



# Pets for Seniors

## 2021 -2022 ANNUAL REPORT

### Organizational Summary

Pets for Seniors (PFS) is a non-profit organization dedicated to helping homeless animals find loving and forever homes. We have two programs: Pets for Seniors and Pets for Saving. Pets for Seniors focuses on matching older animals with senior citizens for the health and happiness of both and Pets for Savings helps give homeless animals a second chance at a healthy and happy life with individuals 21 and over who have approved applications.



**In April of this year, we will celebrate our 23rd year!**

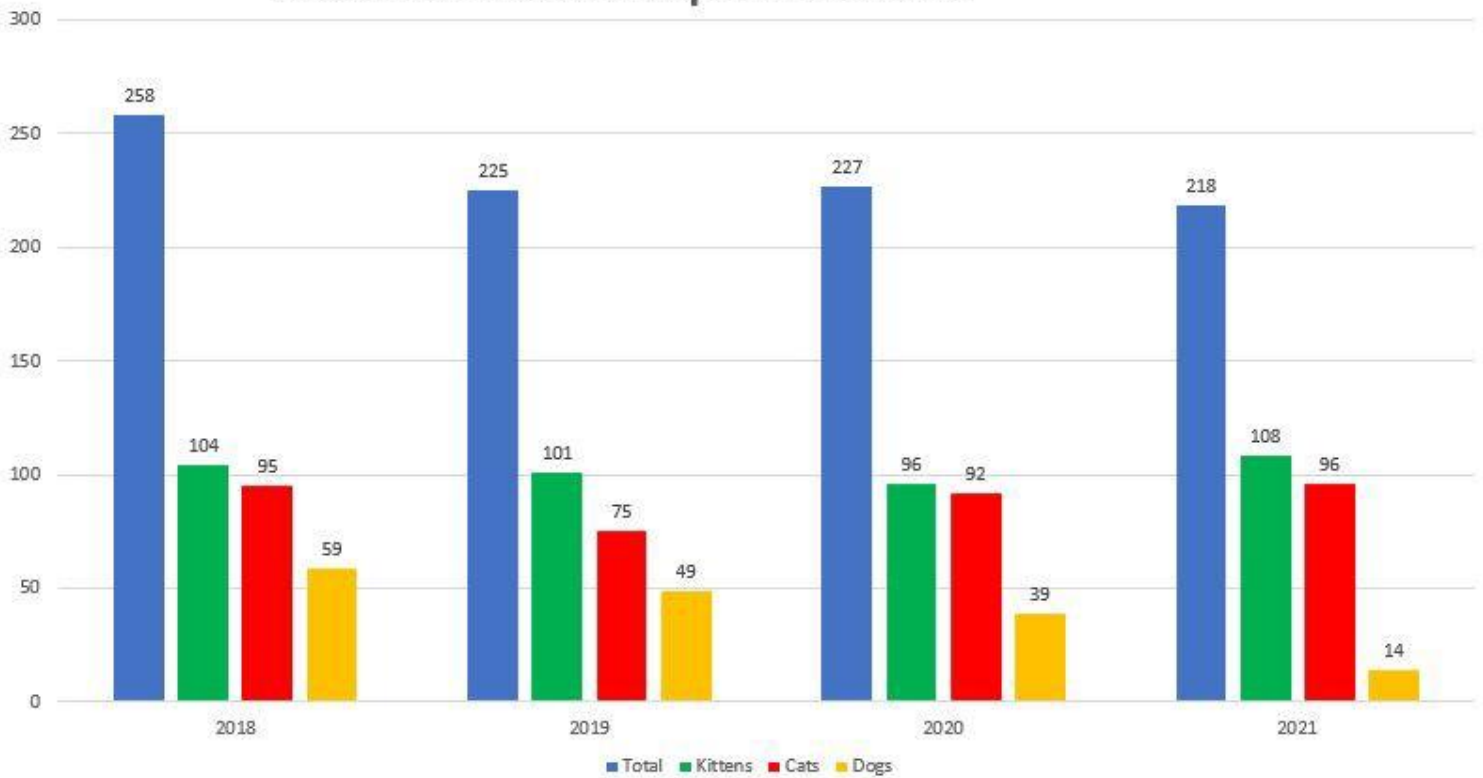
PFS animals receive the best veterinary care we can afford. Because we are committed to reducing the number of unwanted animals, all animals are spayed or neutered prior to adoption.

PFS provides a comfortable, stimulating, well-run and financially secure community-supported animal shelter. We focus on promoting the well-being and dignity of all of our temporary guests and our volunteers who work with them. Additionally, we provide education to support responsible stewardship by human caregivers.



- We operate with honesty & integrity
- We know our animals thanks to our dedicated staff and volunteers
- We put importance on our adoption selection process
- We will always take an animal back
- All adopters are part of our PFS Family

## 2021 PFS Shelter Adoption Statistics



**Total animals adopted: 218**

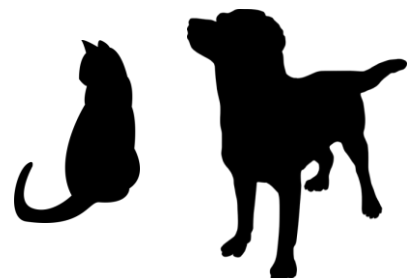
**2021 Pets for Seniors = 38 (8 dogs & 30 cats) Pets for Saving = 180**

**Total cats: 204 (kittens under 6 months = 108, cats under 7 yrs = 66, cats 7+ = 30)**

**Total dogs - 14 (puppies - 0, dogs under 6 yrs = 6, dogs 7+ = 8)**

In 2021 we ended the year with 9 less adoptions than the year before. We actually had more cats and kittens adopted than in 2020 but had a decrease of 25 dog adoptions than the year before. We attribute this to 2 things: Less small dogs available after the surge of adoptions of small dogs everywhere when COVID first started and the loss of our Canine Coordinator.

We held adoption events at Petsmart and offered open hours most Saturday afternoons and by appointment. We promoted our dogs and cats through Petfinder and Facebook and our website.



## 2021 - 2022 Shelter Financials



This was a challenging year for the Shelter. We used \$10,742.94 from Savings. Our Direct donations decreased from 2020. Overall, 2021 revenues are 97.97% (\$113,008.06) of budget compared to 100% (\$115,355) for 2021. For 2021, the Shelter had a net loss of -\$3,329.83 but, it is actually -\$14,072.77 due to the use of savings. On December 31st, 2021, our ending checking balance ended with \$37,617.16 compared to our checking balance of \$40,946.99 in 2020. Our current savings account balance is 59,025.95 compared to our ending balance of \$69,724.11 in 2020. We earned \$44.76 in interest/dividends and transferred \$10,742.94 to checking. Our money market investment account balance as of December 31st, 2021, was \$42,210.54 compared to our December 31st, 2020 balance of \$39,874.86 which was an increase of \$2,335.68 (5.54%). Donations made directly to PFS were our number one revenue source of \$43,586.28. Adoption fees were \$15,849.70 and our Facebook and Paypal donations combined were \$26,736.94. Our Resale Shop gave the Shelter \$5,000 this year compared to \$1,000 in 2020! Our total revenue for 2021 was \$113,008.06.

| 2021 PFS Budget compared to 2021 Actual Expenses |                      |                      |
|--|----------------------|----------------------|
| Expense Category                                 | 2021 Actual          | 2021 Budget          |
| Payroll/Payroll Taxes                            | \$ 48,514.57         | \$ 36,800            |
| Vet  | \$ 21,304.16         | \$ 26,200            |
| Rent   | \$ 17,508.00         | \$ 17,200            |
| Pet Supplies/ Pet Food/Flea/ID                   | \$ 7,940.19          | \$ 8,000             |
| Pet Meds/Pet Med Supp                            | \$ 4,843.43          | \$ 5,500             |
| Utilities (Ameren, Water, Sewer)                 | \$ 4,092.43          | \$ 4,600             |
| Insurance  | \$ 2,448.00          | \$ 2,300             |
| Advertising/Printing                             | \$ 1,508.93          | \$ 2,400             |
| Tax Services                                     | \$ 836.00            | \$ 1,600             |
| Fund Raiser Expense-Calendar                     | \$ 318.70            | \$ 2,000             |
| Auto (Fuel, Repair, Insurance)                   | \$ 1,615.37          | \$ 1,000             |
| Phone Service                                    | \$ 402.68            | \$ 660               |
| Helping Hand                                     | \$ -                 | \$ 1,000             |
| Attorney Fees                                    | \$ -                 | \$ 1,000             |
| Building Maintenance & Supplies                  | \$ 771.41            | \$ 1,100             |
| Tags   | \$ 612.00            | \$ 900               |
| Shelter Supplies (offc, paper towels, clean      | \$ 1,546.32          | \$ 900               |
| Refunds  | \$ 447.66            | \$ 525               |
| Shelter Luv Fees                                 | \$ 396.00            | \$ -                 |
| Miscellaneous                                    | \$ 209.50            | \$ 550               |
| Postage/PO Box Fee                               | \$ 509.29            | \$ 450               |
| Fire Alarm System                                | \$ 588.00            | \$ 295               |
| Agency Fees (previously part of Misc)            | \$ 127.25            | \$ 200               |
| Pet Sys grooming                                 | \$ -                 | \$ 175               |
| <b>Total</b>                                     | <b>\$ 116,337.89</b> | <b>\$ 115,355.00</b> |

| 2021 PFS Sources of Revenue                        |                      |
|--|----------------------|
| Revenue Sources                                    | Amount               |
| Direct Donations                                   | \$ 43,586.28         |
| Adoption Fees                                      | \$ 15,849.70         |
| Facebook Donations                                 | \$ 14,857.00         |
| PayPal Donations                                   | \$ 11,879.94         |
| Transfer from Savings                              | \$ 10,742.94         |
| Forever Home Resale Shop                           | \$ 5,000.00          |
| PetSmart Charities                                 | \$ 3,450.00          |
| Corporate Giving (Maui Jim/Caterpillar/State Farm) | \$ 2,368.17          |
| Amazon Smiles                                      | \$ 1,201.59          |
| Shop   | \$ 1,195.87          |
| Kroger Charities                                   | \$ 882.09            |
| Calendar Sales                                     | \$ 646.22            |
| Fund Raisers-Prep Frz, Hyvee, Cards                | \$ 587.60            |
| Grant  | \$ 350.00            |
| Animal Welfare Fund                                | \$ 200.22            |
| Insurance Refund/Misc                              | \$ 137.94            |
| Pet Finder   | \$ 45.00             |
| Network for Good                                   | \$ 27.50             |
| <b>Total</b>                                       | <b>\$ 113,008.06</b> |

| 2021 Summary of Bank Balances             |                      |
|---|----------------------|
| Beginning Checking Balance 1/1/21         | \$ 40,946.99         |
| 2021 Revenue                              | \$ 113,008.06        |
| 2021 Expenses                             | \$ 116,337.89        |
| Ending Checking Balance 12/31/20          | \$ 37,617.16         |
| Beginning Savings Balance 1/1/21          | \$ 69,724.11         |
| Interest Dividends                        | \$ 44.78             |
| Transfer to Checking                      | \$ 10,742.94         |
| Ending Savings Balance 12/31/21           | \$ 59,025.95         |
| <b>Total Bank Balance Ending 12/31/21</b> | <b>\$ 96,643.11</b>  |
| Beginning Balance MM Balance 1/1/221      | \$ 39,874.86         |
| Profit/Losses                             | \$ 2,335.68          |
| Money Market Ending Balance 12/31/21      | \$ 42,210.54         |
| <b>Total Cash on Hand</b>                 | <b>\$ 138,853.65</b> |

| Expense Category   | 2021 Actual          | 2021 Budget          | 2022 Approved Budget |
|--|----------------------|----------------------|----------------------|
| Payroll/Payroll Taxes                                      | \$ 48,514.57         | \$ 36,800            | \$ 63,100            |
| Vet  | \$ 21,304.16         | \$ 26,200            | \$ 23,000            |
| Rent   | \$ 17,508.00         | \$ 17,200            | \$ 18,020            |
| Pet Supplies/ Pet Food/Flea/ID                             | \$ 7,940.19          | \$ 8,000             | \$ 8,000             |
| Pet Meds/Pet Med Supp                                      | \$ 4,843.43          | \$ 5,500             | \$ 4,800             |
| Utilities (Ameren, Water, Sewer)                           | \$ 4,092.43          | \$ 4,600             | \$ 4,600             |
| Insurance  | \$ 2,448.00          | \$ 2,300             | \$ 2,600             |
| Advertising/Printing                                       | \$ 1,508.93          | \$ 2,400             | \$ 4,000             |
| Tax Services   | \$ 836.00            | \$ 1,600             | \$ 1,000             |
| Fund Raiser Expense-Calendar                               | \$ 318.70            | \$ 2,000             | \$ 500               |
| Fund Raiser Pawfect Runway                                 |                      |                      | \$ 3,400             |
| Auto (Fuel, Repair, Insurance)                             | \$ 1,615.37          | \$ 1,000             | \$ 1,000             |
| Phone Service  | \$ 402.68            | \$ 660               | \$ 410               |
| Helping Hand   | \$ -                 | \$ 1,000             | \$ 2,500             |
| Attorney Fees  | \$ -                 | \$ 1,000             | \$ -                 |
| Building Maintenance & Supplies                            | \$ 771.41            | \$ 1,100             | \$ 1,000             |
| Tags   | \$ 612.00            | \$ 900               | \$ 750               |
| Shelter Supplies (offc, paper towels, cleaning, mops, etc) | \$ 1,546.32          | \$ 900               | \$ 1,000             |
| Fund Raising Instructional Program                         |                      |                      | \$ 3,000             |
| Refunds  | \$ 447.66            | \$ 525               | \$ 500               |
| Shelter Luv Fees   | \$ 396.00            | \$ -                 | \$ 580               |
| Miscellaneous  | \$ 209.50            | \$ 550               | \$ 300               |
| Postage/PO Box Fee   | \$ 509.29            | \$ 450               | \$ 800               |
| Fire Alarm System  | \$ 588.00            | \$ 295               | \$ 590               |
| Agency Fees (previously part of Misc)                      | \$ 127.25            | \$ 200               | \$ 150               |
| Pet Sys grooming   | \$ -                 | \$ 175               | \$ -                 |
| <b>Total</b>   | <b>\$ 116,337.89</b> | <b>\$ 115,355.00</b> | <b>\$ 145,600</b>    |

## 2021 – 2022 Forever Home Resale Shop Financials

We thank our customers and volunteers for the success of our shop

Overall, our Sales were higher than 2021 by \$6,643.45 compared to 2020 where we experienced a loss of \$561.05. It is important to note the Shop contributed \$5,000 to the Shelter in 2021. While sales lag behind compared to 2019 (\$37,156.12) our sales for 2021 are only down by \$3,037.40! As you know, COVID-19 has disrupted many businesses in the area. We have striven to increase sales year over year and 2021 was a great year!

| <b>2021 Sales Compared to 2020</b>                       |                    |                    |                      |
|--|--------------------|--------------------|----------------------|
| Month  | 2021               | 2020               | Difference from 2020 |
| Jan  | \$ 2,831.21        | \$2,001.84         | \$829.37             |
| Feb  | \$ 3,553.35        | \$2,725.53         | \$827.82             |
| Mar  | \$ 3,425.46        | \$1,262.78         | \$2,162.68           |
| Apr  | \$ 3,600.54        | \$0                | \$3,600.54           |
| May  | \$ 2,840.30        | \$2,263.93         | \$576.37             |
| Jun  | \$ 2,684.93        | \$1,806.95         | \$877.98             |
| Jul  | \$ 2,661.22        | \$2,238.78         | \$422.44             |
| Aug  | \$ 2,229.66        | \$1,925.21         | \$304.45             |
| Sep  | \$ 2,672.57        | \$2,600.35         | \$72.22              |
| Oct  | \$ 1,679.11        | \$2,679.75         | (\$1,000.64)         |
| Nov  | \$ 2,217.45        | \$3,214.69         | (\$997.24)           |
| Dec  | \$ 3,722.92        | \$4,755.46         | (\$1,032.54)         |
| <b>Total</b>   | <b>\$34,118.72</b> | <b>\$27,475.27</b> | <b>\$ 6,643.45</b>   |
| <b>All Sales have been adjusted to reflect net Sales</b> |                    |                    |                      |

Expenses exceed budget in 2021 by \$1,439.99 thus this expense was made up in revenues of \$38,090.25. Thus, the end of year profit after transferring \$5,000 to the Shelter was \$2,260.26 which was transferred to the Shelter in 2022. The ending bank balance for the Shop was \$11,421.60 which consisted of \$11,413.60 in checking and \$8.00 in Savings.

### Shop Budget to Actual & Approved 2022

| Expense Category    | 2021 Actual         | 2021 Budget         | 2022 Approved       |
|---------------------|---------------------|---------------------|---------------------|
| Rent                | \$ 11,688.00        | \$ 11,700.00        | \$ 12,020.00        |
| Room 106            | \$ 4,800.00         | \$ 4,800.00         | \$ 4,800.00         |
| Utilities           | \$ 5,164.43         | \$ 5,700.00         | \$ 5,700.00         |
| Retail Taxes        | \$ 3,169.00         | \$ 2,655.00         | \$ 3,300.00         |
| Internet            | \$ 1,060.80         | \$ 1,060.00         | \$ 1,060.00         |
| Insurance           | \$ 614.00           | \$ 425.00           | \$ 650.00           |
| Trash               | \$ 797.50           | \$ 750.00           | \$ 800.00           |
| License             | \$ 165.00           | \$ 315.00           | \$ 165.00           |
| Supplies            | \$ 1,353.54         | \$ 1,700.00         | \$ 1,400.00         |
| Phone               | \$ 347.90           | \$ 360.00           | \$ 350.00           |
| Bldg                | \$ 239.15           | \$ 150.00           | \$ 530.00           |
| PFS                 | \$ 5,000.00         | \$ 3,600.00         | \$ 8,000.00         |
| Calendar/Don to PFS | \$ 922.09           | \$ 675.00           | \$ 675.00           |
| PR/Promotions       | \$ 450.13           | \$ 400.00           | \$ 450.00           |
| Permit Bond         | \$ 50.00            | \$ 50.00            | \$ 50.00            |
| Misc                | \$ 8.45             | \$ 50.00            | \$ 50.00            |
| <b>Total</b>        | <b>\$ 35,829.99</b> | <b>\$ 34,390.00</b> | <b>\$ 40,000.00</b> |



## **2021 Shelter Accomplishments**

### **Presence in the Community**

- Kept our website current and added an application to volunteer with us
- Improved the accuracy and timeliness of Petfinder and Website postings of available cats and dogs
- Added to our mailing list for newsletters
- Took full advantage of media resources to bring awareness to our shelter and promote our homeless animals with help from WMBD and Mix 106.9 Operation Happy Tails
- Continued our involvement with "Animal Shelters & Rescues Collaborative", a Facebook Group created to share information and resources with other shelters
- Created a PFS You Tube Channel -  
<https://www.youtube.com/channel/UCPYvH3J00ziVpdQ9D01o8YA>

### **Operations**

- Maintained & enforced our COVID protocols for the safety of all
- Created, documented, and filled the positions of Feline Healthcare Coordinator, Shelter Assistant and Foster Kitten Coordinator
- Changed microchip companies which saved our shelter about \$1,200
- Created a private FB Group for PFS Adopters where they could brag and ask questions from our cat and dog experts
- Utilized our new on-line adoption platform Shelterluv which went live last January
- Updated our protocols and manuals for fosters and volunteers
- Changed a storage room into a dedicated Greet and Meet Room for our potential adopters

### **Fundraising**

- Purchased a year of membership with Grant Gopher for Grant Alerts specific to animal welfare
- Wrote 2 mini grants and sent out 8 Letters of Inquiry
- Joined Fundraising TV, a well-respected fundraising organization that helps Not-For-Profits by providing tools, forms and ideas
- Held two in-person fundraisers – HyVee Red Bags and Prep Freeze – Family Meals Made Easy and Cards for a Cause (boxed greeting cards)
- Conducted FB Fundraisers such as \$5 on the 5<sup>th</sup>, and Giving Tuesday
- Sent out a Holiday Newsletter with news and a variety of success stories



## 2022 PFS Shelter & Shop Goals

### Shelter Goals

- Continue to provide the highest level of care to every animal who enters our shelter and foster care
- Ensure every animal with us has the best veterinary care we can afford
- Continue to match adoptable cats and dogs with loving families who will provide them with care and attention for the rest of their natural lives
- Promote responsible pet ownership through education and consultation services
- Find a Pets for Seniors Coordinator to increase senior adoptions and better serve our seniors
- Create a Pantry for food and litter to help others within the community
- Offer educational and practical how to videos on pet care on our You Tube Channel
- Offer a free vaccination clinic in Spring or Fall depending on COVID precautions
- Seek grants and work with "Get Fully Funded" to create a fundraising plan and increase our donor base

### Resale Shop

- Promote our resale shop and increase our customer traffic
- Increase our volunteer base for our shop and move back to operating 5 days a week
- Increase sales revenue by offering regular sales
- Increase our social media preference
- Increase communication with our volunteers
- Continue to provide a positive experience for our customers

### Announcing our 2022 Board of Directors

President – Jennifer Stanley  
Vice President – Jamie Kawolsky  
Treasurer – Denise Patton

Secretary – Kathleen Horchler  
Member at Large – Rebecca Goergen  
Member at Large – Arlene Laughary

### Our New Shelter Director is Taiyah Payne

Our New Forever Home Resale Shop Co-Managers are Sharon Mindock & Denise Patton



**We are blessed to have almost 80 volunteers with us and the best PFS supporters! Thank you all for all you do for the animals! Your passion, compassion and dedication is outstanding!**