our program finds the best possible forever family.



FINANCIALS BY YEAR

FISCAL YEAR

GROSS INCOME

Adoption Fees
Donations
Grants
Merchandise Sales
Fundraising/Events/Other

Total Gross Income

EXPENSES

Medical Expenses
Pet Expenses (boarding, training)
General/Admin Expenses
Preventative (TNR & PASS)
Transport

Total Expenses

NET INCOME

Net Income for the Year

**2020****2021****2022**

\$104,461

\$64,529

\$67,249

\$320,629

\$364,567

\$309,783

\$164,750

\$78,033

\$181,961

\$2,697

\$3,086

\$6,204

\$133,191

\$229,600

\$358,564

\$725,728

\$774,207

\$1,002,312

\$374,034

\$240,986

\$270,779

\$35,427

\$27,730

\$27,712

\$216,779

\$231,045

\$300,164

\$43,224

\$32,474

\$53,521

\$4,983

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\$673,447

\$624,824

\$745,593

\$93,116

\$149,383

\$256,719

590 Cats Fixed Through TNR



439

Pet Adoptions



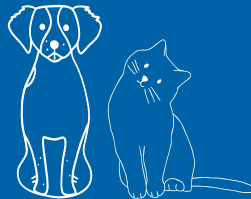
\$309,783
IN DONATIONS



YOUR IMPACT IN 2022

530

Pet Intakes



199

Volunteers



317

Active
Foster
Homes



\$270,779

In Medical Expenses



518

Prevented Pet
Owner
Surrenders



9

Pet
Transports
Out of
State





LEADERSHIP TEAM

- Founder & Executive Director: Leslie Sans
- Executive Admin: Christine Sablone
- Vice President of Animal Operations: Sarah McGoldrick
- Vice President of Administration: Anthony Cruddas
- Development Director: Pat Robbins
- Rescue Director: Jey C. Lehw
- Adoption Director: Christine Sablone
- Foster Director: Jenay Bennett
- Medical Director: Jessica Dudek
- TNR Director: Tina Hoskins
- PASS Director: Sarah McGoldrick
- Technology Director: Katie Patterson
- Social Media/Marketing Director: Vivian Powers
- Director of Human Resources and Volunteer Management: Tiffany Bellino



BOARD OF DIRECTORS



Founder & Executive Director: Leslie Sans

Chairman of the Board: Adam Stetson

Secretary, Board of Directors: Kevin Kirksey

Board Member: Harrison Papaila

Board Member: Christopher Skoog

Board Member: Hana Ickes

Board Member: Tammi Carter

Board Emeritus: Candice Aaron

Board Emeritus: Peter Baldwin

**THANK
YOU** 

TO OUR FOUNDATION PARTNERS
FOR THEIR GENEROSITY IN
SUPPORTING OUR MISSION

The Pedigree Foundation
The Rees Jones Foundation
Communities Foundation of Texas
Emma Barnsley Foundation
William E. Dean Charitable Foundation
Pearl Wallace Knox Charitable Foundation
TFG Charitable Supply & Foundation

FROM THE FOUNDER

“

2022 was a wonderful year as we celebrated 10 years of life saving! Our mission has grown and thrived over the past decade, all because of our team of dedicated volunteers, fosters and adopters. Simply put, our success is because of the DPA Family!

”

2022 was a year of growth and new adventures for our organization. Thanks to the DPA family 530 pets were saved, 439 pets were adopted, 3,148 families and individuals were served through the PASS program, 518 owner-surrenders were prevented (through our PASS program), and 509 community cats were fixed - which means 4,027 kittens will not be born into the feral life! These numbers are a quantitative example of the hard work, compassion, and commitment of our fosters, volunteers, adopters and donors.



The generosity of our DPA family came when we needed it the most. Our donors provided financial support for extensive medical treatment for more than 35% of pets in DPA's care! We hit a huge milestone in 2022, we eclipsed the \$1 million dollar revenue raised mark. This is a pivotal moment for DPA as it moves us into a new level of non-profit opportunities



Our marketing team took our social media engagement to the next level this year. DPA's TikTok gained 92,000 followers and 2 Million "likes" thanks to leveraging volunteer fosters as part of our volunteer Marketing team. DPA reached 6 million people across all social media platforms, including YouTube which grew 422% in following. Our extensive marketing reach helped us to save more lives and raise important dollars for our life saving mission.

Last but not least we broke ground on our new Adoption Container at Community Beer Company. The 40-foot shipping container, which will provide DPA! with access to thousands of brewery patrons, will bring in new adopters and supporters of DPA!'s mission. The container features an outside bar for CBC, a customized rooftop for private events and meeting space, a retail store to snag DPA! merchandise, and technology that will allow guests to have a match-making experience with DPA foster pets. We are thrilled at what new adventures the container will bring to DPA!

2022 was a year for the books! I want to personally thank you for your unwavering support for and investment in the future of DPA and the lives of our animals. I cannot wait to see what 2023 holds for DPA and how we can transform the lives of pets that need us most. With your help, DPA can make North Texas a No-Kill community.

 Leslie



Dallas
pets alive!

ANIMAL OPERATIONS





RESCUE

2022 brought the return of one of our favorite events, Spot Tagging. Spot Tagging is an event held at one of our shelter partners dedicated to connecting rescue pets and potential fosters. These events provide an opportunity for foster humans to meet and select their next foster pet in person. They drive foot traffic to the shelter by bringing our fosters and volunteers together with the specific goal of helping pets leave the shelter that day. These events allow foster humans and volunteers to get an “inside” look at shelter- a view that they may not have an opportunity to see.

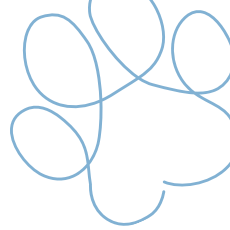


530

Pets Rescued
55% dogs / 45% cats



5 Shelter Partners



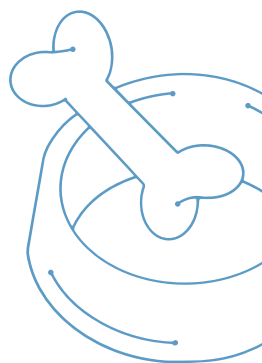
Spot Tagging Returns

Our first event was a huge success, and helped 7 pets leave the shelter.

Our Marketing team was able to showcase available pets on our social media channels, bringing more attention to the needs of DAS and opportunities for fostering.

Our second event helped 6 pets leave the shelter, and 20 pets featured across our social media channels.

We look forward to continuing these lifesaving events in 2023 and encouraging other organizations to host their own events!



FOSTERING

The Foster team continued the focus on animals who needed behavioral support. Our Foster Socializations continued to be popular with our fosters and alumni pets, and we continued our partnership with Molly DeVoss for our Virtual Cat Behavior Workshops! We also found success in our Fresh Foster program. This program takes a pet that has been in a foster home for an extended amount of time, and transfers it to a new foster home. In the new home, the foster pet has “fresh” photos, bio, and sometimes a name to bring new attention. All of the pets that participated in the Fresh Foster program were adopted shortly after moving to their new foster home!

New in 2022:

We partnered with a virtual training company, GoodPup to provide immediate professional training support to our foster families. With the help of an app, foster humans are able to schedule training sessions with a professional at any time of the day.



MEET FOX

Fox found himself at Dallas Animal Services after his owner, a veteran, could no longer care for him due to his own medical needs. After 3 months in the shelter, DPA's very own Foster Director, Jenay, welcomed Fox into her home.

Fox quickly made friends with his foster siblings. He is extremely smart, and picked up on all of his training quickly! He seemed to be the perfect companion, but we soon realized that his anxiety did not stop at just confinement anxiety. He also experienced separation and generalized anxiety.

While this made him the perfect work from home companion, he still experienced overall anxiety that he needed help with. We got him an appointment with our behavior vet partner in Fort Worth. With the help of his behavior modification and anxiety medication, Fox was ready for a home of his own.

Fox attended DPA events and brewery patios in search of the perfect family. After 6 months in his foster home, the perfect family wanted to meet him! They have a female dog, Ruby, that looks just like him. Fox's new family is committed to providing him the support that he needs to be happy and healthy!





MEDICAL

In 2022, we took an all encompassing look at the medical care provided to our foster pets. Partnering with our Foster team, vet partners, and training partners, we began to take considerations for a pet's mental well being.

Just like humans, dogs and cats can experience mental health issues such as anxiety. With the help of one of our new vet partners that specializes in behavioral veterinary medicine, we are able to take a combined approach of training and medication to help the pets in our program live happy, healthy lives!



\$34,408

Spent on Heartworm Treatment



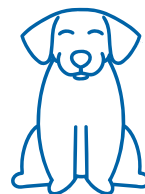
37%

Animals Considered Major Medical Cases



\$255K

Spent on Medical Treatment



84

Dogs Treated for Heartworm

MEDICAL HIGHLIGHT



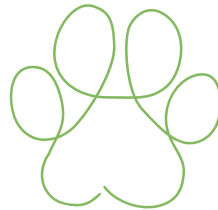
Meet Rupert

Rupert Albaster Cram Esquire (formerly Blue) is the ultimate survivor and he is quite literally the definition of a walking miracle. If we're being honest, we truly don't know HOW he managed to come out of this house fire alive.

Although the blazing fire tried to take his life, this boy is a fighter. Understandably and sadly, with Rupert's owners experiencing a life-altering tragedy, they were left unable to care for his needs and surrendered him to Dallas Animal Services.

The minute Rupert stepped foot in the shelter, an immediate rescue plea was sent out. Due to the urgency and severity of his wounds, this poor boy was only given a limited amount of time. Well, the moment Dallas Pets Alive received Rupert's pictures, our hearts fell out of our chests. We were left with one option and one option only - to jump into action as fast as we could to save this boy's life.

Rupert was hospitalized at Mazie's Mission for a week to receive hydrotherapy treatment and daily bandage changes. During this journey, his foster decided that Rupert was already home.





TRANSPORT

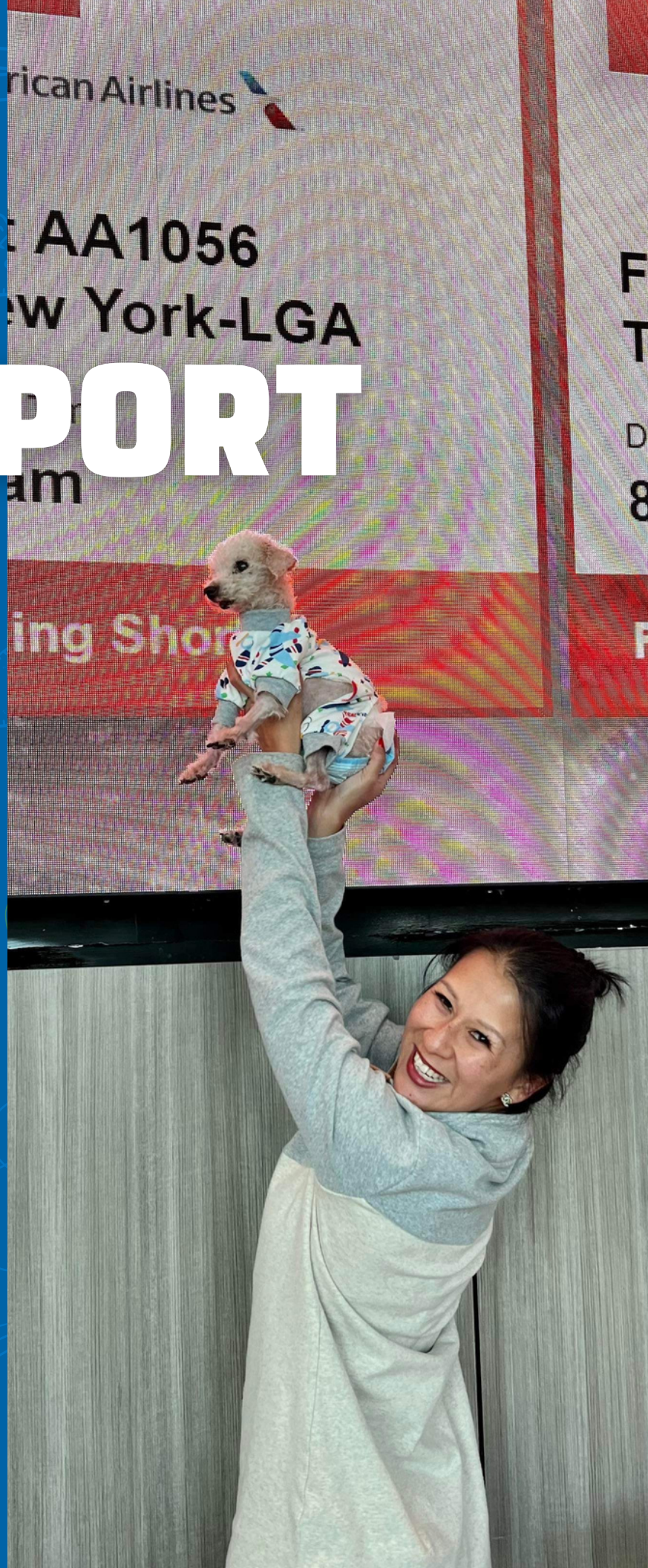
As outcomes and adoptions slowed throughout the country, the Transport team took some time to rebuild and refocus efforts. The team focused on pets that had been in the DPA foster program for an extended period of time. The team found opportunities for long stay dogs to be adopted quickly in other parts of the country, such as sweet Bailey. Bailey is a pitbull mix that had been with DPA for over a year. She went to one of our partners in the PNW, and was adopted in less than 2 weeks!



9 Pets Transported
in 2022



3 Transport Rescue
Partners





TRANSPORT HIGHLIGHT

Meet Patrick

If Patrick could talk, we think he'd say, "Never in my 9 years did I expect to go on an airplane and fly into the arms of my new family. My life on the other side of the country has been incredible. I have 2 furry roommates and the most incredible parents. I can feel how much they love me."



Wanna get away?

Patrick was abandoned at 9 years old. Blind, deaf, and with a list of medical issues. We can only imagine how unfriendly his world seems to be bouncing from place to place.

Our Transport team partnered with Southwest Airlines to help Patrick get to our partner rescue, Good 'Ole Tails, in Pennsylvania. A flight attendant volunteered his time and benefits to help get Patrick to his final destination... his adopter's arms!

Southwest Airlines shared Patrick's story and he went VIRAL on social media encouraging people to volunteer to transport!



ADOPTION

Our Adoption team continues to be as busy as ever! Another year with over 400 adoptions, and the team maintains a 4.77 out of 5 on our adoption satisfaction survey. Our Adoption Counselors work diligently to help adopters find the perfect furry companions. For the third year in a row, we adopted more cats than dogs!

Our support doesn't stop at the adoption process. Our Alumni team continues to work with families to provide continued support. Our alumni pets are welcome to attend our monthly in person foster socials with training partner, Boss Babes. We also sponsored 15 individual training sessions for alumni. This has helped us keep our return rate to 6%.



439 Adoptions
Completed



4.7/5
Average Adoption
Satisfaction Survey
Rating; Return Rate at 6%



ADOPTION HIGHLIGHT Chester



Chester the Cheeto Puff found himself at one of our shelter partners after his human passed away. With matted fur, he was very uncomfortable and scared in the loud shelter. As soon as he entered his foster home, his matted fur was shaved and he started to feel so much more comfortable. Despite losing his family, he is the sweetest cat. He loved his foster humans and his four footed foster siblings...all dogs! Chester found his most perfect human.

Chester's adopter, Richard, had just lost his wife and he was looking for a furry companion. Richard and his son drove over an hour to meet Chester. On the day of Chester's meet and greet, while Richard was on his way, Chester's foster found out that he had ringworm! Ringworm is a highly contagious fungal infection passed by contact. Chester's foster quickly contacted the medical team for advice. The Medical team provided tips to safely handle Chester to lower the risk of Richard getting ringworm.

Richard was not alarmed, as a retired pediatrician, he had seen much worse! He wasn't worried about getting ringworm. He knew he had found his companion, and just wanted to snuggle him! That day, Chester found a home of his own!



TNR

Our Trap Neuter Return (TNR) continues the amazing work to educate the community about and provide support for community cats, reduce feline overpopulation and unnecessary shelter deaths. In 2022, DPA's TNR team partnered with Spay Neuter Network to sponsor Community Cat days at their clinics.

One day a month, one of the SNN clinics would be solely focused on surgeries for the community cats of Dallas, helping the community TNR 590 cats.. The team plans to continue the amazing work in 2023 with a more targeted approach.



590

TNRs
Completed in
2022

(which prevented an estimated nearly 4,072 kittens from being born into the feral life)

421



Assisted with
inquires about TNR / community
cats in 2022



PASS

DPA's Positive Alternative to Shelter Surrender (PASS) program continues to provide support to the families in DFW. Utilizing our new program, Companion Case Management (CCM), our volunteers take a case management approach to assisting families in need.

This innovative technology allows our volunteers to take a compassionate yet efficient approach in providing resources and guidance to pet owners in need. Funding for the PASS program helped volunteers say "yes" to more families and pets in need, helping over 100 more pets stay out of shelter than in 2022.

PASS helped **518**
shelter surrenders in 2022.

PASS provided **3,148**
ifamilies with resources in 2022



“ Thank you so much. My son and I cried on our way home. This is a huge relief for our family.

Thank you doesn't even describe what we want to say. ”

Kai was an 8 month old puppy when he decided to eat a sock. He stopped eating and drinking, and started vomiting. His family rushed him to an emergency vet, where x-rays showed a foreign body. His family couldn't afford the expensive surgery. The PASS program was able to refer Kai to our vet partner, Mazie's Mission, where they discovered Kai needed surgery immediately. Kai's surgery was a success! Without the help of our generous supporters, PASS would not have been able to provide Kai with the care he needed to not only stay with his family, but to survive.

Dallas Pets are Family

This year, DPA! teamed up with CUDDLY to host a wellness event for the residents of the city of Dallas. We brought several organizations into the collaboration, including Spay Neuter Network, Dallas Animal Services, Dogs Matter, Operation Kindness, SPCA, and GoodPup, to offer free pet food, vaccines, and resources to the community. Many pet owners do not know what resources are available to help with their pets. The goal of these events is to start building relationships with the community so that they know where to go for help before they get to the point of surrender.



70k+
Pounds of Food



944
Dogs Served



442
Cats Served



863
Vaccines Administered



263
Microchips Implanted

Dallas
pets alive!

ADMIN TEAM



The Year Of The Human

Our Volunteers give countless hours to our deeply emotional mission - combining their call to directly impact animals in need of rescue with their professional skill sets. We are incredibly grateful to have volunteers from all over the world that choose DPA! as the place to dedicate their time and expertise; allowing our organization to benefit from highly diverse and dynamic collaboration and decision making

In 2022, we focused on our people and celebrated their commitment to each other by hosting fun social events throughout the year that gave us lots of laughs and memories.

Hosted Geeks Who Drink Trivia, Paint Your Pet, Holiday Party

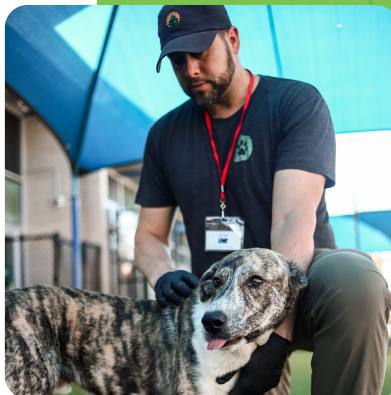
200+ Active Volunteer Positions

100% Commitment to DE&I

24 Onboarding Training Sessions Conducted

The Volunteer Team oversees the organizations volunteer workforce and staff across

14 Teams



Volunteer of The Year

KATIE PATTERSON



Our Excellence in Leadership goes to a long time volunteer that been with DPA since the very beginning and is the only one left from the original group of volunteers. Beyond her excellent leadership and commitment to DPA, Katie has developed our website and built our New Digs program. Katie Patterson uses her talents to help us save countless lives. She is often the unspoken hero at DPA. Thank you, Katie for the 10 years of service to DPA!

"We have seen so much over the years and I am so glad I have her still serving with me" - Founder, Leslie Sans



EVENTS, FUNDRAISING & DEVELOPMENT

DPA is fortunate to have generous donors and sponsors who help us rescue the animals most in need across North Texas. There is one group of donors that helps us plan ahead, our monthly donors, the DPA Champions. Those gifts are a source of funds that allows us to budget so we are ready at a moment's notice to confidently step in when an animal needs help.

Monthly donors have committed to give through DPA's website, give online through other platforms, or give through workplace giving programs which are also matched by some companies.

In 2022, our monthly donors
gave **\$42,354**

Companies matched

 **\$10,511**



EVENTS

Events give us an opportunity to create awareness in North Texas, develop relationships with new supporters, and raise funds toward our mission. The generosity of our attendees and sponsors allows us to hold events that are fun and put an impressive percentage of money raised back toward the care of animals.

2022 we were invited to participate in a number of events for the first time. Two were super exciting:

- Our friends at Hop & Sting Brewing Company sponsored a Jersey Night at The Texas Legends where our puppies took center court. Donations and adoption applications were the name of the game and a wonderful new partnership was built with the Legends.
- DPA was the featured nonprofit at Steampunk November, a fun and gear-headed, three-day outdoor festival with live music, entertainment, shopping, and more. Can't wait for 2023!

2022 was the second year that Esther Mooring, her husband Bobby, and her volunteers wrapped gifts to raise funds to DPA from Black Friday through Christmas Eve. Esther has been wrapping gifts for 27 years. This year set a new personal best at \$12,693. Thank you Esther, Bobby, and volunteers!



The DPA Pup Crawl

On Saturday, April 30th, after a two-year Covid break, Dallas Pets Alive! hosted its 8th Annual Pup Crawl at Community Beer Company's new location at Commonwealth and 35 in Dallas. More than 250 DPA supporters enjoyed the toasty Spring sunshine as they crawled from one DPA dog-branded beer station to another.

For the first time, Community Beer was joined by sponsors: CUDDLY, Good Charlie, and Hollywood Feed to help make the day a success. We also welcomed pet-related vendors who presented their super creative products to the crowd. A great time was had by all and we are so thankful to our partner, Community Beer Company, for once again helping us make the Pup Crawl a signature DPA fundraising event each year!



NORTH TEXAS GIVING DAY

Donors to NTX Giving Day in 2022 helped us rewrite the tales for homeless tails in North Texas! Community Foundation of Texas' NTX Giving Day is an 18-hour online giving event designed to empower every person to give back to their community. Early Giving began on September 1st with some of DPA's wonderful donors making matching gifts totalling \$52,500. Our literary campaign created by our friends at Saatchi and Saatchi's illustrated how animals' lives can be rewritten by our volunteers, fosters, adopters, and donors. This event inspired individuals across the region who don't know DPA's story to contribute toward our mission.

On Thursday, September 22 we gathered at Community Beer for our annual "Watch Party" and cheered as our donors helped us blow past our goal of

**\$115,000 to raise
\$127,883!**



the DPA soirée



DPA returned to Vouv on November 4 to host The 2022 DPA Soirée and celebration of our 10th Anniversary. Wow! Ten years and over 24,000 animals' lives changed! Led by our Soirée chairs, Christopher Skoog and Sally Friedman, the 2022 event was filled with poignant memories, gratitude, and generosity. Cocktail hour featured DPA adoptable and alumni dogs, including Alphie, the very first dog to ever be adopted through DPA!



Leslie Sans, DPA's founder and executive director, shared the inspirational story of how she came to start DPA as she presented awards for: fosters, volunteer leadership, donors, and lifetime achievement.



Our favorite band, In10City, kept the energy high as party-goers enjoyed the food and drink along with a silent auction of on-of-a-kind enticing luxury items and an over-the-top live auction featuring the ever-entertaining auctioneer, Jeff Copeland.

Raised more than **\$212,000** **300+**
Guests & Volunteers

MORE THAN 75%

of the money raised will go to funding our growing list of programs

Sponsors included: The Mastor Family, Hewes Fund Management, Christopher Skoog & Sally Friedman, BP Dallas, CUDDLly, Good Charlie, Paige Whiteside & Brianne Eager Group, The Gheisar Family, RBFCU, The Kirksey Family, Tequila 512, Community Beer, Bar Dog Wine, Frankly Organic Vodka, and Silver Star Whiskey.





SOCIAL MEDIA

A New Team

Dallas Pets Alive had a completely volunteer run marketing team for 9 years. 2022 was the first year we invested in Marketing staff to help support the growth of our organization. The transition to dedicated staff has helped our organization strengthen relationships with our audience, our fosters, and further support our mission to one day make North Texas No Kill.

We raised \$76,000 via social media in 2022 and our urgent foster pleas and storytelling content reached 6 million people around the world. DPA's TikTok gained 92,000 followers and 2 Million "likes"



\$70k+

In Donations from Social Media



6 Million

People Reached



177% 

Increase in Cuddly Donations from 2021

CUDDLY

41

Campaigns on Cuddly

\$30k+

Total Monetary Donations

\$64k+

Total E-Commerce Donations

3k+

Number of gifts sent/ received

MARKETING STORY

MEET BUBBLES

Bubbles was our first pet to have gone viral on social media in 2022. Through his Cuddly campaign, he gained the hearts of many around the world. Bubbles even had a pen pal in Chicago! Pet Influencer Rocky Kanaka heard about Bubbles and reached out to feature him.

Bubbles sadly passed away in March, but his legacy lives on forever. "We want Bubbles' legacy to be that every animal deserves a chance and every animal deserves a happy ending. Take a chance on the old, the scared, and the medically imperfect. If love could have saved Bubbles, he would still be here because so many people loved him."

- Jenay B, Bubbles Foster Mom



CONNECT WITH US

Let's Chat



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@dallaspetsalive



YouTube.com/DallasPetsAlive

