



**HUMANE  
SOCIETY**  
— N A P L E S —

# Impact Report

2023 Fiscal Year | July 1, 2022 through June 30, 2023



Our cover dog Jean is one face of a new partnership with Best Friends Animal Society and Florida Leaders in Lifesaving where HSN will assist rescue groups in Hendry, Collier, Lee, and Glades County achieve no-kill status (see page 2).

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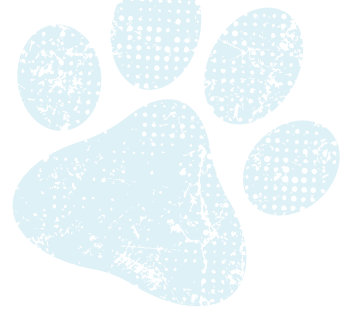
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Sarah with HSN Alumnus Bear

## From the Chief Executive Officer

We are proud to feature Jean as our cover girl for this year's annual report. Her success story is representative of other stories we will be sharing as a result of a recent life-saving, transformative grant. Thanks to Humane Society Naples' leadership role in the region, HSN will receive more than \$250,000 from the Best Friends Animal Society and Florida Leaders in Lifesaving over the next year to assist rescue groups in Collier, Glades, Hendry, and Lee Counties to improve their lifesaving efforts - with the goal of helping them to achieve the 'no-kill' status we are so fortunate to maintain.

Jean was transferred to HSN from Clewiston Animal Services in Hendry County. She was such a friendly, sweet girl that it was clear she had been loved at some point during her short two-year life. It was hard to understand how she arrived with such major medical issues.

She had a torn ACL, likely an impact injury. She had significant periodontal disease. And she was heartworm positive.

Thanks to the care provided by our Yawney Family Veterinary Clinic, Jean's ACL healed and she is pain-free. Her dental treatments are scheduled and she is undergoing treatment for the heartworms, so far tolerating the very strong medication.

Jean was a staff favorite before she found her forever family. She was a popular participant in the Paws Around Town Bus' civic engagements, enjoying belly rubs and ear scratches from all! During her stay at HSN, she even participated in a special photo op on a private jet.

## Board Members

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Chief Development and Marketing Officer
- Meredith McLean**  
Chief of Community Services
- John Morton, D.V.M.**  
Chief Medical Officer
- Gabe Waters**  
Chief Operating Officer



Jean, our cover dog, with Paws Around Town Coordinator Alex Woods, during a community event

*\*As of June 30, 2023*



Jean is the kind of dog who would likely face euthanasia in many shelters that don't have the resources to address her medical needs. After only two months in our care, Jean is now living the kind of life she deserves.

We are proud to be partnering with shelters in the more remote areas of Southwest Florida, thanks to this special grant, to develop with them strategies and supports to move them into no-kill status very soon. We will, of course, continue doing our important work in Collier County. We couldn't be saving so many lives without our incredible supporters, who agree that no animal should have to suffer or lose their life for something we can help address.

Thank you for partnering with us in our pioneering efforts,

**Sarah Baeckler**  
Chief Executive Officer



**FLORIDA LEADERS in LIFESAVING**  
*Unite. Inspire. Engage.*





# Adoptions

## Double Stuff: Oreo, a Cat, and Oreo, a Dog!

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**Our two Oreos both faced some serious challenges, but each found a family to love them, thanks to second chances provided at Humane Society Naples.**

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**OREO**

**Oreo the Cat** was not a happy camper. Coming into the shelter, he used behaviors he had learned outside to repel unwanted interactions. He would bite. He would scratch—other cats and people! Only the most skilled animal care team members were assigned to his rounds.

A handsome fellow, Oreo attracted a lot of attention from prospective adopters who saw him through his glass door. However, his door was locked and visitors required permission to meet him. Upon learning of his behavioral issues, potential adopters invariably opted not to consider Oreo.

Oreo's fortunes changed one day when a mother and daughter came into the shelter. Drawn by his distinctive appearance, they immediately asked to see him, but our cat adoption volunteer hesitated, explaining the situation. Our volunteer suggested that the two women see the other cats first. After they saw all of the cats, they were still persuaded that Oreo might be "the one."

When staff unlocked the door to Oreo's room and the two women went in, staff and volunteers held their breath. What happened then was completely unexpected! Oreo immediately went up to the daughter and nuzzled her. There was not a hint of aggression.

After spending a considerable amount of time with Oreo, the mother and daughter adopted and took him home that same day. And what a home it turned out to be. Today, Oreo is a jet setter, commuting between Florida and Brazil with his new parents. He is a loving, happy cat who walks on a leash, is adored, and is the subject of untold numbers of photographs.

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**His adoption volunteer reflected, "The beauty of Humane Society Naples is that those like Oreo who might be written off as hopeless or unadoptable in another shelter setting are able to wait for their 'one.' They live in an environment of love and caring that demands nothing of them other than patience, while our adoption volunteers act as matchmakers."**

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**OREO**

Oreo the Dog came to HSN from Highlands County Animal Services after their shelter was heavily damaged by Hurricane Ian. An unneutered 3-year-old “square head”, his is an imposing presence. It turns out, he is also a very playful one. The Animal Care teams at HSN’s Oaks campus loved watching him do his zoomies in the wooded play yards with other animals also undergoing behavioral evaluation.

Two months after transferring to HSN, he was neutered, behaviorally solid, cleared for adoption and moved to our main shelter. There, he discovered wading pools and hose fountains, and became an avid water dog.

**But as sweet and fun as Oreo turned out to be, finding homes for our larger dogs is difficult because of size and breed restrictions in many of our area’s communities.**

While happy at the shelter, Oreo needed a permanent loving home. Enter Mighty Dog Roofing Company. In June, they offered to sponsor two HSN dogs a month for fee-waived adoptions. The very first dog to wear the title of “Mighty Dog” was Oreo. And just 10 days later, Oreo found his “forever” home. “The people and businesses of this community are passionate in their support of animals needing our care,” reflects HSN’s CEO Sarah Baeckler. “Without the support of friends like Mighty Dog Roofing, we could not do all we do. And, without compassionate families like those of our double-stuff Oreos, these animals would face a future no pet should endure. We are grateful—so grateful—for our volunteer matchmakers.”



**Watch Oreo Play Outside!**



## FY 2023 Adoption Statistics



**1,482**  
Cats



**381**  
Dogs



**76**  
Small Animals  
(Including: ferrets, gerbils, guinea pigs, hamsters, and rabbits)



# Medical Services

## Providing Hope and Healing

Not every shelter in Southwest Florida has the medical resources Humane Society Naples is fortunate to provide. As a result, other rescues often send animals who need special care to HSN to give them a chance of healing and finding a permanent home.



HALO

**Sweet Halo**, who now has a look of perpetual curiosity, was transferred to HSN from Collier County Domestic Animal Services because of severe trauma. The cause of her trauma was not known, though we suspected she was hit by a car. This beautiful little cat arrived with a pelvic fracture, a left rear leg fracture and a right-sided head tilt. While in recovery, her skin began ulcerating and sloughing off. A biopsy showed results consistent with a thermal burn. This kitty had clearly been through a horrific experience.

HSN's medical team elected strict cage rest rather than surgery for her fractures due to her condition. Her skin was treated for the burns. Halo recovered fully and found her new home just two months after arriving at HSN. She will always have an abnormal gait because of her pelvis and her left hind leg being misaligned after that trauma. But she is in no pain and has no problem with mobility or quality of life.

Her head tilt, also caused by whatever befell her, will always be her special characteristic, looking up with a keen awareness of the world around her. She may have some long-term hair loss, but this sweet cat, who was less than a year old when she came to us so badly injured, can now anticipate a healthy and happy life with her forever family for years to come.

## Pet Overpopulation Prevention



**1,582**  
Cats sterilized



**549**  
Dogs sterilized



**28**  
Small Animals  
sterilized

We performed spay/neuter surgeries for 2,159 animals in FY2023. If even half of those animals had gone on to have just one litter of six offspring, that would have meant an additional 6,477 dogs, cats and small mammals that would then need to find homes. Reducing pet overpopulation is a critical need.





**QUEENIE**

**Queenie** was transferred to HSN from the Humane Society of Vero Beach and Indian River County due to a constant hacking cough. Our medical team diagnosed her issues as reduced function of the arytenoids (cartilage around the larynx) and an extremely enlarged or ‘sagging’ tracheal membrane that was reducing air flow. Causes of these issues are hard to pin down, especially when an animal’s history prior to transfer into our shelter is unknown.

HSN’s Dr. Natalie Brown reported, “We opted to try an experimental medication that has shown positive results in dogs that have been diagnosed with laryngeal paralysis, a slightly different respiratory disease. Queenie has responded beautifully! Her breathing and coughing improved almost immediately.”

Meanwhile, Queenie is working with the behavior specialists at our Oaks campus to modify her impulse to pull hard when leashed. Strong leash pulling has been shown to injure tracheae, putting her in danger, given her condition. She is looking for a home where she can be an only pet. Her future adopter will be advised that Queenie may have occasional flare ups of coughing or loud breathing during times of exercise. This should not affect her overall quality of life if she continues to respond favorably to her medication, which will be required long term.

HSN provides detailed medical advisories to adopters of pets with long-term medical needs. Our full disclosure policy ensures best-possible outcomes as adopting families have what they need to give their new pet life-long love, care and stability.



## Additional Medical Services



**181**  
Received Dental Procedures



**262**  
Received Other Surgeries



**71**  
Received Heartworm Treatments

# Operation Rescue

## Addressing Critical Emergency Needs

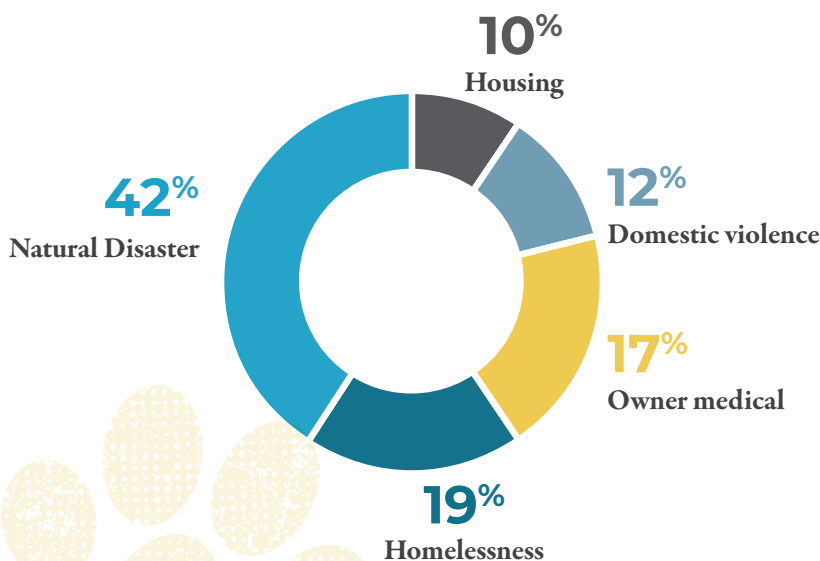
For more than seven years, Operation Rescue has been quietly assisting individuals and families in crisis. People who need to flee domestic violence, who are facing sudden homelessness, or who require hospitalization for substance abuse have been able to secure free pet boarding with Humane Society Naples' Operation Rescue while they rebuild their own lives.

Following Hurricane Ian, a large number of families were dislocated. Operation Rescue was able to ramp up immediately to provide their pets with safe, temporary housing.

Even before the storm, HSN had been increasing its commitment to providing additional resources to Operation Rescue. As the impact of inflation, especially in housing, was being felt in Southwest Florida, an increasing number of people were struggling to find housing and to afford caring for their pets. To increase available care for the growing number of pets requiring shelter, additional foster families are being recruited for Operation Rescue.

From 2022 to 2023, the number of boarding nights provided by Operation Rescue grew by 40 percent. The total number of animal nights in our care were 10,955. The animals helped included 287 cats, 2 rabbits and 179 dogs, or a total of 465 pets. The total of families enrolled in Operation Rescue numbered 228.

Not surprisingly, the crises driving people to Operation Rescue in FY 2023 reflected the impact of the hurricane:







# Patty and Jay Baker Mobile Veterinary Clinic

## Outreach to all of Collier County

**What does Humane Society Naples' Mobile Veterinary Clinic (MVC) offer to our community?** Thanks to the generous support of HSN donors, this invaluable community outreach program provides a wide range of services, including routine health exams, vaccinations, microchipping, spaying/neutering, flea and tick prevention, and heartworm treatments. The MVC extends its reach to communities across Collier County—geographically one of the largest counties in Florida—making veterinary care affordable and accessible in remote and underserved areas.

Clients benefiting from this crucial pet care contribute nearly 50 percent of the MVC's out-of-pocket costs for essential supplies and treatments with "honor" payments they make to cover their bills.

In addition to the veterinary services, HSN's social worker is an integral part of the MVC team. Often, families seeking assistance from the MVC have pressing non-pet-related issues. Our social worker connects them with other county agencies that can address these additional needs as well as providing a trained ear and experienced guidance in navigating these sometimes complicated systems.

After generously volunteering her veterinary services to HSN in the aftermath of Hurricane Ian, Dr. Edna May Seymour joined the HSN staff as the primary veterinarian for the MVC.



### Mobile Veterinary Clinic Impact (FY23)

**57** community visits

**898** pets treated

**1,238** vaccines delivered

**340** microchips inserted

**822** medications provided

**349** spay/neuter surgeries

**1,847** flea prevention medications distributed

# Behavior Services

## Improving Pet Adoption and Retention



Neo arrived at Humane Society Naples in 2017 as a six-month-old puppy. His original stay with HSN was a quick seven days, and then he went to his first home. That home lasted for a little more than a month, and then he was returned.

Neo's next shelter stay was only three days, but his new home returned him after only six days.

At just seven months old and already with two homes under his collar, Neo went to his third home. HSN staff members hoped this would be his final one. Sadly, Neo found himself back at our shelter after four years.

At almost five years of age, and with so many changes, Neo was understandably hesitant with new people and showed nervousness about being leashed and taken for walks and playtime. Neo showed his teeth and growled when meeting new people, especially men.

To help him find a permanent, loving home, the HSN Behavior team worked to build Neo's confidence by slowly introducing him to things that made him uncomfortable.

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**With love and patience, the team helped Neo realize that new people were friends and leashes brought new adventures.**

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Our Behavior team also discovered that Neo had not been socialized around other dogs. They added play groups and socialization to his plan to improve his chances to find a loving home. Play groups became a big part of Neo's therapy. With the right dog, he loved to run around the yard and play.

When the Behavior team felt Neo was ready, they introduced him to one of HSN's amazing foster homes to see how he would adjust. While in the foster home, they noticed something strange. They called the HSN Medical Team to investigate why Neo was getting shakes and sudden behavior changes. Neo was diagnosed with trivial chronic valve disease.

While Neo was waiting for more medical tests, he met what could only be described as his match made in heaven. His new adopter took him home on a foster-to-adopt basis, and it was love at first sight. He fit in well with her current dog, thanks to the work of the Behavior team. A further bond is that her son has the same heart condition that Neo has.

Neo's new mom said, "He's super well-mannered and we couldn't have asked for a better dog." Each time we ask how he's doing, she states, "he's just amazing."







**SHELLY**

We all have heard the idiom “Herding Cats.” Training a cat with behavioral issues is significantly different from working with dogs.

**Shelly** was transferred to Humane Society Naples from Lee County Domestic Animal Services as a little kitten, only a month and a half old. While in our shelter, animal caretakers noticed that Shelly was very resistant to interacting with people. Transferring to HSN’s Oaks campus where our behavioral interventions are managed, she received the one-on-one attention and care that enabled her to trust people and adapt to shifting environments. Still shy and timid when meeting new people, she now is able to show her sweet and affectionate personality and even managed a foster home with not only other cats but a dog, too! She is at the von Arx Adoption Center in North Naples awaiting a purr-fect forever home.



Oaks Campus

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This year, HSN’s behavior team introduced a systematic program to help cats that are having trouble adjusting to the shelter or to a home environment. Called the Fearful Felines program, it is specifically beneficial to cats or kittens that are too afraid or anxious to engage positively with potential adopters because they are afraid.

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# Foster Program

## Foster Volunteers Change Lives, Including Their Own

Human Society Naples' Foster Program addresses so many different kinds of situations, from newborn kittens needing bottle-feeding every two hours to recovery from medical conditions, socialization for behavioral issues, or hospice care for terminally ill pets. Foster volunteers provide essential care in loving homes until an animal is either ready for permanent adoption or, in the case of our hospice pets, ready to cross the rainbow bridge. Of our more than 600 active HSN volunteers, more than 30 percent are foster volunteers.



DANTE

### Medical Foster

Dante came to HSN from Puerto Rico in 2018. He found a loving home for five years. Sadly, his adopter fell seriously ill and was no longer able to care for him. He returned to HSN as part of our life-long commitment to animals we placed for adoption. He had developed significant allergies and when his owner fell ill, those issues went untreated for a time. Dante was placed in a medical foster home and with treatment and care, he has improved immensely. His foster family has been giving him medications, regular medicated baths, applying eye medications and taking him back and forth to veterinary appointments. With his health restored, he will soon return to the adoption program.



VAL

### Shy Adult Cat

Very shy cats have a struggle finding a forever home. Val came to HSN as a transfer from Clewiston Animal Control. He was extremely timid and despite the HSN staff's efforts to help Val come out of his shell, he remained hidden most of the day. Val was placed in a foster home to see if a new environment would help him. His foster parents worked hard to gain Val's trust and eventually he became a relaxed, happy cat, who now sits on laps and snuggles in bed!



LARRY

### Neonate Kitten

Larry was brought to Gulf Coast Humane Society as a 5-day old, abandoned kitten. GCHS had no foster families available to bottle feed at the time. Their foster coordinator contacted HSN to see if we had a foster family or a nursing momma cat who would take him on. At that same time, HSN had a momma cat who had just weaned a litter of kittens. We sent momma and baby to a foster home. Momma took care of Larry for a couple of weeks before her milk dried up, then the foster mom continued to bottle feed Larry until he was ready to transition to eating on his own. Larry thrived in foster care and when he came back to HSN, he was adopted immediately.



TEDDY

### Hospice Foster

Teddy was surrendered to HSN at age 8, diagnosed with Cushings disease and urinary stones. His age and his medical needs made it challenging to find Teddy a new home. After a year at HSN, Teddy was diagnosed with cancer. Teddy was given 6 to 12 months to live. We searched for a hospice foster home and in March 2023, Teddy was placed with a lovely foster family. He was dearly loved and enjoyed life until his passing in November 2023.

**Change Lives as a Foster Volunteer**

Visit [hsnaples.org/foster](https://hsnaples.org/foster) to learn more.





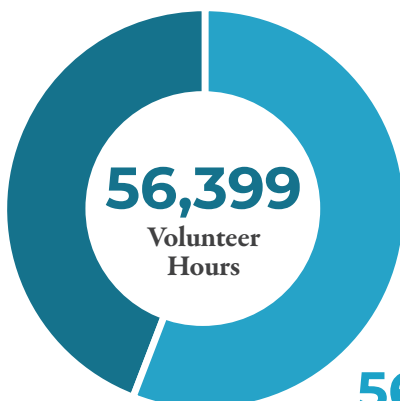
# Volunteers

## Recognizing Our Volunteers

Humane Society Naples volunteers are essential to the success of our organization. The support they provide both on-site and off-site, including fostering our animals, is critical to our mission.

### Volunteer Hours

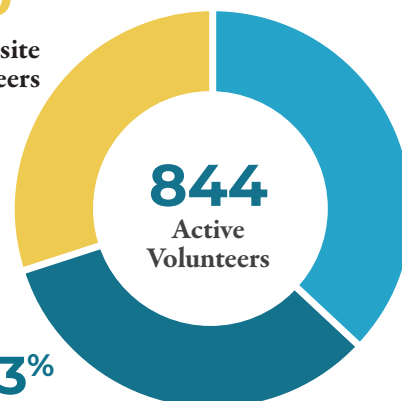
**44%**  
Other volunteer activities/tasks



**56%**  
Fostering

### Number of Volunteers

**30%**  
Student Off-site Volunteers



**37%**  
On-site and Events Volunteers

**33%**  
Foster Volunteers

# Hurricane Ian

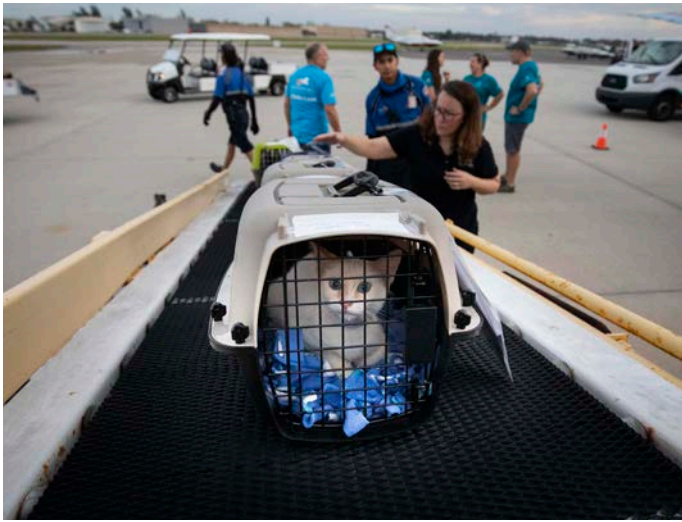
## Reflecting One Year Later.....

On September 28, 2023, Humane Society Naples CEO Sarah Baeckler reflected,

*“I can’t decide if it feels like a million years ago or just like yesterday, but I doubt most of us will ever forget Hurricane Ian hitting our area. Not a single person on our team failed to step up for what turned out to be the most intensive days many of us had experienced in our careers thus far.”*







“From the staff who stayed at the Main Shelter and the Oaks Campus (the von Arx Adoption Center was evacuated) to stand watch, to the staff who housed kittens and bunnies in their spare bathrooms, to the staff who lost their homes in the storm and still were here, to the staff who showed up over and over again at 10pm and 4am or whatever crazy time we needed to load or unload a plane or a van... It was an absolutely incredible time in our lives.

Together, the HSN team worked around the clock to save over 700 animals and serve countless shelters less fortunate than ours. I will remain forever in awe and grateful for what we were able to accomplish.”

## What HSN’s remarkable staff organized and accomplished from day 1 after the storm:

- More than **500 animals airlifted** to safety in **19 states** across the country with HSN serving as the main staging and coordinating operation
- **562 animals rescued** and either taken in by HSN or processed for airlift from regional shelters that were damaged or destroyed
- **352 animals accepted for shelter** by HSN itself

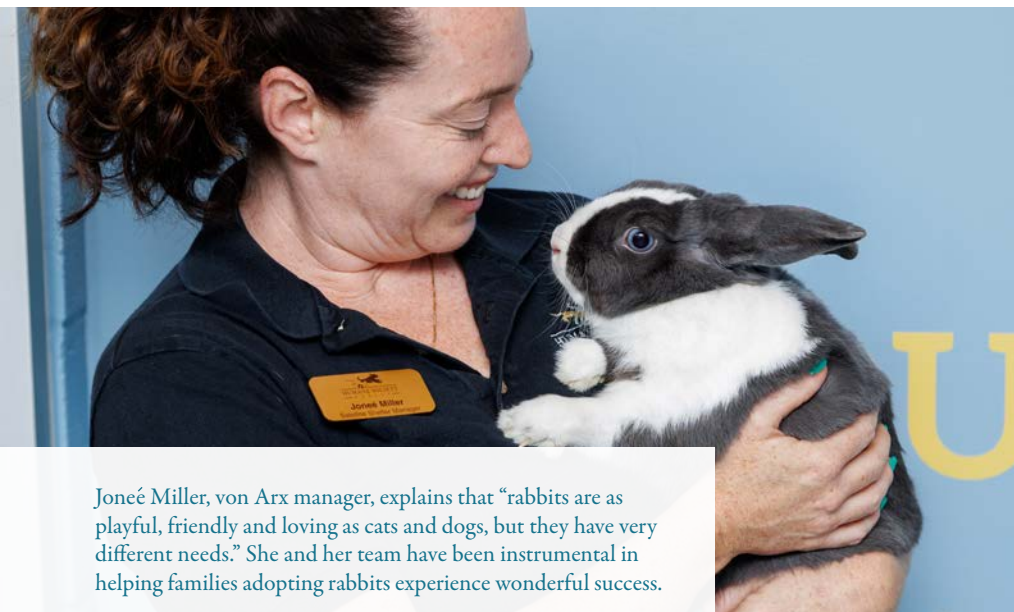
“ Never was HSN’s motto ‘Every Life Counts’ more visibly manifested. And this same compassion, dedication, and commitment is happening each day and every day behind the scenes here still. ”

- Sarah Baeckler

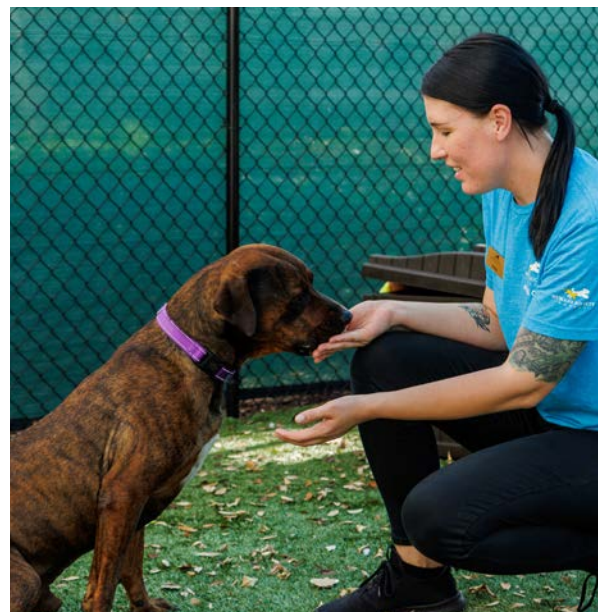


Get the Full Story!





Joneé Miller, von Arx manager, explains that “rabbits are as playful, friendly and loving as cats and dogs, but they have very different needs.” She and her team have been instrumental in helping families adopting rabbits experience wonderful success.



## von Arx Satellite Adoption Center

**Have you checked out HSN’s fantastic von Arx satellite adoption center in North Naples? It’s a hidden gem with a bright and welcoming space, spanning 3,000 square feet, accommodating up to 40 animals at any one time who are ready for adoption, from dogs and cats to rabbits and other smaller mammals.**

Now in its fourth year of operation, the von Arx Adoption Center accounted for 30% of HSN’s total small mammal adoptions in FY2023. Dogs and cats remain the primary residents, but there is a special skill set among the staff there – they are “rabbit whisperers.”

They help numerous displaced rabbits recover from physical and emotional trauma and find new loving homes. Costa was surrendered by her owner in June 2022, lethargic and overweight. She then was adopted and returned twice, once because of unexpected allergies and once because of unrealistic expectations. Feeling shut down and scared after so many disappointing family situations, she found comfort in the caring hands of HSN’s knowledgeable rabbit-savvy staff, who created an environment at von Arx where she could decompress. When Hurricane Ian struck, Costa even was taken into foster care in one of the staff members’ homes to ensure not just her safety, but also her sense of personal security during the storm. Then in late December, Costa faced an acute medical emergency. The von Arx team hand-fed her multiple times a day and provided subcutaneous fluids, helping her recover and regain her health.

A very sweet but shy rabbit, staff promoted Costa through HSN’s Foster-to-Adopt program, which allows families interested in a pet with more complex needs to have time to see if the placement will work. She was offered a home in April 2023 that had a male rabbit companion, and they quickly formed a close bond. Her foster family did in fact adopt her after a very brief trial period, and she is now living in a rabbit palace with her bonded friend, Walter, on her way to regaining full confidence and fitness.

**The von Arx Adoption Center location in Green Tree Plaza, at Immokalee and Airport-Pulling Roads, is easily accessible to families seeking to adopt a pet from the North Naples area to Immokalee, Bonita Springs, and even as far away as Cape Coral! The Center is open for adoptions Tuesday through Sunday 11 a.m. – 4 p.m. Open Mondays for Rescue Recess and donations only.**



# Intake Prevention

## Keeping Families and Pets Together

Too often, a family makes a heart-wrenching decision to surrender a beloved pet to a shelter because they feel they cannot properly care for them. They may experience a financial crisis and find the cost of feeding their dog or cat is beyond the family's current means. There may be a medical emergency, such as a major injury where the cost of treating their pet is beyond the family budget. Or, a pet may develop a chronic condition and the cost of ongoing care is out of reach for the family.

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**Humane Society Naples is dedicated to keeping beloved pets with their families – it's better for the animal and certainly better for the family who is already in crisis. With financial support from our donors, HSN offers several programs that keep families and pets together.**

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The **Denny Plesea Pet Food Pantry** offers pet food, cat litter, animal crates and bedding, and leashes and collars to families in need. In the last year, more than 200 animals received food each month, with over 1,600 pounds of dry food and 1,000

cans of wet food. Donations of unopened food are essential to our ability to meet this pressing need in our community as skyrocketing inflation and housing costs have many families struggling to make ends meet.

**The Compassionate Care Fund** provides support to families whose pet faces an acute medical crisis ranging from disease to injury. Treatment can cost thousands of dollars.

Our Compassionate Care Fund ensures that the animal receives the necessary care and the family need pay only what they can afford.

HSN donors are instrumental in supporting this program to ensure animals do not experience unbearable suffering or the agonizing loss of their family when treatable medical interventions are available.

**Senior Dog Fund** vouchers and **Cozy Cat Care** vouchers are available to care for older pets adopted through HSN who develop medical issues that can be addressed by our Yawney Family Veterinary Clinic.

Our community is tremendously understanding of the need for these services, with both in-kind donations of pet food and cat litter and financial donations for the medical interventions, making it possible for families to keep their beloved pets at home.



HSN relies on donations of food to keep our Pet Food Pantry stocked. Thankfully, lots of generous and fun-loving donors find creative ways to help. Every August since she was born 10 years ago, Gypsy Sue and her humans, Gail and Michael Cochran, host a birthday party for her at Island Gypsy Cafe & Marina Bar at Isles of Capri. Hers is one of many beloved community events featuring collections for the pantry.

# Special Events

## Raising Awareness and Funds

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Each year, fun and exciting special events create greater awareness of Humane Society Naples and its many programs to keep animals safe and healthy and in homes with loving families.

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### 17<sup>th</sup> Run for the Paws 5K

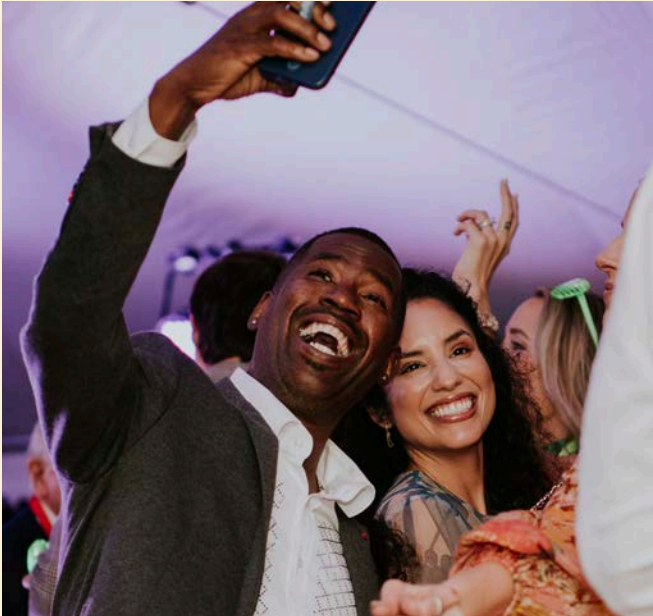
The 17th Annual Run for the Paws 5K event, held January 28, 2023, attracted more than 300 runners and raised more than \$22,000 for HSN's mission. Our Top Dog once again this year—and for the past seven years—was Mila, with her human partner, Steven Iannaccone. Save the date for our 2024 Run For The Paws, which is set for Saturday, March 9, at the Paradise Coast Sports Complex.



### 7<sup>th</sup> Bow Wow Brunch

The 7th annual Bow Wow Brunch, held May 7, 2023, was generously hosted by our friends Richard and Amy D'Amico and the wonderful team at D'Amico's The Continental. The event brought together guests, along with their furry friends, for a delicious brunch, live entertainment and a fabulous raffle. The brunch raised more than \$35,000 to support HSN programs and services.





## 2<sup>nd</sup> My Rescue Rescued Me

The second My Rescue Rescued Me event, held on March 9, 2023, brought together more than 300 enthusiastic animal lovers and raised more than \$400,000 in support of HSN's life-saving mission. An elegant, exclusive VIP dinner in Baker Park's Sugden-Gomez Center honored major sponsors and donors, and everyone attending enjoyed delicious food and drinks while dancing the night away under the stars.



## 1<sup>st</sup> Pet Lovers Dance Party

Over 400 guests joined Humane Society Naples at the Elite Jets Hangar for the inaugural Pet Lovers Dance Party, held on November 17, 2023! This fundraiser honored those who helped HSN transport over 500 animals in the wake of Hurricane Ian. Our Hero Award recipients, Naples Airport Authority and BISSELL Pet Foundation, were honored during the evening's programming. The Pet Lovers Dance Party raised over \$330,000 which goes directly to supporting the animals in our care, as well as extending HSN's impact throughout Florida.



# Paws Around Town

## Expanding HSN's Outreach

This popular community engagement program features pet therapy, humane education, and support for local community events.



### Supportive Paws

This program has had a positive impact for seniors in our community. Staff members and volunteers take pets to memory care and senior living centers, as well as veterans' groups. These are environments where pet therapy can be beneficial.



### Pawsitive Interactions

With this program, young children learn about how to prevent animals from biting and how to be a responsible pet owner. The program reaches children ages 4 to 14, and is offered in elementary and middle schools and summer camp programs throughout Collier County.



### Letters from Pets

This humane education outreach program engages schoolchildren by asking them to write letters on behalf of the shelter animals. Their letters are then posted on the animals' kennels. Adopters enjoy receiving their new pet's letters, complete with the children's original drawing of their pet, and children are excited to know they helped a pet find a new home.



### By the Numbers

Paws Around Town also supports local community events ranging from fundraising events with small businesses to partnering with other local nonprofits and civic organizations.



120

Supportive Paws visits



856

Children Participating in Pawsitive Interactions



68

Community Events



250

Letters from Pets



# HSN Annual Awards Presented

HSN's major annual awards were last presented in 2019 after which COVID restrictions interrupted our operations. We were so pleased to resume this tradition at the inaugural Guardian Circle Forum held at Sea Salt in downtown Naples on February 9, 2023.

During that special luncheon, Board President Brad Jamison reviewed the major events of 2022, with videos highlighting the unprecedented rescue and animal transport operations led by HSN following Hurricane Ian. Then he and CEO Sarah Baeckler had the honor of recognizing our 2023 Awardees.



*The Walter Turken Award*, first presented in 2000, is HSN's premier distinction for service to pets. **Sheila and Paul Demkovich**, major sponsors of Operation Rescue as well as numerous other programs at Humane Society Naples, were the 2023 Turken Award recipients. The Demkovichs (center) received their award from 2013 Turken recipients Patty and Jay Baker.



*The James P. Dellas and Cheryl Deering Animalitarian Award*, first awarded in 2007, was established to recognize a community member or family that goes above and beyond in their compassion toward and service to companion animals. **Michael William Ross**, who went viral on social media during the hurricane when he saved a cat from drowning as the flood waters rushed in, received this special recognition from Cheryl Deering, the Award's founder.



*The Animal Advocate Award*, also initially awarded in 2007, recognizes those who "speak on behalf of those without voices" in our community and who promote the welfare of pets and other beloved animals. The 2023 award went to **Collier County Sheriff Kevin J. Rambosk, Undersheriff Colonel Jim Bloom, and the Animal Cruelty Investigations Alliance team of Lt. Greg Hinchliffe, Detective Megan Noel, and Detective Bruce Cordivari**. This group was instrumental in saving our official "office dog" Bear from indescribable abuse. They continue to save many other animals needing their rescue assistance. Sheriff Rambosk is pictured here with Sarah Baeckler, CEO and Brad Jamison, Board President.

# Gifts of Love and Compassion

Annual contributors to Humane Society Naples experience the joy of helping to make possible the highest level of animal shelter and care, crisis support for families with pets, and community medical and educational outreach to compassionately address the needs of the hundreds of dogs, cats and small mammals who arrive at HSN each year for a second chance at the kind of life every pet deserves.



## **Guardian Circle:** **Animal Care Visionaries, Leaders, Defenders and Heroes**

Guardian Circle members are individuals and organizations whose cumulative giving and outstanding generosity this year demonstrate the highest order of engagement with Humane Society Naples' mission and vision. They are an inspiration to us all.

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## **Animal Advocates: Champions, Benefactors and Angels**

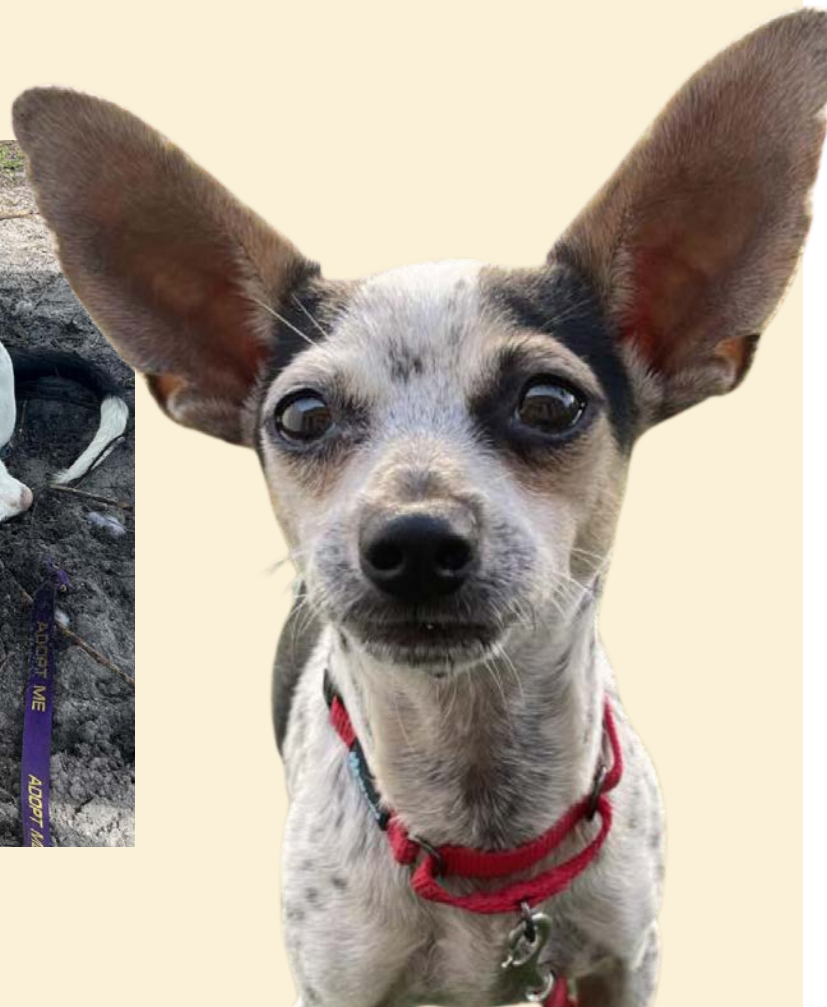
Animal Advocates are significant annual donors who create the essential bedrock upon which every donation to HSN combines to help realize our life-saving goals.

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## **Friends of HSN: Patrons and Supporters**

Friends of HSN express through loyal and generous contributions the kind of support essential to sustaining the programs and services for the animals in our care.







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 Henry Marbach  
 James Marino  
 Amy and Alex Markley  
 Marissa Mastellone/  
 Misfit Toys Communications  
 Susan Master  
 David Matter  
 Brian May  
 Kathy Mazzei  
 Drew McAleenan  
 Robin McClanathan  
 Charlie McDonald  
 Peter McGrane  
 Carol McKelvey  
 Julia McTaggart  
 Sally Medico  
 Deborah Meeson  
 Brad Melvin  
 Stephanie Mendoza  
 Larry Metzging  
 Lorraine Meyer  
 Shirley Michelson  
 Michael Michetti  
 Ellen Milan  
 Joan Miller-Campbell  
 Leon and Deirdre Milobar

Elizabeth Molloy  
 Steven and Lou Ann Moore  
 Mike and Elisa Moriarty  
 Marsha Myles  
 Laurie and Barry Nagler  
 Diane Nagot  
 Maria Napier  
 Lori Nardolillo  
 Tim Nash  
 Amy Nease  
 Joanne Nebus  
 Gerald and Virginia Nee  
 Marcia Nichols  
 Dennis Nico  
 Edward Niold  
 Ken Nurnberg  
 The Raymond Nutter and  
 Marilou Casey Charitable Fund  
 Karl Oleksiuk  
 Joni Olseen  
 Sandra Olsen  
 George and Elise Orban  
 Craig and Daneen Osten  
 Maryann Ostrout  
 Richard and Dennis Owens  
 Simon Padgett  
 Janice Page  
 Lisa and Dominick Paragano  
 Thomas Parker  
 Parker Hannifin Corp.  
 Robin Patron  
 Carrie Pearson  
 Richard Peck  
 Linda Perry  
 Pete and Sue Peterman Giving Fund  
 Sharon and Annie Petrosino  
 Kinberley Pickens  
 Tess Pintchik  
 Pledgeling Foundation  
 Roger Podany  
 Mary Jo and Sam Pollock  
 James Pollock  
 Timothy and Monica Popiel  
 Melissa Ix and Todd Potter  
 Noreen Price  
 Mike and Kim Prioletti  
 Wilma Proctor  
 Rogers Quimby  
 Carolyn Quistberg  
 Kathi and Larry Rambo  
 Sylvia Ramos  
 Marilyn Ramos  
 Margaret Rapp  
 Jean Raymond  
 Margaret and Philip Reed  
 Rose Regelbrugge  
 Virginia Reinhold  
 Heather Remillard  
 Robin Rhoads  
 Julie Rice  
 Dean Richardson  
 Sharon Ridge  
 Lisa Robertson  
 Charles Rogers

Mindy Roosa  
 Melanie Rose  
 Janice Rosenthal  
 Margaret K. Ross  
 Nancy Ruffner  
 John Ruscito  
 Carole Ryer  
 Nele Rzad  
 Jennifer and Anthony Saldukas  
 The John Salvino Family Fund  
 Luann Schaldenbrand  
 Martha O. Schaub  
 Newton and Antoinette Schott  
 Wilna Schrader  
 Andy and Caitlin Schrand  
 Sue and Fred Schulte  
 Laura Schultz  
 Diane Scott  
 Paul and Cheryl Selby  
 Suzanne Sensabaugh  
 Joan Shade  
 Aimee Shapiro  
 William Shelly  
 Niki Sherman  
 Berkeley Shoemaker  
 Siegel Dental Inc.  
 Dina and Adam Skinner  
 Jeff and Joanne Slepian  
 Kathy and Dean Smart  
 Leonard and Erika Smith  
 Thomas Snelling  
 Lisa Snider  
 Solarsh Family Fund  
 Donna Solimene  
 Pamela St. Laurent  
 Robert Statile  
 Sandi and Scott Stern  
 James Stevens  
 Samantha Sublette  
 John Swindells  
 Tallulah Falls School  
 Irene Tenaro  
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 Jim Valukas  
 Kristine Vanderhorst  
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 Norm P. Vernon, Jr.  
 Harry Von Suskil  
 Sigrid von Wieding Weinstein  
 Mitch Walters  
 Allison Wedekind  
 Joan Weeks  
 Marilyn Weissberg  
 Jane Weissman  
 Gina Wells  
 Michael Welther  
 Alison Wendt  
 Trinity Chiropractic, P.A.

Robert White  
 Diana Williamson  
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 Scott Wollaston  
 Sandra Wood  
 Wendy Wood  
 Cecelia Yarnell  
 Mark Yasuda and Cheri Ruch  
 Jonathan Young  
 Lynn Zakupowsky  
 Jessica and Christopher  
 Zazo/Hailstone Vineyards  
 Phyllis Zetzman  
 Roberta Zimmerman  
 Sharon Zuccaro

**Humane Society Naples  
 also sincerely thanks  
 the many other donors  
 in FY2023 who made  
 contributions up to \$250.**

We make every effort to ensure the accuracy of these lists. Please contact us immediately if you have a question, correction or concern at:

**239-643-1555, ext. 41 or  
[development@hsnaples.org](mailto:development@hsnaples.org)**

Thank you, again, for your commitment to and compassion for the animals.

# Financial Reporting

July 1, 2022 - June 30, 2023

## Revenue

Program Services Revenue	\$1,738,369
Development Revenue	\$5,729,297
Other Income	\$19,228
Investment Gains	\$202,613
<b>Total Revenue</b>	<b>\$7,670,279</b>

<b>Unrealized Gains</b>	<b>\$605,397</b>
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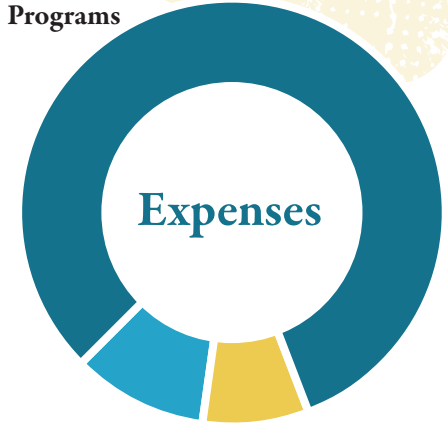
## Expenses

Programs	\$7,542,951
General Administrative	\$796,555
Fundraising and Marketing	\$738,172
<b>Total Expenses</b>	<b>\$9,077,678</b>

## Financial Position

Operating Assets	\$10,871,287
Investment Assets	\$5,641,626
<b>Total Assets</b>	<b>\$16,512,913</b>
Total Liabilities	\$813,736
<b>Net Operating Assets</b>	<b>\$10,868,787</b>
Net Investment Assets	\$5,641,626
Net Permanently Restricted Assets	\$2,500
<b>Total Liabilities and Net Assets</b>	<b>\$16,512,913</b>

**83%**  
Programs

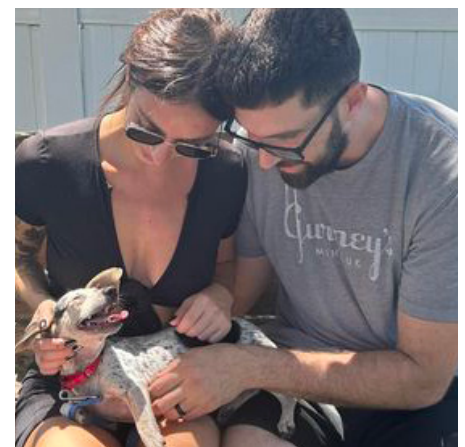


**9%**  
General & Administrative

**8%**  
Fundraising & Marketing

FY23 figures reported here were compiled prior to completion of our formal audit. Final audited figures will be available on request. In FY23 a combination of inflation and the impact of Hurricane Ian together impacted our bottom line. Thankfully, we have the resources to continue our lifesaving work even when outside influences are negative.

**83¢ of every \$1 supported our programs and services for the animals in FY2023**







## Make a Big Impact With a Future Gift

When you include Humane Society Naples in your estate plan, your generosity provides support well into the future for animals in need. Thank you for ensuring that HSN can impact those we serve for years to come.

And please remember to make a plan for your pets. Without specific instructions they can be left in limbo while probate is processed, so be sure to have a way for them to receive care right away if something should happen to you.

As you begin your planning, you will need our **EIN number: 59-1033966**. And our official name is Humane Society of Collier County, Inc., d/b/a Humane Society Naples.

If you would like to speak with Kim Hanson, our Senior Philanthropy Officer, please reach out to her at [kim.hanson@hsnaples.org](mailto:kim.hanson@hsnaples.org) or [239-438-4624](tel:239-438-4624).



Our Forever Plan for Your Pet offers some suggestions: [hsnaples.org/forever-plan](https://hsnaples.org/forever-plan)

## Your Planning Library

Estate planning can be confusing, stressful and just plain intimidating. But when you focus on the legacy you want to leave—the goals, needs and dreams you have for your family and Humane Society Naples—your decisions get a lot easier. Please visit: [hsnaples.planmylegacy.org/your-planning-library](https://hsnaples.planmylegacy.org/your-planning-library) or use this QR code to access the full roster of articles to help you explore the legacy giving topics that can make the biggest impact at HSN.

## Scan to Access Planning Library



# What's Ahead?

Over the past 10 years, Collier County - like most places in Florida - has grown by leaps and bounds. Our population has skyrocketed and development has exploded.

**The most important change for us, though?** Our county's commitment to lifesaving. Back in 2013, our county's municipal shelter was only saving about 41% of the animals who came through their doors. That seems impossible to imagine now with the 85% to 95% save rate we see today. Collier County residents love their animals, and it shows. For our part, in the last decade, Humane Society Naples has "pulled" over 5,000 animals from our local shelters and rescues.

As leadership changes, budget investments, and best practices have improved local conditions over the years, Humane Society Naples has been able to expand our network and resources to partners in more rural parts of Southwest Florida. While there's always more work to be done locally, and our commitment to this community is unwavering, our collective "no kill" status in Collier County allows us the opportunity to take the Humane Society Naples show on the road.

In the upcoming two years, thanks to our leadership role in the state and our partnership with Florida Leaders in Lifesaving and the national giant Best Friends Animal Society, HSN teams will be expanding efforts to some of our surrounding counties. Our goal is to improve lifesaving and quality of care in an ever-widening circle.

**Thus far in 2023 we've saved nearly 500 animals from four of our partner shelters in our expanding region.**

Make no mistake - our partners in these other counties work just as hard as we do to save lives, and care about their residents just as much as well. It's just that Humane Society Naples has become incredibly effective at being able to assist with cases that many shelters simply can't absorb. Many small rural shelters in Florida don't have the budget for a veterinarian, much less the resources to take on complicated medical or behavioral cases.



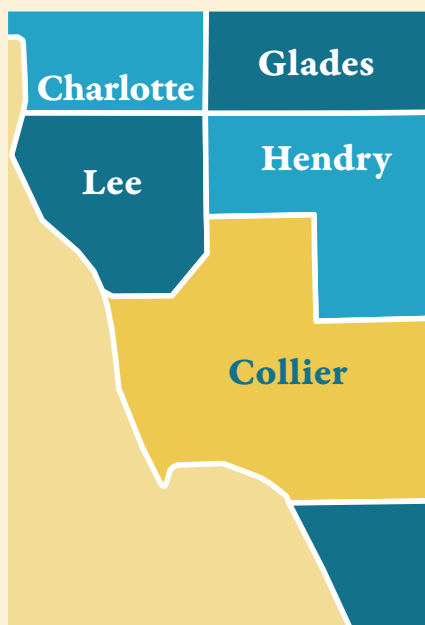
FRANKFURT

Take **Frankfurt**, for example. He recently came to HSN from one of these rural areas with a strange gait – he seemed to lack full control over his back legs and dragged his toes when he walked. It's likely Frankfurt had this condition for a good chunk of his life thus far – about 4 years. After a visit to one of our trusted specialist partners, it was discovered that Frankfurt had a cyst on his spine causing this problem. Successful surgery in late September has resolved the issue and Frankfurt is well on his way to a full recovery.

Again, HSN is proud to step up to partner and help Frankfurt and thousands more like him. In another decade (or hopefully much less) we can expect to see Lee County, Hendry County, and Glades County join Collier County in our prestigious no-kill status. We'll help with this by pulling more animals from these places to make them available for adoption, by sending the Patty and Jay Baker Mobile Veterinary Clinic to provide ongoing medical care to shelter residents, and by providing access and interventions from our first-class team of behaviorists.

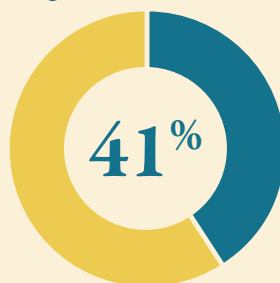


## County Map

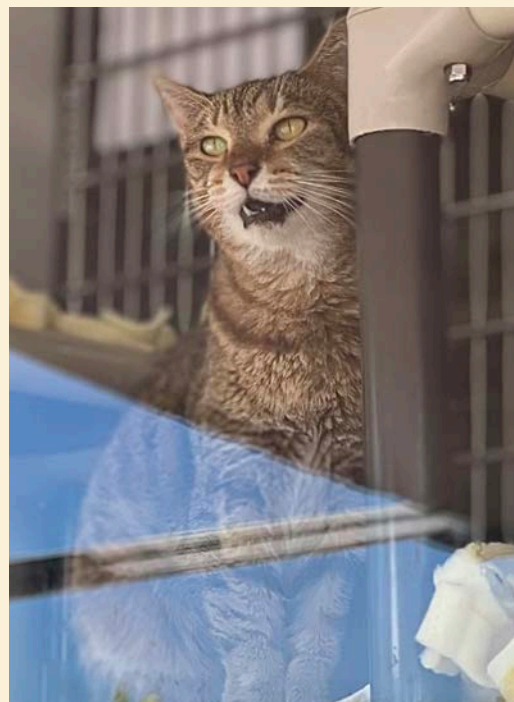
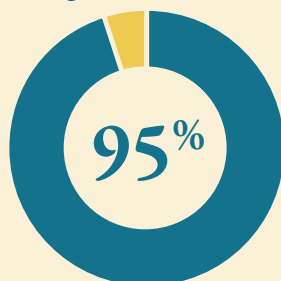


## Collier Lifesaving Rate

2013



2023



## More at Home

The lessons from Hurricane Ian will continue for decades, but that crisis certainly reminded us how much our community needs the services that HSN provides. While we are expanding our reach to assist our neighbors in other counties, we are also doubling down on our local efforts. With fewer people looking to adopt nationwide, and more animals than ever needing our help, in the upcoming year we're focusing on keeping as many animals in their loving homes and with their loving families as possible:

- Our **Operation Rescue Program** keeps families together. The housing crisis locally (and nationwide) has created an interesting puzzle – while an estimated 67% of American households include animal family members, a recent study found that only 8% of rental properties are free of animal restrictions. When families are forced to move due to housing changes and face a shortage of pet friendly options, HSN will be there to help.
- Our **Patty and Jay Baker Mobile Veterinary Clinic** keeps animals healthy. Whether it's time, or geography, or a lack of local resources limiting local access to veterinary care, HSN can remove those barriers by bringing that care to the people, and their pets.

- Our **Denny Plesea Pet Food Pantry** keeps food accessible. In times of crisis, no one should have to choose between paying bills and keeping their furry family members fed. Thanks to our generous donors, HSN is here to fill up those bowls.
- Our **HSN Behavior Team** turns frenetic pups into good neighbors. Sometimes dogs need to learn a few routines before being the best family member they can be. Rather than facing surrender over a behavior that can be addressed, HSN helps keep loved, wanted pups with their families.

**Finally, look out 34120** (the zip code affectionately known around here as “the Estates”) HSN’s data points to tons of opportunity for growth in this area of our county, boasting both our highest numbers of owner surrenders and the highest numbers of adoptions. In the next few years HSN aims to expand all sorts of animal services into this fast-growing corner of Collier.

