

Friends of the Animal Village



**2014
Annual Report**

www.friendsoftheanimalvillage.com

A Letter From the LRAV Director



Dear Friend...

In 1912, the City of Little Rock dedicated \$500 for a impound facility at City Hall to hold the stray/unwanted animals. Today we have a 2.2 million dollar, state-of-art facility and are continually looking at plans to add to or improve our building. This facility (the Animal Village) is designed to allow for the best possible care of the city's unwanted/stray animals and, along with an enforcement of the animal laws, we are far beyond not just anything else in the state, but most others in the country. Our work with the Little Rock Police Department has resulted in felony convictions for animal cruelty. All of our efforts are not only about people following the animal laws or picking up the stray animals, but are, by design, to educate the public that ownership of an animal is a privilege (like having another member of the family) and to find homes for all that come through our doors.

Trying to put something of this caliber together has been difficult, and showing that you can make a difference in the day-to-day grind of what many consider a no-win situation is often times heartwarming and depressing on the same day. We continue to make improvements each and every year and have made positive contact with citizens (both two- and four-legged), which lead to meaningful enhancements in care to the animals of our city.

The list of accomplishments of LRAV is perpetually growing. Records continue to fall each year and as soon as we break an old record, we look to the future at the next record to fall. It has been challenging to do this year after year, and we continuously look at what we can improve to keep the momentum. I have actually looked at amazement of what we had just accomplished and wondered how we will top that one. We are proud to say in the last four years, 9,427 animals have been adopted, transferred to Rescue Groups, sent to Northern homes under PetSmart Charities "Rescue Waggin' Program," or returned to their owner. That's just short of 10,000 animals whose lives we have constructively touched.

A few years ago, it was a dream for a group to take over the public awareness/fundraising side of the Village, and then, all of a sudden, here comes Friends of the Animal Village. Knowing it would take some time to get the group up and running, we planned to continue operating in the same manner with fundraisers and awareness campaigns until the time when we could turn it all over. Well, that time is now, and I'm proud of the efforts of FAV! They've had great success the past three years with Doggie Paddle Day at War Memorial Fitness Center, raising thousands of dollars, promoting of our facility, and just being fun. At the first Santa Paws, the Animal Village was presented a \$100,000 check to build a quarantine area for the animals waiting to go to rescue—a BIG surprise. Just in the last month, sponsoring programs for micro-chipping animals has culminated in 80 animals being chipped. This will result in a quick return to the family if Animal Services finds a one of these lost pets. Adoption events, new partnerships, and working with television stations and print media brought new attention to our efforts.

As I'm now able to turn over the awareness efforts to FAV, my new goals and hopes are to keep up with the undertakings of this great group of dedicated citizens. Expansions of the Village are currently being developed and new ways to help our animals are being examined. I am forever grateful to FAV for making our city the best it can be for our four-legged citizens, and I will continue to improve on what has been created. To keep this going we need the support of this wonderful group.

Sincerely,
Tracy Roark



Tracy speaking to attendees of our 2013 Doggie Paddle Day event after receiving a \$10K donation from FAV

FAV MISSION STATEMENT

Friends of the Animal Village (FAV) is a nonprofit 501 (c) (3) organization, Federal Tax ID #300648659. Our mission is to provide supplemental, financial, and promotional support to our local shelter, the Little Rock Animal Village. Through fundraising events, donations, and promotion, our ultimate goal is to raise awareness about the Village and increase pet adoptions.

The Animal Village is performing valuable work to benefit animals and the betterment of our community, and it can accomplish even more with additional funding, as well as with community awareness of its animals and programs. That is why Friends of the Animal Village exists. We are dedicated to strengthening the support network that helps the Animal Village to thrive, broadening its activities, and seeing more animals find loving homes. We are comprised of a fifteen member Board of Directors and have many regularly scheduled fundraising events throughout the year, a great merchandise store, and we stay actively involved in community events and efforts.

This Year at a Glance

Being a board member of Friends of the Animal Village is a rewarding, creative, and energizing role. We are always looking ahead—pushing limits that oftentimes can hinder new organizations from reaching their full potential. Therefore, taking a step back and looking at our accomplishments over the past year is truly a humbling and inspiring process.

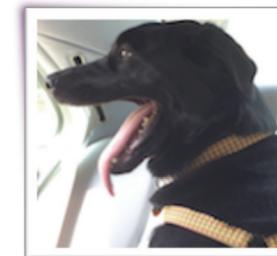
Over the course of one year we have organized and hosted events—including a new holiday fundraiser; were invited to speak at local meetings; gave four presentations to the Little Rock City Board; and received an anonymous \$100,000 donation. And that's just the year in a nutshell. Since FAV's founding in 2010, the adoption numbers at the Little Rock Animal Village has steadily risen. That alone is enough to motivate us to continue our efforts and expand our community outreach.

Looking through this year's Annual Report, we hope that you gain a better understanding of who we are, what we do, and the impact we have on people and animals alike in Little Rock.

Meet FAV's Board of Directors



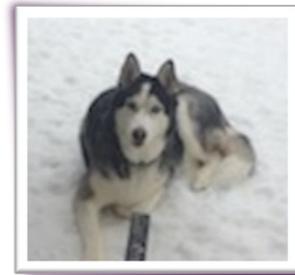
T. Crovello, President
4 years on board



Kelsey White, Vice President
1 year on board



Betsy Robb, Treasurer
2 years on board



Leslie Taylor, Board Member
2 years on board



Jacquelyn King, Secretary
2 years on board



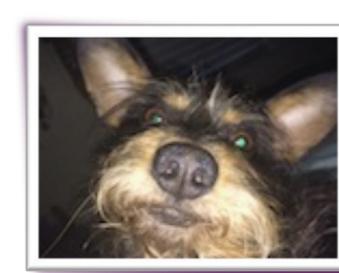
Erin Jacobson, Volunteer & Events Coord.
1 year on board



Stacy Sells, Board Member
2 years on board



Falguni Vyas, Board Member
1 year on board



Nina Culpepper, Board Member
1 year on board

Our Main Goal: More Adoptions, More Lives Saved

Adopt, Don't Shop!

Most people would agree that pets provide us with joy and unconditional love, but few people know that there are actual health benefits correlated with owning a pet. The American Heart Association states that owning a pet, especially a dog, can help lower people's risk of heart disease. Similarly, the Centers for Disease Control & Prevention reports that pet owners tend to have lower cholesterol levels. Pets provide companionship and help to ease loneliness, often promoting activity and social interactions with others. The simple act of snuggling with a furry friend can help to lower blood pressure and increase levels of serotonin and dopamine, thereby reducing stress, anxiety, and depression. Children who grow up with pets are less likely to suffer from allergies and asthma, and many learn responsibility and compassion from taking care of pets.

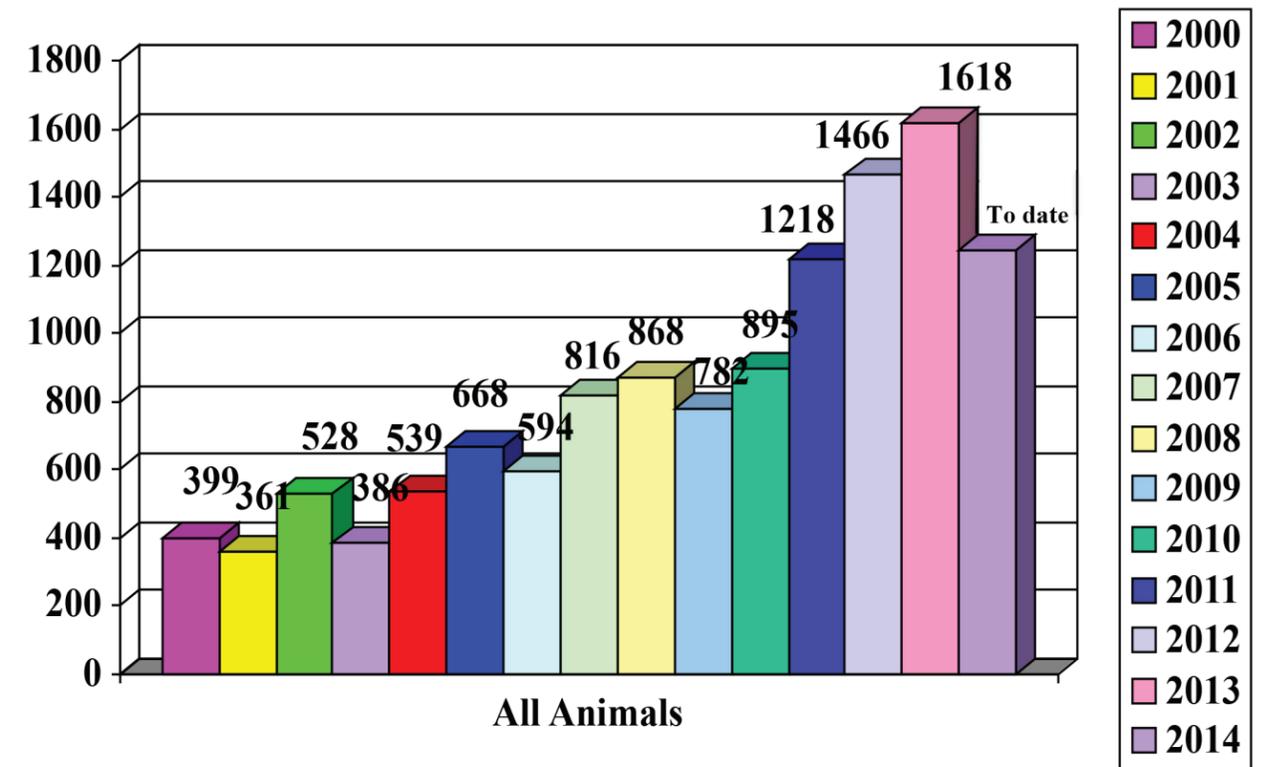


There are many important advantages to adopting from a local animal shelter like our fabulous Little Rock Animal Village! The first and most important is that when you adopt, you will save the lives of two animals—the one that you take home, as well as the one that can now be rescued because of the space you helped free up in the shelter! Additionally, adopting a pet from LRAV is much less expensive than buying a pet from a breeder. LRAV's \$90 adoption fee includes all initial veterinary expenses, such as first vaccinations and sterilization (see page 12 for more details). By adopting instead of buying a pet, you ensure that you are not supporting puppy mills (aka: factory-style breeding facilities), which will continue to operate as long as people keep purchasing pets from them.



When selecting a pet, make sure to take into consideration your lifestyle, as well as your general activity level to ensure that you end up with the pet that's best for you! Consider the amount of activity you engage in—both indoors and outdoors—as well as if there are children, elderly folks, or other animals living in your home. One of the most important things to keep in mind is how much time you have to devote to a cat or dog. All pets require time and attention, but some will require more than others.

Adoptions 2000 - 2014



Purple Collar Club

- This year, we launched the Purple Collar Club, a program designed to highlight the shelter's older residents that are looking for their forever homes. We started small, highlighting these animals on Facebook and Instagram, and we will be expanding the program onto our website where we will have a section dedicated to showcasing these special guys and gals and all they have to offer.
- Older dogs and cats need homes just as much as puppies and kittens do.
- Oftentimes, older animals are overlooked in favor of the more playful and "trainable" puppies and kittens. But, when given proper care and attention in a healthy and loving home, dogs and cats in the Purple Collar Club are just as easy to train and can be as playful as the younger shelter animals.



Events



Santa Paws

Friends of the Animal Village organized its very first holiday event this past year, which took place on Saturday, December 12, 2013 at the *Oxford American* annex space on Main Street. Santa Paws was a huge success—it introduced FAV to many new, animal-loving members of our community.

Tickets were sold to Santa Paws for about a month leading up to the big day, and cost \$30 apiece. For this ticket price, our guests enjoyed a silent auction, featuring items from many well-known artists and sponsors, as well as festive music, butlered bites, and a scrumptious dessert spread courtesy of Sweet Love Bakes. They were also treated to complimentary beer—provided in-kind by Stone's Throw Brewery—and wine.

During the event, FAV board members made an unexpected (though very welcome) announcement to guests and presented LRAV director Tracy Roark, with a check for \$100,000—a generous gift from an anonymous donor. Local media representatives from THV Channel 11, *Arkansas Times*, and the High Profile section of the *Democrat-Gazette* were in attendance to cover the announcement.

Paint For Pets Events

Several local painting studios—including Spirited Art in Little Rock and Painting with a Twist in North Little Rock—host fundraising or “Painting with a Purpose” events for local nonprofits and charities to help increase awareness for their causes while enjoying a themed night of painting (and drinking!) fun. A portion of each painter's registration fee is donated to the organization on behalf of the studio.

Friends of the Animal Village has annually hosted a Paint For Pets Event for the past four years, adding two events to the 2014 calendar, including one in February at Spirited Art and one in November at Painting with a Twist. We hope you'll join us for our next event! Be ready to potentially get a little paint on your paws and definitely have a great time!

“ You can judge a man's true character by the way he treats his fellow animals.” - *Sir Paul McCartney*

Doggie Paddle Day

Although our annual Doggie Paddle Day event is only three years old, it is one of our most beloved and anticipated calendar items among people (and pups) in the community. This year's event was originally scheduled for October 19th, but was unexpectedly pushed back to November 2nd a couple weeks beforehand.

Doggie Paddle Day takes place at the Jim Dailey Fitness & Aquatic Center—a huge area with many different ways for dogs to play in the water and have a good time.

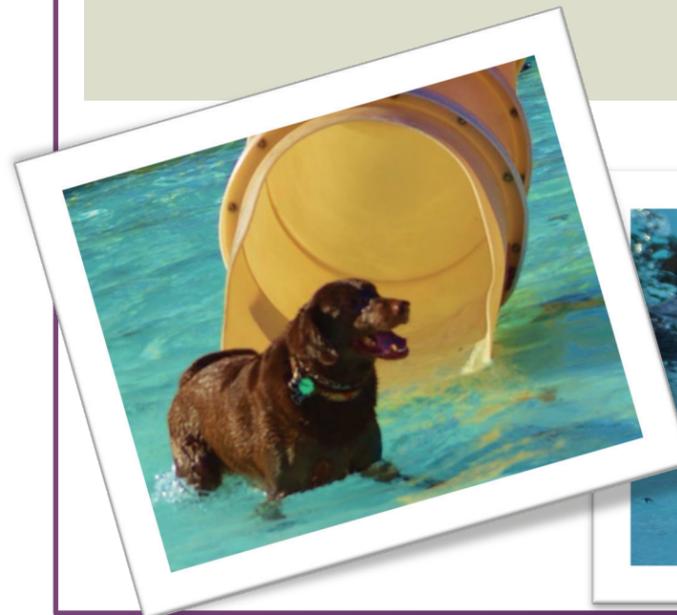
This year's Paddle Day was the largest yet, welcoming over 130 people and around 115 dogs. And it wasn't just the size that grew—there were two big firsts in 2014. One being that we hosted a Super Retriever Series-style amateur dock jump contest, and the other being that we offered \$10 micro-chipping at the event in partnership with Dr. Baeyens of the Baeyens-Hauk Veterinary Hospital and our good friends at All About Labs. An incredible 36 dogs were micro-chipped on the spot.

As always, Doggie Paddle Day attracted a good deal of local media attention, including THV Channel 11, *Arkansas Times*, and the *Democrat-Gazette*. In fact, our event emcee was Theva Lolley, a producer for THV who is also widely known as the momma of Joey the Garden Cat.

FAV board members presented LRAV director Tracy Roark, with a plaque honoring his 10 years of impeccable service to the city, as well as a \$10,000 check to go towards our “Joey's Play Room” fund (see page 8).



Hey, all my buddies came this year & we tripled the attendance from 2013!



FAV Loves Community Outreach



Everyone involved with FAV enjoys having a presence at a variety of community events and having the opportunity to visit with other pet lovers and supporters. We are happy to come speak to other local organizations and share our mission, or to set up a booth during events that offer an opportunity to interact with large groups of potential new pet owners. We strive to educate, engage, and enthuse our community about the joys of adopting from our world-class shelter—the Little Rock Animal Village aims to give loving animals new lives with caring, responsible families.

Here's an overview of some communal events from this year..

- ❖ Presidential Pets at the Clinton Library
- ❖ Riverfest in May 2014
- ❖ Presented at a Capitol View-Stift Station Neighborhood Association (CVSSNA) Meeting
- ❖ Attending Little Rock City Board Meetings
- ❖ Little Rocktoberfest
- ❖ Mobile Adoption Outings to PetSmart, as well as to numerous local events



And Our Community Shows Us Love In Return

Joey's Play Room

The Little Rock Animal Village is raising funds to build a cat play area. This new addition to the Village will be called "Joey's Play Room," in honor of THV Channel 11's Joey the Garden Cat. Joey had been campaigning via his Facebook page to raise the money needed for this room until he tragically passed away in September 2014. And now, his spirit and goodwill live on as THV 11, along with Friends of the Animal Village, continues to campaign in his memory.

Once built, "Joey's Play Room" will give cats at the Animal Village an interactive place to get exercise and play. The main goal of this addition is to offer felines at LRAV a more active lifestyle. However, it will ultimately have a greater impact than simply that. Potential owners will be able to look into the play room and observe how each animal interacts with others, as well as gauge each individual feline's energy level and unique personality traits. Because of this, Joey's Play Room will be a formidable way to help folks determine which cat is their best fit for adoption.

For information on how you can help make Joey's Play Room a reality, visit our website: FriendsoftheAnimalVillage.org



Casey's Story

Seven year-old Casey Chandler helped raise money for FAV in style. First, she organized a Lemonade stand (which then became a Hot Cocoa stand due to a sudden cold front) and donated all proceeds to the animals at LRAV. Then! She designed t-shirts and sold t-shirts for weeks leading up to Valentine's Day—the very shirt she's sporting in the above photo—that read "Pets Make Paw Prints On Your Heart."

They sure do. And so has Miss Casey. Which is why our board honored her at one of our meetings.

Meet the very first recipient of FAV's **Rising Star Award!**



How You Can Help



Volunteer

- ❖ **With FAV:** Volunteers are critical to our mission. Each FAV initiative relies on dedicated people to assist with events and programs, which will ultimately raise funds and help increase adoptions at the Village.
- ❖ **FAV Paparazzi:** A dedicated group of volunteers who come out to the Village on Saturdays to help take pictures of adoptable animals. Bring your camera and join the fun!
- ❖ **At LRAV:** Volunteering at LRAV is a great way to help the animals in their care!

Foster

Fostering is an invaluable way to help the Village. It opens up space at the shelter for other animals to receive treatment and get adopted, and you get to hang out with a temporary furry friend in the process! Both short-term fostering and long-term fostering options are available. For more information, call Skip at LRAV: (501) 376-3067.



Spread the Word

- ❖ Sign up for FAV's newsletter and receive great updates on events, ways to get involved, and recent accomplishments.
- ❖ Follow FAV on Facebook and Instagram—be sure to share with your friends!
- ❖ Shop our merch store. You'll be simultaneously spreading the word and showing your support in style!

Donate

- ❖ **Via PayPal:** Visit FriendsOftheAnimalVillage.org.
- ❖ **Via AmazonSmile:** Make FAV your charitable organization of choice on AmazonSmile and donate each time you make a purchase on their site.
- ❖ **Via Kroger Rewards:** Visit Kroger.com/CommunityRewards and donate to FAV every time you go to the grocery store.



Donate

A Word From FAV's President of the Board

Dear Friends & Supporters,

I once read, "Adoption of an animal is vital to our community and the care is even greater. Those of us who can must do our part to defeat the abuse and neglect of animals." In my opinion, no statement could be truer had I said it myself. As someone who has aspired to live up to my responsibility as a humanitarian, I have always believed that those who have much—be it strength, resources, intelligence, or wealth—have a moral responsibility to care and serve those less fortunate and in need. I also believe that obligation goes beyond just our fellow human beings to include all living animals that walk amongst us.

Looking back on our achievements since becoming a nonprofit organization in the fall of 2010, I'm reminded that everything we do through Friends of the Animal Village (FAV) is made possible by our generous supporters and devoted volunteers.

Each year, over 4,000 animals come through the doors of the Little Rock Animal Village (LRAV), our city shelter, in various stages of life and health. Some are older dogs who have lived with one family their entire lives and are now homeless through no fault of their own. Others are newborn kittens, so young they can barely open their own eyes and yet are already fending for themselves. Many are strays who were abandoned or have lost their way, and others still have been rescued from horrible living conditions. What is common amongst them is that they are all in need of our help and all deserve a good home with a loving family.

What sets FAV apart from many similar organizations, is that we are **100% volunteer-based**. There is no paid staff, including members of our Board of Directors, whom together as a group dedicate hundreds upon hundreds of hours each year coordinating fundraising events, hosting community awareness presentations, and assisting the Village with increasing the number of animals in Pulaski County that benefit from programs such as adoption, fostering, micro-chipping, spay/neuter, medical attention, training to thrive in his or her new home, etc.

So when asked, "Why donate to FAV?" I find it an easy question to answer. Because we believe that people and pets belong together. We believe that every healthy and adoptable pet deserves a home of his or her own, and that there is a perfect pet for every person. We know that every loving, caring moment we provide to a pet's life, he or she returns it back ten-fold. And with your support and donations, added to the dedicated work of so many, we are strategically positioned to save even more animals in the years ahead.

Therefore, on behalf of every cat, dog, and critter we have come to know throughout the years, we thank you for your continued donations and support. We promise to be good stewards of your gifts and assure you that every dollar is used wisely and makes a difference.

Sincerely,
T. Crovello



2014 Financials



Friends of the Animal Village -- FY2014 Profit & Loss

<u>Income</u>	
<u>Donations</u>	
Donation - Rescue Waggin Quarantine Area	\$ 100,000.00
Donations - Joey's Play Room	7,107.11
Other Donations	12,282.28
Total Donations	\$ 119,389.39
<u>Events</u>	
Event - Doggie Paddle Day 2013	\$ 534.45
Event - Santa Paws 2013	5,329.00
Event - Spirited Art 2014	220.00
Event - Doggie Paddle Day 2014	1,507.86
Total Event Income	7,591.31
Amazon Smile	76.42
Kroger Rewards	189.88
Merchandise	988.77
Total Income	\$ 128,235.77
<u>Expense</u>	
Bank fees	(40.43)
Disbursements to Little Rock Animal Village	(113,000.00)
Event Expenses	(2,234.65)
Merchandise	(2,164.82)
Merchant Fees	(1,116.92)
Miscellaneous	(30.00)
Printing	(126.93)
Website	(783.34)
Total Expense	\$ (119,497.09)
Net Income	\$ 8,738.68



Anonymous Donor Gives \$100,000 to FAV

Press Release from February 2014 :: KARK—An anonymous donor has made a \$100,000 gift to Friends of the Animal Village (FAV), an organization that provides supplemental support to the City's shelter, the Little Rock Animal Village (LRAV).

With this donation FAV kicks off a major fund-raising campaign for the LRAV that will allow supporters to sponsor and, in some cases, have naming rights on such things as veterinary equipment, kennels, and buildings.

FAV presented the \$100,000 check to the LRAV at the Little Rock Board of Directors on February 11th at 5 PM at Metroplan, 501 West Markham.



"This incredibly generous gift to Friends of the Animal Village has sparked a fire inside of everyone involved," said Kelsey White, Vice President of Friends of the Animal Village. "Dreams that we had for our city's shelter, the Little Rock Animal Village, and the animals in their care have become a reality virtually overnight, and this powerful momentum is perfect for kicking off FAV's new Sponsorship Program."

"The Little Rock Animal Village will see tremendous benefits from this substantial gift," said Little Rock City Manager Bruce T. Moore. "The City is deeply grateful to the donor and the Friends of the Animal Village board members that helped to secure the contribution. I look forward to seeing the remarkable and continued growth of the Animal Village's programs."

These funds will be used to kick start plans to build a facility to housedogs being evaluated to participate in the PetSmart Charities Rescue Waggin' program. LRAV is a shelter partner in the program that transfers selected dogs and puppies from partner shelters in areas like Little Rock where there are more dogs and puppies than can be placed through adoption. They are then transported to places where they get adopted, often within days.

At the LRAV, the program has been dependent on having enough foster homes to care for the animals waiting to go off on the Rescue Waggin'. This new building will allow LRAV to house more dogs waiting for a new home.

"We are stunned and so very thankful to this donor for their significant contribution to the Little Rock Animal Village," said Tracy Roark, director of the Animal Village. "The hard working volunteers on the FAV Board have gone above and beyond to promote our shelter and provide additional resources that will allow us to vastly expand our services."

In 2013, the LRAV had a record year with 1,623 adoptions. In addition 479 took a ride on the Rescue Waggin', 166 more went to Rescue Organizations and 343 returned to owners. A total of 2,611 animals found new homes or were returned to their owners.

Friends of the Animal Village is a volunteer organization founded in 2010 that provides supplemental support for the Little Rock Animal Village. The group accepts donations and organizes fundraisers for the shelter throughout the year in an effort to raise awareness about the LRAV, increase adoptions and improve the quality of life for animals housed there. FAV has donated more than \$20,000 to LRAV since 2010.

The process of constructing this new addition is currently underway. Architectural plans have been drawn, and they expect to break ground and begin construction soon. Construction will be complete by December 2015.

What Does LRAV's \$90 Adoption Fee Cover?

- Spay/Neuter
- Vaccinations
- Heartworm medication
- Room and board
- Food and Water
- Flea and tick medication
- Medical testing
- Grooming
- Treatment for any and all ailments
- De-worming (if needed)
- Micro-chipping for cats
- Your new best friend

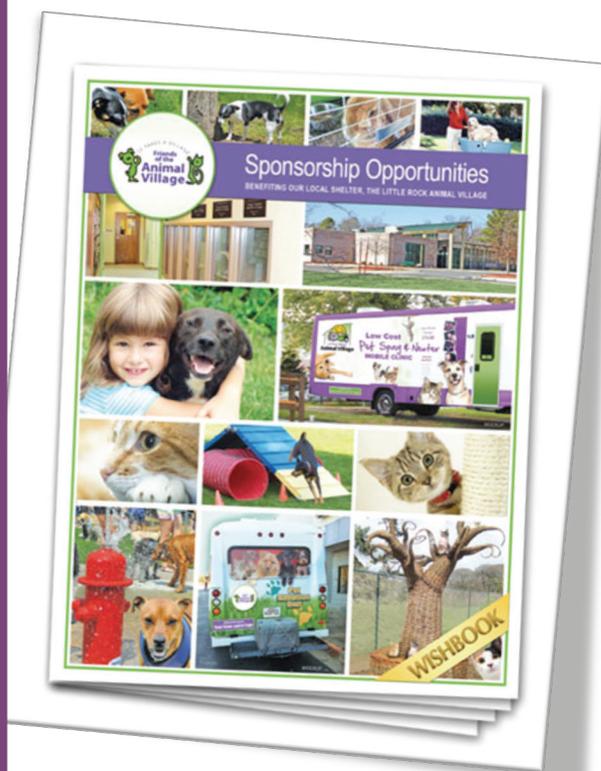
FAV's Sponsorship Program

FAV's Sponsorship Program is a great way for organizations and individuals to assist in supporting our city's shelter and caring for our animal citizens.

Little Rock Animal Village (LRAV) is the city's only municipal animal shelter. Because it is a city shelter, no animal can ever be turned away. They all must be housed and cared for by the Village's dedicated staff and volunteers. Sponsorships provide many ways to assist them.

LRAV is funded primarily by your tax dollars, allowing the City of Little Rock to provide a modern, clean, and efficient facility with a trained and caring staff. However, this funding only covers the most essential and basic needs. More funding is needed to serve a growing animal population. Supporters and donors of FAV help to enhance and strengthen LRAV's capacity in a variety of ways. Without this support, the Village may struggle to keep pace with the city's growing need. As a sponsor, your donation will help LRAV with expansion, providing essential care, increasing adoptions, and enhancing quality of life for the animals.

For more information about FAV's Sponsorship Program, visit our website or send us an e-mail at: FriendsoftheAnimalVillage@gmail.com.



Contact Friends of the Animal Village

E-mail Address: FriendsoftheAnimalVillage@gmail.com

Mailing Address: 7401 Colonel Glenn Road, #4026, Little Rock, AR 72204

Visit our website at: www.FriendsoftheAnimalVillage.org