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HOPALONG ANIMAL RESCUE

**HOPALONG & SECOND CHANCE ANIMAL RESCUE**

*Serving the entire Bay Area, Napa & Sonoma, with offices in Novato & Oakland*

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**HOPALONG & SECOND CHANCE ANIMAL RESCUE**

*2006 Annual Report*

*Our Thirteenth Year Working on Behalf of Animals Hopalong Animal Rescue is a non-profit organization whose mission is to eliminate the euthanasia of adoptable animals throughout Northern California. In 2006 we merged with Second Chance Rescue of Marin whose mission was very similar. Since our founding in 1993, we have collectively saved over 15,000 animals, placing them in loving, permanent homes. We also provide spay/neuter services, humane education to children, community outreach and education on the benefits of spaying and neutering, and the critical need for adopting homeless animals.*

*We take a multifaceted approach to finding permanent, stable and loving homes for our rescued friends: they are fostered in a home environment, evaluated for temperament, and many receive basic training to make them better companions for the people who will ultimately take them home.*

*Hopalong & Second Chance Rescue prides itself on being accessible and responsive to the community. We offer behavioral advice and post-adoption support to new pet owners.*

*Our goal is to match you with the animal that will best fit into your lifestyle, and provide you with a lifelong companion.*

*Making a difference one animal at a time.*



## Message from the Executive Director

There is so much opportunity to reach out and help animals in need at every level. We are delighted to welcome Second Chance Rescue into the Hopalong family and are very excited about the good work we can do as a team.

Every day staff and volunteers look into the eyes of homeless animals; many of them are in shelters where they are out of time. Some of them have been abandoned on the streets and are living in feral cat colonies. In those eyes we often see desperation but when they hear a kind voice or feel a reassuring touch we see the spark of hope. If you ever visit an animal shelter and pay attention to a waiting dog, be assured that the next time you come back, that dog will look up at you with hopeful, expectant eyes. With the help of our shelter partners and the many animal rescue groups we collaborate with, we make a difference each and every day, one animal at a time.

Through our spay/neuter programs we also work to stop the cycle of pet overpopulation and animal suffering at its roots – in the community. Our humane education program brings animals to kids in the schools, in day care facilities, preschools and in after-school programs. We start early, since it is never too young to teach children that animals have feelings, and they need to be loved and nurtured just like children do. With the generous help of our over 550 volunteers, our generous donors, foundations and corporate sponsors, we connect people with animals each and every day. We save the animals; and their new guardians spread the word that rescue animals make wonderful pets. Thank you for enabling us to help another pair of soulful eyes, and the next and the next. Together we make a real difference for our feline and canine friends. Our fabulous rescue animals are ambassadors for homeless animals, bringing the joy of pet guardianship into families across all nine Bay Area counties.

– Sarah Cohen  
Executive Director

## 2006 Accomplishments:

### The Animals

Our core mission of reducing the euthanasia of animals continued with great success in 2006. Through our rescue, spay/neuter, and education programs we accomplished the following:

|                           |             |
|---------------------------|-------------|
| Animals rescued:          | 1,106*      |
| From Alameda County:      | 601 animals |
| From Contra Costa County: | 214 animals |
| From Hurricane Katrina:   | 23 animals  |
| From Other Counties:      | 55 animals  |
| From the Community:       | 213 animals |

\*Includes Animals saved through transfers to other animal rescue organizations: 194

|  |     |
|--|-----|
| Free/Low-Cost Spay/Neuter for community animals:             | 97  |
| Children Educated during 2006:                               | 400 |
| Active Foster Homes for rescued animals:                     | 280 |
| Volunteers (mobile adoptions, office, special events, etc.): | 270 |

Our volunteers provide resources to our organization that we consider essential to our success. The cost of rescue and prevention would increase exponentially without the generous dedication of our volunteers. In 2006, approximately 280 volunteers fostered animals and 270 volunteers provided support in other critical ways. We estimate the value of these services to be approximately \$1,236,000 for fostering animals alone, and the value of other services to be close to \$255,000.



## Our Expanded Rescue Family – Second Chance Rescue Merger

Hopalong Animal Rescue teamed up with Second Chance Rescue in May of 2006, expanding our reach into all nine Bay Area counties. Based in Marin County, Second Chance Rescue shares our philosophy and love for animals. The Hopalong office in the East Bay continues to serve as our center of operations, with an office located in Novato that has its own Marin/North Bay coordinator and administrative staff. As a result of our merger with Second Chance Rescue, we are now able to rescue, foster, and place animals throughout the entire Bay Area.

## The Jefferson Award:

Jefferson Awards are given to individuals in the community to honor their contributions to public service. Sarah Cohen received the Jefferson Award and the organization was featured on KPIX Channel 5, KCBS Radio, and in the San Francisco Chronicle. It is a wonderful feeling to know that the work we do is meaningful and recognized by others.

## The Pet Survivor Program

Pet Owners are given the opportunity to establish a plan for their pet's continued care in the case of their owner's illness or death. This plan is unique in that we can personally pick up your pet upon notification, place them in a home environment, and then match them up with a new home based on their particular circumstances. This program expanded into Marin, Sonoma and Napa Counties in 2006, and we now have a team of professional advisors to work with our members.

## Humane Education and Community Outreach

Our animal education programs continued to grow, and with increased demand for our children's education program, 400 children received humane education in 2006. We also provided disaster preparedness education for animals to 500 Kaiser Permanente employees. In 2007, we plan to expand our program to reach over 500 children.

In 2006, we continued to reach the community where people shop, thanks to continued funding from a generous, anonymous donor. Our multimedia kiosk program showcases adoptable animals at Hilltop Mall in Richmond and Sun Valley Mall in Concord. This interactive digital and video program is remotely uploaded to these community sites to help educate the community and increase their knowledge about homeless animals, adoption, and the importance of spay/neuter. We will continue this program in 2007, and expand into Alameda County.

## Community Assistance Program

Our Community Assistance Program saves lives, too. In this program community members receive help in placing their animals via our website, networking and the opportunity to show animals at mobile adoptions. We also handle over 600 calls and emails per month from citizens needing assistance with spay/neuter, re-homing a pet or behavioral questions. This service helps keep adoptable animals in their homes and out of over-crowded shelters.

## Fundraising Events

Our Second Annual Fur Ball, held on November 10, 2006 at the International House in Berkeley, raised over \$45,000 for the animals. This event, along with the Canine Wine & Dine in Marin, will continue to be our largest annual fundraising events, drawing close to 750 supporters.

## Medical Fund

Animals in need of medical care are given a second chance at life through our Special Needs Medical Fund. Every year we work hard to raise funds in order to be able to save a few of the most vulnerable of animals. Many of these animals have been hit by cars and some are victims of extreme cruelty or neglect. Their medical needs are too expensive for shelters to handle and this fund gives life saving help to animals in need.

## FINANCIAL INFORMATION 2006–Statement of Financial Activities

### Support and Revenue:

|  |           |
|--|-----------|
| Donations                                | \$172,694 |
| Donated materials and services           | \$160,673 |
| Adoption contribution                    | \$88,039  |
| Foundation grants                        | \$141,750 |
| Dog training fees                        | \$8,810   |
| Fundraising events                       | \$102,943 |
| Planned giving/bequests                  | \$238,815 |
| Investment income, net of investment fee | \$92,151  |
| Unrealized gain on investments           | \$2,973   |

Total support and revenue \$1,008,848

### Expenses:

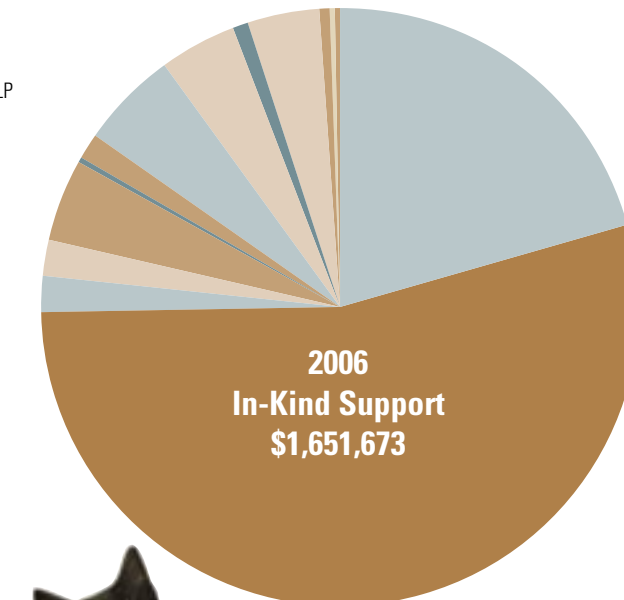
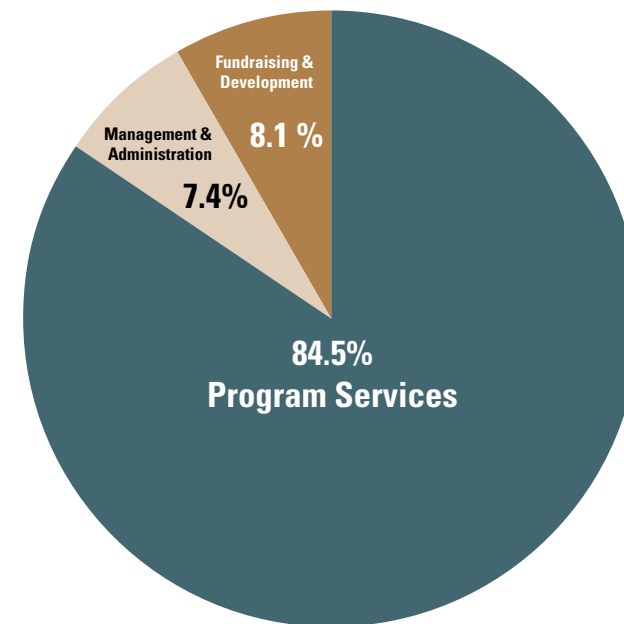
|                               |             |
|-------------------------------|-------------|
| Program services              | \$809,351   |
| Management and administration | \$71,216    |
| Fundraising and development   | \$77,474    |
| Total expenses                | \$958,041   |
| Changes in net assets         | \$50,807    |
| Net assets, beginning of year | \$1,172,191 |
| Net assets, end of year       | \$1,222,998 |

Extract from 2006 Audited Financial Statements by Bregante & Co., LLP

### 2006 In-Kind Support

|                       |           |
|-----------------------|-----------|
| Fostering, dogs       | \$343,100 |
| Fostering, cats       | \$892,425 |
| Volunteering, mobiles | \$31,904  |
| Volunteering, office  | \$35,223  |
| Volunteering, shelter | \$73,296  |
| Volunteering, board   | \$4,438   |
| Volunteering, other   | \$23,231  |
| Volunteering, SCR     | \$84,893  |
| Veterinary discounts  | \$68,333  |
| Food                  | \$14,400  |
| Supplies and service  | \$63,344  |
| Retail window space   | \$12,096  |
| Newsletter            | \$2,500   |
| Grooming              | \$2,400   |

Total in-kind donations \$1,651,673



## Hopalong & Second Chance Animal Rescue Statistics

Collected according to Maddie's Fund Definitions

|   |               |               |                  |
|---|---------------|---------------|------------------|
| <b>A BEGINNING SHELTER COUNT (1/1/06)</b> | <b>Dog 42</b> | <b>Cat 78</b> | <b>Total 120</b> |
|---|---------------|---------------|------------------|

|   |    |     |     |
|---|----|-----|-----|
| <b>INTAKE (Live Dogs &amp; Cats Only)</b> |    |     |     |
| <i>From the Public</i>                    |    |     |     |
| Healthy                                   | 19 | 76  | 95  |
| Treatable – Rehabilitatable               | 5  | 115 | 120 |
| Treatable – Manageable                    | 6  | 7   | 13  |
| Unhealthy & Untreatable                   | 1  | 0   | 1   |

|   |           |            |            |
|---|-----------|------------|------------|
| <b>B Subtotal Intake from the Public</b>                                | <b>31</b> | <b>198</b> | <b>229</b> |
| <i>Incoming Transfers from Organizations within Community/Coalition</i> |           |            |            |
| Healthy   | 63        | 85         | 154        |
| Treatable – Rehabilitatable   | 60        | 208        | 268        |
| Treatable – Manageable  | 23        | 3          | 26         |
| Unhealthy & Untreatable   | 0         | 0          | 0          |

|   |            |            |            |
|---|------------|------------|------------|
| <b>C Subtotal Intake from Incoming Transfers from Orgs within Community/Coalition</b> | <b>152</b> | <b>296</b> | <b>448</b> |
| <i>Incoming Transfers from Organizations outside Community/Coalition</i>              |            |            |            |
| Healthy   | 58         | 6          | 64         |
| Treatable – Rehabilitatable   | 51         | 19         | 70         |
| Treatable – Manageable  | 12         | 0          | 12         |
| Unhealthy & Untreatable   | 0          | 0          | 0          |

|  |            |           |            |
|--|------------|-----------|------------|
| <b>D Subtotal Intake from Incoming Transfers from Orgs outside Community/Coalition</b> | <b>121</b> | <b>25</b> | <b>146</b> |
| <i>From Owners/Guardians Requesting Euthanasia</i>                                     |            |           |            |
| Healthy  | 0          | 0         | 0          |
| Treatable – Rehabilitatable  | 0          | 0         | 0          |
| Treatable – Manageable   | 0          | 0         | 0          |
| Unhealthy & Untreatable  | 0          | 0         | 0          |

|  |          |          |          |
|--|----------|----------|----------|
| <b>E Subtotal Intake from Owners/Guardians Requesting Euthanasia</b> | <b>0</b> | <b>0</b> | <b>0</b> |
|--|----------|----------|----------|

**F Total Intake [B + C + D + E]** **304** **519** **823**

**G Owner/Guardian Requested Euthanasia (Unhealthy & Untreatable Only)**

**H ADJUSTED TOTAL INTAKE [F minus G]** **304** **519** **823**

### ADOPTIONS (only dogs and cats adopted by the public)

|  |    |     |     |
|--|----|-----|-----|
| <i>Involving Dogs &amp; Cats from Animal Control &amp; Traditional Shelters in Community/Coalition</i> |    |     |     |
| Healthy  | 59 | 78  | 137 |
| Treatable – Rehabilitatable  | 62 | 201 | 263 |
| Treatable – Manageable   | 24 | 2   | 26  |
| Unhealthy & Untreatable  | 0  | 0   | 0   |

|  |            |            |            |
|--|------------|------------|------------|
| <b>Subtotal Adoptions Involving Dogs &amp; Cats from Animal Control &amp; Traditional Shelters</b> | <b>145</b> | <b>281</b> | <b>426</b> |
| <i>Involving Dogs and Cats From the Public &amp; Other Organizations</i>                           |            |            |            |
| Healthy  | 67         | 79         | 146        |
| Treatable – Rehabilitatable  | 60         | 123        | 183        |
| Treatable – Manageable   | 16         | 3          | 19         |
| Unhealthy & Untreatable  | 0          | 0          | 0          |
| <b>Subtotal Adoptions Involving Dogs and Cats from the Public and Other Organizations</b>          | <b>143</b> | <b>205</b> | <b>348</b> |

|   |            |            |            |
|---|------------|------------|------------|
| <b>I TOTAL ADOPTIONS</b>  | <b>288</b> | <b>486</b> | <b>774</b> |
| <b>OUTGOING TRANSFERS to Organizations within Community/Coalition</b> |            |            |            |
| Healthy   | 0          | 2          | 2          |
| Treatable – Rehabilitatable   | 0          | 5          | 5          |
| Treatable – Manageable  | 0          | 0          | 0          |
| Unhealthy & Untreatable   | 0          | 0          | 0          |

|  |          |          |          |
|--|----------|----------|----------|
| <b>J TOTAL OUTGOING TRANSFERS to Orgs within Community/Coalition</b>   | <b>0</b> | <b>7</b> | <b>7</b> |
| <b>OUTGOING TRANSFERS to Organizations outside Community/Coalition</b> |          |          |          |
| Healthy  | 0        | 2        | 2        |
| Treatable – Rehabilitatable  | 0        | 4        | 4        |
| Treatable – Manageable   | 2        | 0        | 2        |
| Unhealthy & Untreatable  | 0        | 0        | 0        |

|   |          |          |          |
|---|----------|----------|----------|
| <b>K TOTAL OUTGOING TRANSFERS to Orgs outside Community/Coalition</b> | <b>2</b> | <b>6</b> | <b>8</b> |
|---|----------|----------|----------|

**L RETURN TO OWNER/GUARDIAN** **0**

|   |           |          |           |
|---|-----------|----------|-----------|
| <b>DOGS &amp; CATS EUTHANIZED</b>   |           |          |           |
| <b>M Healthy (Includes Owner/Guardian Requested Euthanasia)</b>                     | <b>0</b>  |          |           |
| <b>N Treatable – Rehabilitatable (Includes Owner/Guardian Requested Euthanasia)</b> | <b>0</b>  |          |           |
| <b>O Treatable – Manageable (Includes Owner/Guardian Requested Euthanasia)</b>      | <b>0</b>  |          |           |
| <b>P Unhealthy &amp; Untreatable (Includes Owner/Guardian Requested Euthanasia)</b> | <b>15</b> | <b>1</b> | <b>16</b> |
| <b>Q Total Euthanasia [M + N + O + P]</b>   | <b>15</b> | <b>1</b> | <b>16</b> |
| <b>R Owner/Guardian Requested Euthanasia (Unhealthy &amp; Untreatable Only)</b>     | <b>15</b> | <b>1</b> | <b>16</b> |
| <b>S ADJUSTED TOTAL EUTHANASIA [Q minus R]</b>                                      | <b>0</b>  | <b>0</b> | <b>0</b>  |

|  |            |            |            |
|--|------------|------------|------------|
| <b>T SUBTOTAL OUTCOMES [I + J + K + L + S]</b>   |            |            |            |
| <i>Excludes Owner/Guardian Requested Euthanasia (Unhealthy &amp; Untreatable Only)</i> | <b>305</b> | <b>500</b> | <b>805</b> |

**U DIED OR LOST IN SHELTER/CARE** **1** **10** **11**

|   |            |            |            |
|---|------------|------------|------------|
| <b>V TOTAL OUTCOMES [T + U] Excludes Owner/Guardian Requested Euthanasia (Unhealthy &amp; Untreatable Only)</b> | <b>306</b> | <b>510</b> | <b>816</b> |
|---|------------|------------|------------|

**W ENDING SHELTER COUNT (date) 12/31/06** **40** **87** **127**

Note: \* The collection of this data was made possible by a generous grant from Maddie's Fund. www.maddiesfund.org