



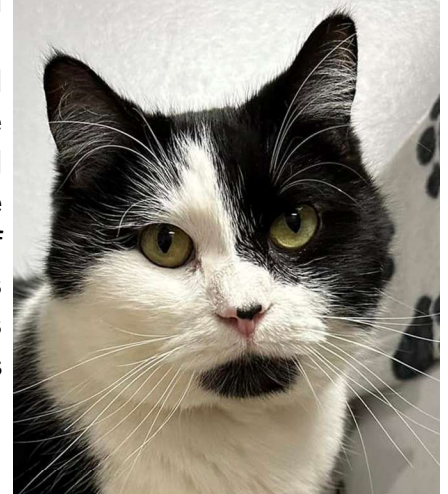
PFS Annual Report

2023 - 2024

About Us

Pets for Seniors (PFS) is a non-profit 501(c)(3) organization dedicated to helping homeless animals find loving and forever homes. In 1999, our founder, Barb Cathey, saw a great need for senior animals to find forever homes and for senior citizens to find companionship. She created the Pets for Seniors program, in which seniors aged sixty and up and cats and dogs aged seven and up are matched to promote the health, well-being and happiness of both. Due to the rising number of animals in need, PFS Shelter began taking in cats and dogs of all ages in 2015 and added the Pets for Saving program. In this program, cats and dogs of all ages can be adopted by adults of all ages. All adopters must be over the age of 21.

All animals (dogs, cats, and kittens) are vaccinated, spayed/neutered, dewormed, combo tested, microchipped, given preventative medications, and any other care they need. Dental work and mass removals are performed when necessary.



Operations

We have a full-time Shelter Director who maintains and oversees the daily operation of the Shelter who reports to the PFS Board. Also, there are three part-time Shelter Cleaners who report to the Shelter Director. In addition to paid employees, PFS has over 80+ volunteers who provide animal socializing and stimulation, promotional and fundraising events, marketing, social media, professional photography and in home fostering of animals, and volunteering in the Shop. Between our employees and our Volunteers, our Shelter and Shop are flourishing and thriving with the ever changing of the animals!

What We Strive For

PFS provides a comfortable, stimulating, well-run and financially secure community-supported animal shelter. We receive no government funding for our operations. We focus on promoting the well-being and dignity of all our temporary guests and support our employees and volunteers.

- We operate with honesty and 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 that was adopted from us regardless of the circumstances for the return.
- All adopters are part of our PFS Family.

Summary of Intake and Outtake of Animals

Summary of Animal Intake			
	2022	2023	Difference
Kittens (0-1)	178	60	-118
Adult Cats	101	77	-24
Seniors Cats (7+)	39	26	-13
Geriatric Cats (12+)	0	11	11
Puppies (0-1)	9	0	-9
Adult Dogs	8	1	-7
Seniors Dogs (7+)	0	5	5
Geriatric Dogs (12+)	23	0	-23
Total	358	180	-178

Summary of Adoptions			
	2022	2023	Difference
Kittens (0-1)	143	67	-76
Adult Cats	94	85	-9
Senior Cats (7+)	33	26	-7
Geriatric Cats (12+)	0	10	10
Puppies (0-1)	8	0	-8
Adult Dogs	7	2	-5
Seniors Dogs (7+)	25	4	-21
Geriatric Dogs (12+)	0	0	0
Total	310	194	-116

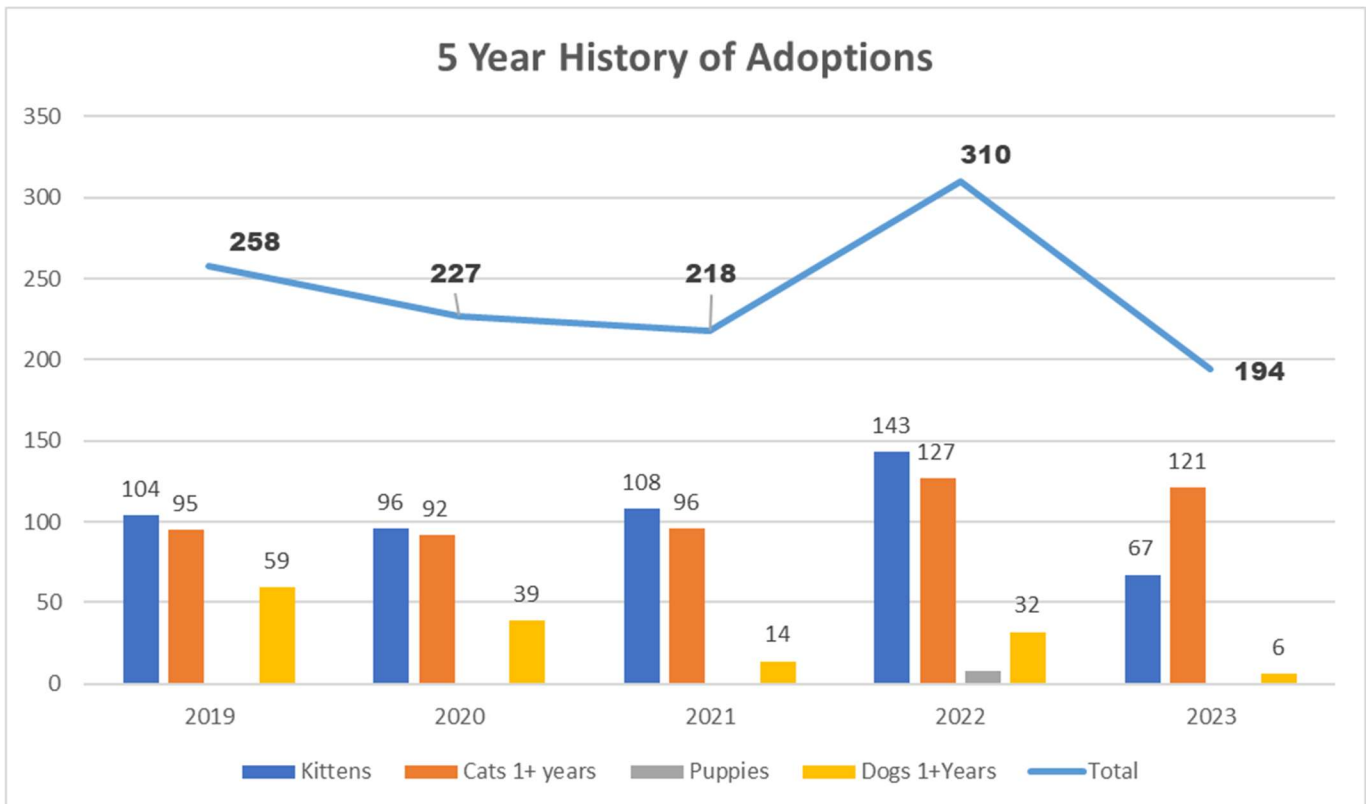
Total animals adopted in 2023: 194

Adoption Programs: Pets for Seniors = 40 (4 dogs & 36 cats)

Pets for Saving = 154

Total 2023 Cats: 188 (kittens under 1 year = 67 cats under 7 yrs = 85, cats 7+ = 36)

Total 2023 Dogs - 6 (dogs under 6 yrs = 2, dogs 7+ = 4)



2023 Shelter Financials

Revenues for 2023 were \$167,645. Direct donations were \$51,858 followed by Fundraising (\$20,632), Corporate Giving (\$19,392), Facebook (\$9,936) and PayPal (\$8,519) for a combined total of \$110,337! We are so thankful for everyone who supported the Shelter! Adoptions were \$13,435. Other revenues included Amazon Smiles, Kroger Charities, PetSmart Charities. The Resale Shop contributed \$24,000. Our two biggest fundraising events were the Murder Mystery and the 2nd Trivia Event. We used \$6,000 of Savings during the month of June.

Expenses for 2023 were \$158,346. Our highest expenses are Payroll/Payroll Expenses (\$69,210) followed by Veterinarian (\$26,063), Rent (\$18,096), Pet Meds/Medical Supplies (\$10,508) and Utilities (\$5,431). We ended the year with net savings of \$9,298 (revenues less expenses). We also updated our flooring in the hallway and meet and greet room.

Revenue			
	2023 ACTUAL	2023 BUDGET	2024 BUDGET
Adoption Fees	\$13,435.00	\$25,000	\$14,725
Amazon Smiles Charities	\$846.75	\$1,250	\$0
Facebook Giving	\$9,936.41	\$16,500	\$0
Kroger Charities	\$1,007.24	\$950	\$950
PayPal Giving	\$8,519.73	\$13,500	\$25,000
PetSmart Charities	\$2,000.00	\$2,500	\$2,000
Corporate Giving	\$19,392.78	\$7,850	\$19,600
Donations	\$51,858.52	\$65,000	\$51,000
Fund Raising	\$900.00	\$0	\$900
Calendars	\$83.86	\$680	\$800
Murder Mystery Dinner	\$8,762.50	\$2,700	\$10,500
Paint Night	\$6,192.49	\$4,300	\$6,200
Trivia Night	\$4,693.80	\$2,800	\$4,700
Grants	\$4,220.00	\$10,000	\$7,000
Helping Hand	\$874.00	\$3,000	\$1,000
Income From ReSale Shop	\$24,000.00	\$8,000	\$21,000
Income Miscellaneous	\$0.00	\$100	\$0
Transfers from Savings	\$6,000.00	\$12,288	\$3,560
Misc Revenue	\$2,871.47	\$0	\$2,400
Network for Good	\$142.13	\$30	\$150
Shop Donations	\$1,908.66	\$1,600	\$1,900
Total Revenue	\$167,645.34	\$178,048	\$166,385

December 31, 2023 our ending checking balance ended with \$45,696 compared to the checking balance in 2022 of \$34,831. Our current saving account balance is \$61,091 compared to the ending balance in 2022 of \$66,150. Our investment account balance as of December 31st, 2023, was \$38,481.95 compared to our December 31st, 2022 balance of \$36,473.21 which was an increase of \$2,008.74. Our ending cash on hand including all accounts was \$143,090.

Expense			
	2023 ACTUAL	2023 BUDGET	2024 BUDGET
Fire Alarm System	\$588.00	\$590	\$590
Memberships & subscriptions	\$539.87	\$310	\$310
Merchant account fees	\$1,545.80	\$1,500	\$1,500
Misc Printing	\$117.00	\$50	\$120
Office/Shelter supplies	\$2,536.54	\$2,000	\$2,500
Postage/PO Box	\$1,069.65	\$1,000	\$1,000
ShelterLuv	\$430.00	\$600	\$500
State of Illinois-fees	\$117.25	\$150	\$150
Subscription Fee-LGL	\$526.52	\$486	\$530
Tax Service	\$1,200.00	\$1,300	\$1,200
Adv & Print	\$421.64	\$1,100	\$500
Printing Newsletter/Envelopes	\$1,780.06	\$2,500	\$2,500
Auto Expenses	\$0.00	\$0	\$0
Auto Insurance	\$0.00	\$400	\$0
Auto-Repairs	\$708.36	\$0	\$0
Phone Expense	\$502.38	\$420	\$425
Rent	\$18,096.00	\$18,500	\$18,500
Repair & Maintenance	\$1,379.41	\$1,000	\$1,400
Utilities	\$5,431.38	\$5,500	\$5,500
Cards & Calendars	\$0.00	\$650	\$600
Mystery Dinner	\$2,556.00	\$1,800	\$3,500
Paint Night	\$3,076.91	\$0	\$2,500
Trivia Night	\$247.00	\$0	\$250
Insurance	\$2,622.00	\$2,900	\$2,950
Misc	\$231.51	\$150	\$150
Grooming	\$0.00	\$160	\$160
Helping Hand	\$1,510.36	\$3,000	\$1,500
Pet Meds/Med Supplies	\$10,508.18	\$12,000	\$12,000
Pet Supplies	\$3,039.70	\$12,000	\$5,000
Rabies Tags	\$838.00	\$1,082	\$750
Refunds	\$660.00	\$500	\$500
Payoll Expenses	\$69,210.68	\$71,000	\$70,500
Vet Costs	\$26,063.23	\$32,000	\$28,000
Total Expenditures	\$158,346.35	\$178,048	\$166,385

2023 Shelter Financials (continued)

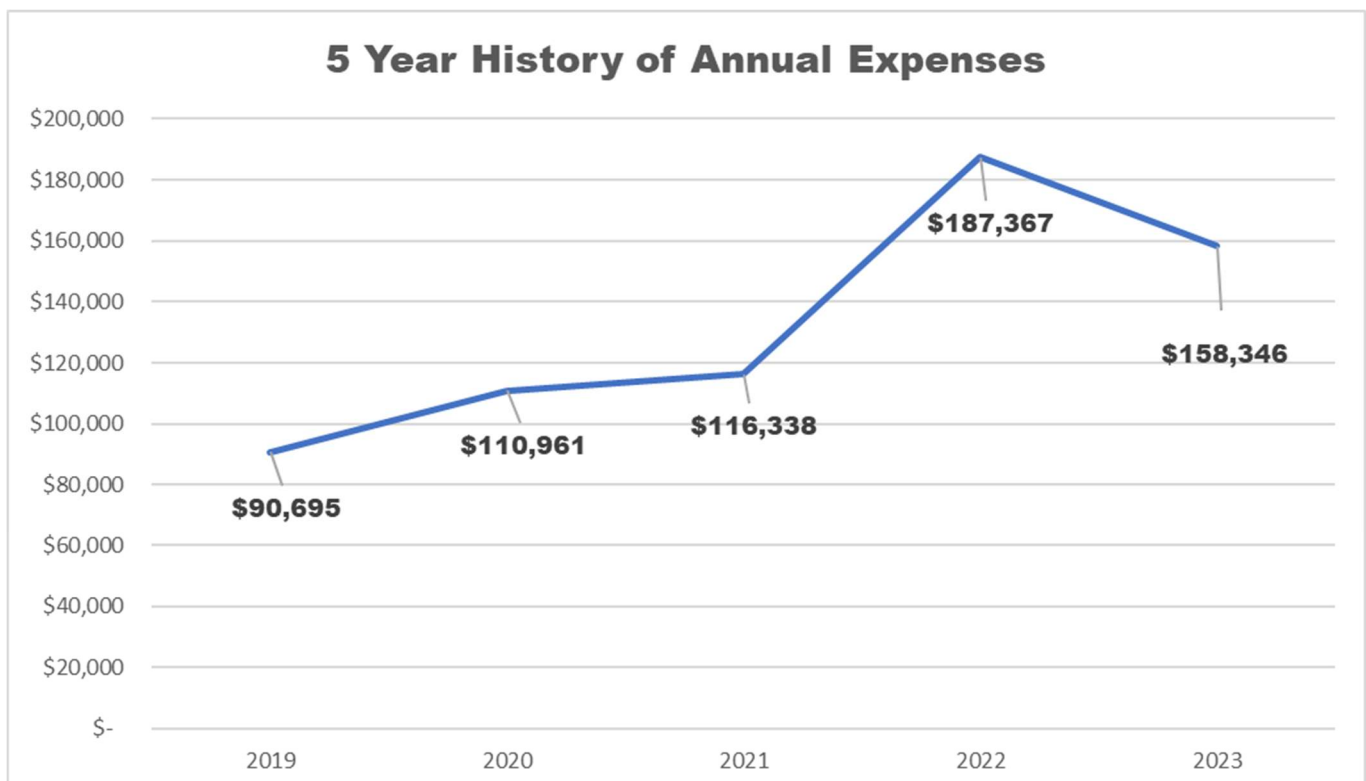
2022 Compared to 2023 By Month

Expense			
Month	2023	2022	Difference to 2022
Jan	\$ 14,739.61	\$ 10,067.26	\$ 4,672.35
Feb	\$ 12,273.22	\$ 10,903.38	\$ 1,369.84
Mar	\$ 14,866.16	\$ 13,258.92	\$ 1,607.24
Apr	\$ 13,669.38	\$ 17,586.24	\$ (3,916.86)
May	\$ 16,069.01	\$ 16,679.08	\$ (610.07)
Jun	\$ 15,412.67	\$ 15,506.42	\$ (93.75)
Jul	\$ 15,809.33	\$ 22,700.85	\$ (6,891.52)
Aug	\$ 15,527.54	\$ 17,956.82	\$ (2,429.28)
Sep	\$ 10,510.38	\$ 16,618.67	\$ (6,108.29)
Oct	\$ 8,799.45	\$ 14,425.77	\$ (5,626.32)
Nov	\$ 10,431.80	\$ 16,063.05	\$ (5,631.25)
Dec	\$ 10,237.80	\$ 15,600.75	\$ (5,362.95)
Total	\$ 158,346.35	\$187,367.21	\$ (29,020.86)

Revenue			
Month	2023	2022	Difference to 2022
Jan	\$ 17,382.94	\$ 18,484.34	\$ (1,101.40)
Feb	\$ 10,722.74	\$ 12,819.71	\$ (2,096.97)
Mar	\$ 8,628.22	\$ 7,758.45	\$ 869.77
Apr	\$ 10,263.88	\$ 7,184.81	\$ 3,079.07
May	\$ 11,653.39	\$ 23,901.45	\$ (12,248.06)
Jun	\$ 17,737.45	\$ 8,571.59	\$ 9,165.86
Jul	\$ 14,073.06	\$ 14,345.54	\$ (272.48)
Aug	\$ 14,134.70	\$ 11,760.33	\$ 2,374.37
Sep	\$ 8,081.53	\$ 17,627.11	\$ (9,545.58)
Oct	\$ 17,527.93	\$ 13,668.52	\$ 3,859.41
Nov	\$ 9,647.29	\$ 17,232.53	\$ (7,585.24)
Dec	\$ 27,792.21	\$ 30,665.16	\$ (2,872.95)
Total	\$167,645.34	\$ 184,019.54	\$ (16,374.20)

Note: \$5,000 in September, \$4000 in October & November, 2022 was transferred from Savings

Note: \$6,000 was transferred from Savings June, 2023



2023 Forever Home Resale Shop Financials

Our Customers and Volunteers are #1 for the success of our Shop!

In 2023 we had the best sales record since our Shop opened in 2017! Our Sales were \$61,096.34! We contributed \$24,000 to the Shelter! With this contribution as part of our expenses our net income was \$3,200.12. Our utilities were higher than expected due to the increased electric and gas costs. Retail taxes were higher due to the volume of sales. Our bank balance ended the year with \$14,652.16 which includes \$14,642.81 in checking and \$9.35 in savings.

The Budget for 2024 is \$59,538 compared to the 2023 Budget of \$42,518. The increase in Budget is related to the following: increase in rent, utilities, retail taxes, supplies, phone, and contributions to the Shelter.

2023 Sales Compared to 2022

Month	2023	2022	Difference from 2022
Jan	\$ 5,558.79	\$ 1,939.24	\$ 3,619.55
Feb	\$ 5,117.25	\$ 2,376.79	\$ 2,740.46
Mar	\$ 5,509.30	\$ 4,004.75	\$ 1,504.55
Apr	\$ 5,371.44	\$ 3,568.83	\$ 1,802.61
May	\$ 4,320.67	\$ 3,311.30	\$ 1,009.37
Jun	\$ 4,788.14	\$ 3,285.28	\$ 1,502.86
Jul	\$ 4,180.06	\$ 3,436.07	\$ 743.99
Aug	\$ 4,656.79	\$ 4,007.98	\$ 648.81
Sep	\$ 4,973.32	\$ 3,444.86	\$ 1,528.46
Oct	\$ 5,518.31	\$ 2,879.88	\$ 2,638.43
Nov	\$ 6,421.00	\$ 5,861.51	\$ 559.49
Dec	\$ 4,681.27	\$ 4,979.15	\$ (297.88)
Total	\$ 61,096.34	\$ 43,095.64	\$ 18,000.70

All Sales have been adjusted to reflect Net Sales

Forever Home Resale Shop

Expense Category	2023 Actual	Budget 2023	Budget 2024
Rent	\$ 12,084.00	\$ 12,325.00	\$ 12,325.00
Room 106	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00
Utilities	\$ 7,071.60	\$ 6,200.00	\$ 7,300.00
Retail Taxes	\$ 5,526.00	\$ 3,500.00	\$ 5,200.00
Internet	\$ 1,102.80	\$ 1,060.00	\$ 1,110.00
Insurance	\$ 641.00	\$ 650.00	\$ 650.00
Trash	\$ 918.00	\$ 918.00	\$ 918.00
License	\$ 165.00	\$ 165.00	\$ 165.00
Supplies	\$ 1,565.04	\$ 1,100.00	\$ 1,500.00
Phone	\$ 474.90	\$ 350.00	\$ 540.00
Bldg	\$ 977.94	\$ 575.00	\$ 700.00
PFS	\$ 24,000.00	\$ 8,500.00	\$ 21,000.00
Cal/Cards/Don to PFS	\$ 240.41	\$ 675.00	\$ -
storage	\$ 969.00	\$ -	\$ 1,020.00
PR/Promotions	\$ 357.18	\$ 400.00	\$ 400.00
Permit Bond	\$ 50.00	\$ 50.00	\$ 50.00
Misc	\$ 309.69	\$ 50.00	\$ 660.00
Total	\$62,452.56	\$42,518.00	\$59,538.00

Revenue	2023 Actual	Budget 2023	Budget 2024
Sales Deposits	\$ 65,652.68	\$ 42,518.00	\$ 59,538.00
Total	\$65,652.68	\$42,518.00	\$59,538.00



2023 Shelter Accomplishments

We are immensely proud to say that in 2023, PFS staff, board, & volunteers accomplished:

- Hired a new full-time Director.
- Continued to provide the highest level of care to every animal who enters our shelter and foster care.
- Ensured every animal with us had the best veterinary care we could afford.
- Continued to match adoptable cats and dogs with loving families who will provide them with care and attention for the rest of their natural lives.
- Held regular Open Houses but changed to weekly in the Fall, 2023. Promoted Open House at several local veterinarian offices.
- Held fundraising events: 3 Paint Your Pet, 2nd Annual Trivia night and our first Murder Mystery Dinner.
- Conducted various and remarkably successful targeted fundraising campaigns to help with the care of specific animals in our care.
- Continued partnerships with other animal welfare shelters to ensure that animals were in just the right environment for their best chance at adoption.
- Refined our Volunteer training in the Shelter and updated the Volunteer Facebook group.
- Continued promotion of the animals available for adoption and posted success stories of our animals.
- Continued Happy Tails sponsored by 106.9 radio station.
- Increased visibility of our Shelter by participating in community events i.e., Parks on Tap Events through the Peoria Park District, Autumn Market in Chillicothe, Pawstober Fest at Junction City, and the Cat Show at Exposition Gardens.
- Increased visibility of the Pets for Seniors program.
- Updated our flooring in the Shelter office, hallway, and the Meet & Greet Room due to the quality of the floor.



2023 Shop Accomplishments

- Supported the Shelter with \$24,000 due to increased Sales.
- Continued promotion of the resale shop and increased customer traffic.
- Increased volunteer base for the shop with the addition of seven new volunteers.
- Increased sales revenue by offering a weekly percentage off sales.
- Increased the shops social media presence on Facebook and Instagram. We increased our followers on Facebook by 550 for the year.
- Increased communication with shop volunteers by holding meetings and a new communication log.
- Continued to provide a boutique atmosphere and positive experience for our customers.

2024 Goals

Shelter Goals

We continue to strive and enhance the goals accomplished in 2023 and will continue that same focus and improved aspects that were performed last year. In addition, our goals for 2024 are:

- Focus on Pets for Seniors Program in the following areas:
 - Create a Senior Outreach Program utilizing staff and volunteers. This will include visiting nursing homes, assisted living and retirement communities, and presentations to local community groups/organizations.
 - Make follow-up phone calls and/or visit seniors and help as needed with nail trims, pet supplies such as food and cat litter, rides to vet appointments, etc.
 - Promote the respite program (temporary care of animal while adopter is hospitalized, etc.).
- Helping Hands Program - Rename the program to clearly define it and make it less confusing with other local programs.
 - Increase financial assistance fundraising for the program to provide veterinary needs and medications for seniors and those with disabilities.
 - Make this program more known to our PFS Shelter adopters who need it.
- Expand the "Forever Fosters" program which matches senior animals with special needs with seniors who will care for them. This includes providing the necessary veterinary care, medications, and pet supplies as needed.
- Update the Animal Foster Programs for Kittens and Special needs animals.
- Restart dog program. Possibly find a Dog Coordinator and keep the program small with only one or two small senior dogs at a time available to seniors.
- Partner with and actively promote food and litter pantries in our area.
- Partner and actively promote free or low-cost vaccination clinics in our area.
- Expand our Fundraising and Promotional Group to increase our fundraising efforts and visibility in the community.
- Strengthen our grant committee and submission efforts.
- Continue updating the flooring of the Shelter as funds allow.
- As with any organization we would love to expand our space to meet our specific needs (and enough) space solely dedicated to quarantines, expanding our meet & greet space, a larger dedicated medical room, extra space for storage & dedicated space for meetings and events.

Shop Goals

- Continue to increase our volunteer base with the possibility of opening 6 days a week.
- Continue to offer a Sale each week to increase sales.
- Increase exposure of our Shelter to the public by adding a monitor in the shop to promote our existing animals available for adoption.
- Increase communication with volunteers by having regular quarterly meetings.
- Continue to provide a unique and positive experience for our customers.



Introducing the 2024 PFS Board of Directors

- ❖ President – Denise Patton
- ❖ Vice President – Gene Pratt
- ❖ Treasurer – Sheila Robertson
- ❖ Secretary – Christie Cook
- ❖ Member at Large – Rebecca Goergen
- ❖ Member at Large – Arlene Laughary
- ❖ Member at Large – Teri Schuricht
- ❖ Member at Large – Jacqui Watts
- ❖ Member at Large – open

We would like to thank all our former Board Members for their contributions to PFS!

Shelter Director: Susy Turner

by Susy Turner, PFS Director

Hi! I'm Susy Turner and I've lived in the Peoria area my whole life. I've been with Pets for Seniors since early 2020 as a shelter cleaner and was the medical coordinator while Liz was director. I've been working professionally with animals since the 90s, including 16 years as a zookeeper at the Peoria Zoo, 9 years at Big Hollow Animal Hospital, and a year at Wildlife Prairie Park. I have always loved animals and currently have 3 cats and 2 dogs at home. In my free time you can find me outside birding and looking for other wildlife. My daughter and I have done a seasonal, weekly butterfly survey at Tawny Oaks Park for the past 7 years. I am looking forward to my new role at PFS and hope to serve the shelter well.



Our Shop Co-Managers: Sharon Mindock and Denise Patton

A big SHOUT OUT to all DONORS to our Shelter. Because of You we can continue our mission at the Shelter! All of You make an ENORMOUS difference in the lives of our Animals and we thank you for your support.

Our organization is so fortunate to have four amazing employees and almost 80 volunteers. Thank you for all that you do for PFS! Your compassion and dedication for the animals and support of the Shop are outstanding!



Celebrate our 25th Anniversary with us on October 25 1:00 pm – 4:00 pm