



LUKE



HUMANE SOCIETY
— N A P L E S —

IMPACT REPORT *for* **FY2021**

JULY 1, 2020 - JUNE 30, 2021



LUNA



LING LING



COCO

REPORT *Highlights*

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as of September 2021

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Director of Animal Care



Safira on her way to getting on board HSN's Paws Around Town Bus which attended the Diggity Dog Expo – where she met her new family!



FROM OUR LEADERSHIP

Dear Friends of HSN,

We've moved! Not to a new location, but to a new fiscal year. We do this because, while our programs and services for the animals operate year-round, our revenues are heavily seasonal. Moving to a July 1-June 30 fiscal year will help us to present an even more accurate picture of our financial performance.



Sarah Baeckler, Executive Director, with Yawkey, one of her rescue pets

We have a deep and documented commitment to accountability and transparency. In September 2021 we earned our seventh consecutive 4-star rating from Charity Navigator. This is their highest possible rating. It indicates that HSN “adheres to sector best practices and executes its mission in a financially efficient way.”

And this new FY2021 Impact Report shows one of our strongest years ever financially, thanks to wonderful donors, supporters, adopters, volunteers, staff and leadership who rallied to meet the challenges of the pandemic in 2020, followed by the Delta surge in 2021.

Our mission continued without interruption in what was a very disruptive year. We are so grateful to our staff – the animals never experienced any lessening in the quality

of their care... **to our volunteers** – whether on site in a mask or virtually from home, you continued to welcome visitors and thank our supporters... **to our donors** – you rallied to ensure that the animals and the families who care for them never lacked for services, ranging from the pet food pantry to the mobile vet clinic to our Operation Rescue... And **to our adopters** – you opened your hearts and homes to the dogs, cats and ‘littles’ deserving a second chance at a life every pet should have.

Innovation was one of the unanticipated side effects of this pandemic in just about every walk of life. We had to learn to do many things differently and, in some cases, those new practices will continue because they turned out to be improvements! Some are highlighted in this report.

I hope you will reflect with confidence and deserved pride on what you have helped to make possible for so many lost, abandoned, neglected, or abused animals and also for families in crisis who have pets they love but are struggling to care for. One tiny cat started this community sixty-one years ago on the path to what has become Humane Society Naples. Thank you for your part in helping to create and sustain Southwest Florida’s premier animal rescue organization.

Sarah Baeckler
Executive Director



CHARITY NAVIGATOR
Your Guide To Intelligent Giving

Michael Thatcher, Chairman and CEO of Charity Navigator, commented in his award letter that “attaining a 4-star rating verifies that The Humane Society Naples exceeds industry standards and outperforms most charities in your area of work. Only 9% of the charities we evaluate have received at least 7 consecutive 4-star evaluations, indicating that The Humane Society Naples outperforms most other charities in America. This exceptional designation from Charity Navigator sets The Humane Society Naples apart from its peers and demonstrates to the public its trustworthiness.”

COMMUNITY OUTREACH

Humane Society Naples is a leader in humane outreach services. While most people think of a humane society as a shelter, our main goal is to keep animals in loving homes without their needing to ever be in a shelter. While we are headquartered in Naples, our charter calls for us to serve all of Collier County.



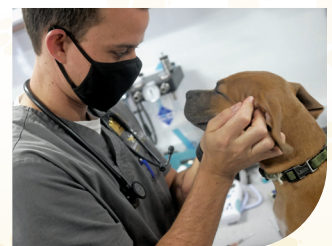
Mobile Veterinary Care

To serve all of Collier County, we launched a pilot program in January 2021 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 location offering animal services and veterinary care.

Since then, we have touched the lives of over 500 pets and their families, giving relief, comfort and essential care. Our plans call for the addition of at least one more Mobile Veterinary Clinic, like the **Paige Conery Mobile Veterinary Clinic** pictured here, to extend this outreach still further.



Paige Conery Mobile Veterinary Clinic



Satellite Adoption Centers

Our strategic plans envision the creation of satellite adoption centers in parts of the County where growth is most rapidly occurring, giving animals seeking a home greater exposure to families interested in adopting. Our first satellite was the von Arx Adoption Center at Green Tree Center in North

Naples. The von Arx location in its first year of operation now accounts for 36% of all HSN adoptions. Pictured here is Aura who delighted visitors at Green Tree Center's first-ever Christmas tree lighting in December 2021. Two days later she found her forever home!



von Arx Adoption Center



Aura, photo courtesy of Felipe Pereira

Special partnerships with agencies helping people in distress

A family becomes homeless, especially with the dislocations of COVID-19, or a woman finds herself in danger from an abusive partner, or a person accepts the need for treatment for addiction. Too often, they will avoid residential programs because they do

not want to leave their pets. HSN has entered into partnerships with St. Matthew's House and with The Shelter for Abused Women & Children through our Operation Rescue Program to provide free boarding services while a person is

getting the help they need. Last year, Operation Rescue cared for the pets of 52 individuals as they took the essential steps they needed to rebuild their lives.



MEDICAL SERVICES: For Shelter and Community Pets

Imagine your mouth and gums being swollen and full of sores, your skin covered in red, crusty bumps that itch like crazy, and your heart being weakened by gum disease and the wrong medications. On top of that, you developed asthma. That's what happened to poor Calissa, a cat coming to us from another shelter because of her severe medical issues.

HSN is often sought out by shelters around the state to take difficult medical cases because we're known to have a strong veterinary team that can save animals who otherwise might be euthanized.

Gum and dental diseases can weaken an animal's heart if not treated. And dermatitis causes enormous discomfort, hair loss, and leaves an animal susceptible to systemic infection. And asthma in cats can be deadly. It causes them to stop breathing and to die without warning.

Thanks to the dental intervention we provided, as well as the correct medications for her dermatitis and asthma, Calissa was able to heal and today enjoys a loving home where she is being spoiled and cared for as she should!



Calissa




HSN's Yawney Family Veterinary Clinic offers full service care to the public as well as to our shelter pets.



PREVENTION STATS FY2021



301
DOGS
STERILIZED



1,372
TOTAL SPAY/NEUTER
PROCEDURES



1,058
CATS
STERILIZED



13
SMALL ANIMALS
STERILIZED



FOSTER CARE & VOLUNTEERS: Key to our rescues!

Nitro's Story

Fostering kitties until they're old enough for adoption is a well-known practice. Less well known but so important is our foster program's ability to support older dogs, ones not as likely to have a more traditional adoption.

Nitro has been in foster for more than 2 years now. He was 14 when his foster family brought him to their home. He was a senior dog, challenging behaviorally, and he is a big boy! He was so lucky that this amazing foster family was there for him and other medically challenged senior dogs. Thanks to our foster volunteers -- all very special people -- we are able to provide loving homes for these deserving older pets and so many others needing a safe place.

Nitro's foster mom writes, "Just in case you need a pick-me-up today, I thought I'd tell you how well Nitro is doing and the huge change we've seen in him over the past year. He really is a different dog than the one we took home 22 months ago.

Given plenty of room between him and an incoming stranger, he stays pretty calm and no longer barks. He's so much more at ease in all situations. He loves being outside. He's the "lifeguard", watching my every stroke as I swim my laps. We can also put an extra-long training leash on him, tie that to a tree so he can be with me as I do yard

work. He loves napping in the sun, as long as he can keep an eye on me.

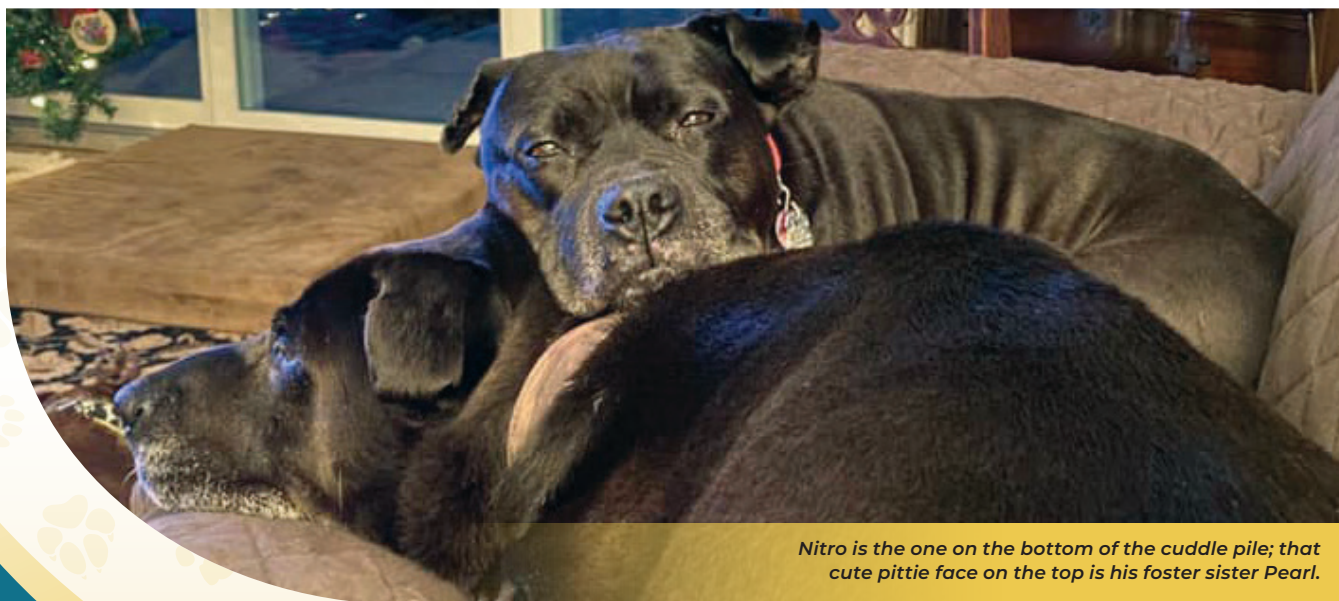
His arthritis is causing increased problems for him but we've increased his pain meds so we're managing it. We have had to start using a ramp to get him into the car but other than that, he hides his nearly 16 years very well.

We never thought he'd be able to learn new behavior at his age, nor did we think he'd ever trust us as he does now. Obviously, we didn't know how special Nitro was and is, but we know it now. We are so happy to be his safe haven. Thank you for trusting us with his care.

We have 3 seniors still but should you need a medical foster, especially for seniors, we could always make room."

Jaime Castro, HSN Foster Coordinator, writes that "Nitro was recently diagnosed with Lymphoma. We are so grateful he will live out his best days being so loved in his foster home."

On January 12, just as this report was going to press, we had to say good bye to Nitro. We are so grateful to his foster family for giving him a safe and loving home for his last 2 1/2 years. RIP sweet Nitro.



Nitro is the one on the bottom of the cuddle pile; that cute pittie face on the top is his foster sister Pearl.

FOSTER/VOLUNTEER FACTS FY2021



43,070

TOTAL VOLUNTEER
HOURS DONATED
IN FY21

THIS INCLUDES:

25,713

HOURS FOSTERING
ANIMALS – 60% OF TOTAL
VOLUNTEER HOURS

17,357

HOURS SPENT ON ALL OTHER
TYPES OF VOLUNTEER
ASSIGNMENTS, INCLUDING
OFF-SITE STUDENT PROJECTS



605

TOTAL NUMBER
OF ACTIVE
VOLUNTEERS

THIS INCLUDES:

164

ON-SITE
VOLUNTEERS

225

STUDENT OFF-SITE
VOLUNTEERS

216

FOSTER
VOLUNTEERS

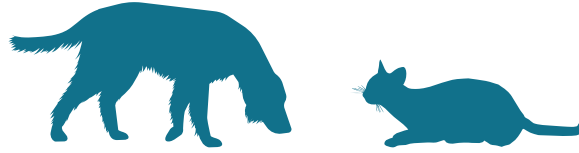


Shelter volunteers play
crucial roles in the well-being
of pets and visitors alike



Volunteers are essential to the
humane and effective receiving
of transported animals

ADOPTIONS



“Just when hope is gone, beautiful things happen.”

– Luna’s Puerto Rican foster family

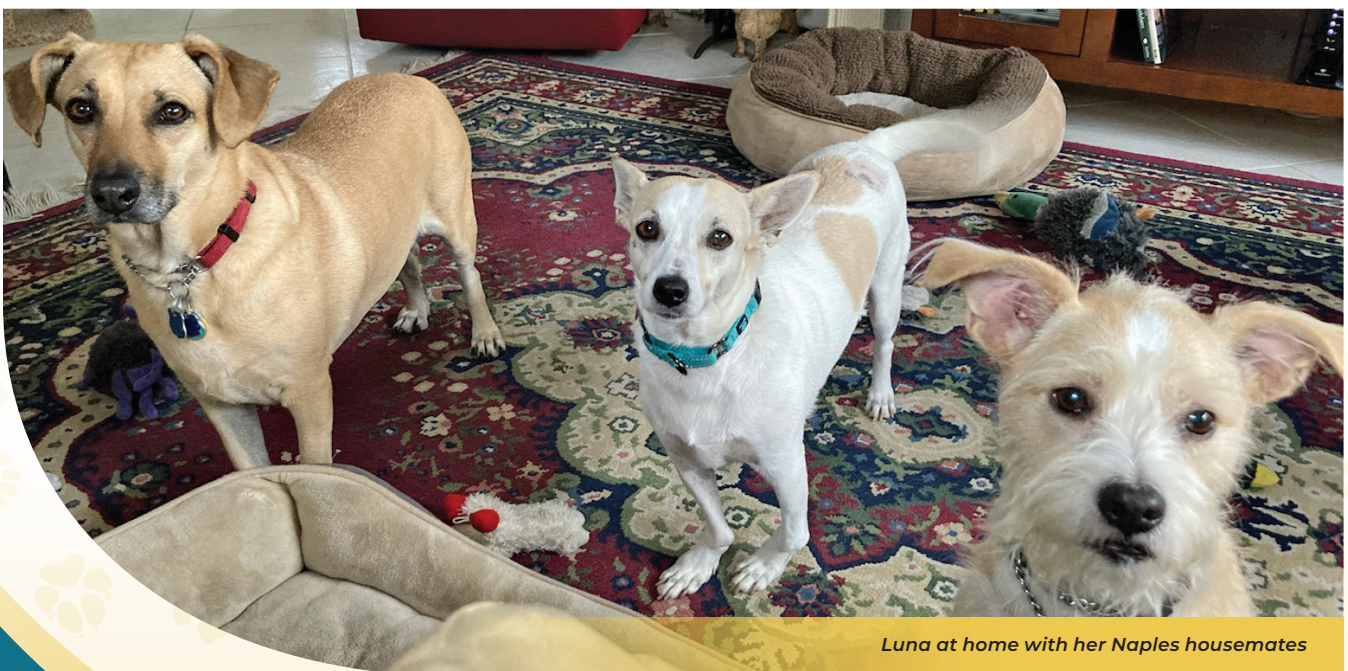
Hurricane Maria in 2017 brought to light the desperate need in the island territory of Puerto Rico for partners in their efforts to give better lives to their more than 500,000 stray dogs (called “satos” in Spanish). Working with All Sato Rescue in Puerto Rico, HSN now regularly transports satos that are being fostered in Puerto Rico to our shelter here in Naples for adoption. With every transport, we see the truth in the words that “Just when hope is gone, beautiful things happen.”

Luna was rescued from the wild in rural Puerto Rico. Her Puerto Rican foster family wrote, “Luna is a survivor and stole our hearts from the beginning with her sad history. She was rescued along with her babies, surviving a very difficult time in a remote community of our beautiful island.” A sweet friend to other dogs and cats, she was aggressive toward humans because of severe abuse. Both her forelegs had been broken and she had been foraging for a long time to keep herself and her pups alive. She would not let anyone touch her, even gently pet her. Luna was angry and terrified and could only be handled when wearing a muzzle.

Once at HSN, her foster family here was able to introduce her successfully to life in a home environment, and then one of those beautiful things happened. She was adopted by two HSN volunteers whose home already had other dogs and a cat. Luna fit right in with the four-footed family members. But it took a bit longer for her to trust her humans.

Luna saw her housemates enjoying pets and playing with their humans. Still timid, she now allows her moms to touch her and has become a happy, loving little doggie. Seeing a video of this, her foster father in Puerto Rico wrote, “Her transformation has been a miracle, thanks to the effort and dedication that you have devoted to her. From a rebellious girl to a docile girl. Without a doubt, love has been the key to transformation.”

And her HSN family wrote back, “you too played a vital role in Luna’s transformation. Without your first steps, we would have little to build on. At this moment, Luna is a happy little girl whose new life all of us who love her can celebrate!”



Luna at home with her Naples housemates

ADOPTION STATS FY2021



1,657

TOTAL
ADOPTIONS



406

DOGS &
PUPPIES
ADOPTED



1,183

CATS &
KITTENS
ADOPTED



67

SMALL
ANIMALS
ADOPTED



*Luna when discovered lost
and afraid in Puerto Rico*



HUMANE SOCIETY
— N A P L E S —

SPECIAL EVENTS IN FY2021

JULY 1, 2020 - JUNE 30, 2021

“HSN’s special events have been described by attendees as ‘so creative;’ ‘we love the inventiveness of your events;’ ‘heartwarming, fun and beautiful....’ among many more accolades, all so appreciated. So FY2021 was a difficult year, for our patrons who are so wonderfully supportive each and every year and for our staff who were unable to work their magic because of the pandemic,” reports Executive Director Sarah Baeckler.



There was a small window of time between COVID surges on January 30, 2021 when we were able to host our annual Run for the Paws. The event was small, but the runners’ hearts were huge, as always, and it was a relief to be outside and active in support of the shelter’s life-saving mission.

Our Paws Around Town bus had to limit visits to nursing homes and school related events, but still was able to sustain a limited schedule of outdoor public events, allowing our volunteers to continue the work they love in the community and raising awareness of HSN in every corner of Naples.

In lieu of other in-person events in this “lost” year, we held our first ever Pet Photo Contest. Winners are noted here and plans are in the works to have another contest since the results in 2021 were so compelling!

FY2022 has already begun with a lively dance party at Baker Park on November 19, 2021 called *My Rescue Rescued Me*. It celebrated the pets who helped us through the pandemic so far and raised over \$470,000 in support of HSN’s programs and services.

Our Dancing with the Local Stars Naples event is slated for May 19, 2022 at Artis-Naples! Watch for sponsorship and ticket sales information coming soon!

2021 Pet Photo Contest Winners

FIRST PLACE CAT



Pebbles Graham

FIRST PLACE DOG

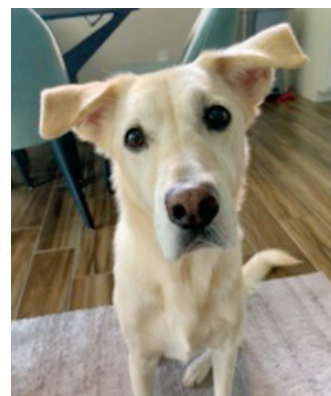


Humbree Keller

FIRST PLACE HOUSEHOLD



Luca Ellis



Chloe Ellis



dancing with the local stars Naples

SAVE THE DATE

MAY 19, 2022



CHAired BY:

**Brad Jamison &
Dr. Cyndi Yag-Howard**

(2019 BEST FRIEND
OF HSN WINNERS)



**2019 CHAMPIONS
RUFINO HERNANDEZ
& ALYSSA THOMAS**



HUMANE SOCIETY
— N A P L E S —

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

SPONSORSHIPS AVAILABLE - EMAIL: EVENTS@HSNAPLES.ORG

GIFTS OF LOVE



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.

The 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.

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.

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.

Guardian Circle: ANIMAL CARE VISIONARIES \$100,000 +

Patty and Jay Baker
Jennifer Conery
Thomas and Sylvia Coppens
Charitable Remainder Trust
Paul and Sheila Demkovich
Judith A. Gardiner Trust
Henry S. Pickands, Jr. Trust
Estate of Lubomira K. Sheehey
Walter O. Snyder III Charitable
Remainder Unitrust
Estate of Lori K. Stuber
Mary Traudt Giving Fund

Guardian Circle: ANIMAL CARE LEADERS \$50,000 - \$99,999

Estate of Gisela Fox
Pat Murphy
Dolph and Sharon von Arx

Guardian Circle: ANIMAL CARE DEFENDERS \$25,000 - \$49,999

The Vincent and Carol W. Dean
Family Charitable Foundation
Knopf Family Foundation
Estate of Helen R. Moody
Carol B. Phelon Foundation
Eleanor B. Sweet Fund
Sandra Turner
The Wildflower Foundation, Inc.

Guardian Circle: ANIMAL CARE HEROES \$10,000 - \$24,999

Patricia and Barrie Barootes
Harmon and Joanne Brown
Edna M. Burglund Foundation
Eugene and Mary E. Dooner
Foundation, Inc.
Bruce and Deborah Duncan Foundation
Michael and Donna Hall
Eileen T. Harwood Revocable Trust
The Bob & Susan Knapp Charitable Fund
James and Barbara Peltason
Maria L. Ransburg Charitable
Foundation
Elizabeth Reid
BMI Rupp Foundation
Monika Barthel and John Schaeffer
James M. Schoonmaker II Foundation
Shannon Family Foundation
Leo and Janet Thibeault
Kim and Mark Woolley

Animal Advocates: CHAMPIONS \$5,000 - \$9,999

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Anonymous
Barron Collier Companies
Gaffney Family Foundation
Al and Teresa Geiss
The Estate of Beth Higbee
Elaine Hunt
Stewart Johnson
Richard B. & Lynn M. Klein
Foundation Fund
Carroll D. Knott
The Martin Foundation
Andrea and Read McCaffrey
Jeffrey and Cynthia O'Brien
Betsy J. Bernard and Laurie J. Peter
Giving Fund
The Reddish Foundation
John and Cathy Rizzo
The ROS Foundation
John and Jean Rotherth
Alan and Donna Schneider
The Eleanor P. Stuart and Mary C.
Stuart Family Foundation
Sutton Family Foundation
Frank Taylor
Gail Webster





Animal Advocates:
BENEFACTORS
\$2,500 - \$4,999

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Limo Almi Foundation
ASPCA
Marguerite Bellinger
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The Phyllis E. & Donald G. Campbell
Charitable Foundation
Edward Corcoran
David Doran
Drake Family Charitable Fund
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German American Club "Gemuetlichkeit"
of Naples, Florida, Inc.
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Nicholas Mohacsy
John and Annette Mullaney
Cindy Myers
Joe Nishanian
Ronnie and Mel Poplock
Henry and Sharon Prevot
Ernest C. & Constance B. Roessler
Fund
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Thomas and Greta Smythe
Spectra Baby USA
Subaru of America, Inc.
Ruth Weber
Patricia Wellde
The White Family Charitable Fund



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\$1,000 - \$2,499

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Arthrex, Inc.

Jinny and Bill Baeckler
Richard & Deborah Baldi
Irene Ballands
Morris and Birdie Ballen
Carrie Basler
Dr. Neal Benham
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Julie and Gordon Blewis
Lawrence and Dorothy Bowers
John Bowling
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Ann F. Fobes Designated Fund
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Braylon Gregory
Andrew Gross
Gulfshore Insurance
Andre and Rita Hawaux

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Michael and Beverly Neal
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Joan O'Connor



GIFTS OF LOVE



Animal Advocates:

ANGELS (cont'd.)

\$1,000 - \$2,499

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Jerry and Nancy Perry Family Foundation
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Michael and Joan Weidner
Carol Willenborg
Alice Wolf

Phil Wood
Judy Woodward
The Mindy & Bill Young Charitable Trust
Sharon Zuccaro



Friends of HSN:

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\$500 - \$999

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James Barry
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Carolyn and John Marshall
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Kenneth Mortenson
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Denise Mulcahy
Thomas Munz
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Shirley Noorigian
Meghan Notor-Wiseley
Ellen O'Brien



Louis Ostrow
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**Friends of HSN:
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 \$250 - \$499**

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 Bambusa Bar & Grill
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 Bruce and Nancy Barone
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 Gerald and Joan Guthier
 Albert and Carol Haberer
 Erik Hahn
 Dorothy Hansen
 Mary Christine Harris
 Martin Harrison
 Thomas Harrison



GIFTS OF LOVE



Friends of HSN: SUPPORTERS (cont'd.) **\$250 - \$499**

Elona Haskell
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**Humane Society Naples also sincerely
thanks the many other donors in FY2021
who made contributions up to \$250.**

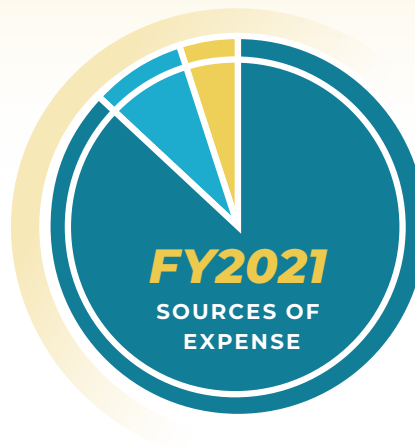
We make every effort to ensure the accuracy of these lists. Please contact us immediately if you have a question, correction or concern at 239-643-1555, ext. 41 or development@hnaples.org. **Thank you, again, for your commitment to and compassion for the animals.**

FY2021 FINANCIALS

JULY 1, 2020 - JUNE 30, 2021

Humane Society Naples:
Where Every Life Counts!

87 cents of every dollar
supported our programs and services for
the animals in FY2021



87%
PROGRAMS &
SERVICES

8%
FUNDRAISING &
MARKETING

5%
GENERAL &
ADMINISTRATIVE

Revenue	
<i>Contributions, Grants, Events & Retail</i>	\$ 5,547,422
<i>Programs</i>	\$ 1,498,298
TOTAL REVENUE	\$ 7,045,720

Expenses	
<i>Programs</i>	\$ 5,663,968
<i>General & Administrative</i>	\$ 329,852
<i>Fundraising & Marketing</i>	\$ 507,295
TOTAL EXPENSES	\$ 6,501,115

Financial Position	
<i>Operating Assets</i>	\$ 13,735,673
<i>Investment Assets</i>	\$ 9,514,176
<i>Total Assets</i>	\$ 23,239,849
<i>Total Liabilities</i>	\$ 2,567,638
<i>Net Operating Assets</i>	\$ 11,158,035
<i>Net Investment Assets</i>	\$ 9,511,676
<i>Net Permanently Restricted Assets</i>	\$ 2,500
TOTAL LIABILITIES AND NET ASSETS	\$ 23,239,849

In July, 2021, the Board of Directors of HSN voted to change from a calendar year to a fiscal year beginning with FY2021. The figures stated in this Impact Report represent operations from July 1, 2020 through June 30, 2021.

OUR HISTORY



Humane Society Naples was founded in 1960 by Lori Stuber and other 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, renovated and expanded in 2010, becoming a state-of-the-art shelter and adoption center. 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.



OUR MISSION

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



HUMANE SOCIETY

— N A P L E S —

Humane Society Naples
370 Airport-Pulling Road N.
Naples, FL 34104
239-643-1555
hsnaples.org