



2023

Impact Report



From the Founder

Dear DPA Family:

What A Year! Longtime visions became reality as we powered through during a very tough time in the animal welfare space. Our commitment to collaboration and innovation was at the core of our 2023 accomplishments as we opened the Adoption Container at Community Beer Company and welcomed Dogs Matter into our DPA family.

2023 was a year of community and new adventures for our organization. Thanks to the DPA family 616 pets were saved, 506 pets were adopted, 5,352 families and individuals were served through the PASS program, 544 owner-surrenders were prevented (through our PASS program), and 410 fosters visited the Adoption Container! These numbers are a quantitative example of the hard work, compassion, and commitment of our fosters, volunteers, adopters and donors.

We officially welcomed Dogs Matter to our DPA family. By uniting with Dogs Matter, we aim to create a broader network of pet caregivers available to families experiencing hardship. This collaboration enhances DPA's ability to provide vital resources to those in need. Together, DPA and Dogs Matter will ensure that pets in the community have access to temporary foster homes and the opportunity to be reunited with their families when the time is right.

Last but not least we opened the Adoption Container at Community Beer Company. The 40-foot shipping container is providing DPA with access to thousands of brewery patrons, which has brought in new adopters (47 to be exact!) and supporters of our mission. We are thrilled at the impact the Container has on our mission already!

2023 was a year that will go down in DPA history. 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 2024 holds for DPA and how we can transform the lives of pets and their people that need us most!

 *Leslie*



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Sarah McGoldrick

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Marketing Sponsorship Manager:

Lauren Siler

Dogs Matter Executive Director:

Stephen Knight

Dogs Matter Communications Coordinator:

Angela Grillo

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.



Adoption Container

2023 marked the founding year of our container! Dallas Pets Alive (DPA!) celebrated the official grand opening of the DPA Adoption Center on March 24th, located adjacent to Community Beer Company (CBC)'s new brewery in Dallas. Dallas Pets Alive (DPA!) and Community Beer Company (CBC) are proud partners in lifesaving, having worked together for the past 10 years. CBC's motto of "Beer for the Greater Good" aligns perfectly with our mission to save homeless pets here in North Texas.

The container features an outside bar for CBC, a retail store to snag DPA! merchandise, and technology that allows guests to have a matchmaking experience with DPA! foster pets. We're confident this will result in a better match rate than your average dating app!

DPA! is doing things differently, and we encourage you to take part as we help reimagine pet adoptions.



47

Adoptions at the Container



43

Meet & Greets at the Container



410

Foster animals visited the Container

The container served as a hub for events, adoptions, trainings, and meet-and-greets.

Starting in March, we hosted all of our Canine Socialization Classes and Handler Training Classes for our fosters and volunteers. This year, we also initiated our 'Tails to Tales: Kids Reading to Foster Pets' program and introduced monthly Caturdays - a day filled with whiskers and purrs.





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.

Your Impact in 2023



506

Adoptions



301

Cats Fixed
Through TNR

\$1.8M

in Donations



616

Pet Intakes



374

Active Foster
Homes

350

Volunteers



\$357,780

in Medical
Expenses



544

Prevented Pet
Owner
Surrenders

17

Pet Transports
Out of State





Animal Operations



Rescue



616

Pets Rescued



9

Shelter Partners

The Rescue Team continues to work tirelessly to find the most in need pets for the DPA! foster program. This year was about strengthening partnerships and building a couple of new partnerships. The team set a goal to network and intake more pets with pending owner surrender appointments. Through our partnership with Spay Neuter Network and Dallas Animal Services, DPA! was able to intake 5% more pets than in 2022, meaning these pets never had to step foot inside the stressful, overcrowded shelter.

The team also expanded our rescue partners to now include Grand Prairie Animal Services and Collin County Animal Services. Not only do these shelters have a need for additional rescue assistance, but they are also more accessible to some of our fosters- making it easier for them to tag their next foster pet!

Rescue Spotlight

Giselle captured the hearts of DPA! supporters. Giselle and her best friend, Cyd Charisse, came out of a heart-breaking situation. Their owner, in a desperate spot, left them behind in his apartment. Word got to Rescue Team volunteers that these pups needed out as soon as possible and action was taken quickly! Working with Dallas Animal Services, DPA's volunteer personally went to the apartment to collect the two pups.

After leaving the rough conditions, Cyd Charisse was quickly scooped up for foster by DPA's own Rescue Director.

With the help of social media pleas, visits from DPA's own Assistant Rescue Director, and finally, a Spot Tag event, Giselle finally found her foster family.

Giselle's fosters met her at the Spot Tag event, and after meeting her and hearing her story, couldn't bear to leave her behind. With DPA supporters rejoicing, Giselle broke out of the shelter!

A few months later, it was her turn for a home of her own. Giselle was adopted by an amazing woman, and has her very own cat friend!





Fostering



374 Active foster homes in 2024



12 Canine Socials



12 Canine Seminars



3 Cat Behavior Workshops

In 2023, the Foster team continued the focus on animals who needed behavioral support. Our Canine Socializations were moved to Community Beer Co. and proved to be popular with our fosters and alumni pets who also received free nail trims from Barkbus Grooming. We ended the year with 12 Canine Socials and 12 Canine Seminars. We also had 3 virtual Cat Behavior Workshops with Molly DeVoss from Cat Behavior Solutions.

This year we launched our "Unicorn Fosters". These are foster dogs that have been in the DPA program for some time and need a new placement due to their behavioral or environmental needs. We adopted out 7 unicorn pups in 2023!



Foster +



132

Fosters received Foster+ perks in 2023 between
Snyft, Supplies, Referrals, and Grooming

In 2023 we were on a mission to make fostering easy and accesible to all. Thanks to a grant, we launched our DPA Foster+ Program in July of 2023. This program runs until July 2024, but we are hoping to receive funding to keep it going for life!

The Foster + program provides increased supplies availability for grooming and supplies shipped to your door, foster referral bonuses, pet deposit reimbursement, 5 for \$500 for canine shelter tags, grooming assistance, CIV vaccines for resident pets, GoodPup Behavior Training Scholarship for every foster dog, and Snyft rides for foster animals.

The Foster+ benefits were made possible by the generosity of the following:

- Betty Pope Endowment Fund at The Dallas Foundation
- Louis B. and Mary Ratliff Animal Welfare Fund at The Dallas Foundation
- Erin Wylie Fund at The Dallas Foundation
- And, the Emma Barnsley Foundation

Foster Spotlight

We would like to introduce you to Twinkles and Hopscotch, two courageous siblings who endured unimaginable pain and suffering at just barely a month old. Left to fend for themselves on the streets, these siblings' lives took a devastating turn as their eyes became engulfed in infections.

After making their way into a wonderful DPA foster home, we rushed Twinkles and Hopscotch straight to the vet where it was determined that they need urgent enucleation as their swollen and severely infected eyes are beyond repair.

Due to Twinkles and Hopscotch's conditions, they needed to go to the vet multiple times. Their foster was able to request the help from Snyft thanks to our Foster+ program to get them to and from multiple vet appointments.

Their foster did not bat an eye on giving them an unwavering amount of love and care. She helped them recover and they were both happily adopted!





Medical

This year became known as the Year of the Ortho. The Medical Team and our foster pets saw more orthopedic cases than ever before. We saw a number of pets come into the shelter with gunshot wounds, severe hip dysplasia, wounds from being hit by a car, and even a corgi in a wheelchair. In total, we spent over \$66,000 on medical care for pets with orthopedic needs. With these orthopedic surgeries also came the need for physical therapy from our holistic vet partner.

DPA's Medical Team Volunteers worked tirelessly to provide support for our foster families caring for these pets recovering from amputations and surgeries. Our volunteers worked closely with our vet partners to ensure we are making decisions so that the pets in our care can live their best lives.



\$29,255

Spent on Heartworm Treatment



\$357,780

Spent on Medical Treatment



46%

Animals Considered Major Medical Cases



28

Dogs Treated for Heartworm

Medical Spotlight

Mars came into Dallas Animal Services under a suspected cruelty investigation. Volunteers met him while at a DPA Spot Tag event and fell in love with him. Despite being in an immense amount of pain from a gunshot wound in his back leg, he was gentle and sweet.

The moment his cruelty hold was released, DPA's Marketing team immediately posted a plea for a foster for him on social media. A veteran DPA foster stepped up to welcome him into her home. The timing had been perfect as her long-term previous foster had just left for Maryland on Transport.

It was determined that the best course of action was to amputate his back, right leg. While in surgery, the vet discovered that the bullet had traveled into his abdomen. The bullet had been there for an undetermined amount of time, and it was decided that it was safest to leave it in place.

Mars recovered quickly, and soon found an amazing adopter! In total, DPA spent \$1,400 on his medical care.





Transport



17

Pets Transported in 2023



6

Transport Rescue Partners

The Transport Team continues to build new partnerships with organizations near and far to help save more pets from shelters in North Texas. Our team has built a great partnership with Operation Kindness and working closely with their interstate transport team. This partnership helped get 5 of DPA's long stay pups to a rescue in Maryland. The Grateful Dog Rescue opened their doors to Gabby, Leo, Onyx, Bluebonnet, and Eliza to help them find homes of their own in the Northeast.

Each of these pups experienced their own heartbreak in Texas, like Bluebonnet, who was found as a loose dog. She was extremely emaciated, had several mammary masses, and her teeth were very worn down. Her amazing foster brought her back to a healthy dog, and The Grateful Dog hand selected her to join their rescue in Maryland!

Transport Spotlight

Silver was surrendered to Dallas Animal Services because his owner was no longer able to care for him. Silver was shut down in the shelter, and really needed to find a foster home. DPA's Marketing team posted a plea for him on social media, and the community rallied around him.

June's Senior Cat Rescue in New Mexico specializes in senior cats and knew they could find a spot for him.

An amazing foster stepped up and helped Silver get healthy enough to travel. A few weeks later, Silver was headed to New Mexico with the help of a Southwest Flight Angel!



Adoption



506

Adoptions
Completed



4.3

Average Adoption
Satisfaction Survey

The Adoption Team focused on finding ways to break down adoption barriers and making adoption more accessible to the community. In a time where adopters are pushed to breeders because organizations make it too hard to adopt, DPA is finding ways to say yes. Our Adoption Team took time to review DPA's adoption application to ensure we are not creating extra barriers for our adopters. Changes were implemented into our processes to allow the team to help match adopters with pets that are a right fit. Changes were also made to support adoptions outside of the DFW area, allowing for pets like Bubs, Bambi Taz, Holly Goodgirl, and Cosmo Kramer to be adopted by out of state adopters.

Adoption Spotlight

Taz came into the DPA foster program as a loose puppy from the community. Shortly after he was fostered, he was diagnosed and hospitalized for parvovirus. He soon recovered, but as an adorable, long legged, gangly puppy, Taz surprisingly spent over 6 months in foster care!

He had an opportunity to join the Dallas Symphony Orchestra Young Professionals at an orchestra event where he met the most amazing couple.

The couple had just moved from Dallas to Georgia, but came to town for the event and to visit friends.

While at the event, they met Taz and fell in love with him. Since they had just moved, they weren't quite ready to bring another pup into the home. They returned to Georgia and couldn't stop thinking about Taz.

They reached out a few weeks later to express interest in Taz, but they were not going to make it back to Dallas for another two months. They needed to wait until the school year was over. They submitted an application and hoped that no one else wanted to adopt Taz. The stars aligned, and they were able to adopt Taz! He is now loving life with his family in Georgia with a 4 legged sibling over his own!





Preventative

Dogs Matter

The significant increase in demand for Dogs Matter's services underscores the critical role the mission plays in supporting individuals seeking addiction treatment who also face the challenge of finding safe placement for their beloved dogs. The commitment to saving lives is evident in the impressive statistics, with services provided to over 200 dogs and their owners, marking a 30% percent increase from the previous year.

Merging with Dallas Pets Alive has played a pivotal role in expanding temporary fostering services for Dogs Matter clients. This strategic move allows Dogs Matter to focus on growth and direct services without the burden of administrative costs.

♥ **30%**

Increase in clients from previous year

🦷 **200**

Dogs and their owners were provided assistance

♥ **50%**

Increase in lives impacted

🦷 **40%**

Increase in clients entering a treatment program



DFW Pets are Family

The DFW Pets are Family events are thriving, reaching new heights of success! In collaboration with over 10 esteemed organizations in the DFW area, DPA has orchestrated impactful gatherings that provide essential services such as food, vaccines, microchips, and other valuable resources to families in need within the community.

Anticipation for each event is palpable, with families eagerly arriving well in advance to secure a prime spot in line. The overwhelming turnout speaks volumes about the indispensable nature of these events, as many attendees patiently waited for over an hour to access the vital services offered. The sight of a mile-long line of cars at several events underscores the undeniable demand for initiatives like DFW Pets are Family.

Thanks to the unwavering support of CUDDLY, we are thrilled to announce that these impactful events will persist throughout 2024, ensuring continued assistance to those who rely on the invaluable services provided.



2,123

Dogs Served



48,000

Pounds of Food



980

Cats Served



2,899

Vaccines
Administered



793

Microchips Implanted



PASS



544

Shelter surrenders
helped in 2023



5352

Pass families provided
with resources in 2023

Molly was adopted by her family over 4 years ago and has been her two-footed sister's best friend ever since. Sadly, Molly was hit by a car and suffered a back leg injury. Due to the expensive medical treatment, her family turned to Dallas Animal Services for help, and she was surrendered to their care.

Despite the circumstances, Molly's family visited her every day at the shelter, even saying goodbye the day before they thought she would be euthanized.

Fortunately, the PASS team worked behind the scenes to secure assistance through Mazie's Mission. Molly was approved for the PASS program, much to her family's delight. Thankfully, Molly's injury didn't require surgery, just crate rest.

Overjoyed, Molly's mom expressed her gratitude, saying, "Thank you so much for bringing our baby back home. The joy in our hearts is immense! Thank you!"

The Positive Alternative to Shelter Surrender (PASS) team worked hard to find more ways to say "yes" and to provide a more comprehensive level of assistance to pets and their families. Pets like Baxter, who needed temporary placement while his owner got back on his feet and then need a mass removed from his side. By taking a more comprehensive approach, PASS was able to assist Baxter with both needs and then reunite him with his owner!

The PASS team also worked to strengthen the relationship with the Dallas Animal Services Pet Support Team to help reunite families with their pets. Pets like Blaze who was surrendered because her owner couldn't afford the pet deposit. The Pet Support Team contacted PASS, and PASS was able to pay the pet deposit to bring this family back together and open up a kennel at the very overcrowded shelter.





TNR

The TNR Program collaborated with Spay Neuter Network, Operation Kindness, and Dallas Services to conduct a targeted approach for TNR in the City of Dallas. Using data to identify the areas in the city with the highest volume of calls and kitten intakes, volunteers started to conduct outreach in targeted areas. Going block by block, we educated community members and provided assistance with trapping, transporting, and fixing the community cats in these areas.

This project helped volunteers build relationships with community members, and provide them with the necessary assistance to ensure the cat population does not continue to grow.

This project will continue into 2024 and will start in a new targeted neighborhood.



301

TNRs
Completed in
2023

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



Admin Team





The Volunteer and Human Resources Team

In 2023 we developed our Leadership Principles:

- Insist on High Standards
- Earn Trust and Adapt
- Lead and Receive with Positive Intention
- Practice Self Awareness and Self Monitoring
- Exercise Fiscal Stewardship

We are leaders who have relentlessly high standards. We are continually raising the bar and driving our team's efficiency through our leadership. We operate at all levels, stay connected to the details, audit frequently, and are skeptical when metrics and story differ. No task is beneath us. As leaders who value volunteers and engage them in meaningful ways, we will always have help.

The Volunteer and Human Resources Team oversees the organizations volunteer and compensated workforce across 15 Teams.



20
Leaders



350
Volunteers



24
New Volunteer
Orientations Facilitated



115
Open Role
Positions Filled



4
Volunteer Events
Hosted



12
Volunteer Awards
Distributed



Volunteer of the Year

Kyle Hines is a long time volunteer that goes above and beyond for DPA in so many ways. He is one of those volunteers that you are so glad to have because their skills compliment the skills others might not possess, and yet he takes the time to explain it in a way that makes sense. Kyle has been a leader on our marketing team coordinating our Google Ads and Google Analytics for so many years. He also pulls together our monthly data for our board of directors, so they can understand the impact our team has each month.

But most importantly, Kyle has grown one of our most important partnerships and events, QuakeCon, beyond what we ever thought possible. QC is a gaming convention where 1,000's of gamers come and play all weekend. He has managed relationships with huge corporations on our behalf for this event, and it has taken countless hours and effort to make QC the success it is today. This year Kyle raised over \$35,000 at QC! Over the years, this event has raised over \$200,000 for pets in need. We are proud to have Kyle in the DPA family and are honored to award him the Volunteer of the Year.

Fundraising & Development

In 2023, we received

 **5,350** gifts.

Donations and Events

 **\$1,810,167**



Gifts of all kinds and sizes have impact. Whether it is a \$5 online donation or a Soirée sponsorship, a bag of food or a six figure grant, a t-shirt purchased from our store or an estate gift. We are grateful for the creative and generous ways our community supports DPA's mission. Their generosity lets us make a positive difference for thousands of lives each year.



DPA Champions donate monthly through our website, online platforms, or workplace giving programs (some matched by employers). Their unwavering commitment powers DPA's ability to say "yes" whenever a dog or cat is in crisis.



We view the generosity of our donors as a gift of trust, a show of confidence that we will use their donations carefully. Those of us caring for the animals and their families are committed to steward each gift to maximize its impact.

In 2023, we were honored to be a beneficiary of Christina Suzanne Childs' estate. She will be remembered by her loyalty to her friends & charities, her intelligence, wisdom, drive, courage, strength, creativity and passion for design. We are grateful that her passion for the care of animals led her to choose Dallas Pets Alive! as one of several rescue organizations to benefit her legacy. Christina, we are grateful for your trust and will use your gift wisely.

Community Events

DPA's 2023 events raised awareness, built relationships, and generated critical funds for our mission in North Texas. The generosity of our hosts, attendees, and sponsors helped us create fun events where a significant percentage of proceeds went directly to support animals.

\$16K raised

And for the 28th year, Esther Mooring, her husband Bobby, and their dedicated volunteers spent countless hours gift-wrapping to raise critical funds for DPA animals. They broke their record by raising \$16,520 this year, a 30% increase over 2022.

\$31K raised

QuakeCon is back and in person! We had a blast with our first-ever DPA Cat Room. Sold Out! Quakecon raised \$31,735.00

Jersey Night with the Texas Legends and NeuroTexas at Comerica Center, where dozens of our adoptable puppies charmed the crowd.

Dallas Symphony Orchestra featured a DPA Puppy Café at the DSO Young Professionals Concert, Tchaikovsky X Drake.





DPA Pup Crawl

The Dallas Pets Alive 9th Annual Pup Crawl was a tail-wagging success! On a chilly and windy Saturday, April 29th, more than 300 attendees, volunteers, and animals, gathered at Community Beer Company for a day of fun. Sponsors: Hollywood Feed, Forest Lane Chrysler Dodge Jeep - Ram, Barkbus, and dozens of vendors welcomed attendees.

A highlight was seeing many people's faces as they saw Dallas Pets Alive's innovative new Adoption Container for the first time. Attendees enjoyed craft brews from dog-branded beer stations as they crawled between vendors and activities. Dog-lovers learned about adoptable pets and raised funds for Dallas Pets Alive's life-saving work.



Your donation keeps
homeless pets
from disappearing.



North Texas Giving Day



\$116K raised

This annual 18-hour online giving event empowers the community to support local nonprofits like ours. With the help of generous donors, we raised \$116,762 to save homeless animals across the region.

Dedicated supporters provided \$35,000 in matching gifts and our partners at Saatchi & Saatchi developed an impactful campaign showing how easily animals can "disappear" without lifesaving help. But thanks to our compassionate village of volunteers, fosters, adopters, and donors, fewer animals in need vanish in North Texas.

the DPA soirée



400

guests



\$308,000

raised

The 3rd annual Dallas Pets Alive! Soirée was a magical evening! On November 3, 2023, more than 400 guests and volunteers gathered at our glamorous new venue, Hall on Dragon, for a night filled with celebration, gratitude, and impact.

Cocktail hour featured adoptable DPA dogs and a fabulous silent auction. Attendees enjoyed gourmet food stations, drinks, and music from our favorite band, In10City. The program kicked off as Leslie Sans shared the exciting news that Dogs Matter has become a division of DPA. Awards were presented for top fosters, volunteers, donors, and lifetime achievement. Our auctioneer extraordinaire, Jeff Copeland, followed with an over-the-top live auction.

Spirits were high as the Disco Ninjas and In10City energized party goers to dance the night away.

We are grateful to our sponsors who made this magical evening possible: SPEC's, The Mastor Family, Scamper & Co., American Airlines, Christopher Skoog & Sally Friedman, The Gheisar Family, The Kirksey Family, Community Beer, E. & J. Gallo, Tito's, All Petals Floral Design, Paige Whiteside Group & BP Dallas, Jim Beam, Hornitos, and Spritz Society.

Thank you to our amazing Soirée Committee, Sponsors, Auction Donors, Honored Pets, and most importantly, our Guests and Volunteers. You made the 2023 Soirée a night to remember by raising more than \$300,000!



Social Media

In 2023, the opening of the Adoption Container heralded a new era of exciting possibilities for our foster pets, providing them with increased visibility and a chance to shine. From the captivating photos with Santa to the enchanting Caturdays, we discovered creative avenues to narrate the unique stories of our fosters as they embarked on their heartwarming journeys.

A significant milestone came when Marketing was chosen to stand alongside Animal Operations for Spot Tagging, a dedicated day aimed at connecting shelter pets with loving foster homes. This collaborative effort demonstrated the power of teamwork in making a positive impact on the lives of our furry friends.

Throughout the year, we forged several wonderful partnerships that significantly bolstered our ability to support and care for our animals. Collaborations with Susie Cakes, Good Charlie, and Cuddly not only added extra sweetness to our cause but also extended a helping paw in ensuring the well-being of our cherished companions.



\$93,409

In Donations from
Social Media



4.2 Million

People Reached



10.8%



Increase in Cuddly
Donations from 2022

CUDDLY

35

Campaigns
on Cuddly

\$27,183.87

Total Monetary
Donations

\$73,478.46

Total E-Commerce
Donations

2435

Number of gifts
sent/ received

Marketing Spotlight

What began as a quest for love by a member of our marketing team transformed into a brilliant and fun idea – the Firefighter Calendar. Heroes united for a pawsome cause, standing with our homeless pets in captivating photos that showcased compassion and bravery.

The anticipation among our fosters and foster pets was palpable as they eagerly awaited their turn to be photographed alongside these everyday heroes. The calendar became more than just a collection of dates; it became a visual journey, showcasing the genuine connection between firefighters and our furry friends.

The enthusiasm extended beyond our organization, as firefighters from across the DFW area rallied together to support this cause. Their participation not only brought joy to our fosters and pets but also highlighted the power of community and collaboration in making a positive impact.



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Let's Chat



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