



2020 IMPACT REPORT



OUR MISSION

Our mission is to promote and provide the resources, education, and programs needed to eliminate the killing of companion animals in North Texas.

We take an innovative approach to animal rescue and believe in creating a paradigm shift in the way our community views animal rescue.

LEADERSHIP TEAM

Founder & Executive Director: Leslie Sans
Executive Admin: Christine Sablone
Vice President of Animal Operations: Andra Adams
Vice President of Administration: Anthony Cruddas
Development Director: Pat Robbins
Rescue Director: Elina Kanevskaia DeVos
Adoption Director: Stacey DeVos Glauben
Foster Director: Danica Butler
Medical Director: Jessica Dudek
Transport Director: Danielle Flowers
TNR Director: Tina Hoskins
PASS Director: Andra Adams
Technology Director: Katie Patterson
Social Media/Marketing Director: Sara Woods
Fundraising Director: Christina Papaila
Volunteer Director: Tiffany Bellino

BOARD OF DIRECTORS

Founder & Executive Director: Leslie Sans
Chairman of the Board: Adam Stetson
Vice-President, Board of Directors: Peter Baldwin
Treasurer: Paige Whiteside
Secretary, Board of Directors: Kevin Kirksey
Board Member: Candice Aaron
Board Member: Hana Ickes
Board Member: Tammi Carter



FROM OUR FOUNDER



Dear DPA Family:

2020 was a remarkable year for Dallas Pets Alive. Our mission not only survived but thrived during a year of uncertainty. Our team of dedicated volunteers and staff worked tirelessly to save lives under conditions we never imagined.

Not even a pandemic could stop our mission. 1,393 pets were saved, 688 pets were adopted, 253 pets were transported to homes across the US, more than 418 owner-surrenders were prevented (through our PASS program), and 471 community cats were fixed - which means 2,826 kittens will not be born into the feral life! North Texas families opened their homes to shelter pets while we all were sheltering in place, saving an unprecedented number of lives.

The generosity of our DPA family came when we needed it the most. Our donors provided extensive medical treatment (costing \$471 per animal) for more than 62% of pets in DPA's care! These numbers are a quantitative example of the hard work, compassion, and commitment of our fosters, volunteers, adopters and donors.

2020 was an incredibly special year for DPA because we were able to see many of our long stay dogs find homes. Bogart was with us for over 2,000 days in foster care until a foster stepped up to take him out of boarding during shelter-in-place. After just a few months, Bogart won over his foster and he made it official by adopting our special guy. Bogart's story is one of many that we were so thrilled to see come out of such a difficult time in our lives.

DPA pivoted and took advantage of every opportunity during 2020, creating a safe place for not only our pets but for our fosters and volunteers that needed extra love and support during a time of isolation. I look forward to 2021 to refine our best practices and expand our PASS program as we embrace a new way of rescue-helping families in need and empowering communities to help their pets. I want to personally thank you for your unwavering support for and investment in the future of DPA and the lives of our animals. With your help, DPA can make North Texas a No-Kill community!

Sincerely,

Leslie Sans
Founder & Executive Director
Dallas Pets Alive

RESCUE

The DPA Rescue team shifted to a primarily virtual process in 2020 due to the pandemic. With most shelters closing their doors to the public and rescues, we could no longer make shelter visits to evaluate shelter pets most in need. DPA quickly adapted to virtual rescue processes by working with our shelter partners to get valuable medical and behavioral information as well as photos and videos of homeless pets to share with our fosters. While we had initial concerns about how this might work, we continued our rescue efforts without missing a beat, and in fact rescued 22.4% more pets in 2020 than 2019.



NEW IN 2020:

With some shelter partners limiting their intake due to COVID resulting in less rescue need, we expanded the North Texas shelters we rescue from to also include Irving Animal Services, Garland Animal Services and Rowlett Animal Services.

STATS

**866 PETS
RESCUED**

**429 DOGS
(49.6%)**

**437 CATS
(50.4%)**

First time in DPA history that feline intake exceeded canine intake.

NEW IN 2020:

We increased virtual training and educational opportunities for our fosters, and also continued to offer our “Support Squad”, a team of seasoned fosters with experience on common behavioral issues who can help mentor less experienced fosters.

61 DOGS

went through DPA sponsored training

**142 HUMAN
FOSTERS**

went through DPA sponsored training

OTHER STATS

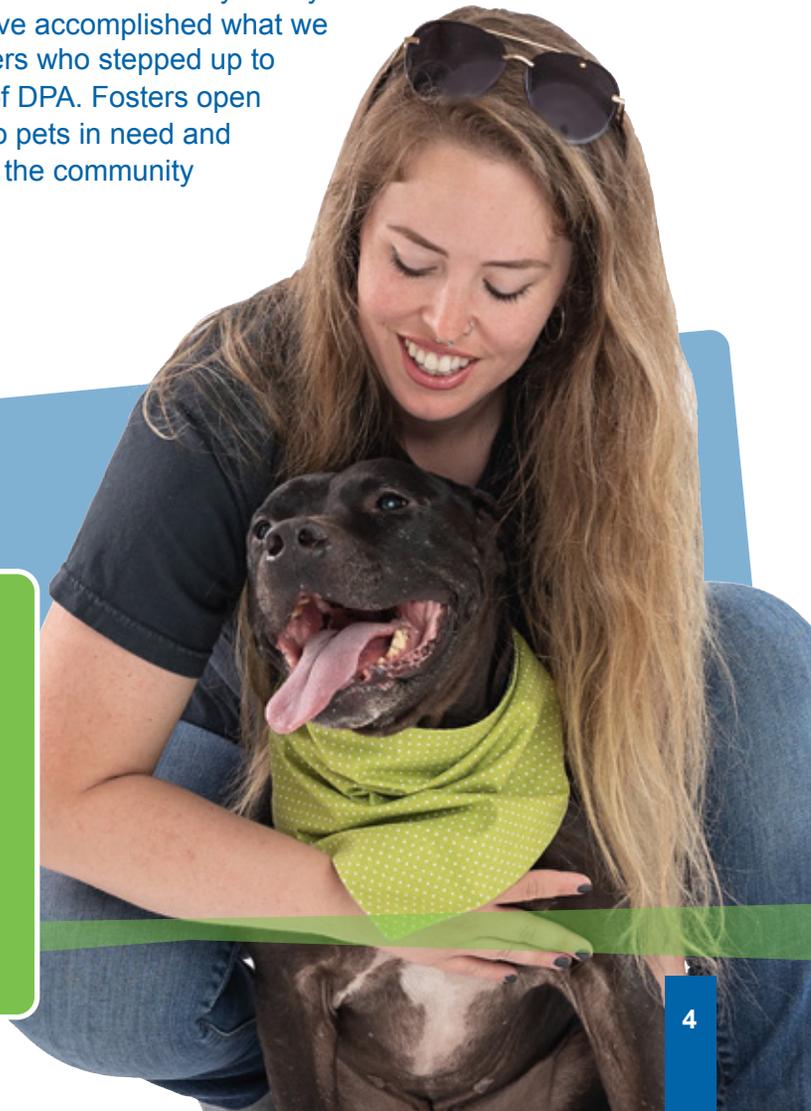
FOSTER

2020 was an epic year for fostering. With many people working remotely and staying at home more due to the pandemic, we saw a surge in foster interest which was both life-saving and inspirational. Average length of stay for pets in our foster program was reduced from 73 days in 2019 to an incredible 47 days in 2020.

Our volume of approved foster homes increased by nearly 58% from 2019. We could not have accomplished what we did in 2020 without all of the fosters who stepped up to save lives, fosters are the heart of DPA. Fosters open up their hearts and their homes to pets in need and 2020 was a year that proved that the community and fostering is the solution.



“The people that contacted me from Dallas Pets Alive are top notch. They were so encouraging and helpful. Your organization should be a model for pet foster parents. I am so glad that I was able to learn about this great organization.”



2020: THE YEAR OF THE FORGOTTEN FOSTER

Many of our tougher to place pets who had been with us for several years were not only fostered, but quickly adopted from foster care in 2020. Two of our DPA favorite stories are: Bogart and Judy.. Both dogs were in a boarding facility for quite some time waiting for just the right match in foster parents. Both were rescued in 2017, both needed to be only pets, both were typically restricted breeds for apartments so ideally we needed them in a single family home - which really narrowed down their pool of eligible families. Shortly after the lockdowns started, two such families were identified and expressed interest in taking them on. Bogart would go to a wonderful foster home who turned into an adoptive home six months later. Judy would go on to her own wonderful foster home who networked her and was able to help her find the perfect forever home where she is currently living her best life! In early 2020, we had a handful of pets that were with our program since 2017-2018 -- that's several years of just waiting in limbo. As of today, we are proud to say that our "longest stay" is from 2020 and we plan to keep the momentum for 2021 by continuing to utilize creative ways to find these deserving pets their forever homes!



Judy



Bogart

MEDICAL

The DPA medical team works tirelessly, literally day and night to make sure pets in our program are getting the medical care they need through our network of vet partners, and always available to our fosters to lend a helping hand. DPA strives to ensure all medical requirements have been met prior to adoptions and that all medical conditions which will require ongoing care are disclosed to our fosters and adopters.



NEW IN 2020:

The medical team implemented its own 24/7 emergency hotline. During the day, this made it easier for veterinary clinics to reach the first available team member for additional approvals or to talk about the care of an animal. By night, we switch to “on call” mode and our medical leadership team is able to field emergency calls from fosters on a rotating schedule.

STATS

36.7%

of pets treated in 2020 were considered major medical cases (spent 1K or more in medical care)

84 DOGS

treated for heartworms

9 DOGS

treated for parvo

GOT KITTENS?

We are used to the surge of kittens during the spring “kitten season”, but during the COVID shut downs, we saw a record number of kittens enter our foster program. Kittens are our easiest to adopt, but our most medically fragile population, and therefore need extra attention. Our medical team was up for the challenge! Felines outnumbered the canines in the foster program, a first in 2020!



253 PETS

transported in 2020

**87.5%
TRANSPORT
VOLUME
INCREASE**

since the inception of our transport program in 2017

STATS

TRANSPORT

The DPA transport team partners with other rescues across North America, who have less shelter overcrowding and higher demand for rescue pets than our region. This group of volunteers is dedicated to creating those relationships, and working to coordinate local temporary fosters who can care for transport pets until they head off into the sunset, typically in the northern U.S. Transport is an amazing solution for pets that may be overlooked in our region, but have higher foster and adopter demand up north hence providing viable solutions for some of the more challenging cases including medically needy, seniors, bully breeds and those with special needs.





GEORGIA'S LONG ROAD TO FOREVER

In November 2019, sweet Georgia was pulled into the DPA foster program, rescued from Dallas Animal Services in urgent need due to her medical conditions of glaucoma of the eyes and heartworms. Besides the painful eye pressure caused by her glaucoma, Georgia had pyometra, a severe uterine infection that required emergency surgery, and she needed heartworm treatment. Eventually, everyone knew removing her eyes was the best option so she could live a pain free life. Georgia won the hearts of her DPA fosters, as well as everyone at DPA. Georgia was selected for DPA's transport program, where she would have a better shot at adoption through one of our transport partners in Washington state, and of course she had immediate adoption interest. Once Georgia was fully healed and medically released, it was time for Georgia to begin her 2,000-mile transport journey to her new family just outside of Tacoma, Washington. There were 26 handoffs between Texas and Washington facilitated by volunteers carrying this precious cargo. Finally, she was greeted by her new adopter and her new doggie siblings, Chip and Finley (Georgia's doppelganger). It was love at first sight. "Georgia fits right in with our family. She continues to amaze us each day with how quickly she adapts and her capacity to love."

ADOPTIONS/ ALUMNI

Much like fostering, we saw a positive spike in adoption interest in 2020. Our adoptions team completed nearly 75% more adoptions in 2020 than 2019. Our Alumni team provides support throughout the course of a DPA pets' life, giving our adopters a life line if they have questions or concerns about their new family member.



NEW IN 2020:

Despite a large increase in adoptions, and anticipated increase in adoption returns, we did not see increased adoption returns as the COVID outlook improved. In fact, the percentage of adoption returns in 2020 was only 0.07%!

STATS

688
ADOPTIONS
COMPLETE

365 CATS
(53.4%)

321 DOGS
(46.6%)

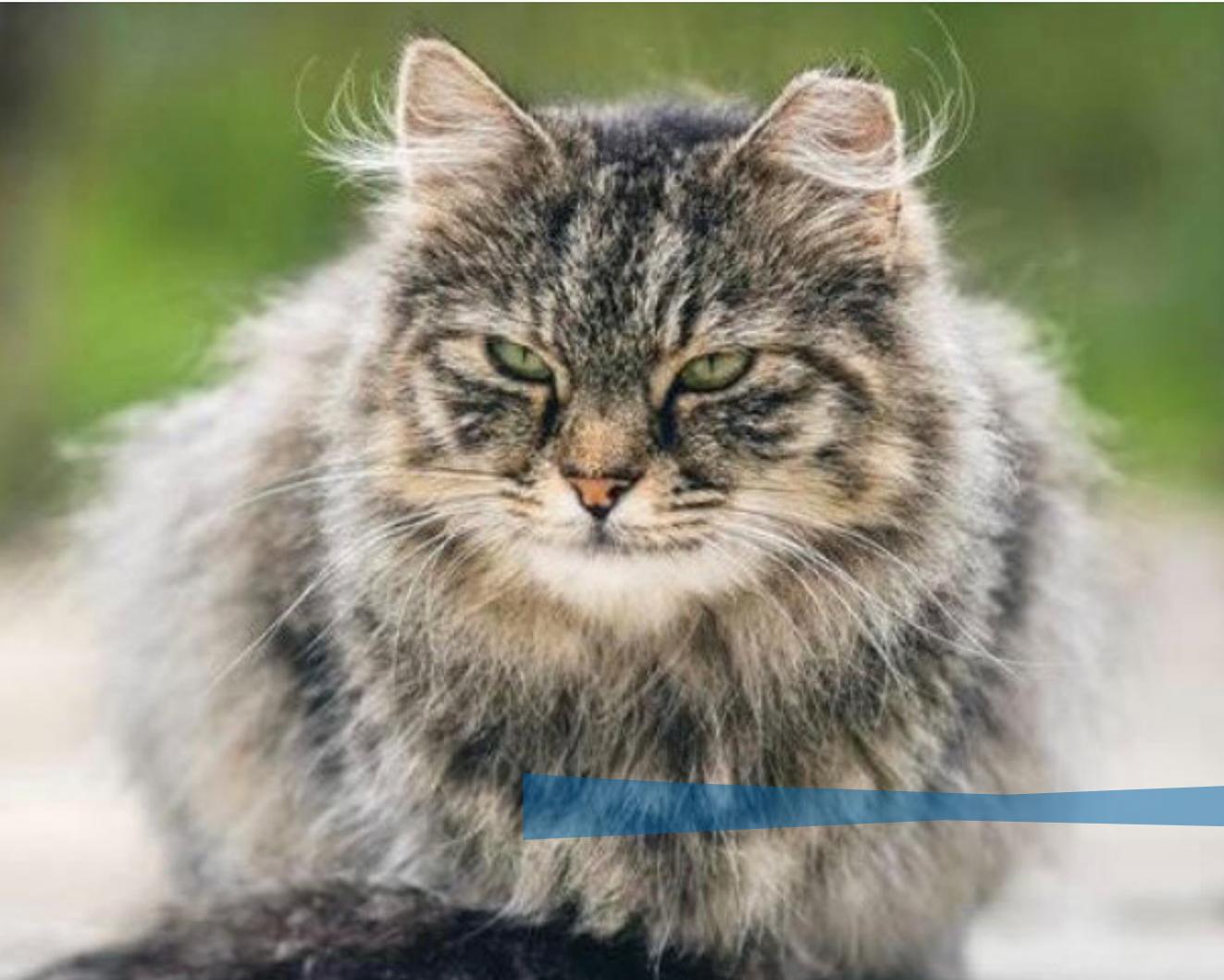
JOANNA GAINES, ALSO KNOWN AS “JOJO” CAME TO DPA AS A “FIXER UPPER” IN MAY 2018.

She had distemper, skin issues, and had behavior impacts from being a distemper survivor. Weighing in at over 100 lbs, Jojo lived with her DPA foster family while they cared for her and prepared her for adoption. After 967 days in the DPA foster program, Jojo finally found her fur-ever family in January 2020. She has two feline siblings and is reported to be doing wonderful!. Good things are most definitely worth the wait!



TNR

DPA's Trap, Neuter and Return team provides Dallas area citizens resources and education on humane trapping, sterilization and returning feral cats to their homes in communities. The TNR approach reduces shelter admissions, costs and unnecessary killing of community cats, improves public health, decreases feline nuisance complaints and improves the quality of life for community cats.



STATS

**3,000
KITTENS**

prevented from being
born into the feral life

**246
REQUESTS
FOR HELP**

received
August - December

**471
CATS**

fixed through TNR



417

shelter surrenders
prevented in 2020

57%

reduction in owner
surrenders at
Dallas Animal Services

2,428

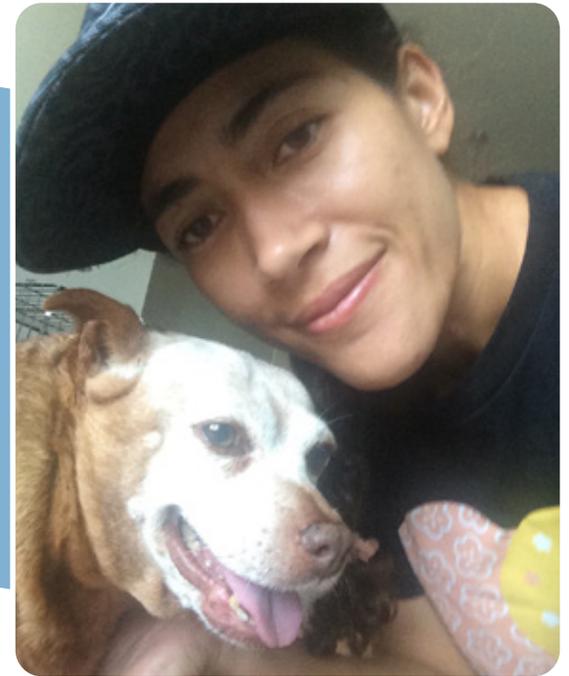
families assisted

STATS

PASS

The Positive Alternatives to Shelter Surrender (PASS) Program, shifted to an entirely virtual process due to the COVID-19 pandemic in 2020. While previously we had volunteers stationed at Dallas Animal Services during high pet intake times to offer resources to keep pets and families together, the shelter closed to the public and all intake shifted to an appointment only system. We were able to leverage and expand our existing “PASS Line” virtual process (team who handles emails and calls related to the program) to continue PASS without missing a beat and continue to offer program resources virtually. This team is comprised of passionate volunteers who help not only pets, but work tirelessly to help humans keep their pets in their homes and out of shelters.

“I have been working with a PASS volunteer and she has been amazing. When I adopted my chi baby his femur was broken. She has helped me find a place that will perform his surgery. We are in the process of finishing up the details. PASS has been a life saver for me and my baby. Thank you!”



VOLUNTEER

The Volunteer Team has evolved into a team of HR professionals, specializing in all facets of the volunteer experience including recruitment, training and onboarding for the organization. In 2020 we conducted an audit of the volunteer teams processes and protocols and have since made improvements to streamline our systems for a near flawless new volunteer experience. All members of the volunteer leadership team hold HR certifications and/or have extensive experience and training in HR wheel houses. Our Training & Development team is readying the roll-out of our Diversity & Inclusion training. Innovative and dynamic approaches to training & developing our volunteer workforce further facilitates DPA! as an industry leader and helps maintain a strong foundation of values for our organization - attracting high quality volunteers and lowering turnover.

STATS

110
VOLUNTEERS
ONBOARDED

OVER
300
ACTIVE
VOLUNTEERS

VOLUNTEERS AT
DPA
FROM 5
DIFFERENT STATES



2020 FINANCIALS OVERVIEW



FINANCIALS BY YEAR

GROSS INCOME

Adoption Fees
Donations
Grants
Merchandise Sales
Fundraising/Events/Other
Facebook Donations

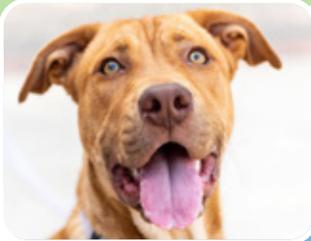
Actual Gross Income



GROSS EXPENSES

Medical Expenses
Pet Expenses (boarding, training)
General/Admin Expenses
Preventative (PASS/TNR)
Transport

Actual Expenses



NET INCOME

Net Income for the Year



	2016	2017	2018	2019	2020
GROSS INCOME					
Adoption Fees	\$115,362	\$165,560	\$104,998	\$64,978	\$104,461
Donations	105,721	245,338	403,743	367,059	320,629
Grants	36,000	20,950	86,800	91,600	164,750
Merchandise Sales	8,461	6,701	2,407	4,268	2,697
Fundraising/Events/Other	47,707	73,910	71,307	167,694	--
Facebook Donations	--	--	--	--	40,835
Actual Gross Income	313,251	512,459	669,255	695,599	766,563
GROSS EXPENSES					
Medical Expenses	\$205,732	\$374,544	\$323,534	\$255,049	\$374,034
Pet Expenses (boarding, training)	17,486	27,445	39,449	44,163	35,427
General/Admin Expenses	15,354	41,884	64,200	215,029	216,779
Preventative (PASS/TNR)	447	35,977	32,637	53,702	43,224
Transport	--	--	--	2,489	4,983
Actual Expenses	239,019	479,850	459,820	570,432	673,447
NET INCOME					
Net Income for the Year	\$74,232	\$32,609	\$209,435	\$125,167	\$93,116

STATS

**5%
GROWTH**
in giving

**50%
GROWTH**
in monthly giving

**64%
GROWTH**
in total number
of donors

**38%
MORE** donors
stayed with us year
over year than in 2019

**49%
MORE** donors
gave in 2020 after not
giving in 2019

EVENTS/ FUNDRAISING/ DEVELOPMENT

GIVING IN 2020 WAS POWERED BY SUPERHUMANS!

Though times have been tough for everyone during the COVID-19 pandemic we have become creative in our vital work to save the animals. As local shelters were forced to close their doors, our on-site volunteers learned to work remotely. Our fundraising and awareness events became virtual. We all found ways to continue our life-saving mission and so many of you Superhumans pitched in to help! The Communities Foundation of Texas launched North Texas Giving Tuesday Now, an additional May 5 version of their day of giving, encouraging our North Texas community to come together and give to COVID-19 relief and recovery. Several of our supporters donated a \$6,000 match which allowed us to blow past all our original goal of \$12,000 and raise \$29,000. Superhumans came out of the woodwork and put on their superhero capes for the September 19th North Texas Giving Day. Artist Theresa Mangum even painted a mural at Blackbird Lofts so we could all share our Superhuman side with the world!. All in all our NTX Giving Days in 2020 surpassed 2019 by 21% with a total of nearly \$112,000. Again and again our supporters, in the midst of an incredibly difficult year, showed their passion for what we do. It was an inspiring year!



SOCIAL/ MARKETING

Despite the challenges of 2020, the Marketing Team has been able to increase donations, win achievement awards, and go viral on new social platforms. When everyone went virtual last year, Marketing sought out to capitalize on digital fundraising. DPA was a featured nonprofit partner in Target Circle's July-September 2020 campaign. Marketing promoted the program across all of our social channels every month to garner 242,368 votes, awarding DPA \$4,554.10 in Target funds. One of our proudest moments last year was taking home the Bronze Non-Profit Sustained Success Award at the Effie U.S. Summit & Awards Gala. The Effie Awards recognize and celebrate the most effective marketing efforts of the year; the Sustained Success Effie is awarded to outstanding marketing and communications efforts that have experienced sustained success for more than three years. DPA was celebrated for the "Hacking Them Into Your Life" campaign, spearheaded by Dieste, Inc.



STATS



**DONATIONS
INCREASED
BY 6%**



20.2K
followers gained

465K
likes, a massive reach!

2,735
hours spent watching
DPA content on Tik Tok

CONTACT US



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