



HOPE
ANIMAL RESCUE

2017 ANNUAL REPORT



Hope Animal Rescue is a no-kill rescue whose mission is to rescue, protect, and provide hope as we search for loving homes for stray and neglected animals.

2018 BOARD OF DIRECTORS

Carol Leverich, Clive, President/Director
Tracy Struble, Des Moines, Secretary/Treasurer
Sydney Moore, Des Moines, Marketing Co-Chair
Brianna Oleson, Johnston, Marketing Co-Chair



PO Box 31222 | Des Moines, IA 50310

HOPEANIMALRESCUEOFIOWA.ORG



2017 ACCOMPLISHMENTS

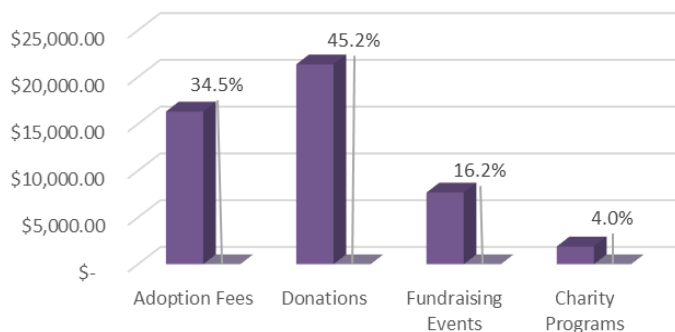
☒ Hopes 2017 Adoption Numbers:

Status	Cats	Dogs	Other	Total
Adopted	111	73	1	185
Euthanized (Medical)	2	2		4
Passed Away	9			9
Transferred	2	4		6
Totals	124	78	1	204

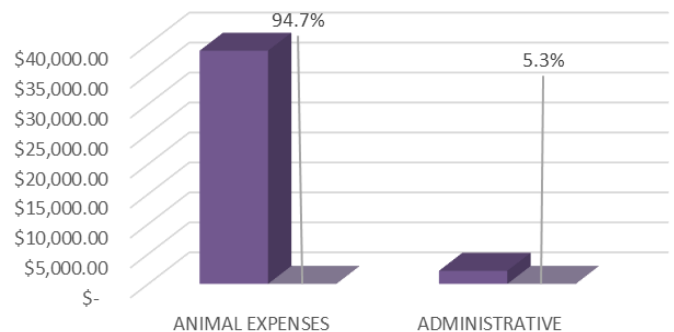
- ☒ Partnership with Zappos for Good to sponsor adoption fees over two holiday weekends which resulted in forever homes for 11 dogs/puppies and 22 cats/kittens.
- ☒ New partnership with Iowa Pet Foods & Seascope which hosts adoption events the first Saturday of the month and other special events.

2017 FINANCIALS

2017 REVENUE



2017 EXPENSES



2017 PARTNERSHIPS

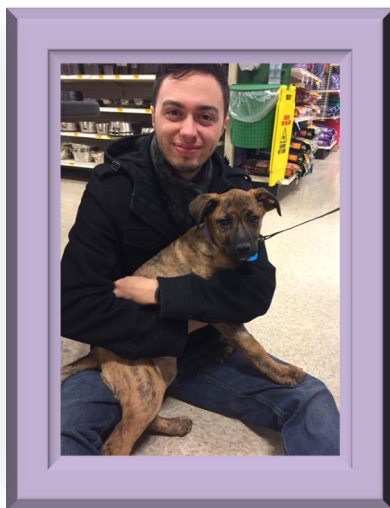
Iowa Pet and Seascape in West Des Moines has become Hope's first Saturday of month adoption event location when Three Waggin Tails closed business. This partnership has brought much visibility to Hope as there is much traffic in the store and we set-up at the front entry. Hope also has held other "special" events at the store.

PetSmart on SE 14th Street in Des Moines, continues to be partner allowing adoption events whenever needed. Currently, the third Saturday of the month is the monthly adoption event at this venue, as well as the National PetSmart Adoption weekends. Hope utilizes all but one space in the cattery to show case and expose cats that are ready for their forever home.

Zappos for Good selected Hope Animal Rescue to sponsor adoption fees on Thanksgiving weekend and on December 16. Between the two events , 22 cats/kittens and 11 dog/ puppies found their forever homes.

West Des Moines Valley High School Special Education (Valley Cats) and **Arbor Springs Memory Care**, in West Des Moines, found 8 cats their forever home in 2017. Arbor Springs is a community dedicated to dementia care. This partnership allows residents of Arbor Springs to be foster parents to cats as they are looking for their forever homes which also lifts the spirits of both residents and staff. Valley students provide the care and marketing of the cats to complete their vocational training. The program also won the Community Enrichment Program Award by the Iowa Health Care Association in 2017.

Prairie View Animal Hospital in Grimes continues to be our major partner providing 99% of the veterinary care to all the Hope animals from intake until their adoption.



2017 SPECIAL EVENTS

- ◆ Chili Cook-Off Fundraiser —February at Doc's Lounge in Johnston
- ◆ Hu-Hut Fundraiser — July in Ankeny
- ◆ Puppy Up Walk — October at Gray's Lake, Des Moines
- ◆ Messy Missy's Pet Paint and Sip Fundraiser —October in Marshalltown Area
- ◆ Iowa Pet Expo — October, Des Moines
- ◆ 4th Annual Heroes for Hope Fundraiser—November, Norwalk
- ◆ Santa Paws Photo Shoot — December, Iowa Pet & Seascape
- ◆ Prairie View Holiday Giving Tree — December, Prairie View Animal Hospital
- ◆ Zappos for Good sponsored Adoption Events—November & December
- ◆ Awarded Allegra Marketing's FootPRINT Award for \$1000 promotional material for 2018.
- ◆ Numerous adoption events throughout the year.

A huge THANK YOU to our vendors, partners, dedicated and loving foster homes, adopters, volunteers, and our loyal donors and followers. Hope Animal Rescue could not continue to rescue these helpless animals without all the support.

In addition to monetary donations that can be mailed or submitted through the website, non-monetary donations can be made by:

- Shop with Amazon Smiles.*
- Donate soda cans/bottles.*

*Additional information can be found on the website.



Contact Information:

Website: HopeAnimalRescueofIowa.org

FB Messaging: www.facebook.com/HopeAnimalRescueOfIowa/

Mailing: PO Box 31222, Des Moines, IA 50310

Emails: HARofIowa@gmail.com & FosterHopeAnimalRescueofIowa@gmail.com

