
Feline Rescue 2024 Annual Meeting

April 26, 2025

Surly Brewing Company
St. Paul MN



Hillary

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

I have a few housekeeping items before we jump in. Restrooms are (...)

You'll notice on each section header of this presentation that we're featuring available cats and some recent or pending adoptions. We wanted to remind you of some of our cats that have been waiting a long time for their purrever homes in the hopes that you might know of the purrfect person for them. We're also sharing exciting news about some of our long-term kitties getting adopted, so feel free to give a cheer when you spot those kitties!

There will be a Q&A session at the end of this presentation, before our Volunteer Appreciation Lunch.

AGENDA

- **Welcome | Meet the Board of Directors**
- **President's Report**
- **2024 Financials**
- **Development & Events**
- **Operations: Shelter Space**
- **Strategic Plan**
- **Goblin's Story**
- **Q & A**



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Hillary

(BOARD MEMBERS AT FRONT OF ROOM.)

As you can see, we have a VERY full agenda for today, so we will keep things moving at a brisk pace. We are ending with a Q&A session, so if you have any questions, feel free to use the paper at your table to write them down and we'll collect them.

You're also welcome to use the paper to suggest your favorite cat names – we love getting these suggestions and they help so much! We'll collect those later on.

HILLARY TO ELAINE



ADOPTED! Fugue

WELCOME & MEET OUR BOARD MEMBERS

ELAINE GRITTNER

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Elaine

Sweet senior Fugue was adopted by her foster after 2 years + 2 months at Feline Rescue.

Neville |
4M
available for
adoption!

He's been
waiting for
over a year
– let's find
his forever
home!



PRESIDENT'S REPORT

ELAINE GRITTNER

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Before I get to my report, I just want to let you take a look at this wonderful boy, Neville. I absolutely love ginger cats! He has been with us for over a year.

MEET OUR BOARD MEMBERS

Executive Committee

**Elaine Grittner,
President**

Committees

- Audit
- Investment
- Nominating



**Lisa Goddard,
Treasurer**

Committees

- Finance
- Audit
- Investment



**Hillary Robertson,
Secretary**

Adoption Specialist

Committees

- Events
- Social Media

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Hello everyone, and thanks for coming. As Hillary mentioned, I am the President of Feline Rescue and want to introduce you to our current board.

As you can see, board members assume multiple roles in addition to the general governance tasks we have as fiduciaries to the organization.

For example, Lisa, our Treasurer that you will hear from later, is the head of the Finance and Audit Committees and a member of the Investment Committee, and Hillary was an Adoption Specialist and is involved with the Events and Social Media Committees.

MEET OUR BOARD MEMBERS

Directors at Large

Jennifer Henry

Foster Committees

- Grants
- Human Resources

Julie Morgan

Information Line Committees

- Events
- Human Resources

Pie Paulson

Shelter Committees

- Grants
- Nominating

Wally Reinhardt

Committees

- Finance
- Investment

Also served on the Board in 2024:

Adam Bahr, Marlijn Hoogendorn, Rob Nordin, Chuck Selcer

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Our other Directors at Large are Jen Henry, Julie Morgan, Pie Paulson and Wally Reinhardt, and you can see their involvement with various committees as well as the organization as a whole.

I also want to call out the people who served as board members in 2024, including Adam Bahr, Marlijn Hoogendorn, Rob Nordin and Chuck Selcer.

I want to especially thank Chuck, who stepped down from the board after serving for 10 years. Feel free to come talk to any of us after the presentation and during our luncheon if you're interested in board or committee service.

NOTABLE HAPPENINGS IN 2024

- We welcomed Shelby, Sydney, Kristina, and Zoey to the team (and three more this year)!
- Feline Rescue was featured in the Pioneer Press for Give to the Max Day.
- We launched a new partnership with St. Paul Public Schools' STEPs Program.
 - The student who inspired the program now helps our Vet Services team and is graduating this spring!
- We installed a new security system and it's now up and running.



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We've had a lot of notable happenings in 2024, and these are only a few.

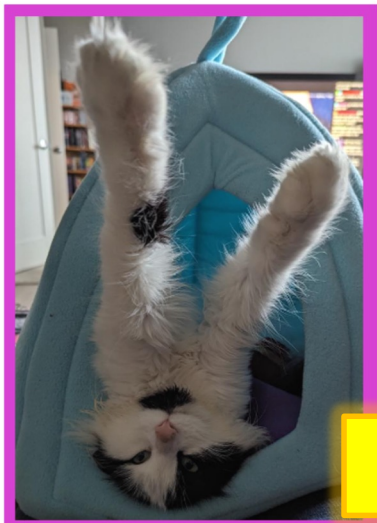
First, we hired some great people to assist in the shelter and for our Vet Services team.

We were approached by the Pioneer Press to be their "poster-cat" for their Give to the Max article and relished the positive public exposure.

We also had a group of students from the St Paul school system working with us in relation to a special program and inspired one of them to choose to further their education with animal care.

Lastly, we installed a new security system, with a new entry system, to make volunteers and employees safe. Thanks to our anonymous donors who helped fund that effort!

ELAINE TO LISA



FINANCE

LISA GODDARD, TREASURER

PENDING ADOPTION!
Happy Blanche

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Thank you. I'm Lisa Goddard and have been the Treasurer of Feline Rescue since the fall of 2019.

We're thrilled that Happy Blanche is pending adoption, after 465 days and counting in our care!

YEAR-END REVENUE & EXPENSES COMPARISON (UNAUDITED)

	2024	2023
Total Revenue	\$ 1,199,932	\$ 878,318
Total Expenditures	\$ 1,200,477	\$ 1,160,735
Net Operating Income (Loss)	\$ (545)	\$ (282,417)
Net Other Income* (Loss)	\$ 111,376	\$ 131,981
Change in Net Assets (Loss)	\$ 110,831	\$ (150,437)

* Includes unrealized gains or losses in our investment accounts.

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So how did we do last year? We had some terrific successes but also had some struggles.

Overall, we ended 2024 approximately \$111,000 in the black. This was roughly \$261,000 better than 2023.

Based on our revenue, we are required to do an audit every year. We have started the process, but all 2024 numbers that you see today are unaudited and may go up or down with the final report.

YEAR-END FINANCIAL POSITION (UNEDITED)

ASSETS

Bank Accounts & Other Current Assets	\$ 176,142
Investments	\$ 1,437,079
Property & Equipment	\$ 1,040,991
Total Assets	\$ 2,654,212

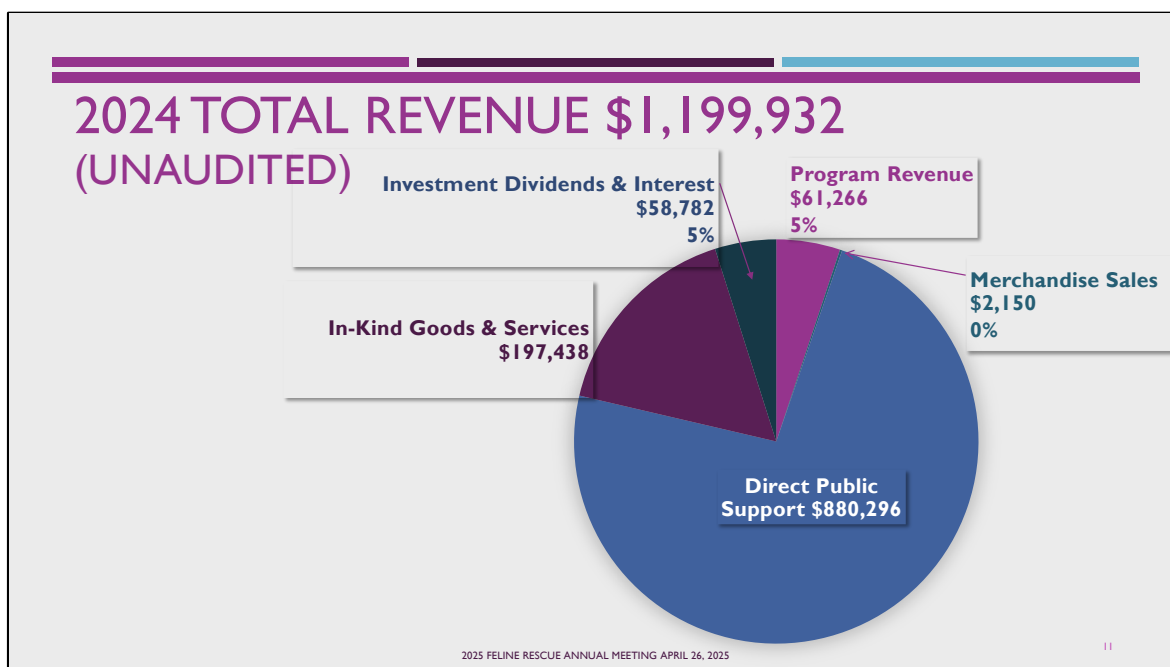
LIABILITIES & EQUITY

Accounts Payable & Other Current Liabilities	\$ 47,093
Total Equity	\$ 2,607,119
Total Liabilities & Equity	\$ 2,654,212

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Our financial position at the end of 2024 was healthy and was improved over year-end 2023.

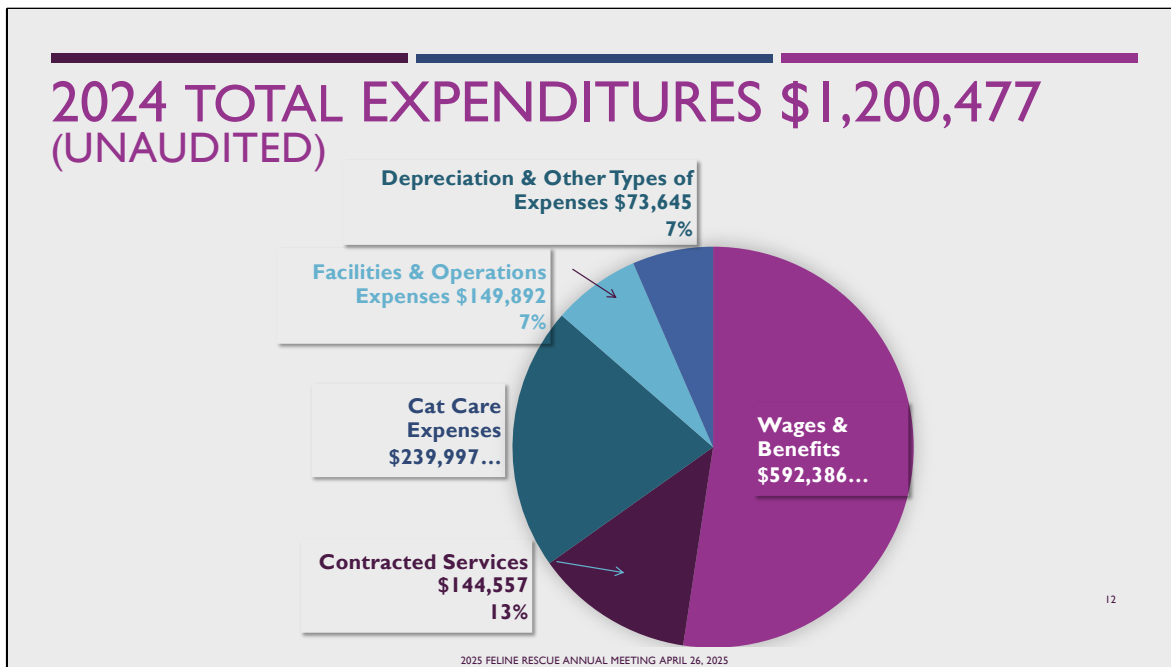


I'm happy to report that our total revenue for 2024 was \$320,000 greater than for 2023 – that's A LOT!

But unfortunately, program revenue in 2024 was lower than even 2020 when Covid disrupted everything.

By far our largest source of revenue in 2024 – 73% – came from direct public support. This is generally true every year, and we were especially fortunate that we've been able to continue to improve on this over the last few years.

Public support has helped us weather another year when we had to pause intakes and even shut down the shelter for several weeks to sanitize after an outbreak of respiratory virus. So public support is more important than ever so we can be ready for anything. I and everyone in the organization sincerely appreciate all of our donors, large and small.



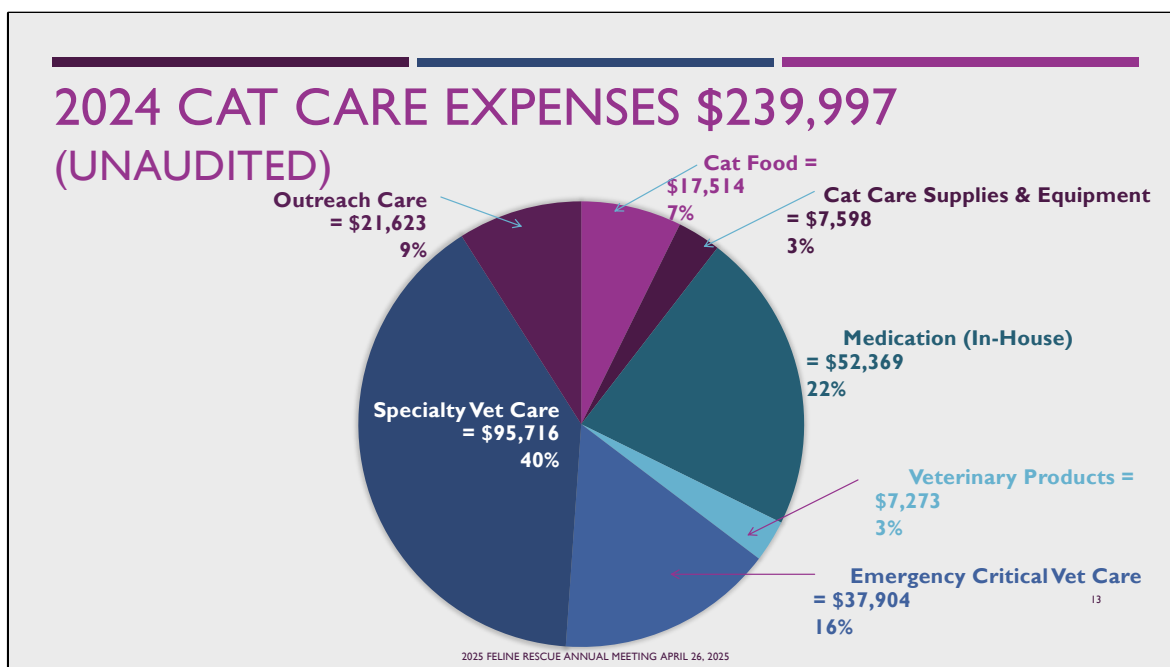
I thought it was interesting to see how our expenditures were broken out in 2024.

This graphic shows the importance of our paid staff, who are so crucial to performing our mission and make up just over half of the total expenditures. Of that, the veterinary staff made up over 45%.

And I want to acknowledge the work of our volunteers in helping us do the work of our mission while keeping expenses lower than they would otherwise be.

Contracted Services has gone up over the last two years. Part of the increase comes from hiring an outside accountant to help us reorganize our accounts and to improve our internal controls.

I'll talk more about Cat Care Expenses on the next slide.



Cat Care Expenses make up about 1/5 of our total expenditures as seen on the previous slide.

In 2024, we started tracking the veterinary care being done outside of Feline Rescue to help us better budget for these expenses. Specialty and Emergency Critical Vet Care made up about 56% of our cat care expenses, reflecting the dire circumstances that many of our cats were in last year.

You might be wondering why Cat Food is only 7% of this category. Good question! We provide both standard and prescription cat food. Donations of standard cat food cover much of that need, and so what you see here is primarily what we spent on prescription food in 2024. Overall Cat Care Expenses were about \$50,000 less than in 2023.

Any questions?

I'll pass it over to NOAH now to talk about Development & Events.



DEVELOPMENT & EVENTS

NOAH ESTABROOKS,
DEVELOPMENT MANAGER

&

HILLARY ROBERTSON,
EVENTS & SOCIAL MEDIA

Wild Robot | 6mo F, available for adoption!

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Wild Robot is a newer, 6-month-old kitten at Feline Rescue. It's rare for us to have cats this age in the shelter!

2024 DEVELOPMENT HIGHLIGHTS

- Over \$1 million in direct support raised, including:
 - Spring Into Action raised \$19,747
 - Met our \$50,000 Give to the Max Day
- We also launched better ways to:
 - Give stock
 - Leave a bequest
 - Donate QCD gifts

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Here are some major highlights from last year's Development activities which allowed us to raise over 1 million dollars in direct support!

- The Spring into Action campaign raised nearly 35 thousand dollars for emergency and critical care
- Matching grants totaling 10 thousand dollars helped us meet our Give the the Max Goal

If you're interested in learning more about these better ways of donating, please reach out to me or Kate.

NOAH TO HILLARY

EVENTS



- Cat Claw Clipping Clinics
- Indeed We Can, April 30
- Walk for the Animals, May 3
- Mission Paw-looza, May 10
- Grand Old Day, June 1
- Twin Cities Pride, June 28-29
- Convergence, July 3-6
- Cat Video Fest @CHS Field, August 14
- 2D Con, August 22-24
- Give to the Max Day, November 20

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I wanted to start out with a quick review of our Year-Round Cat Claw Clipping Clinics coordinated by Marie Metzke

CCCCs take place at area Chuck & Don's locations. In 2024, we clipped claws for over 1,600 cats and raised \$16,226 (up from \$13,424 in 2022). [CLICK](#)

Our Events team was at a variety of events last year and were delighted to be part of Indeed We Can again – this event is a highlight of our year and is happening next Wednesday if you want to come out and hang out with all the best cat people, have tasty beverages, and raise money for a great cause – US! Fingers crossed for purrfect weather again this year!

Here's a partial list of our upcoming events this year. There's a lot going on and we'd love to see you around town! [CLICK](#) Here are two of our special logos, for Pride and comic-cons.

If you're interested in volunteering for any of these events, please reach out to Noah or Hillary, or email info@felinerescue.org, OR let Kristina know today.

HILLARY TO KATE

STRATEGIC
PLAN

KATE KING,
EXECUTIVE DIRECTOR

Admiral Squeaks, 2M
AVAILABLE FOR HOSPICE ADOPTION

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Kate

As we look toward our 30th anniversary in 2027, we're entering a powerful new chapter in our story.



Let's take a look back at things Feline Rescue has done over the years as we prepare to move forward.

Our 2025–2028 Strategic Plan is a blueprint for transformation meant to deepen our impact, strengthen our foundation, and reimagine what's possible for cats and the people who love them. It's a major refresh of our goals and our vision.



It's not just about sustaining our work. This is about growing it joyfully, thoughtfully, and together.

We're deepening our impact, strengthening our systems, and investing in people and programs



Together, we're not just continuing the mission, we're renewing it for the next generation.

This is a moment of transformation, and we're so glad to be here with you.



ROOTED IN COLLABORATION, BUILT FOR IMPACT

- In development since January 2025
- Contributors: Board in collaboration with the Executive Director and staff leadership
- Two rounds of revisions
- Key areas of growth

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This plan has been in development since January 2025.

Through prep work and a day long retreat, the board and leadership created and early framework for the strategic plan.

This plan was sent out to volunteers, donors, and supporters for two rounds of feedback. Participants had a variety of backgrounds both in volunteer roles inside the shelter and employment or community focused roles externally.

We took that input seriously, and from all of this, five key areas of focus emerged. We'll walk through those now.

STRENGTHENING
PROGRAMS
& PEOPLE



Cat & Community Support

- A new shelter shop to increase access to supplies
- A revitalized medical fund for owned cats
- Outreach, education, and state-level advocacy for humane cat care

Organizational Growth

- Hiring key staff and redefining leadership roles
- Adding HR support and evaluating additional positions

Digital Engagement

- Website updates
- Smarter, values-driven social media
- Clearer communication with our community

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I'm going to talk a lot about our first area since the others are more self-explanatory.

First, we're expanding our cat care further to meet the needs of our community. We want to be a trusted partner for pet owners and a reliable source of help in hard times.

Feline Rescue is fortunate to have a strong community of donors and business partners. We also sit in the Midway region of St. Paul, an area experiencing serious economic struggle. With our shelter shop, we see an opportunity to meet the rising tide of those needing low cost or free cat products as well as reduce waste through reuse and recycling via the shop. This is the biggest lift of the plan and will last the duration.

We've also identified a need for subsidized veterinary care. We often get asked to help cover cost of care for dentals, major procedures, and annual care for owned pets within the community. While we don't have the capacity or ability to see those cats at Feline Rescue, we can help them through revitalizing the Medical Miracle Fund.

Finally, we want to be more active at the State Capitol. Feline Rescue has nearly 30

years of experience in St. Paul and between the staff and volunteers we have hundreds of years' worth of experience with cats. We aim to bring that wealth of knowledge to our community via education and outreach.

Next, we're focusing on Organizational Growth. To meet the demands of our mission, we need the right people in the right roles. That included hiring a Shelter Manager in 2024 and a Development Manager in 2025. In the future, we're evaluating HR needs and evaluating what other roles may be needed.

And we're investing in Digital Engagement. We need tools that match the quality of our care. That means a website that works better, social media that reflects our values, and clearer communication with our community.

BUILDING A SUSTAINABLE FUTURE



Operational Excellence

- Documented protocols for medical care, shelter ops, and disease management
- Clear delegation and standards for staff
- Transparent and humane euthanasia decision-making



Core Mission Support

- Growing the Toe Bean Society and donor stewardship
- Expanding business partnerships and funding diversity
- Investments in systems, staffing, and sustainability

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Our fourth area is Operational Excellence. We're documenting protocols, setting clear standards, and making sure our systems are aligned with best practices. This supports staff, improves care, and strengthens transparency.

And finally, we have Core Mission Support. This is about financial sustainability. We're building our donor programs, like the Toe Bean Society, and we're focusing on long-term stewardship, partnerships, and the funding needed to make all of this work possible.

YOU MAKE THE MISSION POSSIBLE

Volunteers



- **Help** onboard new volunteers
- **Serve** as ambassadors of our values
- **Support** new enrichment and wellness programs

Donors & Supporters



- **Fuel** our programs with critical funding
- **Join** the **Toe Bean Society!**
- **Share** our mission to grow our community

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We want to take a moment here to recognize all of you.

To our volunteers:

Your care, time, and consistency make everything possible. Whether you've been with us for 10 years, 10 months, or 10 days you've made a difference here. Thank you.

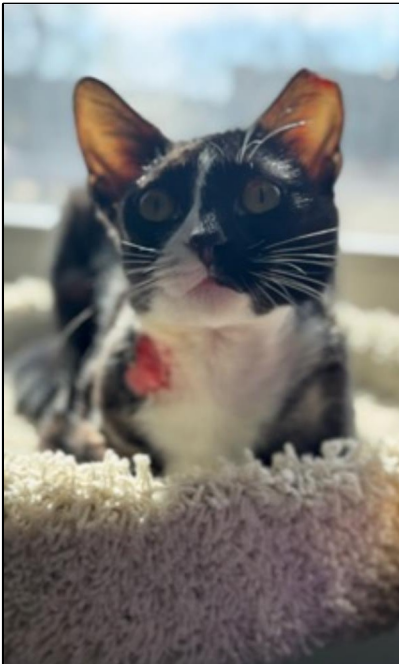
As we move forward, we're going to have so many new ways for you to get involved. And I know change can be daunting, especially change this big, but I'm so excited about doing this together. I'm here to answer any questions you may have as we move forward.

To our donors and supporters:

You make transformation possible. Every initiative in this plan, from medical care to shelter renovation, is powered by your generosity. You're helping us build a future where cats thrive.

With a shelter renovation on the horizon, we're going to need all hands on deck. Whether you can donate \$25 for a can of paint or you know a company that can donate tile floors, we're excited to get creative. And stay tuned for your formal

invitation to join our new giving circle: The Toe Bean Society!



GOBLIN & THE FUTURE OF FELINE RESCUE

Her story reflects every part of our strategic plan:

- Medical Care
- Community Support
- Operational Readiness
- Donor-Funded Healing

*Now she's thriving in a forever home
and her story reminds us why this work matters.*

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For those of you who haven't met her, Goblin arrived with severe burns and needed immediate medical intervention. She also needed a safe space, a team who understood her, and the resources to heal fully. You'll hear more about her success story soon!

Our new strategic plan is about making sure every cat like Goblin gets exactly what they need.

The systems we're building, the people we're hiring, the funding we're seeking it all adds up to one thing: giving cats the care they deserve.

HANDOVER TO SARA





Gimlet | 10M, available for adoption!

SHELTER SPACE
SARA POST,
OPERATIONS DIRECTOR

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Hello – I'm Sara Post, Director of Operations and this is Gimlet, our senior star who is available for adoption. Currently in the shelter, but headed for foster on Monday.



Over the last year, we've worked hard to build out our team and it's working. We're hiring the right people, creating better systems, and the energy in the building has shifted. But now we're facing a new challenge: ****CLICK**** we have the people, but we don't have the space to support them.

We have staff using rooms meant for cats, cats and humans sharing offices, and too many people working in spaces never meant for focused, compassionate care. This is impacting the people...and that means it impacts the cats.

We're also incredibly fortunate to have a generous community. Donations come in daily—supplies, food, toys, carriers—and we're so grateful. But with that generosity comes volume. Some items aren't usable, and we don't yet have the space or systems to sort it all efficiently. It's a good problem, but it still creates clutter and blocks progress.

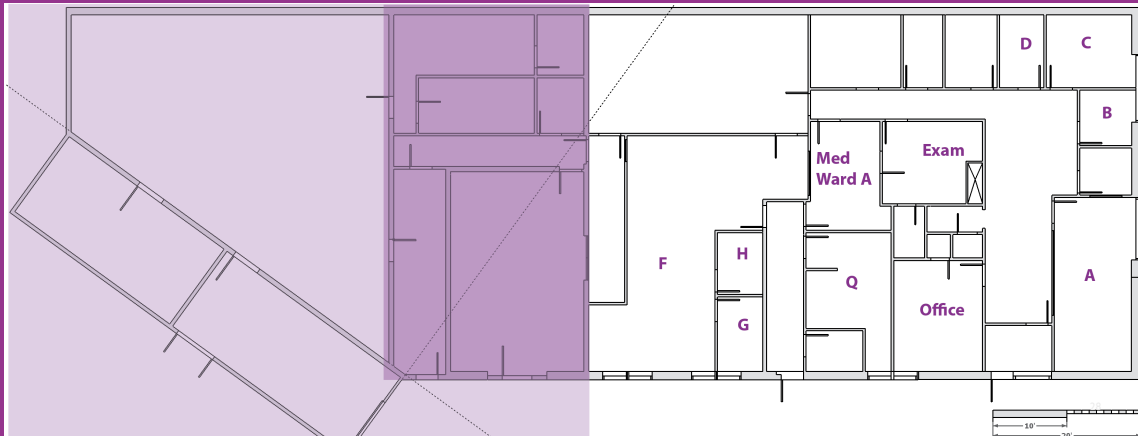
At the same time, the way we use our space no longer reflects how we work. Staff are packed into shared spaces—the entirety of vet services shares one office. My "office" is the same room as the electrical panels and isn't within the shelter building. Our conference room doubles as our break room. Volunteers don't have a space to

rest or regroup. We don't have a comfortable space to host foster cat visits.

And for the cats, we're doing well in terms of numbers—but we lack the flexible, private spaces needed for 1:1 behavioral work or quiet recovery. Some cats just don't thrive in a space with many other cats.

THIS IS WHAT WE'RE WORKING WITH:

We have square footage, but not functionality.



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Currently, almost 50% of our shelter building is used for storage. Intake is not in this building and we have limited offices or quiet spaces for cats needing extra observation and support. We're trying to do progressive, individualized cat care... inside a building that wasn't built for that. We've gotten creative. But cats like Gobin, Summer Breeze, and Stitch Eldon can't rely on creativity alone.

We're lucky to have the building. But right now, it's not serving the people or the cats the way it should. It's time to change that.

To give you all a visual, the light and dark purple areas are the storage areas we are currently working on cleaning out. The light purple on the left will continue to be storage and the dark purple will be renovated to fit our growing needs.

THE VISION: A REIMAGINED SHELTER

A building with a renewed purpose:



Created by Adrien Coquet
from Noun Project

- Intake area with separate entrance
- Community room for events and connection
- Organized warehouse and community store
- Cats up front for visibility and health
- Staff offices in the back for team support

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This is where it gets exciting. When we step back and really look at the building, not for what it's been, but for what it could be, it's full of potential.

We're not dreaming of building a brand-new shelter. We're dreaming of finally unlocking the one we already have.

Picture this:

- An easier-to-clean, intake space with a separate entrance. No cross-contamination. Built for efficiency and care.
- A welcoming community room where we can host trainings, meet volunteers, welcome the public, and build deeper relationships.
- A warehouse that actually works—with everything sorted, labeled, and ready to support our store and programs.
- A storefront where people can come for affordable supplies, and where our values are on full display.
- Cats right up front—easier to see, easier to care for, and safer for everyone.
- And finally, a real workspace for our team. Offices where staff can focus. A break room that isn't a conference room. Space to breathe, work, and collaborate.

This isn't just about making do. It's about designing a space that works for how we care, how we connect, and how we grow.



INFINITE POSSIBILITIES, ONE BIG FIRST STEP

The only thing standing
between us and this vision?

Clearing the space.

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The vision is within reach. We don't need a new building. We need to reclaim the one we already have.

Our next big move is clearing the clutter and creating function where there is currently chaos. Once we do that, we can transform this shelter, piece by piece, with purpose.

The cats deserve it. The staff need it. And together, we can make it happen.

SARA TO MARY



GOBLIN'S STORY

MARY ROHE,
SHELTER ENRICHMENT MANAGER

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Mary



THIS IS WHERE GOBLIN'S STORY COMES IN

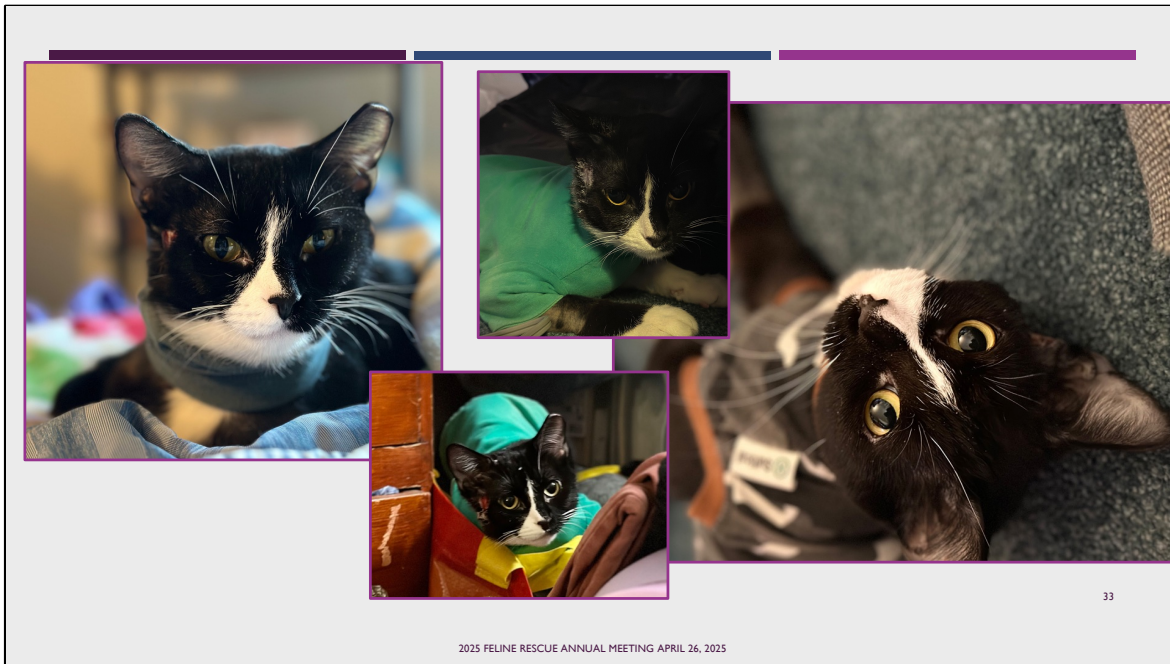
Our vision for shelter
space is rooted in the
needs of cats like
Goblin.

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You all know Goblin—she arrived with serious burns and needed expert care. But just as important as her medical treatment was her environment. She needed peace, consistency, and space to heal.

We were able to give her that—barely. Her care was an incredible success, but it took juggling space, moving people around, and making things work that shouldn't have to be that hard.

This plan isn't just about looking better. It's about serving cats like Goblin better.

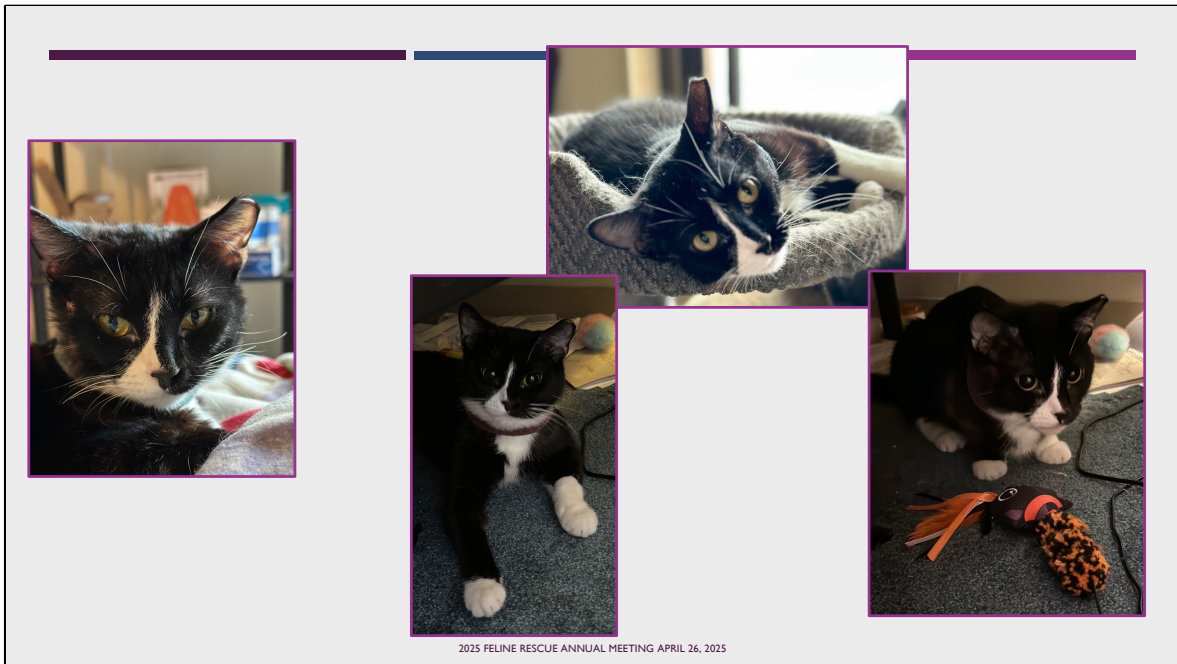


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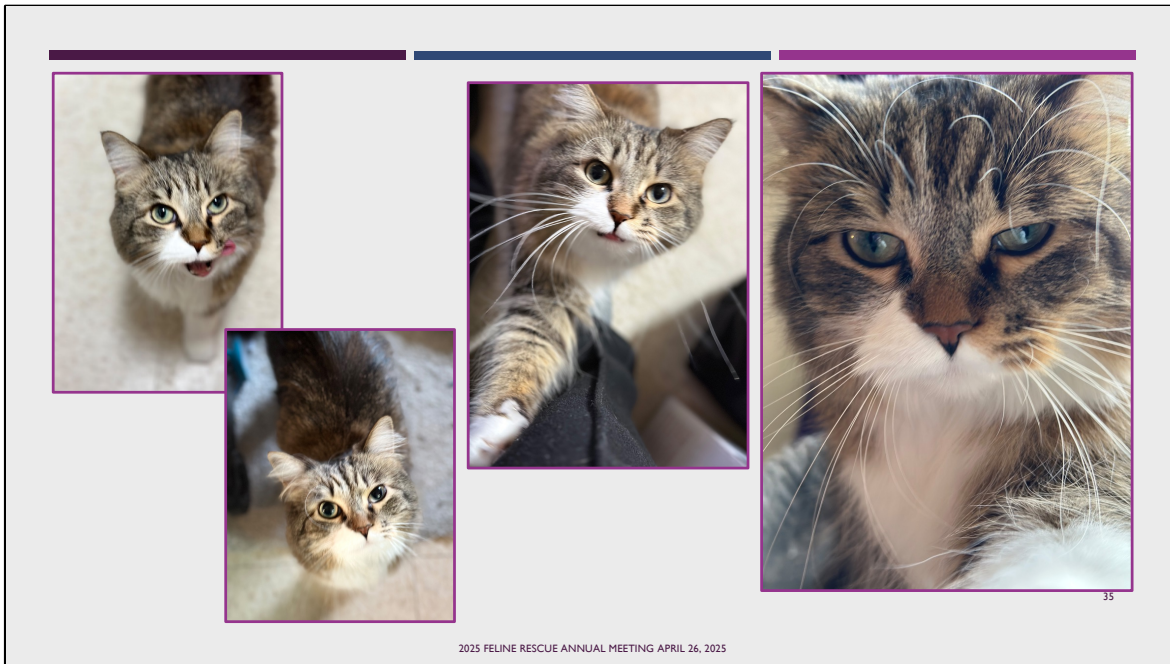
Goblin's first rescuer broke into a car and left her in there for the car's owner to find. The car owner brought her to us, with bad burns we thought were from being on a hot engine block.

She was pretty wild from the pain and being scared, so we thought she may be a feral or community cat. After some treatment, she turned into a sweet little lovebug who adores belly rubs.



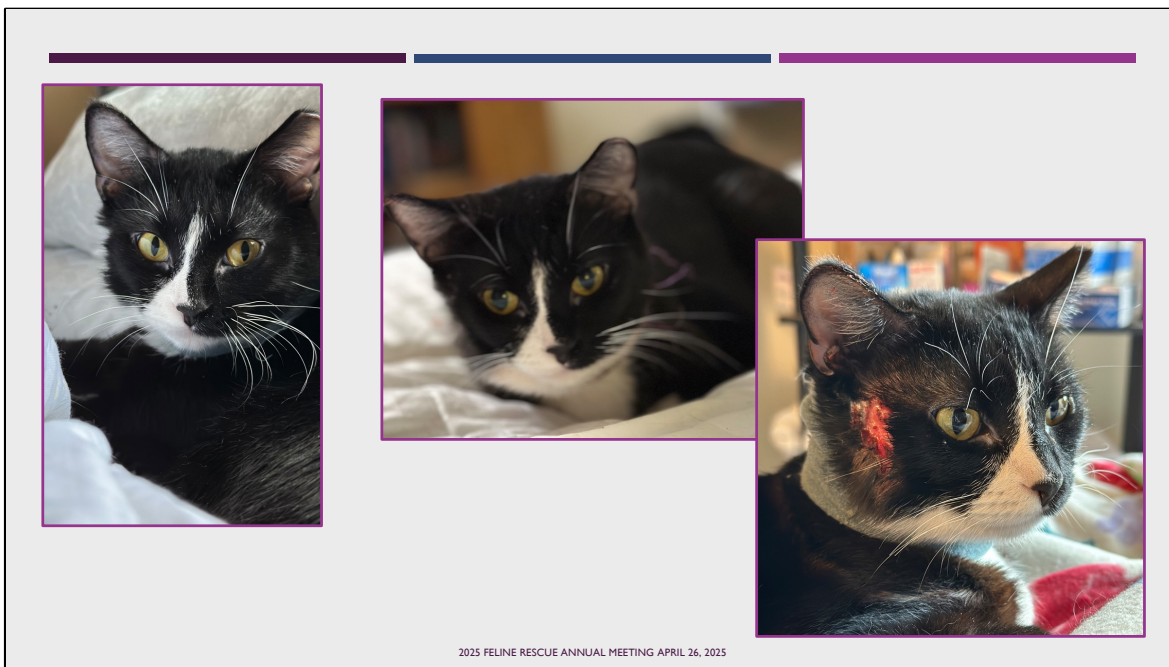
I knew from the moment I meant her that I was going to adopt Goblin!

She's settling in well at home and getting comfortable. She doesn't like the burn treatments but is healing well and letting her personality shine.



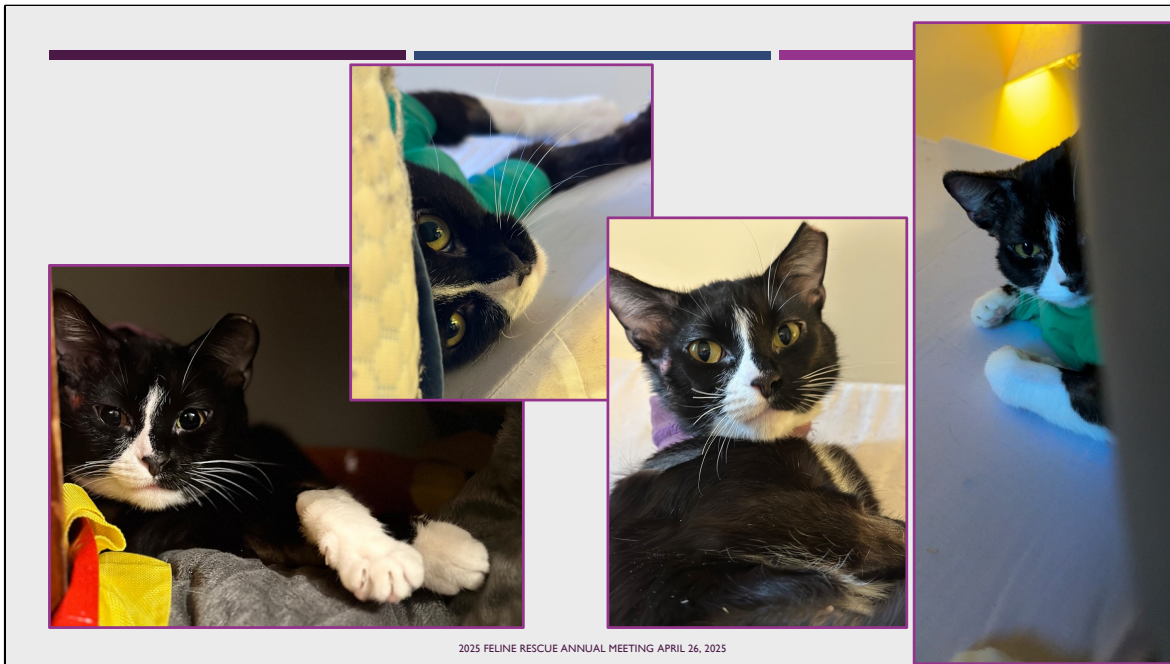
Goblin's big sister, FR alumna Mistletoe, is not sure about having a little sister. She's wanting a lot of attention and security.

Their first meeting was cut short due to a lot of spapping and hostility on both sides so Goblin stays in my bedroom while Mistletoe has the run of the house.



Working on a slower re-introduction when Goblin is more fully healed.

You can see part of the burn area on the right side of her faced – it was originally much larger and spread down her cheek & neck.



Goblin's success story is due to all the care and resources Feline Rescue was able to pour into this sweet, tenacious little cat.

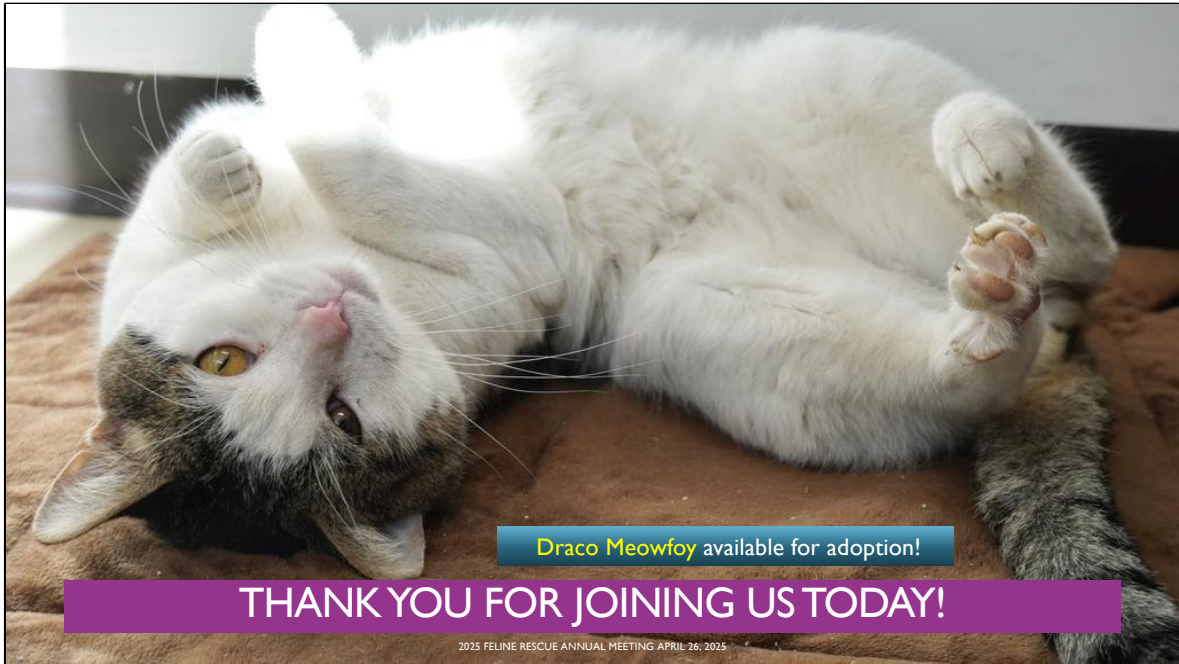
Thank you for everything involved in healing Goblin and letting her have the good life she deserves.

MARY TO HILLARY



Thanks so much for sharing Goblin's story with us, Mary!

We're going to pivot to the final portion of the annual meeting – the Q&A.



Draco Meowfoxy available for adoption!

THANK YOU FOR JOINING US TODAY!

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