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# Feline Rescue 2025 Annual Meeting

JUNE 6, 2026

Welcome to our 2025 Annual Meeting. We're glad you could join us and hope you find this hour valuable.

You're welcome to add comments and questions into the chat—we'll be monitoring it and will save the questions for the end of the presentation.



# Agenda

- ▶ Welcome
- ▶ Reports:
  - ▶ President
  - ▶ Treasurer
  - ▶ Executive Director
- ▶ Meow Markets
- ▶ Toe Bean Society Launch
- ▶ KittyVision
- ▶ Volunteers Needed:
  - ▶ Cat Ambassadors
  - ▶ Fosters
- ▶ Thank You!

Welcome

HILLARY ROBERTSON

BOARD SECRETARY



I'd like to start by introducing you to our board members...

## President

Wally Reinhardt  
with  
Tuxie + Lily



Wally retired from 3M global engineering and has been a Feline Recue donor for 15 years. He has been part of Feline Rescue since 2020 and a member of the board since October 2023.



## Treasurer

Lisa Goddard  
with Zwicky

Lisa has been on the Board of Feline Rescue since March 2019 and took on the role of Treasurer later that year. She lives in Minneapolis with her husband Mitch and their handsome house panther, Zwicky.

## Secretary

Hillary Robertson  
with  
Frazier



I've been a Feline Rescue volunteer since 2018 and joined the Board in 2021. I'm a fractional executive admin and lives in South Minneapolis with my husband Steve and 3 FR alumni, including this floofy creampuff, Frazier.



**Board Member  
and President Emerita**

Elaine Grittner  
with Gypsy

Elaine is our former Board President and is a retired Human Resources professional. She has been part of Feline Rescue since 2013 with Board service since 2017. Here she is with her senior girl, Gypsy.

Board Member

Kaitlin Lang  
with Mary  
(aka Love Bug)



Kaitlin is our newest Board Member joining in March 2026. She has been an Enrichment Volunteer since 2021 and adopted Mary from Feline Rescue that same year. Kaitlin currently works as a corporate and healthcare attorney in Minneapolis.



## Board Member

Julie Morgan  
with  
Kili

Julie is a retired HR consultant who joined FR as a volunteer in 2019 and the Board in 2023. Kili (pictured) and twin brother Fili will be celebrating their 11<sup>th</sup> anniversary as FR graduates in August.

## Board Member

Pie Paulson  
with  
Kevin + Big Mike



Pie began as a shelter caregiver, then was the shift lead for the Friday evening shift for 2 years, and joined the Feline Rescue board in November of 2023. She has worked in nonprofit fundraising for several years and is currently the Development Director at Friends School of Minnesota. She has 2 cat companions, Kevin and Big Mike (a FR alum!).

## President's Report

WALLY REINHARDT  
BOARD PRESIDENT



I would like to begin by expressing my sincere gratitude for your continued support of Feline Rescue.

This past year brought real challenges for many in our community, from ongoing economic pressure and Medicare and Medicaid cuts to the ICE surge at the end of the year, and we saw more people needing help to keep their cats safe, fed, and most importantly, at home with the people who love them.



## 2025 in Review

This word cloud represents what we were able to accomplish in 2025. Because of your generosity, we were able to respond in practical and meaningful ways. We provided emergency fostering, maintained our pet food shelf, and supported people facing hardship, instability, and fear of leaving home. For many families, this support helped prevent a difficult surrender and kept beloved cats with the people who love them. We also heard really powerful stories from the community. People shared that they were stretching every dollar, losing benefits, or choosing between gas, groceries, and pet supplies. Programs like Meow Market, which you'll hear more about shortly, our pet food support, and the Medical Miracle Fund are meeting a clear and growing need. Our Medical Miracle Fund continues to help eligible cat owners cover veterinary costs, giving them another path to keep their cats healthy and at home. Together, these efforts reflect one shared goal: helping cats remain in safe, loving homes whenever possible. The more successful these programs are, the fewer cats need to enter the shelter. That is something we can all be proud of, and it is only possible because of this community.

# Treasurer's Report

LISA GODDARD  
TREASURER



## 2025 FINANCIAL NEWS IN BRIEF

### GOOD NEWS

Cat adoptions – up!
Large donations, estate gifts
Charitable trust beneficiary
Ended 2025 ~\$123,000 in the positive

### NOT SO GOOD NEWS

Expenses much higher than 2024
Direct public support – very slow start
Corporate, memorial giving – down

- Like Wally indicated, 2025 was some year, wasn't it?
- On the positive side, cat adoptions (aka program revenue) outperformed 2024 right from the start
- **However, direct** public support, which typically makes up more than 70% of our revenue, was significantly down through the first half of the year. This was consistent with what other non-profits saw, which was caused by the uncertainty after the 2024 election results and start of the new administration. But knowing that isn't much comfort when you're in the midst of it.
  - The good news is that individual donations increased dramatically through the second half of the year with large donations, estate gifts -- and receiving our first distributions from a trust that we are one of the beneficiaries.
  - However, donations from corporations, as well as income from memorials and dedications remained much lower throughout all of 2025 than the previous year.
- All that put together, we ended in the year roughly \$123,000 in the positive

- thanks to our volunteers and to everyone who donated – we are so grateful for all of you.

## DRAFT AUDIT RESULTS 2025 YEAR END FINANCIAL POSITION

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ASSETS		LIABILITIES	
Total Current Assets	\$714,400	Accounts Payable & Other Current Liabilities	\$51,900
Beneficial Interest in Trust	\$1,762,700	Net Assets – Unrestricted	\$1,476,900
Endowment Investments	\$1,121,600	Net Assets – Restricted	\$2,884,300
Property & Equipment	\$814,400	<b>Total Liabilities &amp; Equity</b>	<b>\$4,413,100</b>
<b>Total Assets</b>	<b>\$4,413,100</b>		

We're in the midst of finalizing the audit for 2025, so the numbers I present today are the draft results and are subject to change.

As I mentioned, we were named as one of the beneficiaries of a charitable trust. We received the first payments in 2025, but the remaining payments will be smaller in size and distributed over the next 17 years. The total you see here is what's remaining. It makes our finances look amazing from this perspective, doesn't it? While the annual distributions will help reduce our yearly operational deficit, this big

number doesn't help the cash flow on a monthly basis. We still need to do the hard work of fundraising and also closely monitor our expenses.

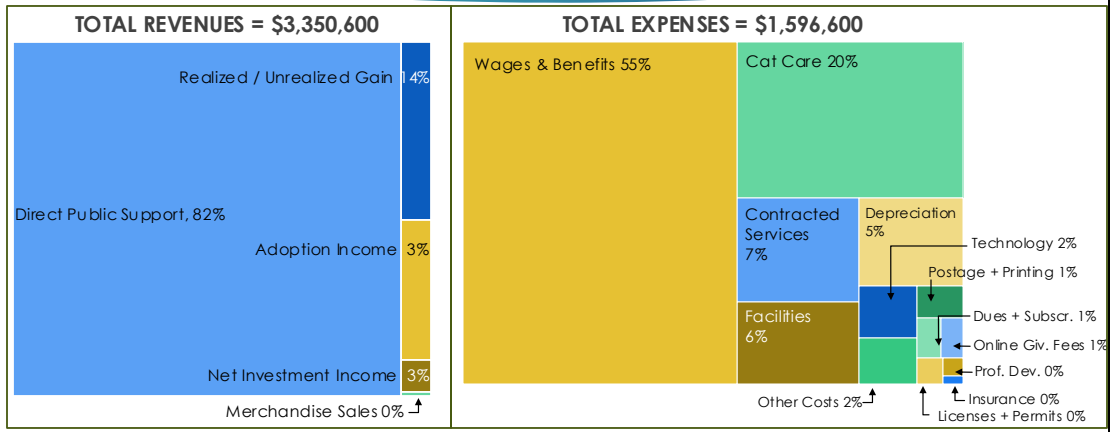
## DRAFT AUDIT RESULTS 2025 YEAR END REVENUE & EXPENSES

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	2025	2024
Total Revenue (includes total trust dollars)	\$3,350,600	\$1,303,800
Total Expenditures	\$1,596,600	\$1,193,000
<b>Change in Net Assets (Loss)</b>	<b>\$1,754,000</b>	<b>\$110,800</b>
<b>Net Assets – End of Year</b>	<b>\$4,361,100</b>	<b>\$2,607,100</b>

This slide allows you to compare 2025 to the previous year. Our net assets at year end, which includes the total trust dollars, was over \$4.3 million in comparison with about \$2.6 million in 2024. The next slide will show the break down of our revenues and expenses in 2025.

# DRAFT AUDIT RESULTS 2025 REVENUES AND EXPENSES



The box on the left side is a breakdown of our revenue streams in 2025, and the box on the right side shows our expenses.

These charts really demonstrate how reliant Feline Rescue is on individual giving and public support. We intentionally keep our adoption fees low so that money is not a barrier for people wanting to adopt. We recognize that adoption income will always be a low percentage of our revenue.

In terms of expenses, wages and benefits represent the highest percentage. In addition to our executive director, we have staff dedicated to veterinary services and to managing the shelter, operations, volunteers, etc. And all of them are crucial to help keep things running smoothly.

And now I'll turn it over to Kate.

## Executive Director's Report



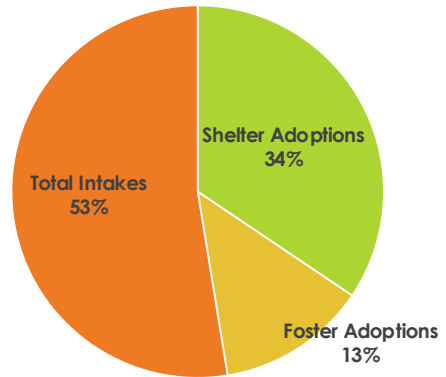
**KATE KING**  
EXECUTIVE DIRECTOR



Hi Everyone! For those of you who haven't met me yet, I'm Kate King, Executive Director for Feline Rescue going on three years in September. And I'm excited to talk to you today about everything we've accomplished together this year.

## 2025 Total Cat Intake

2025 Total Intakes	
Total Intakes	655
Shelter Adoptions	429
Foster Adoptions	162
<b>Total Adoptions</b>	<b>591</b>



## A Year of Expansion

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### For Cats

- Continued commitment to complex medical and behavioral cases
- Relaunch of the Medical Miracle Fund

### For People

- Creation of the Meow Market
- More support helping people keep their pets under Cat Support Services

### For Feline Rescue

- Investments in staff, systems, fundraising, and long-term sustainability
- Creation of 2025-2027 Strategic Plan

For much of our history, Feline Rescue was primarily focused on what happened after a cat entered our care.

That work remains at the heart of who we are. In 2025, we continued our commitment to complex medical and behavioral cases, providing care for cats that many organizations simply aren't equipped to help. We also relaunched our Medical Miracle Fund, allowing us to support families facing difficult medical decisions so more cats could stay in the homes they already loved.

At the same time, we began looking beyond our shelter walls and asking a different question: how can we help cats before they need rescue?

That thinking led to the creation of the Meow Market and the expansion of Cat Support Services. Whether it's providing food, litter, supplies, or emergency assistance, we're helping people overcome challenges so they can keep their pets at home and out of the shelter system altogether.

To support that growth, we also invested in Feline Rescue itself. We strengthened our staff team, improved systems and fundraising capacity, and completed a new strategic plan that will guide our work through 2027.

When I look back on 2025, what stands out most is that we expanded our impact in every direction: caring for cats in our shelter, supporting cats in their homes, and building a stronger organization to sustain that work for years to come.

## What 2025 Taught Us

### **The Need Is Greater Than Ever**

- ▶ Demand for food assistance, medical assistance, and shelter services continues to grow

### **People Want to Help**

- ▶ Volunteers, donors, fosters, and community partners repeatedly stepped up

### **Feline Rescue Is Positioned to Lead**

- ▶ Able to quickly respond to emergent needs in our community
- ▶ Clearer vision for the future

As we expanded our work, we also learned some important lessons.

First, the need is greater than ever. Whether it was families seeking food and litter through the Meow Market, pet owners facing unexpected veterinary expenses, or cats needing shelter and medical care, we saw firsthand that the challenges facing both people and pets continue to grow.

Second, people want to help.

Every time we put out a call for support, our community responded. Volunteers gave their time, fosters opened their homes, donors stepped forward, and community partners helped us reach more people than we ever could alone. The success of so many of our programs was only possible because of the people in this room and the thousands of supporters who believe in our mission.

And finally, we learned that Feline Rescue is uniquely positioned to lead.

Because of the investments we've made in our staff, systems, and strategic planning, we're able to respond quickly when new needs emerge. We are no longer just reacting to challenges as they arise. We have a clearer vision of where we're going and how we can continue serving both cats and the people who love them.

If there is one thing I take away from 2025, it is this: our community believes in this work. Every challenge we faced was met by people who chose to show up,

and because of that support, we're building a stronger future for cats and their families.

## New Program: Meow Market

KATE KING,  
EXECUTIVE DIRECTOR



Last year we shared that we had a lot of stuff in storage. Cat food, litter, toys, dog crates, all the things basically.



And one of the most exciting things to come out of 2025 and our excess stuff was the Meow Market.

We knew families were struggling, but we didn't fully understand the scale of the need until we opened our doors. The response was immediate and overwhelming.

## Supporting Cats by Supporting their People

- ▶ Launched in 2025 as a new community support initiative
- ▶ Connected families with food, litter, and essential pet supplies
- ▶ Expanded through partnerships with local food shelves and community organizations
- ▶ Demonstrated the growing need for pet retention services in our community
- ▶ Reinforced Feline Rescue's commitment to keeping cats with the people who love them

What began as a way to provide food, litter, and supplies to pet owners in need evolved into something much bigger. It gave us a window into the challenges facing people in our community and showed us just how many families are working hard to keep their pets despite financial hardship.

Through the Meow Market and our partnerships with food shelves and community organizations, we were able to reach people who may never have otherwise connected with Feline Rescue. More importantly, we were able to help keep cats in the homes where they are loved.

The success of the program has also highlighted the growing need for these services. Each market has drawn strong community participation, and demand continues to exceed the resources available.

## FELINE RESCUE MEOW MARKET



Join us on select Saturdays at our shelter for an outdoor cat supply share - take what you need and pay what you can!

Everyone is welcome whether you need supplies or want to help cats in need. Available supplies will include: carries, litter boxes, food, dishes, toys, gifts and much more.

Plus: Our shelter is open on Saturday 11am- 1pm. Make an appointment to meet adoptable cats or just give them some love!



ALWAYS ON SATURDAYS,  
FOLLOW OUR FACEBOOK OR INSTAGRAM  
FOR DATES



### Mark your Calendar!

The next Meow Market  
is on  
Saturday, June 27

As we prepare for our next Meow Market on June 27, we're focused not only on meeting that need, but on rebuilding our inventory of food and litter so we can continue serving the families who rely on this program.

For me, the Meow Market represents what Feline Rescue does best: identifying a need, responding thoughtfully, and finding new ways to support both cats and the people who love them.

Sometimes that support looks like food and litter. Sometimes it looks like helping a family through a medical crisis they never saw coming.

Tygress's story is a perfect example.



## Full Circle Moment: Tygress

Last year, Tygress's owner, Peter, came home from work and noticed she was bleeding from her mouth. Like most of us would, he assumed she had broken a tooth and rushed her to the emergency veterinarian. Instead, he learned that Tygress's jaw was broken.

The surgery she needed was specialized, complicated, and expensive. Peter loved his cat, but he simply couldn't afford the nearly \$10,000 required to save her. The emergency clinic reached out to Feline Rescue, and at almost the same time, Peter's family contacted us through Facebook looking for help.

Through our Medical Miracle Fund, we were able to cover the cost of Tygress's surgery and follow-up care. But Peter is really the hero of this story. He managed her feeding tube, got her to every appointment, and spent months helping her recover.

And recover she did.

Just last month, Peter showed up at one of our Meow Markets looking for a new cat tower. He spent a good half hour showing staff pictures of Tygress and her

sister, Diva, and talking about how grateful he was that he didn't have to lose his cat.

That's the part of the story that stays with me.

When we talk about the Meow Market, the Medical Miracle Fund, and Cat Support Services, we're really talking about the same thing: helping people keep the cats they love. Tygress is just one cat, but her story represents what so many of our supporters make possible every day.

Because of this community, families find help when they need it most, and cats get to stay exactly where they belong.

None of that happens without the people who choose to invest in this work. Whether it's a one-time gift, a donation of supplies, volunteering your time, or a recurring monthly contribution, every act of support helps create stories like Tygress's.

And with that, I'd like to turn things over to Julie to talk about the Toe Bean Society and one of the ways our supporters help sustain this work throughout the year.

## Toe Bean Society Launch

JULIE MORGAN  
BOARD MEMBER



Thanks, Kate.

As you've heard today, Feline Rescue is doing more than ever before. We're caring for complex medical and behavioral cases, helping families keep their pets through programs like the Meow Market and Medical Miracle Fund, and building for the future through our strategic plan.

None of that happens without the support of our community.



Many of you joining us today have donated, volunteered, fostered, attended events, shared our posts, or advocated for Feline Rescue over the years. Some of you have been with us for decades. Others joined us more recently. But all of you have helped shape the organization we are today.

As we started thinking about our 30th anniversary, we realized we wanted a better way to recognize and celebrate that support.

That's how the Toe Bean Society was born.

The Toe Bean Society is our new donor recognition program. Its purpose is simple: to celebrate generosity, strengthen relationships with you, **our supporters**, and create opportunities for people to deepen their engagement with Feline Rescue over time.

Most importantly, it's designed to recognize supporters at every level of giving. Whether someone makes their first \$5 donation or has been investing in our mission for years, every gift helps change lives for cats and the people who love them.

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Program Highlights

-  Each tier receives specific recognition, communications, and engagement opportunities.
-  Recognition is based on annual giving
-  Part of our 30<sup>th</sup> Anniversary lead-up
-  A meaningful way to celebrate our supportive community

Julie

One thing that's important to understand about the Toe Bean Society is that it's not just a donor club. It's a framework for recognizing and engaging our supporters in a more intentional way.

Recognition will be based on a donor's total annual giving, which means every gift throughout the year counts toward participation and unlocks new experiences.

Members will receive different recognition and engagement opportunities based on their level of support, but the goal is the same for everyone: helping donors feel connected to the impact they are making.

But let's get to the good stuff...



## Toe Bean Society Tier Level

<u>Tier Name</u>	<u>Annual Gift Range</u>	<u>Recognition Example</u>
Toe Bean	\$1 - \$99	Welcome email and monthly thank-you on social media
The Cat's Meow	\$100 - \$249	All the above, plus mailed thank-you card, branded sticker, and a thank-you call from staff
Whisker Warrior	\$250 - \$499	All previous recognition, plus digital donor badge, name in annual report, and a thank-you call from staff and board
Bean Machine	\$500- \$999	All previous recognition, plus branded merchandise and quarterly impact updates
Kitty Cat Club	\$1,000+	All previous recognition, plus a personal thank-you, exclusive invitation, and donor spotlight
The Polydactyls	\$10,000+ or planned gift	All previous recognition, plus website recognition, private tour, and a legacy-level feature

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Julie

Most cats have 18 toe beans, and we thought that was the perfect way to represent something we've always believed at Feline Rescue: every cat matters and so does every gift.

Each Tier in the Toe Bean Society unlocks another paw's worth of beans. Those of us cat and coffee lovers out there know: more beans equal more fun! Throughout the year, donors will collect beans based on their cumulative giving. As we navigate through the year, we'll have special events, behind the scenes access, and fun merch that will allow you to show off your support for Feline Rescue.

Who doesn't love getting fun stickers while supporting cats?!

You'll see the different levels on the screen, but what matters most isn't which level you reach. What matters is that every person who chooses to support Feline Rescue has a place in our story.

There are so many amazing causes in need right now and we know it's a privilege to receive your donation. That's why this is all inclusive. Some people support us with a one-time donation. Some give every month. Some attend events, sponsor programs, or make major gifts. Some even choose to include Feline Rescue in their estate plans. The Toe Bean Society brings all of those supporters together into one community.

## Long-Term Goals

- ▶ Increase donor retention
- ▶ Build long-term financial stability
- ▶ Celebrate our wonderful donors
- ▶ Strengthen our community connections



What excites me most about the Toe Bean Society is that it's really about where we're going next.

We've spent today looking back on everything that happened in 2025. We celebrated growth, new programs, lives saved, and families supported.

Later this month, we'll host another Meow Market.

Over the next year, we'll celebrate 30 years of Feline Rescue.

And we'll continue building programs that help cats and the people who love them.

The Toe Bean Society is one way we're inviting our community to be part of that future.

Maybe that means becoming a monthly donor. Maybe it means increasing your support over time. Maybe it means having a conversation with us about leaving a legacy gift that helps cats long after we're gone.

Whatever that journey looks like, we want people to feel connected to this mission and to know that they belong here.

Because everything we've talked about today happened because a community came together around a shared belief: that cats matter, people matter, and together we can accomplish remarkable things.

We're excited for what's ahead, and we're grateful that you're part of it.

Speaking of what's ahead, Pie has a special announcement about another new way to engage.

KittyVision: A  
New Way to  
Engage

PIE PAULSON  
BOARD MEMBER



Thanks, Julie.

One of the fun new things we've been working on for 2026 is KittyVision and we're excited to finally tell you about it!

## A New Way to Engage

- ▶ Live on Twitch every Monday, Wednesday, and Friday
- ▶ Gives supporters a real-time window into shelter life
- ▶ Stream pauses during cat care and visitor interactions
- ▶ Interactive features and donor engagement opportunities planned
- ▶ Offline content will feature cat stories, updates, and educational resources



Scan to view!



If you've ever wished you could stop by Feline Rescue just to see what the cats are up to, this is basically the next best thing!

we've launched a livestream on Twitch where people can tune in and spend time with our cats from anywhere. Right now we're streaming on Mondays, Wednesdays, and Fridays.

The project is still in its early stages, but we're already thinking about ways to build on it. We'd love to create more opportunities for people to engage with the cats and support their care while they're watching.

When the stream isn't live, we'll also be sharing videos, updates, and information about the cats and programs that make Feline Rescue what it is.

It's a simple idea, but it's a fun new way for people to stay connected to the organization between visits. We'd love to have your feedback! View the livestream in the coming weeks and let us know what you think.

Volunteers Needed

HILLARY ROBERTSON

BOARD SECRETARY



Feline Rescue is always looking for volunteers for a wide variety of roles to suit any schedule.



Please scan this QR code  
to see a list of current volunteer opportunities.

We'll share this QR code again in a few slides so you can be ready to grab it.  
Here's Elaine to talk about Events and how we're updating them.

## 2025 Events

- ▶ Walk for Animals (AHS)
- ▶ Mission Paw-Looza (Mission Animal Hospital)
- ▶ Twin Cities Pride and St. Paul Pride
- ▶ Mid-Town Farmer's Markets
- ▶ Walk for Recovery
- ▶ CON-Vergence

Hi, I'm Elaine, and I am coordinating events for Feline Rescue.

In 2025, we participated in multiple events, including the ones listed here, and we are on schedule to return to most of these again this year. We are always open to participating in events where we can introduce Feline Rescue to the public. And for this reason, we are looking for CAT AMBASSADORS

## Cat Ambassadors

- ▶ Do you like talking about cats?
- ▶ Do you have great photos to share with others?
- ▶ Can you talk about Feline Rescue and your volunteer experience?

Informational meetings are being held on Tuesday, June 9 and Thursday, June 11.



So, what is a CAT AMBASSADOR? If you like talking about cats, showing pictures of your cats, enjoy oohing and aahing over other people's photos, and talking about Feline Rescue and your volunteer experiences, then YOU are a CAT AMBASSADOR.

I'm going to be hosting two virtual meetings this coming week for people who are interested in joining the team of Cat Volunteers. The meetings will be held on both Tuesday, June 9th and Thursday, June 11th. Check the presentation's chat to send me a message and I will send you the login information to the session of your choice.

Helping out at these events is fun and hanging out with other cat – and dog – people is a great experience. I feel good about helping people with their questions, hearing their cat tales, and even learning something new.

## Fosters Needed



This is Master Shifu, my recently adopted foster kitty. He was an absolute treat to foster!

If you're interested in fostering, please grab the QR code on the next slide for more information.

Here's the top info about becoming a foster:

- You don't need a lot of space; a small room will do.
- If you can't have QUOTE MARKS permanent cats, fostering may be for you – check with your landlord.
- You can specialize in what kind of cats you foster – seniors, mamas & kittens, special needs, regular cats
- This works around your schedule.
- Feline Rescue provides all supplies – you provide the love, enrichment, and time - and bring them in for appointments as needed.

Up next, the QR code



Please scan this QR code  
to see a list of current volunteer opportunities.

Here's the QR code for volunteer opportunities – we're not just looking for Cat Ambassadors and Fosters! There are several different opportunities available.

Next up, we'll jump into Q&A – if you have any questions, please put them in the chat.



Thank you to our donors & supporters



Thank you for joining us today – and thank you for your support. We wouldn't be where we are today without you.

We have some questions in the chat, so you're welcome to stay for them or hop off and go on with your day.



Q & A

