



YEARS
1978-2018

2018
**ANNUAL
REPORT**

**FRIENDS
OF STRAYS
ANIMAL SHELTER**





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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.

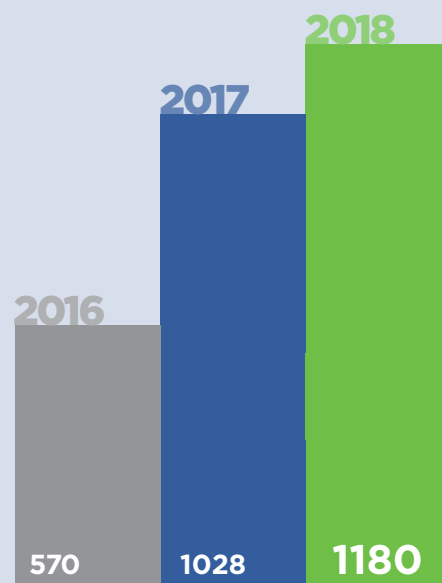
Dear Friends of Strays Family,

I begin this report with a sense of pride and gratitude about Friends of Strays that has only grown stronger with time. We celebrated our 40th anniversary with an all-time high in adoptions & fundraising, we completed shelter renovations, and we continued to find innovative ways to positively influence the Saint Petersburg community. As you read through our annual report, you'll see the impact our small but passionate team had on thousands of animals in 2018. We have resources that allowed us to save cats and dogs that others couldn't, and our growing list of community programs allowed us to expand our reach beyond just the animals for whom we care here at the shelter.

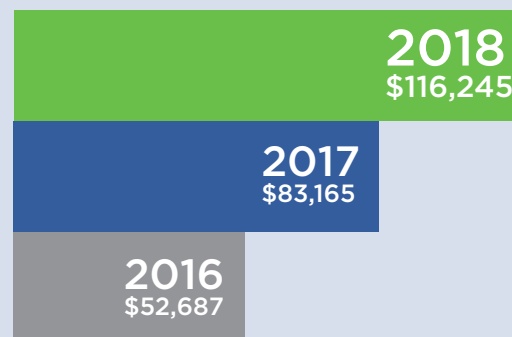
2018 saw unprecedented growth at Friends of Strays, but that is merely a sign of what's to come. Our goals are ambitious but we are determined. We hope you will continue to support Friends of Strays as we set forth to save more lives than ever before.

Sincerely,

Dara Eckart
CEO



ADOPTIONS
2016-18
107.02% INCREASE



ADOPTIONS INCOME
2016-18 120.63% INCREASE



FINANCIALS

2018 Revenue/Expense Chart

REVENUE (\$)		EXPENSES (\$)	
Carryover	233,194	General	45,746
Adoptions	116,245	Insurance	23,985
Donations	519,698	Medical	82,133
Events	37,150	Payroll	425,056
Grants	37,826	Shelter	58,524
Medical	15,616	Staff Development	7,511
Retail	(1,074)	Thrift Shop	5,502
		Utilities	21,567
		Veterinarian	41,589
		Construction	103,956
TOTAL	\$958,655		\$815,569

$$\text{REVENUE} - \text{EXPENSES} = \$143,086$$

Carryover: Remaining balance in Money Market Account on January 1, 2018

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 Queens Court, Inc.

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. (total includes initial expense of purchasing merchandise for sale)

General: Office supplies, vehicle registration, general repairs, credit card fees, printing & postage, 990 prep, and financial review

Insurance: Cost of Shelter and Thrift Shop insurance policies. Note that we switched from monthly premium payments to up front annual payments in June 2018

Medical: Vaccines, medications, microchips, surgical supplies, medical equipment, etc.

Payroll: Staff compensation. Includes payroll taxes, unemployment insurance, worker's compensation insurance, and company-supplemented health insurance.

Shelter: Dog/cat food, janitorial, cages, toys, animal care supplies, shelter repairs and maintenance, etc.

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

Thrift Shop: Insurance, security system, lawn maintenance, utilities

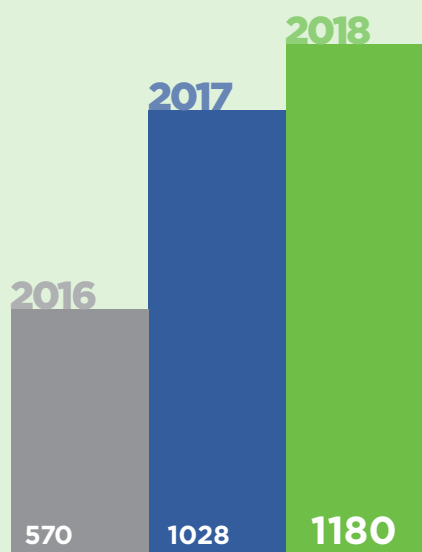
Utilities: Electricity, water, sewage, trash, telephone service, internet service for shelter

Veterinarian: Compensation for Dr. Emerson; Fees for outside vet care

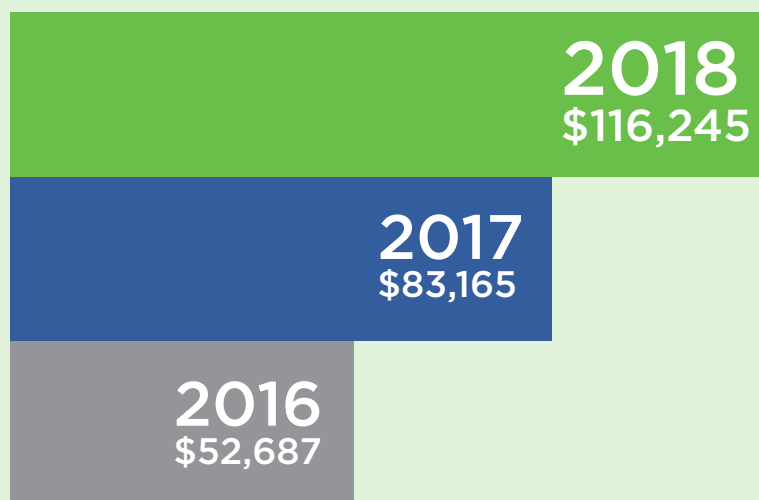
Construction: Building renovation



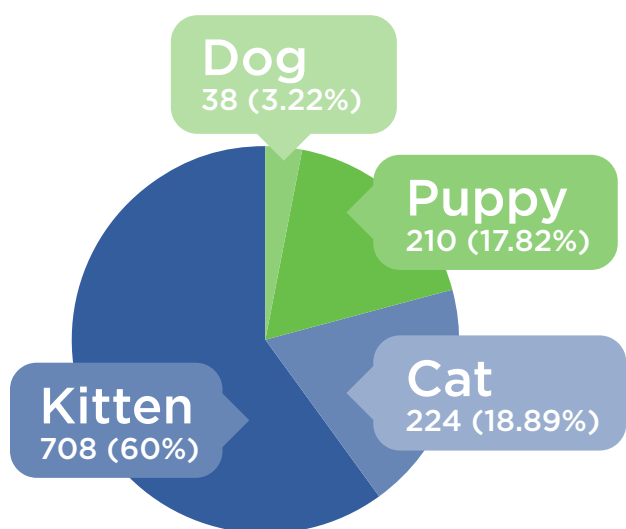
ADOPTIONS



**ADOPTIONS
2016-18**
107.02% INCREASE



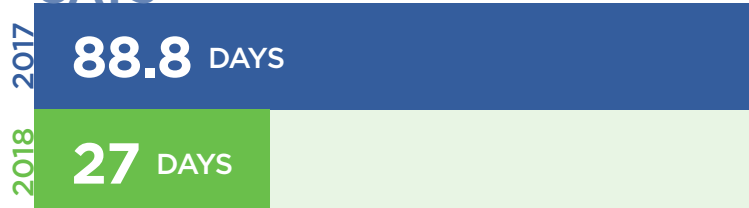
**ADOPTIONS INCOME
2016-18** 120.63% INCREASE



**2018 ADOPTIONS
1,180 TOTAL**

AVERAGE LENGTH OF STAY 2017 VS 2018

CATS



DOGS



At Friends of Strays, we believe that every cat and dog deserves to know the love of a family.

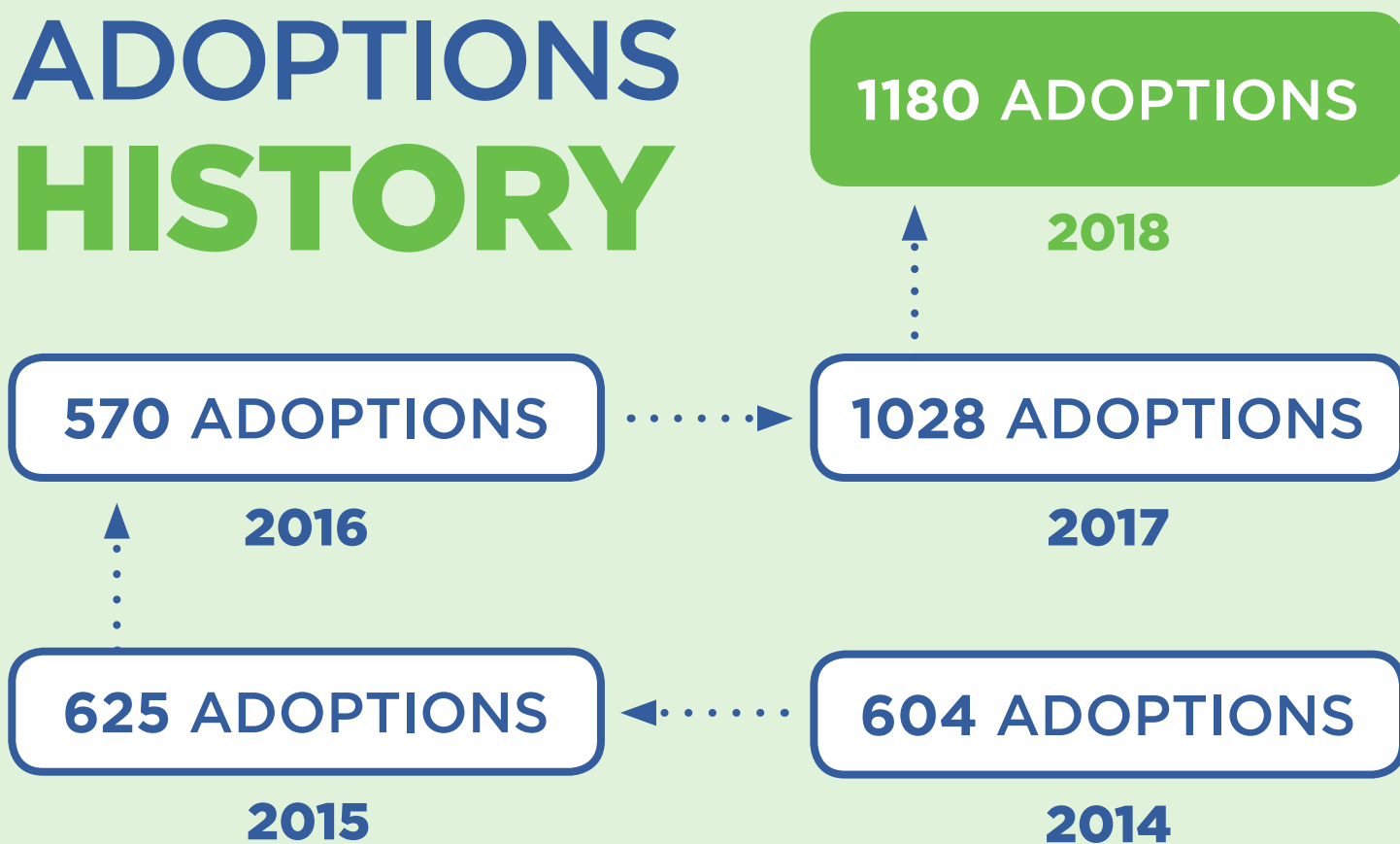
That's why we welcome animals with medical conditions that many other shelters do not. In 2018, we cared for and adopted out 64 animals that were either denied admission or set for euthanasia elsewhere due to their conditions. Of course, we provide their new family with the necessary guidance and resources to properly care for these animals to ensure that they live the best life possible.

IN 2018 FOS ADOPTED:

- 25 🐱 cats with FIV
- 15 🐱 cats with heart murmurs
- 10 🐶 dogs with heartworm disease
- 10 🐱 cats with severe dental disease
- 3 🐱 cats with cerebellar hypoplasia
- 1 🐱 cat with feline leukemia



ADOPTIONS HISTORY









SHELTER RENOVATIONS

2018 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. Our new medical suite includes stainless steel countertops to decrease cross contamination, a wet table to serve as an additional treatment area, and two new isolation rooms to contain illnesses. As for our dog kennels, our capacity has doubled allowing us to house and rehome more dogs than ever before. The new open floor plan is strategically designed to increase access and exposure to our dogs for potential adopters. We've also added a new intake room and isolation room, both of which will further our ability to prevent outbreaks.

Special thanks to our incredible contractors at The Pine River Group!

THIS WAS MADE POSSIBLE BY:

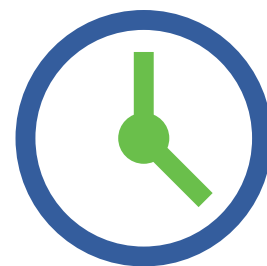
-  Saint Petersburg Queen's Court, Inc.
-  Fort Knox Bar on the Beach
-  The attendees of Wags and Whiskers: Disco Fever
-  All of our generous individual donors



VOLUNTEER PROGRAM



VOLUNTEERS 198

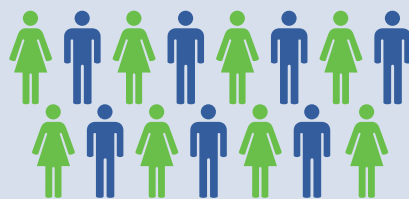


4,912 HOURS

Volunteers are the engine that makes Friends of Strays run. Since we receive \$0 in state or federal funding, volunteers allow us to allocate more money towards our animals' medical needs and daily care. Our volunteers staff events & fundraisers, socialize animals, clean the shelter, assist with adoptions, and help with daily animal care. In 2018, 198 individuals volunteered at Friends of Strays for a total of 4,912 hours.



597 ANIMALS



34 FAMILIES

FOSTER PROGRAM

Simply put, fosters save lives. By opening their homes, fosters increase the quality of life for a homeless animal and open

much-needed space so that we can rescue another animal. Our foster volunteers provide love and safety for those of our animals not yet ready for adoption.

Whether it be due to age, illness, injury, or behavior, Friends of Strays relies on its fosters to provide a nurturing home environment so that the cat or dog in their care can get the help needed to become available for adoption.



NEW PROGRAMS IN 2018

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.

27	+	47	+	160	=	234
						CATS
KNEADY KITTY RESCUE		HAPPY TAILZ		SAINT FRANCIS ANIMAL RESCUE		

ALMOST HOME ROOM

Volunteer Coordinator Victoria Rittenhouse created the Almost Home Room in November to give our cats a taste of what life in a home is like. It comes fully equipped with a couch, end table, plants, cat tower, scratch pad, toys, and more. Its resident is always a cat who has been with us for awhile who will benefit most from living in a stress-reduced environment. The Almost Home Room is also the first room potential adopters see when they browse the shelter, so the cat living there at the time is guaranteed to get extra exposure. So far Almost Home Room residents Tinsel, Vincent, and Dinki have all been adopted into their forever homes.



CURRENT PROGRAMS

Keep the Mom

Keep The Mom is designed to keep pregnant cats with their families while ensuring the 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 in all the kittens from the litter and place them into loving forever homes. We also spay Mom at no cost to the owner to prevent future mishaps! In 2018, Keep The Mom took in litters from 18 cats.



Diamond Dog Club

Sponsored by Love My Dog Resort

Friends of Strays partners with the Love My Dog Resort 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

with Meow Now & Cat Trap Fever

Friends of Strays supports the missions of Meow Now & Cat Trap Fever, local organizations dedicated to reducing the free-roaming cat population in Pinellas County through targeted trap/neuter/vaccinate/return (TNVR) services, caregiver support, and advocacy. Through our Pet Food Pantry, we provide dry cat food to caregivers of community cat colonies and have recently expanded our partnership to include low-cost spay/neuter surgeries and vaccinations to cats that both groups trap. In 2018 Friends of Strays spayed or neutered 439 cats from TNVR groups.

Snuggle Breaks

Snuggle Breaks are designed 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 30 minutes to interact with staff. This is a great opportunity for employees 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 & PUPPIES

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 for coming 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 or puppy named for their business and will receive photos that can be used for social media outreach and advertising. In 2018, 16 animals were designated as St. Pete Kittens or Puppies and all were quickly adopted into loving homes.



OUR PARTNERS

Friend of Strays partners with the following shelters, rescues, and TNVR organizations. We transfer animals to our shelter to increase their chances of adoption.

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



PET FOOD PANTRY

The Friends of Strays Pet Food Pantry completed its third year of providing dog and cat food to Saint Petersburg community members undergoing financial uncertainty. In 2018, we distributed almost 20,000 pounds of dry food and almost 3,500 cans or packets of food to those in need. This volunteer-run program relies on donations and exists to keep animals out of shelters by ensuring they have the daily food they need to stay with their loving families through rough times.



DRY CAT FOOD: 4,700 LBS
DRY DOG FOOD: 14,820 LBS



CAT FOOD CANS: 371
DOG FOOD CANS: 3,082



DISTRIBUTED TO 888 RECIPIENTS IN 2018

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. Victoria developed the Happy Cat Program with a group of dedicated volunteers who perform behavioral assessments and develop individual intervention strategies for each cat to help them overcome their behavioral issues. In 2018, the Happy Cat Program worked with 49 cats, all of whom were adopted into families and became the loving pets they were meant to be.



49
CATS
HELPED

FUNDS

Queens Court Grant

Friends of Strays is proud to have been selected as one of two St. Petersburg charity beneficiaries of the 60th Annual Queen of Hearts Ball. The Queen of Hearts Ball is the major fundraising arm of St. Petersburg's Queen's Court, a charitable organization that has supported local nonprofit organizations for 60 years. Friends of Strays was selected for this prestigious honor after applying for a grant from the Queen's Court in 2017. The funds we received from this generous organization went towards renovating our medical suite with the goal of helping us provide low-cost spay/neuter surgeries and basic wellness services to community members who may be struggling to keep their pets healthy and at home.



Pinellas County Animal Welfare Trust Grant

Friends of Strays is honored to have received another grant from the Pinellas County Animal Welfare Trust in 2018 to provide free vaccinations, microchipping, and spay/neuter services to members of our community who may not otherwise be able to afford these services. We are rolling out a new program this year setting forth the goal of helping more than 500 community pets through this grant in 2019.

Peggy Grom Special Foster Fund

After spending 12 years as our shelter photographer, Peggy Grom served on the Board of Directors from 2008-2017. To honor Peggy's two-decade commitment to Friends of Strays, the remaining Board members established a new fund in her honor. 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.

Rescue Crew

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.



EVENTS

Friends of Strays hosted or participated in 4 signature fundraising events as well as 84 informal events:

Wags and Whiskers: Disco Fever

150 supporters celebrated Friends of Strays' 40th anniversary with a disco-themed gala at the Duncan McClellan Gallery in St. Pete's Warehouse Arts District. Matthew McGee emceed a groovy night of 70s disco hits, a glass blowing demo, and a program highlighting the life-saving work of our organization. Wags and Whiskers: Disco Fever netted more than \$14,000, a single-day fundraising record for our organization.

FRIENDS
OF STRAYS
**WAGS
AND
WHISKERS**
DISCO FEVER



**4 SIGNATURE
EVENTS**

+



**84 INFORMAL
EVENTS**

=



**\$37,150
TOTAL RAISED
AFTER EXPENSES**

HELP US HELP THEM

Friends,

We reached many milestones during our 40th anniversary. From a record year of adoptions to completed shelter renovations, we are proud of our accomplishments in 2018. But as we look ahead toward the next 40 years, we have a ways to go in achieving our mission of ending pet homelessness in Saint Petersburg, and we need your help.

Friends of Strays' short-term goals are aggressive. We are in the early stages of planning a brand new shelter here in Saint Petersburg allowing us to better care for more cats and dogs. This new location will serve as a place to enhance our adoptable animals' lives and provide expanded community services to those who need it most. This is no small task ahead of us and we can't do it without you.

Our supporters are the heart and soul of Friends of Strays. Since we do not receive state or federal funding, we are solely dependent on the generosity of the public for our sustained success on behalf of these animals. I would be honored to have your support as we set forth to save more lives than ever before at our new shelter. Please consider making a donation today at www.friendsofstrays.org/donate or with a check made payable to Friends of Strays. You have the opportunity to leave your mark on the Friends of Strays legacy, please join us in writing our next chapter!

Best Regards,
Dara Eckart, CEO





STAFF

CEO
Dara Eckart

Communications Manager
Holly Clare

Adoption Counselor
Marian Taylor

Shelter Director
Mari Salls

Volunteer Coordinator
Victoria Rittenhouse

Animal Care Staff
Kasey Littlewood
Elaine Tapp
Rachel Tomlinson

Medical Director
Katie Emerson, DVM

Executive Assistant
Sandra Oliva

Medical Manager
Jeanine Atkins

Veterinary Technicians
Christine Carlman
Emily Smith

Community Outreach Manager
Claire Wray

Foster Coordinator
Laine Armstrong

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