



2019

ANNUAL REPORT

FRIENDS
OF **STRAYS**
ANIMAL SHELTER

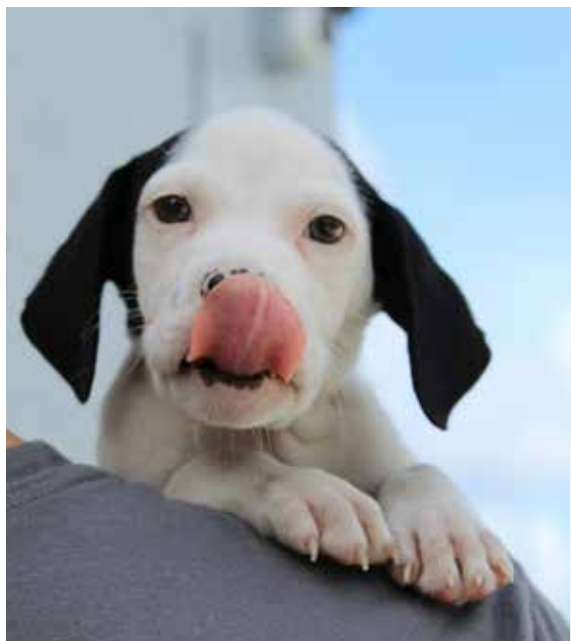


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OVERVIEW / LETTER FROM CEO

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

Dear Animal Lovers,

Before I dig into our vision for the future, I want to thank you from the bottom of my heart for your support of Friends of Strays. You are the reason we are able to achieve so many positive outcomes for our community's homeless and abandoned pets.

2019 saw progressive milestones at FOS: We implemented several new programs to enrich the lives of our shelter animals, reduce their length of stay at the shelter and get them adopted faster. As a result, we found forever homes for twice as many animals as we did just three short years ago.

We also partnered with local shelters and rescue groups to provide low-cost medical care and spay/neuter services, as well as with the St. Pete Free Clinic to provide free pet food to our community's residents in need.

In this report, you'll also read about the strides being made to reduce the number of animals being euthanized in the U.S. In Pinellas County,

there is still much work to do to save 90% or more of our homeless animals. To be successful on a local level, the entire community has to work together.

In 2020 and beyond, our goal is to focus our efforts on more of the animals right here in St. Petersburg. We are developing new programs that will help us save more homeless animals in our local community and I'm excited to be able to share our success stories with you as they happen. I invite you to come with us on this journey.

With gratitude,



Dara Eckart
CEO



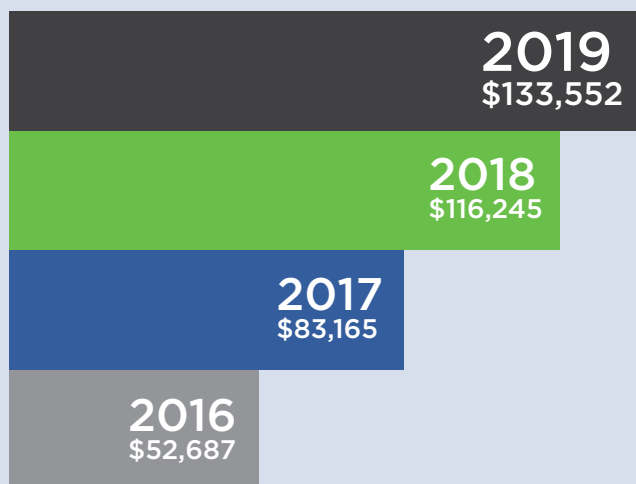
Mission

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.

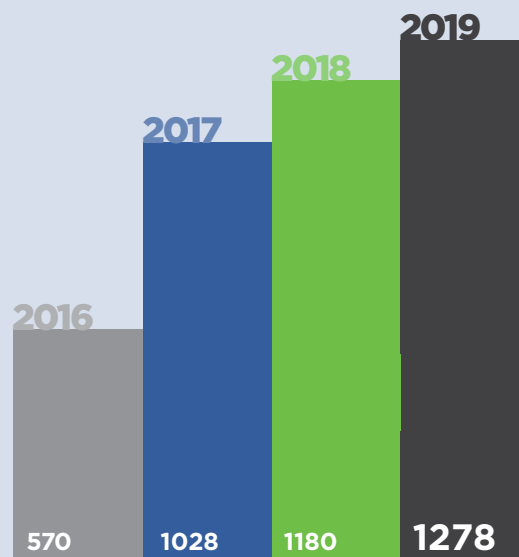
Vision

Through our efforts, there will be a safe and loving home for every adoptable animal and humane treatment for all.

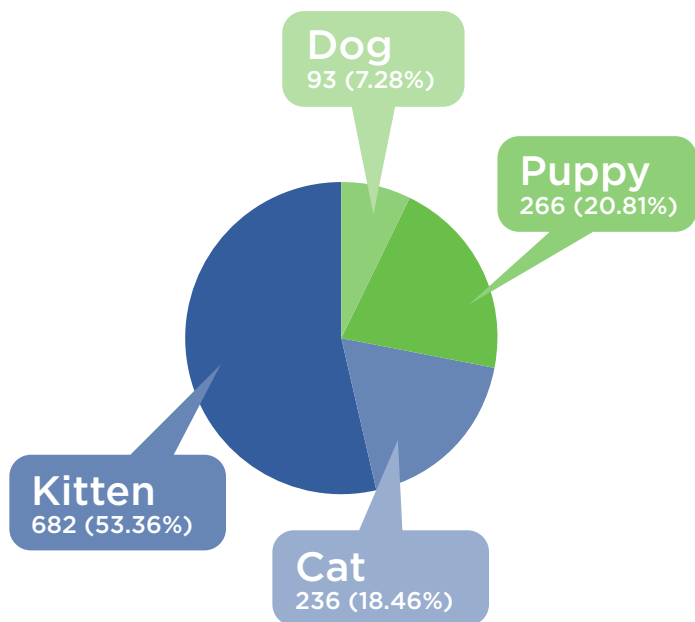
ADOPTIONS



ADOPTIONS INCOME
116% INCREASE
2016-2019

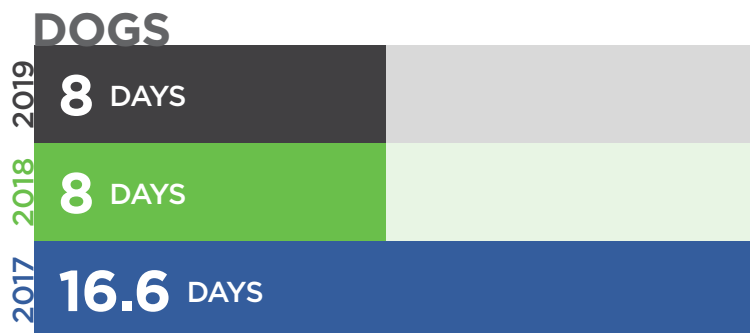
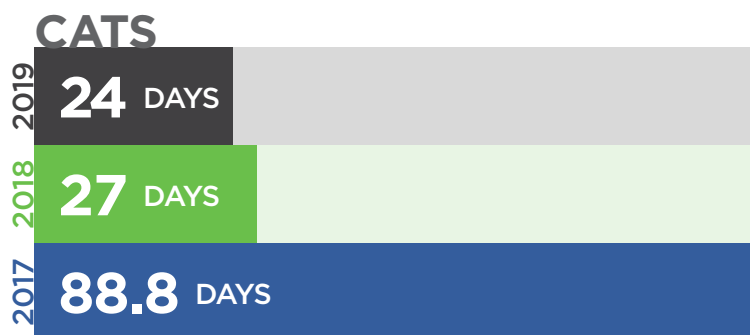


ADOPTIONS
124.21% INCREASE
2016-2019



2019 ADOPTIONS
1,278

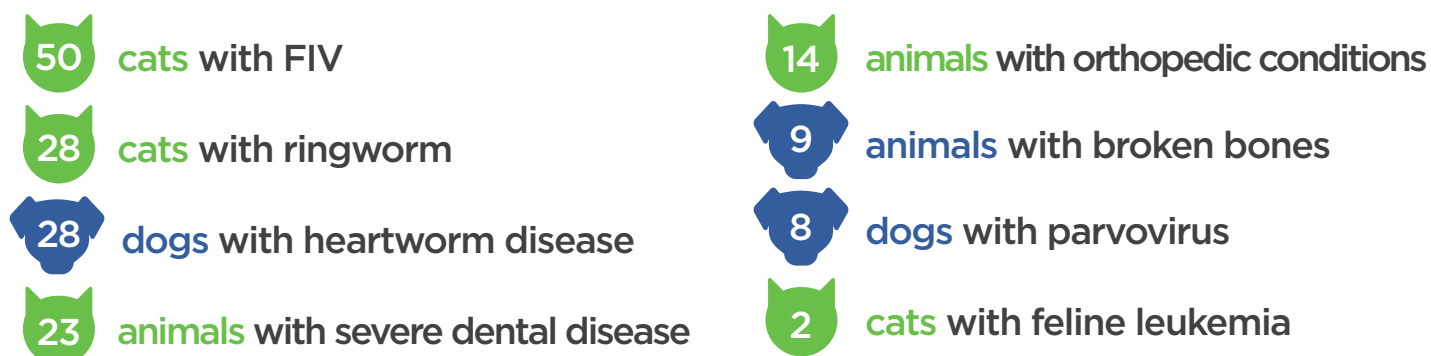
AVERAGE LENGTH OF STAY 2017-2019



At Friends of Strays, we are committed to saving the life of every animal that comes through our doors, regardless of preexisting conditions. We believe that every cat and dog deserve to know the love of a family and comfort of home, so we welcome animals with medical conditions that many other shelters do not.

IN 2019, WE TREATED 162 ANIMALS WITH MAJOR ILLNESSES OR INJURIES AND ADOPTED THEM INTO LOVING FAMILIES.

IN 2019 FOS ADOPTED:



OUR PARTNERS

Friends of Strays partners with the following shelters, rescues, and TNVR organizations by transferring animals to our shelter for adoption.



- | | |
|--|--|
|  Bainbridge Decatur County Humane Society |  Manatee County Animal Services |
|  Cat Trap Fever |  MEOW Now |
|  Compassion Kind Puerto Rico |  Pinellas County Animal Services |
|  Hernando County Animal Services |  SPCA Tampa Bay |
|  Hillsborough County Animal Services |  St. Croix Animal Welfare Center |
|  Lady Lake's Sheriff Department |  Taylor County Animal Services Hearts for Hometown Dogs |

FINANCIALS

2019 Revenue/Expense Chart

REVENUE (\$)		EXPENSES (\$)	
Adoptions	135,856	General	101,997
Donations	229,713	Insurance (Shelter)	14,638
Events	96,580	Medical	120,931
Grants	15,921	Payroll	560,452
Medical	47,126	Shelter	75,230
Retail	8,017	Staff Development	10,289
Interest Income	57,900	Thrift Shop	4,052
		Utilities (Shelter)	17,483
		Veterinarian	8,911
TOTAL	\$591,114		\$913,982

Revenue for 2019 was down due to timing of anticipated bequests. Thanks to our planned giving donors over the years we were able to pull funds from our reserves to cover operating expenses until we received the proceeds of a large trust in January 2020.



Adoptions: Fees collected for each animal adopted

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

Events: Sponsorships, ticket sales, raffles, donations, sales of Friends of Strays merchandise

Grants: Funds awarded from Pinellas County Animal Welfare Trust & The Grainger Community Grant.

Medical: Income from providing low-cost spay/neuter surgeries, microchipping, and vaccinations to rescue groups

Retail: Sale of products including collars, leashes, t-shirts, koozies, catnip, etc.

General: General expenses, grants, event expenses, retail expenses

Insurance: Cost of shelter insurance

Medical: Vaccines, medications, microchips, surgical supplies, etc

Payroll: Staff salaries with increase in budget due to merit raises and health insurance premiums

Shelter: Dog/cat food, janitorial, cages, toys, animal care supplies, etc.

Staff Development: Conference registrations, travel expenses, per diem, lunch for all-staff meetings, holiday bonuses

Thrift Shop: Insurance, security system, lawn maintenance

Utilities: Cost of utilities





Veterinarian: Fees for outside medical care

FRIENDS OF STRAYS: LEADERS IN THE NO KILL MOVEMENT

Friends of Strays is proud to stand at the forefront of the No kill Movement. We are St. Petersburg's oldest no kill shelter, having maintained a save rate of 90% or higher since 1978.

The no kill movement in America began in the 1980's as animal sheltering efforts advanced towards ending the practice of euthanizing healthy animals as a means of population control. Historically, no kill shelters seek to attain a save rate of 90% or higher by implementing proven policies and procedures to save more lives. Advances in veterinary care, widespread availability of low-cost spay/neuter programs, and continued humane education have made this benchmark achievable for a growing number of shelters throughout the United States. Under this definition, animals with treatable health and behavioral issues are given the chance to be adopted. Euthanasia only becomes an option when an animal's pain cannot be managed, they are unable to enjoy life, or if they are deemed too dangerous to live safely in society.

According to **Best Friends Animal Society**, 2019 was the first year on record when the total number of dogs and cats killed in America's shelters dropped below the one million mark -- to approximately 733,000. This is down from 17 million animals in 1984 when data was first collected. We've made tremendous strides as a country but still have our work cut out for us, especially here in Pinellas County. Florida has the 4th-lowest save-rate in the country and Pinellas County has the 3rd-lowest save-rate in the state, but Friends of Strays is working hard to change this. We are holding ourselves accountable for the welfare of the animals not just in our shelter, but in our entire community. With data-driven decision making, we are implementing programs designed to tackle the root of the problems, not the symptoms, to save the most at-risk animals in our community:

-  **We have staff and volunteers on the "St. Pete Paws Commission", a group working towards local changes, such as more pet-friendly housing options, to make Pinellas County a safer place for animals.**
-  **Thanks to a newly awarded grant from Best Friends, we will be working closely with shelters in the county to expand our TNVR program.**
-  **We are working with Maddie's Fund to expand our foster program to save more of our community's most at-risk animals.**
-  **We are encouraging the other shelters and rescues in our community to hold themselves to the same standards.**

FOS SAVE RATE

98.88%
2019

97.8%
2018

96.4%
2017

Save Rate: Percentage of animals leaving a facility by means other than euthanasia or in-shelter death. Live outcomes are usually achieved through adoption, reclaim by owner, or transfer to another agency.



FEBRUARY OPEN HOUSE AND GRAND OPENING

2019 saw the completion of several projects, most notably our shelter renovations. We made major upgrades to our medical suite and dog adoption center, all focused on improving efficiency and preventing the spread of disease. We celebrated our completed shelter renovations with a ribbon cutting ceremony and open house in February. These were both landmark celebrations that saw the start of a new chapter at Friends of Strays. It gave us the rare opportunity to flaunt our new facilities and show the public the hard work our team puts into caring for these animals each and every day. Thanks to all who attended and supported us through the transition!



NEW INITIATIVES IN 2019

DOGGY DAY OUT

Someone let the shelter dogs out! Friends of Strays' new **Doggy Day Out** program pairs members of the community with our shelter dogs for field trips. Outings can last anywhere from an hour to all day, and can include a hike, a trip to the beach, a nap in a home or even a nice dinner in a pet-friendly restaurant. It's a great way for people to get their pet-fix in and to give our dogs a break from the shelter and learn more about their wonderful personalities! Plus, it's a great excuse for you to spend a day exploring Saint Petersburg!



In 2019, we completed 112 DOGGY DAY OUTS & 18 DOGS WERE ADOPTED through the program.



PAWSITIVE CREW

Friends of Strays has teamed up with Max's Mercantile St Pete to start the **Paws-itive Crew for Heartworm Dogs** at Friends of Strays! When you adopt a heartworm-positive dog from Friends of Strays, you'll get to take home any two items from the Max's Mercantile stock of leashes, collars, and bandanas PLUS a free blanket and coupon for future orders! Heartworm disease is a serious, potentially fatal, disease spread by infected mosquitoes that is estimated to affect more than one million dogs, cats and ferrets in the U.S. Dogs can be successfully treated and go on to live normal lives, however, treatment must be initiated as soon as possible to minimize permanent damage to the dog's heart and arteries. Friends of Strays covers the full cost of heartworm treatment for all dogs in our care.



In 2019, Friends of Strays ADOPTED 28 HEARTWORM-POSITIVE DOGS into loving homes.

QUOTES FOR GOOD

We've teamed up with local State Farm agent, David Vargas, in his Quotes for Good Initiative. When you contact David for a free, no-obligation quote, he donates \$10 back to Friends of Strays! And want to know why we chose State Farm as our insurance partner? They are one of the very few agencies that do not discriminate based on dog breed!



WEBSITE RELAUNCH

You may have noticed our website got a bit of a facelift this year. We spent a few months working hard on our website redesign and we're excited to finally share it with you! We hope you find it to be a little more interactive, user friendly, and aesthetically pleasing. A special thank you to our furr-iends at MityMo Creative for donating their time and services to this massive project.



CURRENT PROGRAMS

Almost Home Room

Our **Almost Home Room** was created in November 2018 by Volunteer Coordinator, Victoria Rittenhouse, to showcase our cats who struggle in a typical shelter environment. The lucky resident cat gets an entire room to him or herself -- fully equipped with a couch, comfy chair, cat tower, and plenty of toys! The idea is to give cats who reside here a taste of what living in a real home is like. It reduces the stress of shelter life and provides our cats who were once invisible to adopters with some much needed visibility where their true purrsonalities can shine.

In 2019, 17 CATS WERE ADOPTED from our ALMOST HOME ROOM.

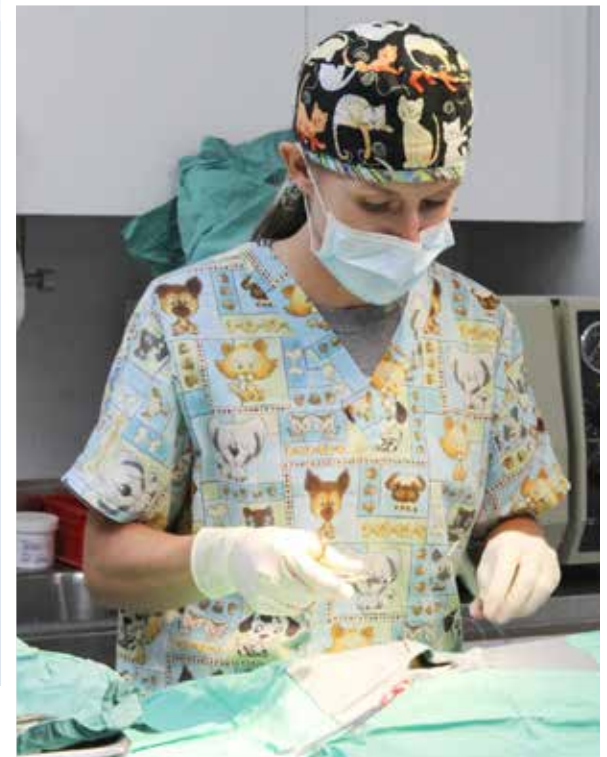


Medical Services for Rescue Groups

With our newly expanded medical suite, Friends of Strays is now able to provide low-cost medical services for local rescue groups. This means that our rescue partners can save tremendous amounts of money on veterinary bills and allocate their funds elsewhere to save animals. We are able to provide a full vet workup for these animals, including spay/neuter surgery, vaccinations, microchipping, bloodwork, and more.

This year, our MEDICAL TEAM TREATED 783 ANIMALS from local rescue groups.

American Belgian Malinois Rescue.	2 dogs
Cat Haven Rescue.	31 cats
Cat Trap Fever.	370 cats
Eckerd College Waterfront.	1 cat
Happy Tailz Cat Rescue.	117 cats
Kneady Kitty Rescue.	136 cats
Lone Pine Rescue, Inc.	5 cats
Second Chance for Strays.	41 cats
St. Francis Society Animal Rescue.	80 cats



Pet Food Pantry

Friends of Strays joined forces with the St. Petersburg Free Clinic for our Community Pet Food Pantry! The Friends of Strays' Pet Food Pantry has been providing low-income households with free cat and dog food since 2015 in an effort to help keep pets with their families and out of shelters. In this new partnership, Friends of Strays still collects donations, but community members are now being directed to the St. Petersburg Free Clinic for distribution where they can also benefit from their food, shelter, and healthcare programs.

In 2019, we collected 21,447 POUNDS of cat and dog food for our LOW-INCOME COMMUNITY MEMBERS.

HAPPY CAT PROGRAM

The **Happy Cat Program** is another one of our programs started by Volunteer Coordinator, Victoria Rittenhouse. Victoria 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, resulting in them spending months or even years residing at the shelter. The **Happy Cat Program** is a group of dedicated volunteers who perform behavioral assessments on said cats and develop individual intervention strategies for each cat to help them gain confidence and become more “adoptable”.

In 2019, THE HAPPY CAT PROGRAM worked with 53 SHY AND SCARED CATS, all of whom were ADOPTED INTO FAMILIES and became the LOVING PETS they were meant to be.



KEEP THE MOM

Keep The Mom is designed to keep pregnant cats with their families while ensuring their kittens are safe and cared for. If a community member's cat becomes unexpectedly pregnant, or they welcome a pregnant stray into their home, Friends of Strays will welcome all the kittens from the litter and place them into loving forever homes. We'll also spay Mom at no cost to the owner!

In 2019, KEEP THE MOM took in litters from 16 CATS.



DIAMOND DOG CLUB

Sponsored by Love My Dog Resort

Friends of Strays 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

TNVR

Friends of Strays supports the mission of **MEOW Now**, a local non-profit 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.

This year, our medical team VACCINATED and ALTERED 950 community cats for MEOW NOW.

SNUGGLE BREAKS

Stressed out at work? A fleet of our cuddliest kittens and most precious puppies await you and your business or special event! For a donation of \$250, Snuggle Breaks include an experienced FOS representative and a mix of adorable puppies or kittens that can be cuddled and played with at the workplace. We ask that hosts provide a safe, enclosed area for our animals and we supply the rest!

In 2019, our KITTENS AND PUPPIES enjoyed 14 different SNUGGLE BREAKS.

ST. PETE KITTENS & PUPPIES

Our **St. Pete Kitten & Puppy Project** is an amazingly fun and influential way for local businesses to get involved with Friends of Strays! For a \$250 donation, companies can sponsor one of our adoptable animals. This sponsorship covers either the transportation fee for puppies or the medical care for kittens. The best part? We'll bring them over to the sponsor's location for a fun photo shoot; plus, they'll even get to choose the animal's name! We then share all over our social media so everyone knows what amazing support we have from our small business community

In 2019, 8 BAY AREA BUSINESSES participated in our ST. PETE KITTEN & PUPPY PROJECT.



FOSTER PROGRAM

'19



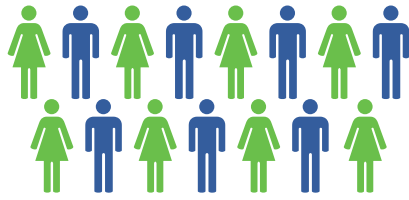
In 2019, 15 INDIVIDUALS & FAMILIES, opened up their homes to 326 FOSTER PETS.

Simply put, fosters save lives. Foster families provide a temporary home for pets in Friends of Strays care while they await their forever home. By opening their homes, fosters increase the quality of life for homeless animals while opening much-needed space at the shelter so we can rescue other animals in need. Benefits to fostering a homeless pet include getting to have an animal without the long-term commitment, helping an animal recover from an illness/injury (with medical care covered by FOS!), giving some extra TLC to puppies and kittens too young to be adopted, & helping animals transition from the stress of living in a shelter.



VOLUNTEER PROGRAM

'19



**In 2019, 174 INDIVIDUALS
volunteered at FOS for a
total of 5,701 HOURS.**

Volunteers are the engine that makes Friends of Strays run. Many dedicated individuals help Friends of Strays' homeless pets by representing our shelter at special events & fundraisers, socializing cats & dogs, counseling adopters, cleaning and sanitizing kennels, and more; all allowing us to allocate more resources towards our animals' medical needs and daily care.




GRANTS



Maddie's Fund

Maddie's Fund is a family foundation that has awarded more than \$237.6 million in grants to animal shelters across the country since 1994. They are leaders in the animal welfare movement and invest their resources toward increased community lifesaving, shelter management leadership, shelter medicine education, and foster care across the U.S. *#ThanksToMaddie*

FRIENDS OF STRAYS is proud to have received the following **Maddie's Fund** grants in 2019:

-  **\$5,000 Innovative Shelter Medicine Grant:** *Habitats for Health: Reducing URI by Reducing Stress in Shelter Cats*
-  **\$2,000 Apprenticeship Grants:** Building a Medium and Large Dog Foster Program & Growing an Existing Foster Program
-  **\$500 Sponsorship to Wags & Whiskers: The Great Catsby**

Pinellas County Animal Welfare Trust Grant

Friends of Strays is honored to have received a grant for the third consecutive year from the **Pinellas County Animal Welfare Trust** to provide free vaccinations, microchipping, and spay/neuter services to members of our community who may not otherwise be able to afford these services. As part of our mission to inspire compassion for all animals, we're proud to be able to offer life-saving care to owned pets in our community as well as those residing at our shelter.

In 2019, we **HOSTED 5 FREE CLINICS** for Pinellas County residents where we **PROVIDED MEDICAL CARE** to **158 COMMUNITY PETS**.

Grainger Community Grant

Friends of Strays received a \$5,000 grant from **The Grainger Foundation**, a private & independent foundation. These funds covered the purchase of a high-efficiency washer & dryer, along with various medical equipment to assist in surgery recovery for our dogs. These items are improving efficiencies within the shelter and allow us to better care for the thousands of animals that come through our doors every year. A thank you to Sue Eisenhart, Branch Manager of W.W. Grainger's Clearwater location, for nominating us to The Grainger Foundation for this grant!

Primavera and Ziti Special Care Fund

Friends of Strays is honored to have received a major gift from long-time supporters Joan Hutchinson and Joe Beaulieu to establish the **Primavera and Ziti Special Care Fund**. It is named for Joan and Joe's two cats, Primavera and Ziti, both of whom were adopted from Friends of Strays in 2017.

The **Primavera and Ziti Special Care Fund** gives Friends of Strays the ability to admit and treat homeless animals suffering from otherwise too expensive conditions for our budget including, but not limited to, cancer, broken bones, and various birth defects. Our mission is to provide shelter and humane care to all adoptable animals and The **Primavera and Ziti Special Care Fund** furthers our ability to reach into our community's homeless cat & dog population.

In 2019, THE PRIMAVERA AND ZITI SPECIAL CARE FUND covered \$13,503.38 of medical treatments for 34 ANIMALS with major injuries or illnesses.



Rescue Crew

Recurring donations help save lives. Friends of Strays established a monthly donation program in 2018 to help us work toward sustainable operational support. **The FOS Rescue Crew** is a group of special people who want to make a difference for homeless cats and dogs. Members receive special gifts from us to say "thank you," receive inside information on new programming, and, in turn, become our most loyal supporters.



EVENTS

Wags & Whiskers: The Great Catsby

A record 225 supporters came out for our third annual gala, **Wags and Whiskers: The Great Catsby** and turned it into a record breaking night at Friends of Strays! We raised a grand total of \$66,852, a single-day fundraising record in our shelter's 41-year history. WFLA's very own Meredyth Censullo emceed a glamorous evening featuring old-Hollywood dress & decor, live music, and a program highlighting our life saving work. Thank you to all of our sponsors, attendees, volunteers, and those who donated to our auction for making this a night to remember!



Tattoopalooza: A Cause 4 Paws

We tattooed 122 animal lovers at what was perhaps our most fun event of the year, **Tattoopalooza: A Cause 4 Paws!** We threw an epic block party in the heart of the The Grand Central District, just outside Buku Tattoo Studio. It was an unprecedented afternoon of food, drinks, live music, street vendors, and of course tattoos and hennas celebrating our community's love for animals! Thank you to Buku Tattoo Studio and its amazing artists, all of our generous vendors, volunteers, and supporters who came out and made this an event to remember!



In 2019, Friends of Strays participated in
44 COMMUNITY EVENTS, raising **\$96,580.27**



STAFF

CEO
Dara Eckart

Office Manager
Sandra Oliva

Adoptions Counselors
Kirkland Mawae
Ginny Sturm

Shelter Director
Mari Salls

Volunteer Coordinator
Victoria Rittenhouse

Medical Director
Katie Emerson, DVM

Lead Veterinary Technician
Emily Smith

Animal Care Staff
Nicky Botelho
Kasey Littlewood
Elaine Tapp
Kaylyn Trumbull

Communications Manager
Holly Clare

Veterinary Technicians
Dani Bruno
Cady Sargent

Community Outreach Manager
Claire Wray

Veterinary Assistant
Kera Rollins

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