



Who We Are

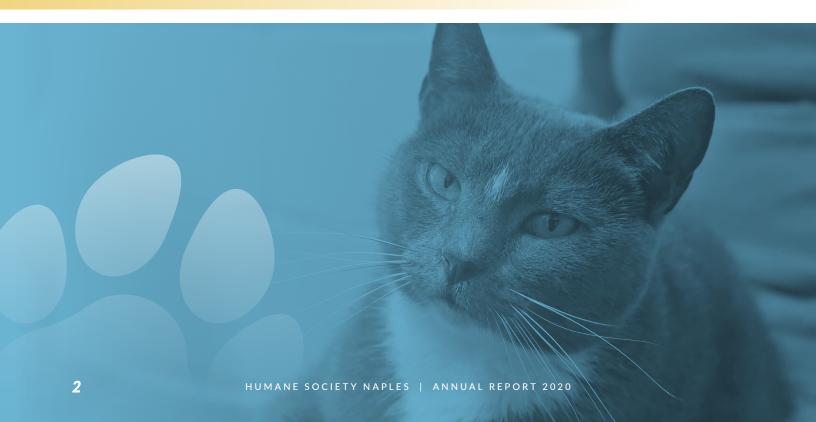
Humane Society Naples was founded in 1960 by concerned citizens of Naples to address the need to shelter homeless companion animals. Volunteers formed a foster network until the first shelter and adoption center opened its doors in 1962. In 1995, a new facility was opened at our present location on Airport-Pulling Road in Naples. In 2010, HSN celebrated the opening of a \$4.5 million state-of-the-art shelter and adoption center. In 2011, our first satellite adoption center opened at Coastland Center Mall, soon followed by the addition of the Oaks Boarding Facility in northeast Naples, which also includes an intake center for newly arrived dogs. In 2019 we opened the von Arx Adoption Center in North Naples.

Although similar in name to many, Humane Society Naples is an independent organization and is not affiliated with other organizations that use the term "humane society" or with the Humane

Society of the United States, a national non-profit organization focused on legislation and advocacy to help animals of all species. HSN does work collaboratively with shelters and animal protection organizations in Florida and other parts of the U.S. to help dogs, cats and small animals in need.

Humane Society Naples ensures the care of all dogs, cats and other small mammals who come through our doors until they are adopted—and we promise to take them back if an adoption doesn't work out. HSN provides humane euthanasia to terminally ill companion animals but does not euthanize healthy animals.





From Our **Leadership**

Dear Friends.

For all of us, 2020 was a challenging year. In fact, challenging might be too passive a way to describe how the past year unfolded.

For Humane Society Naples, we started out with incredible promise-opening our new von Arx Adoption Center, taking ownership of a new state-of-the-art Paige Conery Mobile Veterinary Clinic and an annual gala that raised almost \$1 million. We are proud to say that we also ended on a promising note—with a budget surplus due to prudent financial management and the incredible generosity of people like you.

In between, from March through December, we spent every day working to ensure the safety of our team members, adopters, clinic patients and supporters, all the while refusing to lose sight of our mission to serve the animals of Collier County and beyond. Not everything we hoped to do went to plan-in line with national trends in animal sheltering, the number of dogs we adopted out dropped by more than half. We are proud to say we bucked trends too-our cat adoptions held steady.

We rose to the challenge of the pandemic, and some of our services beyond adoptions pivoted. We put an increased emphasis on our food pantry to help keep animals in homes where their human family might have lost a job or had hours cut because of COVID-19. We took in more temporary boarding animals through our Operation Rescue program than ever before, more than doubling our previous best.



Two lessons for Humane Society Naples came from the curveball 2020 threw at the world:

Our mission remains vital to our community. Our services were in increased demand.

We are a nimble organization ready to take on any challenge. We redeployed our resources to work in new ways while maintaining full employment for our dedicated team of animal welfare professionals.

These lessons give us great hope going forward. The need is going to be even greater than ever. And we can't do this work without your support, both financially and with your voices. Our outlook as an organization and as a community is hopeful. We know 2021 will bring Humane Society Naples to great new heights.

Thank you for being along with us on this journey.

Best wishes.

Sarah Baeckler Davis

Shanna Davies **Board President Executive Director**

Taking On A Pandemic

Like every organization, Humane Society Naples had to make dramatic changes to our operations as we dealt with the COVID-19 pandemic. Our response has changed and evolved as we continued to find new and innovative ways to deliver our services to the community.

Beginning in March 2020, we made several key changes:



GREATLY EXPANDED OUR FOSTER CARE NETWORK

Thanks to tireless work from our animal care team and foster care team we were able to foster hundreds of additional animals in the early days of the pandemic. This allowed us to get as many animals out of the shelter as possible before we reopened to adoptions.



CHANGED TO "ADOPTIONS BY APPOINTMENT" MODEL

In order to maximize our ability to find homes for animals in the shelter while decreasing the risk of COVID-19 exposure to our staff, potential adopters fill out a short form at hsnaples.org and then get a return call from an adoption counselor within 24 hours to set up an in-person appointment.



REOPENED THE HSN VET CLINIC AS A DRIVF-UP OPERATION

Now pet parents wait comfortably in their cars while their animals get the same gold-standard level of care we've always provided.



VIRTUAL MEET AND GREETS FOR ADOPTION-READY ANIMALS

Without the ability for families to walk through the shelter to meet animals prior to the adoption appointments, we have created video "meet and greets" for our residents so people can get a feel for their personalities.



Financials •

	2019	2020		
Revenue				
Adoptions	\$ 164,008	\$ 118,395		
Boarding	\$ 230,212	\$ 28,931		
Clinic	\$ 1,102,359	\$ 1,008,794		
Fundraising	\$ 4,057,171	\$4,563,425		
Other	\$ 131,622	\$ 818,767		
Investment	\$ 1,899,691	\$ 1,193,062		
TOTAL REVENUE	\$ 7,585,067	\$ 7,731,377		
Expenses				
Management & General	\$ 460,939	\$ 324,142		
Community Outreach	\$ 371,266	\$ 457,517		
Adoptions	\$ 1,472,908	\$ 1,502,076		
Fundraising	\$ 1,007,972	\$ 628,462		
Boarding	\$ 282,758	\$ 306,591		
Clinic	\$ 1,443,061	\$ 1,594,236		
Training & Behavior	\$ 159,971	\$ 191,689		
Intake	\$ 918,822	\$ 993,561		
Investment Fees	\$ 48,284	\$ 43,323		
Other	\$ 166,459	\$ 238,713		
TOTAL EXPENSES	\$ 6,332,445	\$6,280,317		
NET GAIN	\$1,252,623	\$ 1,451,060		







2020 By The Numbers

ADOPTION

PREVENTION

FOSTER PROGRAM





SMALL & FURRY



ANIMALS SPAYED OR NEUTERED

VOLUNTEERS



HOURS LOGGED



34,394 HOURS LOGGED







Adoption Highlights

FEATURED ADOPTION



Shay Adopted 4/18/20

Shay arrived at HSN with numerous medical problems (kidney disease, skin condition, ear infection, an eyelid mass and underweight). Loyce and Larry Snyder took Shay in as a hospice foster in early 2020 to provide comfort for what would have been her final months. However, six months after taking Shay in, she showed miraculous improvement. Her kidney levels returned to near-normal, her skin condition cleared up and she had the mass removed from her eyelid. The best part was Shay officially became a Snyder when her foster family adopted her. Fast forward to 2021 and Shay is living her best life chasing tennis balls, napping and playing to her heart's content in her forever home.



Albert
Adopted 8/21/20

Albert was at HSN for almost a full year before finding his perfect match with a family who loves him.



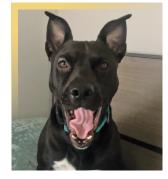
Lucy
Adopted 8/29/20

Lucy went to a home where she has her own bedroom, a half acre to run and two humans who fell in love the moment they saw her.



BruiserAdopted 8/26/20

Bruiser was our 105th adoption during Clear the Shelter month and a Feline Leukemia positive (FeLV+) cat.



LunaAdopted 10/31/20

Luna spent nearly two years at HSN before finding her forever home.



Fabuloso

Adopted 4/18/20

Fabuloso is one of the many animals who went into foster care in the beginning of pandemic and was ultimately adopted by her foster family.



Macaroon

Adopted 9/12/20

Big, lovable, Macaroon spent nearly a full year at HSN before her new pet parents fell in love with her.

Highlights of 2020

While we all will readily agree that 2020 was a year we were happy to move on from, there were plenty of moments to celebrate.

We were still able to provide 95 percent of our services during a pandemic that dramatically altered the way we all function as a society.

This is a huge victory and speaks to the nimble nature of Humane Society Naples. When we needed to close the shelter due to state lockdowns, we activated a newly broad foster care network to nearly clear out the shelter. When we were able to continue veterinary services to the public, we set up a curbside system to make that work.



We kicked off our 60th anniversary year with a tremendous Pet Lovers Gala that raised about \$1 million.

Thanks in large part to a \$500,000 commitment from Patty and Jay Baker, HSN hosted its most successful event ever.



We fully launched our new von Arx Adoption Center in North Naples.

Sure, we had to close it down not too long after because of COVID, but it is once again up and running and serving the adoption needs of the North Naples community.



We began construction on a newly renovated Oaks Intake and Boarding campus.

With the pandemic giving us lemons, we decided to make lemonade. Originally scheduled to last nearly two years, we fully closed the campus to expedite construction work. Now we are scheduled to open in 2021.



Looking **Ahead**

We know that 2021 will likely also be filled with difficult challenges. Until the majority of people in our community are immunized against COVID-19, our operations will continue to be altered.



NEW OAKS BOARDING AND DOG INTAKE FACILITIES

After more than a year of construction, we are nearly ready to open our completely renovated Oaks boarding and dog intake facilities. For nearly a decade, we've operated dog intake and boarding from an aging campus off Oakes Boulevard near Vanderbilt Beach Road. While we had top-flight staff operating both the intake and boarding operations, our facilities lagged behind.

Soon we will have the ability to provide better care and service to our boarding customers and stronger behavioral training and rehabilitation for dogs when they enter the shelter.



NEW EVERGLADES CITY ANIMAL SERVICES PROJECT

While most people think of Humane Society Naples as a shelter, our main goal is to keep animals in homes without needing to be under our roof. To that end we've launched a pilot program focused on providing food, behavioral training and medical care to animals in Everglades City and the surrounding communities. Everglades City sits at least 30 miles away from the nearest animal services and veterinary care. Beginning in January 2021, we are heading to the community every week to provide services with the goal of reducing calls to animal control and improving the lives of animals in the area.

MOBILE CLINIC





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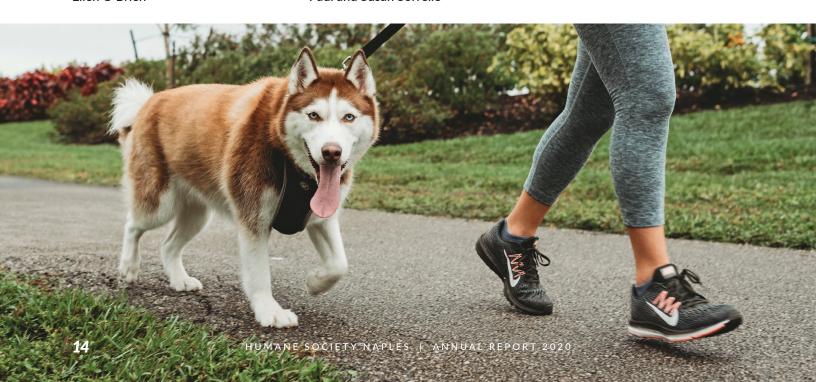
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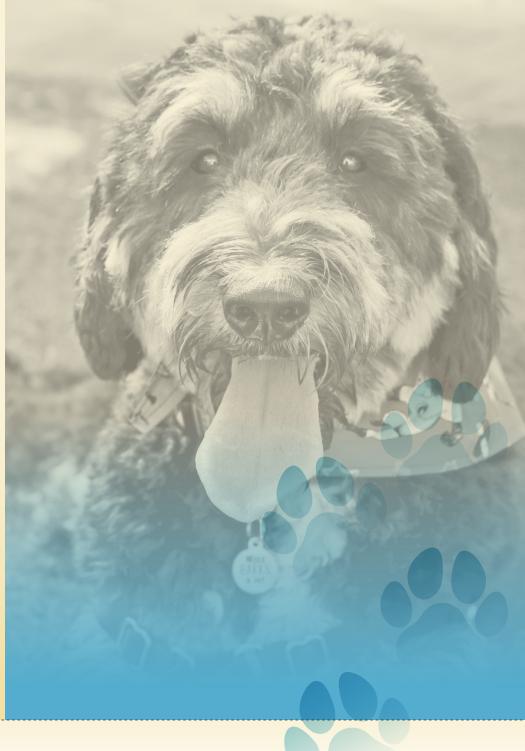
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*as of Jan. 1, 2021



Help us make a difference!

I'd like to support Humane Society Naples to make a difference in the lives of animals in need across Collier County and beyond. **Enclosed is my tax-deductible gift of:**

\$500

\$1.000

\$2,500

□ \$5.000 □ Other \$

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OUR MISSION

Sheltering animals in times of need, locating life-long homes and advocating for responsible pet ownership.



Humane Society Naples • 370 Airport-Pulling Road N. • Naples, FL 34104 • hsnaples.org



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