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  
Loss of $117,000 in investments  
Loss of $436,000 on revenues of $537,000 expenses of $973,000

2019  
Loss of $125,000 in operations  
Gain of $173,000 in investments  
Gain of $ 48,000 on revenues of $958,000 expenses of $910,000
Monitoring of Finances

As of 12/31/19

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Investment Assets</td>
<td>$1,272,000</td>
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<tr>
<td>Property and Equipment</td>
<td>$1,076,000</td>
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<tr>
<td>Net Short term</td>
<td>$150,000</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$2,348,000</strong></td>
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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.
“In the past, we suspended operations in the shelter due to a cat disease .....now 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.