Meet FAV’s Board of Directors

The Friends of the Animal Village Board is made up of a variety of animal lovers from many different walks of life. We strive to break through barriers and lift up the Little Rock Animal Village in every way possible. Our goal is to provide assistance in whatever form it is needed at LRAV, whether it’s monetary support, hosting and promoting fundraising and adoption events, or recruiting volunteers & fosters. Our board members range in experience and professions, offering a spectrum of unique perspectives, which makes us a well-rounded board. What unites us is that we are driven by our love for animals and our desire to help LRAV ultimately become a “no kill” shelter. As you look through this year’s Annual Report, we hope that you gain a better understanding of who we are, what we do, and the impact that we have on the animals and people alike of Little Rock thanks to your support.
Adopt, Don’t Shop

All animals adopted from the Little Rock Animal Village are spayed or neutered, vaccinated, and now they even come microchipped. By adopting instead of buying a pet from a breeder, you ensure that you are not supporting factory-style breeding operations 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 and their personality to ensure that you end up with the pet that’s best for you. For example if you enjoy a leisurely lifestyle, a working dog like a Border Collie may not be for you. Likewise, an English Bulldog is not what you want if you’re looking for a hiking partner. One of the most important things to keep in mind is how much time you have to devote to a cat or a dog. Adopt, don’t shop.

Our Mission Statement

Friends of the Animal Village (FAV) is a nonprofit 501(c)(3) organization. (Federal Tax ID# 300648659.) FAV’s mission is to provide supplemental financial and promotional support to our city’s municipal animal shelter, the Little Rock Animal Village. Through fundraising, marketing, volunteer recruitment, and public relations, our ultimate goal is to raise awareness about the Village and increase adoptions, with the hope of one day achieving a 90% live release rate.

The Animal Village is performing valuable work to benefit animals and humans alike in our community, and it can accomplish even more with additional funding, as well as with community awareness and support 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 made up of a nine-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.
Most people would agree that pets provide joy and unconditional love, but few 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 assist in lowering heart disease risk. 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 through taking care of their 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 actually 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. $90 is a heck of a deal for a spayed, vaccinated, and microchipped best friend.
On July 14, 2018, the Little Rock Animal Village opened Joey’s Play Room, a bright and airy room filled with cat scratching posts, special cat perches and toys where adoptable felines can stretch their legs and interact with potential adopters and visitors.

The play room, named in memory of THV11’s Joey the Garden Cat, came to fruition thanks to the generosity of more than 500 donors from around the world who contributed over $60,000 to a Friends of the Animal Village (FAV) fundraising campaign.

FAV began raising funds for Joey’s Play Room in April of 2014 and Joey himself helped raise money through his Facebook page. Tragically, Joey passed away on August 29, 2014. Theba Lolley, community relations director for THV11 and Joey’s station “mom” and others in his THV family partnered with FAV to continue the campaign in memory of their beloved Joey.

Joey became a part of the THV family in 2007 when he turned up as a stray in the station’s outdoor weather garden, coming to visit Larry, another cat residing at the station. Larry passed away in 2007 and Joey stayed on. Joey quickly became a local and international celebrity with more than 500,000 likes on his Facebook page. He was often seen on air in THV newscasts or helping meteorologist Tom Brannon forecast the weather. In 2012, he was featured in an Animal Planet segment.

Lolley and her THV colleagues including THV This Morning co-anchor Laura Monteverdi and meteorologist Mariel Ruiz were on hand for the Joey’s Play Room dedication. Debbie Heller, the volunteer who has lovingly helped manage the Village’s cat foster and adoption program for years, officially opened the room by placing the first cats inside.
In 2018, the social media platform Facebook was a significant source of donations for Friends of the Animal Village. Through our own fundraising campaigns, supporters creating fundraisers for their birthdays, and other options, Friends of the Animal Village received more than $16,000 in donations from Facebook in 2018. We continue to learn how to best leverage the fundraising features on the popular platform and expect it to help us meet some big goals in 2019.
2018 Goals & Results
At our annual planning meeting in January of 2018, the Friends of the Animal Village board set goals for the year to demonstrate what we wanted to accomplish as an organization.

Our main goal was to disperse $70,000 to LRAV, and we were able to disperse $85,000 in total for 2018. We also set a goal to raise $5,000 in Heartworm Fund donations but we fell short of this goal, raising only $3,000. Another area we wanted to focus on was our number of monthly donors and participants in Kroger Community Rewards and AmazonSmile. We wanted to increase our monthly donors to 30 individuals, but sadly we also fell short of that goal and currently only have 8. We also set a goal to increase the number of Kroger Community Rewards and AmazonSmile participants to 150 per program. Currently, we have 109 Kroger members and 174 AmazonSmile members, which was an increase in both from 71 Kroger and 126 AmazonSmile donors last year.

Aside from our fundraising goals, our board members also wanted to revamp the current foster program, making it easier on foster parents and shelter staff alike. In order to do that one of our board members, Andrea Underwood, worked closely with another volunteer Shelley Seitz to create a detailed foster manual, containing information on caring for pets of all ages. This has been a tremendous undertaking, and has helped to increase our number of active fosters currently working with LRAV.

Our final goal was to increase owner reclaims from the 311 dog reclaims and 24 cat reclaims in 2017. In 2018, there were 374 and 21 dog and cat owner reclaims, respectively.

New for 2019: Microchips for Everyone!
Did you know that approximately one in three pets will become lost at some point during their life? Many lost pets are found without a collar & tags, leaving no way to identify or contact the owner. Microchipping substantially increases the likelihood of a lost pet returning home by offering secure and permanent identification. More lost pets returned home means less unclaimed pets in our shelters.

On January 15th, 2019, we made a big decision… we committed to raising an extra $10,000 a year so that every animal leaving the Little Rock Animal Village will be microchipped at no additional cost to the adopter! This is a huge commitment and one we are thrilled to take on. Would you consider helping us reach our goal? Every $5 donated will pay for one microchip and help reduce the number of unclaimed lost pets in our shelter.

Goals for 2019
We are quite proud of all the accomplishments achieved in 2018, and are determined to make 2019 even better! In order to challenge ourselves, we have set the following goals for the year:

- Disperse $110,000 to the Little Rock Animal Village
- Raise $10,000 so that every animal that leaves LRAV in 2019 can be microchipped
- Increase monthly donor commitments to 15
- Increase Kroger Community Rewards program enrollment to 150
- Create a Facebook group for fosters

We need YOUR help to make these goals a reality! Have you considered becoming a monthly donor? Are you interested in becoming a foster? Have you registered for the free Kroger Community Rewards program? There are multiple ways you can help the animals at the Little Rock Animal Village. Please reach out to us on social media or email us at info@FriendsoftheAnimalVillage.org to get more information on how you can get involved. Let’s make 2019 the best year yet!
Career Services for Feral Cats

The Little Rock Animal Village is finding homes for hard-to-place felines by putting them to work in a new pilot program. Under the initiative, healthy feral cats that aren’t suitable candidates for a traditional adoption will be considered for the "barn cat" program.

“This is a win-win program,” Animal Services Manager Tracy Roark said. “These animals in our community who need help the most are given another chance and a much-needed place to call home, and businesses get safe pest control and maybe even a new mascot.” Barn cat programs have proven successful in many areas of the country. Barn cats, also commonly known as "working cats" are not a new idea, but introducing the animals into businesses is a recent trend.

Barn cats can be placed in construction companies, barns, warehouses, businesses, and farms that need rodent control. Adoption is free. As part of the arrangement, adopters must agree to provide safe shelter, food and clean water, and veterinary care.

Each cat is sterilized, vaccinated, and microchipped, after which a volunteer brings them to their new home to help get them situated and to train their adopter about how to care for them as they acclimate to their new surroundings.

The Barn Cat program is something that was out of grasp just a few short years ago because of the cost associated with preparing each cat for adoption. Being able to adopt them out for free thanks to your donations has saved hundreds.

Healing Broken Hearts One Donation at a Time

Heartworms are a serious problem in the South. A large number of the animals that come to the Little Rock Animal Village every day are heartworm positive. Although it is inexpensive to prevent them, treating heartworms is quite costly, and the Little Rock Animal Village simply does not have the funds to treat every heartworm positive animal.

Traditionally this has meant that adopters of heartworm positive animals must pay for the treatment themselves. It can cost up to (and sometimes over) $1,000 to treat heartworms at a private vet, so the obligation to pay for treatment can understandably be a deterrent to adopting a heartworm positive animal when there are others they can adopt who won’t need such treatment.

Through our Heartworm Fund we are helping adopters with the cost of treatment so that heartworms are no longer a deterrent to adoption. Funded by your donations, the Heartworm Fund ensures that the cost of adopting a heartworm positive dog is no more than that of a heartworm negative dog, removing a significant barrier to adoption for hundreds of dogs since the fund’s inception.

Your donations to the Heartworm Fund are saving lives every single day.
Unconditional Love

The Little Rock Animal Village is able to provide high quality care to our city's homeless pets thanks to your donations. Look how far your money can go!

- $25 will provide five animals with a microchip
- $50 will cover the required sterilization procedure for a cat
- $65 will give 25 dogs or cats a booster vaccination
- $60 will cover the required sterilization procedure for a dog
- $150 will cover full mange treatment for one animal
- $350 will cover heartworm treatment for one dog
Help us Help Them

Little Rock animals need your help.

Sponsor a Transport!
The Little Rock Animal Village receives no reimbursement for the cost of vetting the dogs and cats that are transported via the ASPCA program. These transports save hundreds of lives a year.

For a dog going on an ASPCA transport, this is what your donation can provide:

- $5  : food for one day
- $15 : grooming and Advantix II flea & tick preventative
- $20 : Panacur (dewormer) & Bordatella (kennel cough) vaccine
- $25 : vaccinations like rabies & distemper
- $60 : spay/neuter surgery (everyone takes the no puppies pledge!)

For a cat going on an ASPCA transport, this is what your donation can provide:

- $5  : food for one day
- $15 : flea & tick preventative and treatments
- $20 : kitten milk replacement – 2 week supply
- $25 : vaccinations and booster shots
- $50 : spay/neuter surgery (everyone takes the no kittens pledge!)

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With your support, the Little Rock Animal Village transported nearly 1,000 animals to forever homes in 2018 via the ASPCA and local rescues like Dogs Only.

Animals transported by the ASPCA go to receiving shelters in areas of the country where there are more people who want to adopt a pet from a shelter than there are pets in need of homes, which is the exact opposite of the situation we struggle with here in the south.

In 2018 the Village had 27 loads of dogs and 12 loads of cats transported via the ASPCA and 16 transports with Dogs Only, and they transferred animals to over 20 other rescue groups like CARE, Rescue Road, and Ruff Tales Rescue. It truly does take a Village.

A total of 964 animals were transported via rescue to their furever homes in 2018.

This could not have happened without donations. Every animal is vetted, vaccinated, spayed or neutered, and microchipped before transport. Those expenses add up quickly. Preparing just one animal for transport typically costs over $100, so the cost of preparing those 964 animals to leave the shelter was nearly $100,000. The Animal Village receives no adoption or rescue fees nor any other kind of reimbursement to help cover the cost of preparing each animal for transport. With your help we hope to expand the transportation program and be even more successful in 2019, helping more pets find the loving homes they deserve and reducing euthanasia at the Little Rock Animal Village.
Friends of the Animal Village Fundraisers

Santa Paws

Friends of the Animal Village was proud to host its sixth annual Santa Paws Holiday Party on December 1, 2018. The event took place at Trapnall Hall and was a huge success! Guests were treated to live music performed by Joe Meazle and complimentary beer & wine was provided by Lagunita’s Brewery & Grumpy’s Too. Along with event standards like a silent auction and wine pull, new for this year was a Kendra Scott jewelry pull, with prizes valued up to $200. Santa Paws was there as well! During the event we joyously presented LRAV director Tracy Roark with a check for $35,000, and presented Dr. Brian Barron of Shackleford Road Veterinary Clinic with our annual "Best Friend Award" for his dedication to & support of LRAV in 2018. Over $14,000 was raised at the event!

Many thanks to our 2018 sponsors: Finnegan’s Medical Supplies, Shackleford Road Vet Clinic, Better Business Bureau of Arkansas, Arkansas Family Dental, Ryan & Andrea Underwood, Westrock Animal Hospital, Parker Auto Group, Lance Levi, Ching Hearnsberger, Grumpy’s Too, and Lagunita’s Brewing Company.

Doggie Paddle Day

Doggie Paddle Day 2018 was what you might call a “splashing” success! With over 140 dogs in attendance along with their humans it was non-stop fun. The event took place Sunday, October 7th. For the seventh year in a row pups and people splashed, swam, and showed off their skills at the Jim Dailey Fitness and Aquatic Center. While having a great time they also helped FAV raise just under $2,000 to continue providing aid to the Village! The Jim Dailey Fitness and Aquatic center offers a full sized pool for pooches to swim in as well as a kiddie pool for those that are still brushing up on their paddling skills. We hope to see you at next year’s Doggie Paddle Day on October 13, 2019!
Microchipping Saves Lives

Thanks to a partnership between Friends of the Animal Village, Shackleford Road Veterinary Clinic (SRVC), & Bass Pro Shops (BPS) about 2500 dogs & cats have been microchipped over the last four years at our low-cost microchip events, helping keep them safe and less likely to be separated permanently from their owners. Started in the summer of 2014, FAV-sponsored microchipping events continued in 2018 at the Little Rock Bass Pro Shops with Dr. Brian Barron of SRVC donating his time to chip pets at his record pace of one a minute. Through these microchipping events more than $20,000 has been raised to benefit the animals of the Little Rock Animal Village. This would not have been possible without the generosity of BPS and SRVC. FAV microchipping events are scheduled at Bass Pro Shops in 2019 on April 27 as well as two events still to be scheduled later in the year.

Media Partners Help Spread the Word

For years, the Little Rock Animal Village was one of the city’s best kept secrets. Fortunately, that’s no longer the case thanks to support from caring media outlets including THV11, 103.7 the Buzz, and Shawn Reed and 106.7 the Ride. Working alongside all three to help spread the word has been local business Cost Plus Furniture. Since 2014, THV11 has featured a “Pet of the Week” from the Little Rock Animal Village on its Friday morning show. During that time period more than 250 dogs and cats have accompanied Friends of the Animal Village volunteers on “THV This Morning.” The majority of the animals have found homes with THV11 viewers or followers of its social media. Cost Plus Furniture has sponsored the “Pet of the Week” segments, along with the station’s green room where two-legged and four-legged guests are seated prior to each broadcast. Meanwhile, partnering with radio station 106.7 the Ride, Cost Plus Furniture continued its sponsorship of that station’s “Wet-nosed Wednesdays” podcast featuring the “wet nose” of the week. The broadcasts featuring a dog or cat were hosted in 2018 by Shawn Reed and Luke Kelly. Cost Plus also continued its sponsorship of Wet Nosed Wednesdays on radio station 103.7 the Buzz, utilizing the station’s social media platforms to feature LRAV animals up for adoption. The spots are coordinated by LRAV volunteer Shelley Seitz. Because of the support of these LRAV media partners and Cost Plus Furniture, hundreds of animals have found new homes. Many more will be adopted in the future because of the awareness they have helped create about LRAV and its mission.

Thank you to our friends!
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ne of the things I hear most when talking to members of the public about the volunteer work we do at the Little Rock Animal Village is, “I don’t know how you do it, it would make me too sad to see all the animals in the shelter.” Over the last six years I’ve developed a default, two-part response to this sentiment.

I tell them first and foremost that the Little Rock Animal Village is a modern adoption center, far from the old days of “the pound.” It is a bright, open, welcoming facility - a happy place. The second part of my response is this: you can either ignore it and try to pretend they don’t exist, or you can choose to do something to help those animals.

YOU have the power to help.

It’s estimated that over 7.6 million animals enter animal shelters in the U.S. every year. That’s 7,600,000 dogs, cats, and various other animals who have found themselves in need of new homes, almost always through no fault of their own. The Little Rock Animal Village takes in over 4,000 of these a year. Last year, they took in 4,118 - roughly one animal for every 50 people living in Little Rock. They took in an average of 15 animals a day every day they were open. That’s a lot of animals to take care of and find homes for, and the staff at the Little Rock Animal Village do everything they can to find homes for them all. In 2018, 3,103 animals found new homes thanks to the hard work of the staff and volunteers at the Little Rock Animal Village. Every year, we save more; more are sent to rescues, more are adopted out, more are reunited with their owners.

You might be asking yourself, “If they are doing everything they can, what more could I do?” Easy — volunteer, be an advocate, or donate. There are so many ways to help. Volunteering at the Little Rock Animal Village is truly the most fun volunteer opportunity in the city. It doesn’t entail cleaning cages or picking up poop, they simply need volunteers to come and spend some time with the animals outside of their kennels. Take a dog for a walk, teach one to sit, play with the cats in Joey’s Play Room and snuggle with them for a while…it’s that easy, and it’s incredibly rewarding when you see an animal you’ve spent time with and helped socialize get adopted by a great family. Volunteers spending time with the animals truly makes them more adoptable. They’re more relaxed, they may have learned a command or two, etc. The joy you’ll feel when an animal you’ve spent time with gets adopted is incomparable.

Can’t volunteer? No problem. One of the single greatest needs of animal shelters everywhere is the need for advocates. Advocates are simply people who help spread the word about why adoption should be your first choice when adding a furry friend to your family, and where they can adopt. Talk to your friends, family, neighbors, and coworkers about the Little Rock Animal Village. When you see an acquaintance post something on Facebook concerning their desire for a Chihuahua, be an advocate for the animals at the Little Rock Animal Village and tell them that they often have chihuahuas.
in need of good homes. When your neighbor tells you that their outside cat has gone missing, be an advocate for the Little Rock Animal Village and let them know that’s the first place they should check. You’ll be surprised how many people don’t know that. When you overhear a coworker talking about getting a Siamese kitten for their kids, be an advocate for the Little Rock Animal Village and tell them that last year the Village took in more than 700 kittens, and many of them were Siamese. With more than 4,000 animals coming in every year, there is no shortage of variety at the Animal Village. Whatever someone is searching for in a new pet, they can find it there. At any given time the Animal Village has upwards of 200 animals in their care. You can help us save just one simply by having a conversation.

Lastly, one of the biggest ways you can help is by donating. Before they can leave the shelter, all animals are spayed/neutered, vaccinated, tested for diseases like heartworms or feline leukemia, microchipped, and receive various other kinds of medical treatment as needed.

It costs about $120 to care for a healthy unsterilized animal and prepare them for adoption, and of course not every animal is healthy upon intake. With an adoption fee of just $90, the Little Rock Animal Village would not be able to afford all of these things without the promise of your monetary support. Not to mention the 1,000 animals a year that they send on transports, for which they receive no compensation at all. Yes, they are a city agency and thus receive money from the city for operating expenses, but those funds are strictly for overhead costs like staff salaries and utilities. They receive no funding from the city for the expense of actually caring for the animals and preparing them for adoption – adoption fees are expected to cover those costs, but obviously they don’t. It is purely through our community’s generosity that the Animal Village has come as far as it has in the last ten years since it opened, leaving the old “city pound” days behind. We’ve come a long way, but we still have a ways to go on the journey to making the Animal Village a “no kill” shelter.

**Your support saves lives.**

Whether it’s given through donations, advocacy, time spent volunteering, or all of the above, we are forever grateful to you for your continued help.

*Betsy Robb*

President

Thank you!
How You Can Help

Volunteer

With FAV: Volunteers are critical to our mission. Each FAV initiative relies on dedicated individuals to assist with events and programs that will raise funds and help increase adoptions at the Village. These events are always something simple and fun, such as walking a dog, helping set up a booth, or just talking with others about the Village to get the name out. We have opportunities at most events to help us further our shared mission of helping out our furry friends.

At LRAV: Volunteers are needed every day to help care for the dogs and cats at LRAV, and it is a great way to show our wonderful animals how much you care. These volunteers help prepare the cats and dogs at LRAV for life in a forever home simply by spending time with them, walking them, or even just letting them see a friendly face during their stay at the village. Volunteers can also help by taking pictures of adoptable pets for the website, which goes a long way towards getting them adopted. Village volunteers provide countless hours of valuable service—hours that lead to more adoptable animals, more animals sent on transports and more opportunities to show the community how special our animals are.

Volunteer training takes place at LRAV on the second Saturday of every month to help get you familiar with the village and all the ways you can help out. Contact us today to be added to the Volunteer email list.

Sign up today by e-mailing: VolunteersFAV@gmail.com

Foster

When you foster animals for the Little Rock Animal Village, you create space for more pets at the shelter. Fostering is the most direct way to help an animal without actually adopting them yourself—you are giving them a second chance at life. Fosters are needed for dogs going on transports, typically for a weekend, and for young kittens who aren't old enough to be adopted out yet. When you foster, you can help out a broad range of animals from bottle babies to senior pets, needing a reprieve from the shelter conditions. Fostering the animals also helps acclimate them to the everyday life they can look forward to once they find their forever home.

For more information, e-mail info@FriendsoftheAnimalVillage.org
Thank you for your support

Merchandise

Purchase a FAV t-shirt by going to our website (FAVLR.org) where you’ll find merchandise under the Get Involved menu.

Or visit our Zazzle store: www.zazzle.com/favlittlerock where a portion of the proceeds from all sales goes to FAV.

In our store, you will find a variety of apparel and merchandise promoting the Village and FAV. These items make great gifts for a loved one or yourself. Wear them with pride in knowing that you support the Little Rock Animal Village!
Little Rock Animal Village
4500 Kramer Street

Follow us on social media!

Facebook: Friends of the Animal Village
Twitter: @FAV_LR
Instagram: @FAVLR

Thank you!