
Feline Rescue 2022 Annual Meeting

April 22, 2023

Dual Citizen Brewing Company
St. Paul MN



Hillary

AGENDA

- **Welcome | Meet the Board of Directors**
- **President's Report**
- **2022 Financials**
- **Development**
- **Volunteers & Events**
- **Community Outreach & Services**
- **Social Media**
- **Shelter Animals Count**
- **Founders Forward Award**

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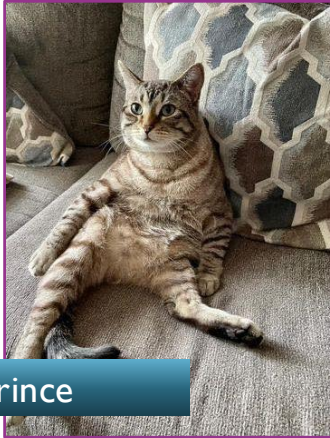
Hillary

(ALL BOARD MEMBERS AT FRONT OF ROOM.)

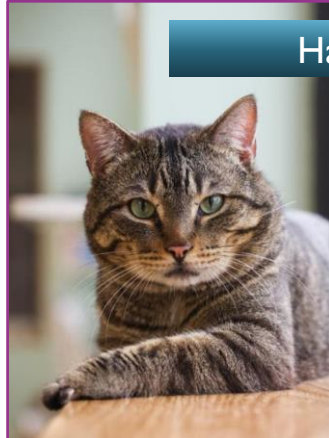
Thank you all for being here today. My name is Hillary Robertson, and I'll be emceeding today.

As you can see, we have a VERY full agenda for today, so we will keep things moving at a brisk pace.

**CONGRATULATIONS TO PRINCE & HAM!
LONG-TERM FOSTERS FOUND THEIR PURREVER HOMES!**



Prince



Ham

Hillary

Before we begin, I'd like to give a shout-out to these two handsome brown tabby fellas who were with us for just about a year. They were stars on our social media and in all of our hearts, and we're so happy they've found their families!

Prince was adopted after 54 weeks – one year and two weeks - in foster.

Ham went to his purrever home two days shy of one year in foster!

We'll jump right in to meeting the Feline Rescue Board Members, so I'll turn it over to Elaine Grittner, President of the Board.

BOARD MEMBERS

- Elaine Grittner
PRESIDENT
- Lisa Goddard
TREASURER
- Hillary Robertson
SECRETARY
- Brandon Bader
- Jenni Charrier
- Michelle Guion
- Marlijn Hoogendoorn
- Rob Nordin
- Chuck Selcer



PRESIDENT'S REPORT

ELAINE GRITTNER, PRESIDENT

Tetris Available for adoption!

Elaine

SIGNIFICANT EVENTS OF 2022

- Feline Rescue's 25th Anniversary
- New Shelter & Foster Program Director
- New Veterinary Staff
- Rebooting FR's Community Outreach & Services

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Elaine

25th anniversary

New Shelter & Foster Director – intro Sara

- Weekly Communications to Shelter Volunteers
- Physical presence throughout all shelter shifts

Full staffing for Vet Svcs – intro Dr. Nellie

- Two new Vet Techs
- Increased access to Vet Services for volunteers

Rebooting our outreach program, which we'll hear more about today.

(TURN OVER TO LISA)



Kira Evita Available for adoption!

FINANCE

LISA GODDARD, TREASURER

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Lisa

- I've been Treasurer for Feline Rescue since November 2019. There are 4 others that are on the Finance Committee with me. Two of those are also board members, but that's not a requirement, so please volunteer if you're interested in joining our committee!
- There are 2 subcommittees.
 - There are 5 of us on the Investment Committee that monitor our investment accounts and make sure the endowments maintain their minimum balances.
 - There are 3 of us on the Audit Committee that oversees the year-end audit.
- We have hired Olson Thielen to perform the audit, prepare the audit report, and prepare the IRS Form 990. The audit report will be completed in June, and the 990 will follow. These will be available on our website.
- The following slides show our year-end 2022 financial performance in comparison with the previous 5 years.
 - Since the 2022 audit is still in progress, these numbers may change. However, the other years' numbers are the audited financials.
 - These were presented at the Board's February meeting.

TERMS IN FINANCIAL RESULTS

■ Recurring Revenue

- Adoptions
- Cat Claw Clipping Clinics
- Recurring individual contributions
- Corporate matching donations
- Memorials and sponsorships
- Special events
- Investment income

■ Non-Recurring Revenue

- Grants
- Special one-time giving
- Estate giving
- In-kind contributions

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Lisa

- First I want to cover a few of the terms that are wrapped into the numbers you'll see on the next slides
 - Recurring revenue (e.g., adoptions, annual special events, etc.) - we can count on receiving revenue every year even if the amount changes from year to year
 - Non-recurring revenue covers money that we can't expect to happen every year such as estate gifts and grants
 - Adoption revenue shown is net of returns, special event revenue is net of direct expenses, and investment income is net of fees
- The human side of the numbers
 - 99% of corporate and foundation donations are triggered by people within those organizations
 - Volunteers that staff events play a role in helping trigger direct or indirect donations
 - **We probably don't say this enough, but we truly appreciate you and your work for Feline Rescue!**

STATEMENT OF ACTIVITIES & FINANCIAL POSITION

Category	2017	2018	2019	2020	2021	2022
Investment Change	71	- 117	173	142	95	- 377
+ COVID, Estates, One Time	733	0	271	725	670	110
+ Recurring Revenue	610	654	548	485	552	612
- Recurring Expenses	785	973	945	742	840	1,054
Result	629	- 436	48	400	476	- 703
Cash/Investments	929	606	415	1,026	1,456	879
+ Endowments	750	626	775	878	944	830
+ Building/Equipment	977	987	1,076	1,077	976	920
Cumulative Net Assets	2,656	2,219	2,266	2,835	3,332	2,629

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Lisa

- This slide compares the unaudited numbers for 2022 to the previous 5 years of audited numbers.
- You can see the fluctuations over the years in revenues, expenses, and net assets. (Note that these numbers are in the thousands) You can see that investment income and one-time revenue have had substantial variability over the years.
 - The Finance and Investment committees plan for the fluctuations to the best of our abilities ... Hello COVID!
- I'll zoom in on these numbers in the next two slides.

STATEMENT OF ACTIVITIES

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Lisa

Again, all numbers shown are in thousands.

- The key points for 2022 are:
 - We had significant losses in the stock market compared to the previous 3 years. You may have seen something similar in your own investments. This is a bookkeeping loss, and we won't actually know if any one account is a loss or a gain until we sell those shares.
 - The cumulative accounting loss in our investments over the last 5 years is \$61,000
 - One-time revenue (such as estate gifts, grants, and one-time donations) was significantly lower than the previous 2 years. In 2020 and 2021, we received COVID relief/employee retention grants of almost \$200,000.
 - We also had higher recurring expenses in 2022 than in the previous 2 years. This is mainly due to our shelter being open all year, meaning we were able to take in and help more cats.
 - Due to other non-recurring revenue, we did not need to draw on money from the endowment funds.

- Other key points
 - 2017 was a high point in one-time revenue. However, these were just two gifts. It's interesting to note that the net assets for 2017 and 2022 were similar as you'll see on the next slide.
 - Similar to last year, 2018 also had investment losses and a significant operating deficit. There was also no one-time revenue in 2018. I point this out because it shows we were able to bounce back in 2019, thanks in part to an upswing in the market and the return of some one-time revenue.

STATEMENT OF FINANCIAL POSITION

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Lisa

- Again, all numbers shown are in thousands.
- This slide compares the value of our cash, endowments, buildings, and equipment over the years.
- The key points are
 - The value of cash and short-term investments was significantly lower than the previous 2 years as we've needed to access those investments to cover operating deficits.
 - We operate with a loss of roughly \$1600 per day. The board leadership recognizes that this is not sustainable. A subset of the board has started to develop a strategy for long-term financial sustainability.



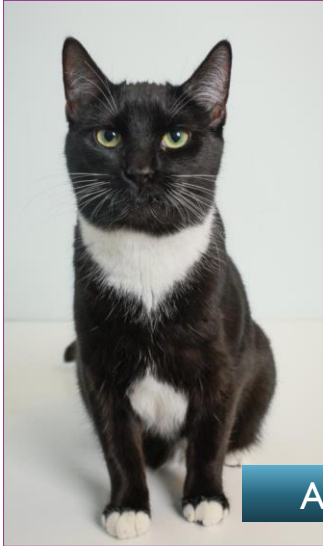
Charlie Available for adoption!

QUESTIONS?

Lisa

Questions?

I'll pass it over to Rob now to talk about the what the Development Committee has been up to.



DEVELOPMENT

ROB NORDIN, DEVELOPMENT COMMITTEE

Avalon Available for adoption!

Rob

2022 DEVELOPMENT HIGHLIGHTS

- Recurring benefactors' gift amounts raised
 - As with other animal welfare organizations/peers across the US, philanthropic gifts from individuals are far and away the driver.
- Betty White Challenge Memorial
- Special five-figure gift to Veterinary Services

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Rob

The Betty White Challenge encouraged people to donate to their local animal welfare organizations in honor of her lifelong dedication to animals. Feline Rescue received \$10,000.

We received a special, one-time anonymous donation in support of Veterinary Services. This helped us purchase some needed equipment and assisted with recruiting and transitioning staff.

(TURN OVER TO HILLARY)



Captain Tom Available for adoption!

VOLUNTEERS & EVENTS

HILLARY ROBERTSON

Hillary

2022 COMMUNITY EVENTS

- Cat Claw Clipping Clinics
- Indeed We Can
- Cat Calendar Contest
- Two Cat Video Festivals!
- Give to the Max
- Annual Appeal

WE RAISED
OVER \$52,000
WITH THE HELP OF
402
DONORS!



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Hillary

Year-Round - Cat Claw Clipping Clinics coordinated by Marie Metzke

CCCCs take place at 7 area Chuck & Don's locations. In 2022, we clipped claws for about 1,350 cats and raised \$13,424 (up from \$10,427 in 2021).

Events Team

April - Indeed We Can Brewery Event

July - Cat Calendar Contest raised \$8300

July - CatVideoFest with St. Paul/Mpls Film Society

August- MyTalk107.1 Cat Video Fest at CHS Field

November - Give to the Max Jenni Charrier & Hillary Robertson: These funds are critically important to operational costs at FR. Thank you for supporting this campaign and being engaged on social media with us.

December - Annual Appeal - Staff



**COMING SOON:
FELINE RESCUE SWAG
AVAILABLE VIA REDBUBBLE**

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Hillary

The site will go live next weekend – we'll add the link to the FR website & social media and include it in upcoming emails!

These pictures are for illustration only – there will be more that tees & mugs available to choose from!

(TURN OVER TO JENNI)



COMMUNITY OUTREACH & SERVICES

JENNI CHARRIER

Furrdinand Available for adoption!

Jenni

Hello everyone! Thanks so much for being here today! I'm Jenni Charrier.

I work on the board, am a foster, do FR media (such as the GiveMN and donor videos) and run Community Outreach & Services—known as COS.



Jenni


This is Violeta her color cats, sisters named Rosa, Azul, Naranja and their brother, Rojo. They were rescued during a major snowstorm last February.

So, Violeta had begged to be taken inside at a townhome complex in E St Paul, had subsequently given birth...a teenaged girl's bedroom closet!

The girl, whose immigrant mother didn't speak English, had reached out to FR Community Outreach and Services for urgent help. The landlord would not allow them to keep the cats and wanted them gone immediately. The mother and

newborns would have been thrown outside in freezing temperatures with no food or shelter.

This girl had no license or access to transportation. So, I drove out just after the snowstorm with my youngest son, who is a COS volunteer, and we picked up these 5 cats.

FR shelter and foster director, Sara, arranged for fellow board member and foster, Michelle, to take them into FR foster—where they are all thriving! This is what teamwork looks like at FR 

Michelle can tell you a little about them now...

Thanks, Michelle.

WHAT YOU LEARN AS A FOSTER: VIOLETA EDITION



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Michelle

Thanks, Jenni.

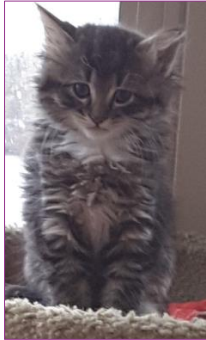
As a foster, when we take in a cat/kittens, we don't often have much history, as is the case with Violeta and her litters.

I learned some things from Violeta:

- She'd been outside for a while in the cold because her feet were crusty.
- She's so trusting & loving with humans - she must have had a home at some point.
- Violeta is a chatterbox!
- She's a protective and loving mother to her litters. When I put toys in the bed for them at 2 ½ weeks, she removed them. She's the boss.

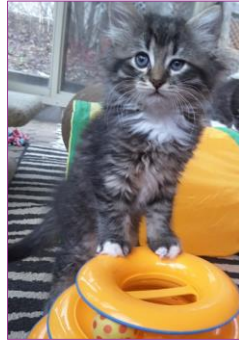
THE FOUR LITTLES ARE A RIOT!

Azul



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Rosa



Roja



Naranja



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Michelle

Azul has a big attitude! She screamed her fool head off when I cut her nails the first time. She's sweet and unassuming but has attitude and lets you know it, although she will crawl on your lap for a long snuggly snooze.

Rosa is the first to try new things, like the litterbox & wet food! She and sister Azul are pretty much joined at the hip. They nap together and play hard together. Where one is, so is the other.

Rojo, the only male, is my climber and the higher the better!! He is a boy in every way. His big eyes melt my heart when he climbs on my chest for a sweet staring contest – he wins, I melt.

Then there's my littlest girl with the longest name, **Naranja** (I call her "Twink"). I worried about her initially because she was SO small compared to the rest, and a squeaker. Today, she is fast as greased lightning. She is the last to go to sleep, always afraid to miss something.

When she does sleep, it's always with Rojo. They continue to be inseparable. Bonded babies are the best!

Each time I foster I say:

““ These are the best kitties, the cutest in the world, the smartest in the universe!””

And each time I am SO right!

THE JOY OF FOSTERING

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Michelle

It's been my privilege and honor to foster this little family.

I will miss them so much but know that because of Feline Rescue they will all find their forever loving homes.

It's why we do this, isn't it???

Thank you.

(BACK TO JENNI)



UPDATE: OSCAR MEYER CATSHEIM

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Jenni

So, speaking of foster, you may recall Oscar Meyer Catsheim from last year's meeting...he was a tough case.

He hid and hissed at the shelter and was not doing well. I took him into foster and he hid and hissed for about a month.

Then, he started to venture out. By month 3, he was in my arms, snuggling and giving kisses. He even learned French!

This is Oscar today! You may have seen his photo in the FR shelter office.

He was adopted by a wonderful woman named Charissa who dotes on him.

Oscar is now a very happy kitty!



Jenni, age 2

Jenni

And this is my first cat rescue, at age 2. I guess that I was destined to work In Community Outreach & Services 😊

In COS, we provide informational outreach and TNR assistance, as well as occasional field rescue emergency services—such as with Violeta and her color kittens.

We've assisted with cats abandoned in apartments and trailers, cats thrown out of moving cars and into church window wells. We assist with community cat colonies. We help cats in low-income homes get spay/neuter services and Rabies vaccinations.

We advise about best practices with socialization and cat ownership, to help keep cats in homes instead of surrendered or abandoned. We have also created an extensive website resource page just for COS inquiries.

In 2022 alone, Community Outreach and Services helped over 250 people in need of assistance with cats via urgent, spay/neuter or TNR. We retrofitted 135 winter cooler shelters for cats, with a total of 305 shelters built and distributed since 2021. Our COS team has now grown to 7!



Jenni

Next month FR COS is hosting a Crusade for Cats silent auction to benefit community cats. No doubt you have seen this in the FR newsletters or on FR's Facebook page.

I sincerely hope that you will peruse and bid on the over 150 beautiful cat-themed items during the online auction when it opens on May 20th.

(TURN OVER TO HILLARY)



SOCIAL MEDIA

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Jenni

And speaking of social media, we continue to feature both adoptable cats and adoption updates each week. We also feature stray hold cats and offer information for best cat practices.

Jessica Bahr does a terrific job of leading the social media efforts. Feline Rescue is on Facebook, Instagram, YouTube and even TiKTok from time to time.

Thanks again for all that you do for Feline Rescue. It takes the proverbial village to rescue cats and we couldn't do this without YOU!



SHELTER ANIMALS COUNT

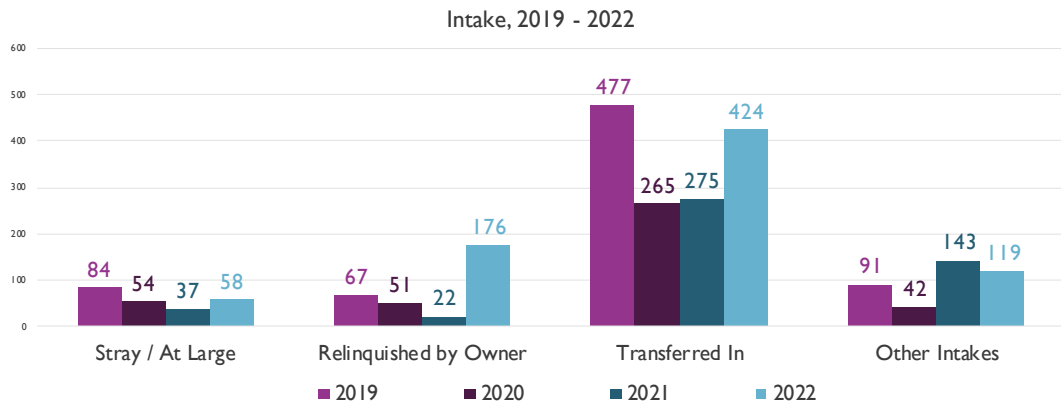
HILLARY ROBERTSON

Hillary

Before jumping into our annual Shelter Animals Count reporting, I want to mention all the gorgeous pictures of our adoptable cats. You can see pictures of everyone available, learn more about them, and apply to adopt them all on our website at felinerescue.org.

The kitties are a mix of foster & shelter kitties, and we hope that you see a kitty or two you'd like to get to know better – and hopefully take home!

2022 SHELTER ANIMALS COUNT (SAC) INTAKE, 2019 - 2022



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Hillary

These numbers indicate cats and kittens in both the shelter & foster programs. The lighter blue bars represent 2022, and the bottom purple bars are 2019/pre-pandemic numbers.

Descriptions of Intakes:

Stray/At Large – unknown or free-roaming per person filling out intake form

Relinquished by Owner - including adoption returns

Transfer from other agency

Other Intakes – Cats born while in care and types not mentioned elsewhere.

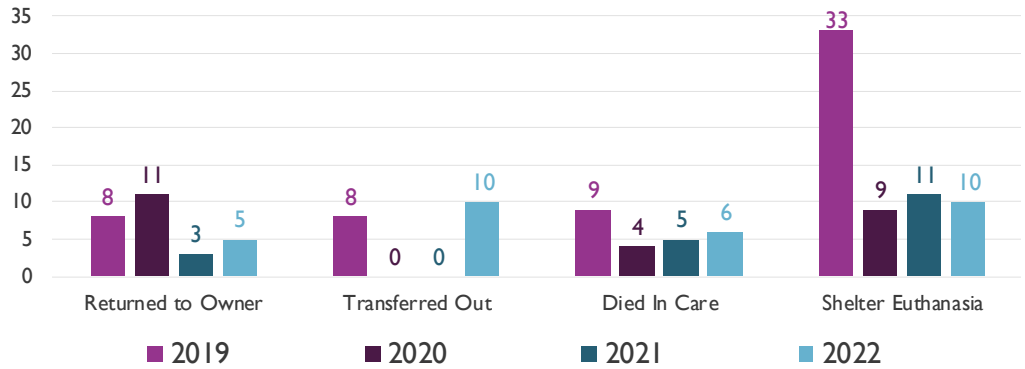
Intake – 84-54-37-58 (2019 first, 2022 last)

Relinquished by Owner – 67-51-22-176

Transferred in – 477-265-275-424

Other Intakes – 91-42-143-119

2022 SHELTER ANIMALS COUNT (SAC) OUTCOMES, 2019 vs. 2022

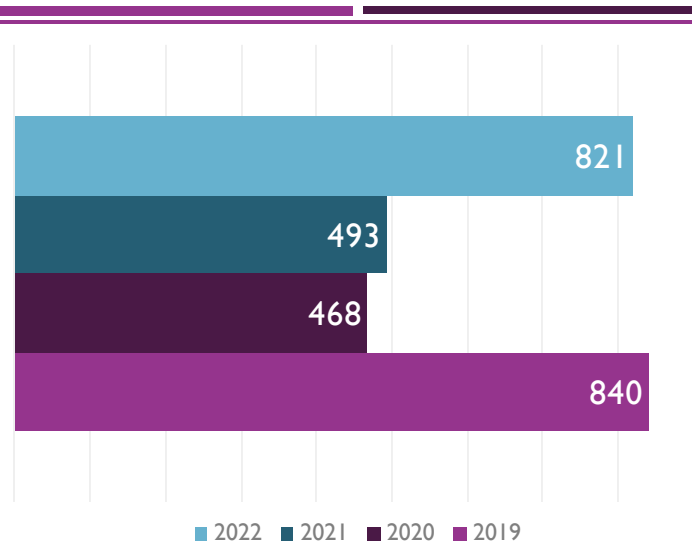


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Hillary

Note: the 33 euthanasias in 2019 included 20 kittens and 13 adults.



2022 SHELTER ANIMALS COUNT (SAC)

ADOPTIONS,
2019 - 2022

Hillary



FOUNDERS FORWARD AWARD

TOM SCHMITZ,
MARY BARBER-SCHMITZ

Timothy Available for adoption!

Lisa

2023
FOUNDERS
FORWARD
AWARD
RECIPIENT

JOCELYN LABERGE



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Tom & Mary

The 2023 Founders Forward Award is presented to Jocelyn LaBerge, who has served Feline Rescue in many capacities for 18 years.

(TURN OVER TO HILLARY)



THANK YOU FOR JOINING US TODAY