



FRIENDS
OF **STRAYS**
ANIMAL SHELTER

2017
ANNUAL
REPORT

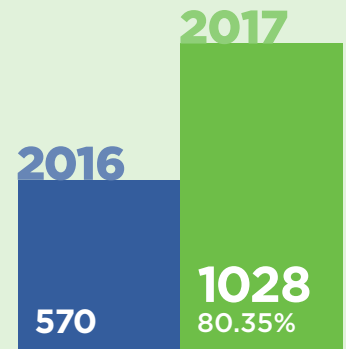


OVERVIEW

Friends of Strays is a non-profit organization founded in 1978 in St. Petersburg, FL, dedicated to the care and adoption of homeless pets.

The organization is funded by individual contributions, bequests, and business partner programs. Friends of Strays provides services to the neediest section of our pet population: homeless and abandoned animals. These services include sterilization, medical treatment, socialization and daily care until each animal is adopted.

Our mission is to inspire compassion for all animals, provide shelter and humane care to homeless animals, and promote adoptions and responsible pet guardianship in our community. Through our efforts, we envision a safe and loving home for every adoptable animal and humane treatment for all.



**ADOPTIONS
UP 80.35%**



**ADOPTIONS
INCOME
UP 57.85%**



FINANCIALS

Contributions to Friends of Strays are truly valued and allow us to continue to operate and work toward our mission of reducing the homeless pet population of Pinellas County and beyond. We were fortunate to be named as beneficiaries in several bequests that were realized in 2017. These funds help supplement our budget, cover operational expenses, and will be put toward facility upgrades planned for 2018.



ADOPTIONS

Fees collected for each animal adopted.

DONATIONS

Monetary support from individuals, corporations, foundations, memorial and tribute donations, and realized bequests.

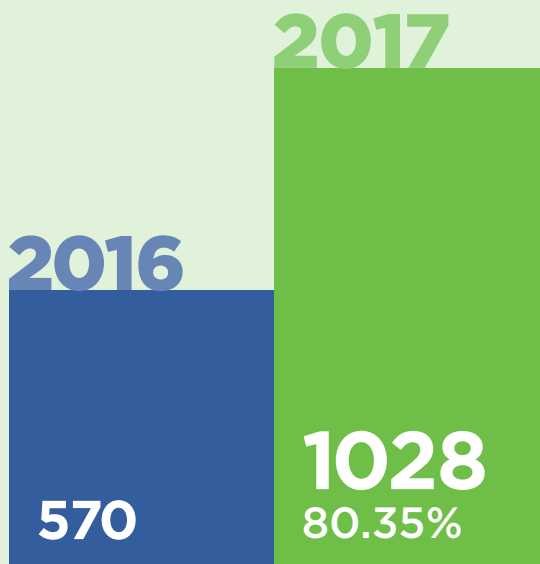
EVENTS

Sponsorships, ticket sales, raffles, donations, sales of Friends of Strays merchandise.

Adoption revenue allows us to provide care to over 1,000 animals each year. Some of the abandoned animals that enter our doors are sick, injured or traumatized. Each animal receives the care that is necessary to make them feel safe and loved. Our trained staff gives each animal medical attention including a veterinarian exam, vaccinations, spay/neuter surgery, and microchip upon intake. This, along with the cost of a county license and daily care, amounts to an average of \$150 spent on each animal we serve.

EXPENSES		REVENUE	
General	\$31,707	Adoptions	\$87,348
Insurance	\$16,288	Donations	\$973,344
Medical	\$58,230	Bequests	\$813,271
Payroll	\$394,825	General Donations	\$160,073
Shelter Operations/Supplies	\$68,850	Events	\$34,155
Staff Development	\$5,393	Medical	\$3,734
Thrift Shop	\$7,139	Miscellaneous	\$5,673
Utilities	\$20,380		
Veterinarian	\$30,247		
TOTAL	\$633,059		\$1,104,254

ADOPTIONS



ADOPTIONS
UP 80.35%



ADOPTIONS
INCOME
UP 57.85%

Average length of stay for cats in 2017

88.8 DAYS

Average length of stay for dogs in 2017

16.6 DAYS

Average length of stay for all animals in 2017

78.1 DAYS



Longest stays for dogs in 2017

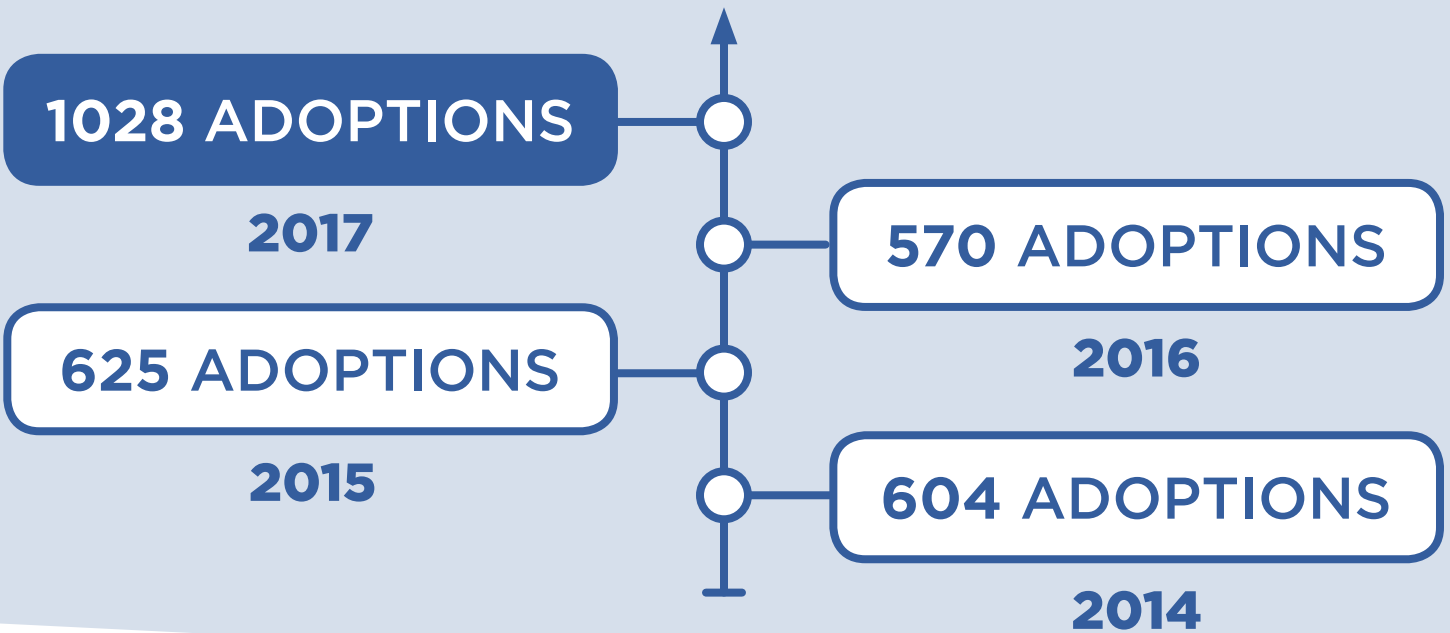
RIVER 449.2 DAYS	Intake 10/22/2015 Adopted 1/13/2017	CLAUDIO 176.2 DAYS	Intake 6/25/2017 Adopted 12/18/2017
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Longest stays for cats in 2017

PENN 2,492 DAYS	Intake 8/7/2010 Adopted 6/3/2017	MAZIE 2,472.2 DAYS	Intake 11/16/2010 Adopted 8/23/2017
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ADOPTIONS HISTORY



STRAY ANIMALS REUNITED WITH THEIR FAMILIES

4 DOGS + 18 CATS = 22 TOTAL

VOLUNTEER PROGRAM

Volunteers are truly the life blood of Friends of Strays. We receive no government funding and rely entirely on individual, business, and planned giving donations. Time donated by volunteers allows us to put that money towards better medical treatment, better housing, and better daily care. In 2017, more than 4,100 hours were donated by 255 volunteers who helped the shelter with cleaning, cat care, dog care, adoptions, the pet food pantry, and special events.



HAPPY CAT PROGRAM

The Happy Cat Program was developed by Volunteer Coordinator, Victoria Rittenhouse, who realized that a number of our long-term resident cats were being passed over by families because of issues with anxiety, fear, aggression, or bad habits picked up over their lifetime. These issues essentially rendered them unadoptable, leaving them with few opportunities to leave the shelter and join a family. Rittenhouse developed this program starting with a core group of dedicated volunteers who perform behavioral assessments and develop individual intervention strategies for each cat to help them overcome their behavioral issues. In the first year of its existence, the Happy Cat Program worked with 39 cats and had a 100% success rate in helping these cats join families and become the loving pets they were meant to be.



VOLUNTEERS 255



4,146 HOURS



PET FOOD PANTRY

The Friends of Strays Pet Food Pantry distributed almost 19,000 lbs of dry dog food and 8,000 lbs of dry cat food to community members experiencing difficult financial circumstances in 2017. This program, run by volunteers, exists to provide assistance to the community to ensure that companion animals have the daily food they need to stay with their loving families through rough times. In many cases, without the support of local resources like the FOS Pet Food Pantry, these families would have to make the heart-wrenching decision to give up their beloved pets.



541 INDIVIDUALS SERVED



BAGS OF TREATS: 472



DRY CAT FOOD: 7,891 LBS
DRY DOG FOOD: 18,756 LBS



CAT FOOD CANS: 837
DOG FOOD CANS: 1965



DISTRIBUTED 5,276 LBS OF DOG FOOD TO OTHER ORGANIZATIONS INCLUDING:
St. Pete Free Clinic, Gulfport Senior Center, Highpoint Community Center, & Meals on Wheels

TOTAL DRY DOG FOOD DISTRIBUTED: 24,032 LBS

CURRENT PROGRAMS

Animal Rescue and Care

We provide care to over 1000 animals each year. Some of the abandoned animals that enter our doors are sick, injured, or traumatized. Each animal receives the care that is necessary to make them feel safe and loved. Our trained staff gives each animal medical attention upon intake. It costs us an average of \$150 to care for each animal including a Veterinarian exam, vaccinations, spay/neuter surgery, microchip, county license and daily care until they are placed into a new home.



Diamond Dog Club

Sponsored by Love My Dog Resort

Friends of Strays has joined Love My Dog Resort in their effort to find the silver generation of dogs a forever home. The Diamond Dog Club provides potential adopters with advanced medical screening to give new owners of the “grey muzzles” peace of mind when adopting.



Trap Neuter Vaccinate

Return with Meow Now

Friends of Strays supports the mission of Meow Now, a local organization dedicated to reducing the free-roaming cat population in Pinellas County through targeted trap/neuter/vaccinate/return (TNVR) services, caregiver support, and advocacy. We have worked with Meow Now for several years through our Pet Food Pantry by providing dry cat food to caregivers of community cat colonies. In 2017, we expanded our partnership to include providing low-cost spay/neuter surgeries and vaccinations to cats that Meow Now traps.



Partner Meetings

Friends of Strays is part of a group effort in Pinellas County to work with our partner shelters to save lives and impact the community through responsible pet ownership. Friends of Strays, SPCA Tampa Bay, Humane Society of Pinellas County, Pinellas County Animal Services and Pet Pal Animal Shelter are all working together to make an impact in our backyard through effective community outreach.



Snuggle Breaks






Friends of Strays started a new program in 2017 to provide stress-relief breaks to local companies and organizations. For a donation of \$100, companies can request a Snuggle Break where we bring adoptable puppies and kittens for a half hour to interact with staff. This is a great opportunity for staff to de-stress while we provide educational opportunities on the benefits of adoption and provide extra socialization opportunities for the puppies and kittens.








St. Pete Kittens

After Hurricane Irma hit Tampa Bay in 2017, a litter of six fluffy kittens were found and brought to Friends of Strays. We decided to honor our community that came together following Irma by naming these kittens after well-known and well-loved places in St. Petersburg. The initial 6 kittens were Chihuly, Dali, Kahwa, Rays, Rowdie, and Vinoy and each kitten had a photo shoot at their namesake organization. This program has continued and expanded to become one of our most popular means of outreach in the community. For a \$250 donation, local businesses can schedule a photo shoot with a kitten named for their business, and will receive photos that can be used for social media outreach and advertising. It's a win-win for the business and Friends of Strays. We can help promote their business and they help us by highlighting an adoptable kitten and providing funding to cover their medical care, daily care, and adoption fee. In 2017, 14 kittens were designated as St. Pete Kittens and all were quickly adopted into loving homes.

OUR PARTNERS

Friend of Strays partners with the following shelters, rescues, and TNVR organizations by transferring in animals that might have a better chance of being adopted from our shelter.

-  SPCA Tampa Bay
-  Pinellas County Animal Services
-  Hillsborough County Animal Services
-  Lady Lake Sheriff's Department
-  Lee County Domestic Animal Services
-  Taylor County Animal Services
Heart for Hometown Dogs

-  Manatee County Animal Services
-  St. Croix Animal Welfare Center
-  Compassion Kind Puerto Rico
-  Our Big Fat Caribbean Rescue
-  Cat Trap Fever
-  Meow Now
-  Little Cats Rescue



NEW FUNDS

Rescue Crew

A new monthly giving campaign was established in 2017 to help us reach our operational funding goals. By setting up a monthly donation, supporters become part of the FOS Rescue Crew, a group of special people who want to make an ongoing difference for homeless cats and dogs. Our Rescue Crew members receive special gifts from us to say “thank you” and to help us spread the word about the important work that they are supporting.

A modest monthly donation from our supporters will ensure that every animal we care for is healthy and ready for its forever home.



Peggy Grom Special Foster Fund

Peggy Grom has been a part of Friends of Strays for almost 20 years. She first learned about our shelter when she responded to an ad in the local paper for a pet photographer. It turned out she was the perfect fit for the position and continued to be the photographer for the shelter for 12 years helping our animals find forever homes through her creative photography. Peggy wanted to contribute in other ways to the success of the shelter and found her groove serving on the Friends of Strays Board of Directors and producing 8 of the fashion show/luncheon events that we hosted in the past.

After serving 9 years on the Board of Directors, Peggy Grom recently stepped down so she could focus on her real estate business. The remaining members of the Board decided to establish a new fund in Peggy's name to honor the commitment that she has made to Friends of Strays over the last two decades. The Peggy Grom Special Foster Fund was created to encourage others to foster cats and dogs with special needs. Proceeds from this fund will help us cover medical care, daily care, and behavioral interventions for these animals so they don't have to spend their lives in a shelter.

EVENTS

Friends of Strays hosted or participated in 55 informal events in 2017 as well as two signature fundraising events: **Wags and Whiskers: A Hepcat Ball** and **Quest for the Emerald Paw**.

Wags and Whiskers: A Hepcat Ball

Our first annual Wags and Whiskers Gala was held on October 28 at the Duncan McClellan Gallery in St. Pete's Warehouse Arts District. This year's event featured swing music from the 30s and 40s, dancing, a glass blowing demo, a silent auction, a live auction featuring the piece created during the glass blowing demo, and a program highlighting the services we provide to the hundreds of homeless animals we care for and adopt out each year.



100 friends and supporters joined us at this event who, along with 15 sponsors, helped us raise more than \$20,000 benefiting the lifesaving services and programs we provide at Friends of Strays.



3rd Annual Quest for the Emerald Paw

The 3rd Annual Friends of Strays Quest for the Emerald Paw raised almost \$4,000 with 23 teams competing for prizes. After meeting their team mascot, an adoptable animal at the Friends of Strays Shelter, the teams headed through downtown St. Pete to the Edge District, Warehouse Arts District, the Innovation District, and Grand Central as they answered clues and completed activities at almost 20 different locations.



55 INFORMAL
EVENTS

+



2 SIGNATURE
EVENTS

=



\$34,155
TOTAL RAISED
MINUS EXPENSES



STAFF

Executive Director
Dara Eckart

Volunteer Coordinator
Victoria Rittenhouse

Adoption Counselor
Marian Taylor

Medical Director
Katie Emerson, DVM

Communications Coordinator
Jami Pressman

Animal Care Staff
Jessica Addy
Kasey Littlewood
Elaine Tapp
Rachel Tomlinson

Director of Operations
Mari Salls

Bookkeeper
Monica Kominik

Medical Manager
Melanie Calderon

Veterinary Assistants
Christine Carlman
Emily Smith

Facilities
Joseph Sheahan

Community Relations Manager
Claire Wray

Lead Adoption
Counselor/Animal Care
Laine Armstrong

BOARD OF DIRECTORS

President
Mo Eppley

Treasurer
Bill Grom

Secretary
Alison Barlow

Board Member
Tim Burns

2911 47th Ave N, St. Pete, FL 33714
(727) 522-6566 • FriendsofStrays.com   

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