

Feline Rescue
Annual Meeting
April 25, 2020



Agenda

Introductions

Thank You

President's Report on 2019

Financial Information for 2019

Development and Fundraising

2020 Preview

Elaine Grittner, President

Lisa Goddard, Treasurer

Rob Nordin, Committee Chair

Elaine Grittner, President

Meet our Board Members:

- Adam Bahr*
- Brad Downey
- Becky Gartenhofner
- Lisa Goddard*
- Elaine Grittner
- Michelle Grosz*
- Michelle Guion
- Rob Nordin*
- Sharon St. Mary*
- Chuck Selcer

* Denotes New Member in 2019/2020

2019 Significant Events - Leadership

- Board of Directors
 - Grows from 7 to 10 members with 5 new members in 2019
 - Alden Drew (Chair 2011 to 2018) retires
- Executive Director
 - First Executive Director (ED) leaves (4/16 to 5/19)
 - Interim ED May to October
 - Second Executive Director starts in October
- Retirement or transition of volunteers in leadership positions

2019 Significant Events

American Society for Prevention of Cruelty to Animals (ASPCA) grant of \$100,000 matched by \$50,000 to purchase 58 cat kennels

\$250,000 loss for the year projected in September

Stock market rebounds in 2019 after decrease in December 2018

Vacated staff positions are not replaced - Veterinary Coordinator, Operations Manager

Financial Results

2018	Loss of \$220,000 in operations
	<u>Loss of \$117,000 in investments</u>
	Loss of \$436,000 on revenues of \$537,000 expenses of \$973,000
2019	Loss of \$125,000 in operations
	<u>Gain of \$173,000 in investments</u>
	Gain of \$ 48,000 on revenues of \$958,000 expenses of \$910,000

Monitoring of Finances

As of 12/31/19	Investment Assets	\$1,272,000
	Property and Equipment	\$1,076,000
	Net Short term	\$150,000
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	Total	\$2,348,000

Finance Committee 2 Meetings in 2019
3 Meetings already in 2020

2019 Audit Finalized after May 21, 2020 Board Meeting
Will be posted on our website and Guidestar

- COVID-19 Impacts in 2020: Market uncertainty and loss in revenues
 - Restricted investments below 2019 YE but rebounding – above 2018 YE

2019 Event Highlights

- Cat Claw Clipping Clinics
- Indeed We Can
- Cat Video Festival at CHS Field
- Cat Calendar Contest
- Alley Cat Bash
- Give to the Max
- Target Circle

2019 Development Highlights

Kittens & Conversations – Meetings with Donors

\$78,000 from Estates or One time gifts

\$50,000 from Alden Drew

Advancing Gift from Estate Plans

2020 and Beyond Challenges

Know as much about our donors as we do about our cats

Reaching out via personal contact to donors

Encouraging donors to include us in their wills

Donors/volunteers hope their surrendered/transitioned cats will be welcome at Feline Rescue.

2020 and Beyond Fundraising Challenges

Our largest current and potential donor(s) review our financial statements very closely

Deliver what we promised past donors and confirm gifts/relationships with donors

Events like Alley Cat Bash need a \$20,000 plus sponsor.

2020 Review and Preview

“In the past, we suspended operations in the shelter due to a ***cat*** diseasenow we have a ***human*** disease.”

“One day we will be back to a place where we can worry about cat overpopulation again. Right now it’s all hands on deck to keep people alive.”

Operations with COVID-19

- Significant Upheaval
- Shelter Operations scaled back and then closed
- All Shelter cats adopted or moved to Foster
- Adoptions temporarily halted due to social distancing
- Emergency Intake continues
- Non-essential veterinary procedures halted
- Stock Market decline eliminates most 2019 gains
- Fundraising events cancelled or re-imagined

Operations with COVID-19 (cont'd)

- Fundraising events cancelled or re-imagined
- Finalizing temporary adoption procedures
- Revising methods of delivering medical care
- Shelter maintenance accelerated
- Overwhelming number of Foster Caregiver applications
- Strategizing fundraising opportunities with anticipated decrease in donations

Operations with COVID-19 (cont'd)

- Working on COVID 19 Preparedness Plan (Voluntary) released by Mn Department of Labor on April 24
 - Make sure sick workers stay home
 - Increase social distancing: Workers should be at least six feet away from each other
 - Worker Hygiene and Source Control
 - Cleaning and Disinfection Protocols

2020 Review and Preview

- Have had a \$200,000 to \$250,000 difference between recurring* revenue and expenses since 2018. *Does not include one time gifts, planned gifts or advancement of planned gifts.
- Received an one time gift of \$50,000 with a commitment for \$85,000 more in July
- Applied for and received Payroll Protection Program (PPP) Funds
- We are very mindful of the challenges everyone is facing.
- Our current spring mail campaign has positive results.

Conclusion of Annual Meeting

Questions and Answers with Executive Director

Submit Questions using “Chat” function

Include your phone number for potential follow-up call

2020 and Beyond Challenges

Develop donor recognition programs that are permanently visible on buildings or internet

- We have no named buildings, rooms, giving clubs, listing in annual reports.
- Our walls are dedicated to newspaper articles, pictures of cats, listing of founders and memorializing until recently the cats that died in our care.