
secondhand hounds

ANNUAL REPORT 2019

501(c)(3) nonprofit animal rescue





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SECONDHAND HOUNDS
mission & vision

We rescue animals.

We commit to our animals through adoption, rehabilitation, and hospice care.

We inspire change.

WE STRIVE TO

Accept all animals truly in need.

Become the nation's largest, most effective, and best funded animal rescue.

End animal homelessness.

2019 stats

adoptions

2019 (total)	2,361
2018 (total)	2,796
2017 (total)	3,032

secondhand hope program visits

- 176 human volunteers
- 182 dog volunteers
- 3 cat volunteers
- 51 active communities
- 1,600+ visits in 2019

community outreach

- Three outreach clinics performed - two at Mille Lacs and one at White Earth.
- 203 spay and neuter surgeries
 - 198 wellness exams
 - 169 rabies vaccinations
 - 127 DHPP vaccinations
 - 50 HCP vaccinations
 - 9 surrenders
 - 410 total animals impacted

caring & compassion

- 1,000+ spay and neuter surgeries in 2019
- 20+ animals received/receiving care in our Hospice program in 2019
- Spent on veterinary care and supplies
 - 2019 = more than \$1.4 million
 - 2018 = more than \$1.9 million
 - 2017 = more than \$1.1 million

2019 financial information

	2019 Total	Animal Care Expenses
Adoption Fees	933,424	
Donations	1,235,370	
Fundraising & Events	399,761	
Inventory & Other	140,513	
Total Revenue	2,709,068	
Cost of Goods Sold	15,714	
Gross Profit	2,693,354	
Animal Care - Internal	226,251	226,251
Animal Care & Transportation - External	851,879	851,879
Organizational Development	165,927	
Administration	534,629	
Employee Expenses	867,260	414,588
Other Expenses	41,328	
Total Expenses	2,687,274	1,429,718
Net Income	6,080	

organization history

Secondhand Hounds was founded in July of 2009. When it was founded, the goal was to save a hundred animals per year. Rachel was 7 months pregnant and had been married for just over a year when she decided it was a great idea to start a nonprofit. Everyone warned her that having a newborn and starting an animal rescue was a recipe for disaster, but the heart wants what the heart wants, and she never looked back. What was a one woman show is now a staff made up of dozens of strong, passionate, caring women and a team of tireless, compassionate volunteers and fosters who do their best every single day to save more lives. Secondhand Hounds now has multiple programs to fulfill needs in our community. Our overarching goal is to say yes to every animal in need. We cannot wait until the day we can say we have achieved that goal!

board of directors

Rachel Mairose EXECUTIVE DIRECTOR	Chris Clark CHAIR
Kathleen Hesselstine VICE CHAIR	Jason Oswald TREASURER
Tracy Call	Nicci Johnson
Andrea Lahouze	Mike Strommen

staff members

LEADERSHIP DEPARTMENT

Rachel Mairose, **FOUNDER & EXECUTIVE DIRECTOR**
Claire Hutcheson, **OPERATIONS DIRECTOR**
Tashina Schumacher, **CHIEF PEOPLE OFFICER**
Chayla Balko, **DIRECTOR OF DEVELOPMENT**
Tanya Schulte, **LEAD VETERINARIAN**

PROGRAMS DEPARTMENT

Anitra Francis, **SMALL DOG BREEDS FOSTER COORDINATOR**
Summer Hedlund, **LARGE DOG BREEDS FOSTER COORDINATOR**
Jen Swanson, **CAT PROGRAM COORDINATOR**
Rachel Baglien, **OWNER SURRENDER ADMINISTRATOR**
Kelli Tomasino, **DOG TRAINING COORDINATOR**

ANIMAL WELFARE DEPARTMENT

Teri Woolard, **ANIMAL WELFARE PROGRAMS MANAGER, NEONATAL PROGRAM LEAD**
Eileen Hill, **SECONDHAND HOSPICE PROGRAM COORDINATOR**
Taylor Smith, **INTERNATIONAL PROGRAM COORDINATOR**

OUTREACH DEPARTMENT

Carrie Openshaw, **OUTREACH PROGRAM MANAGER**
Kate Sobraske, **SECONDHAND HOPE PROGRAM COORDINATOR**
Summer Hedlund, **PAW SCOUTS PROGRAM LEAD**
Alison Seacord, **OUTREACH PROGRAM LEAD**
Beth Citurs, **COMMUNITY EDUCATION COORDINATOR**
Megan Pavot, **TNR PROGRAM COORDINATOR**

OPERATIONS DEPARTMENT

Claire Hutcheson, **TECHNOLOGY MANAGER**
Tashina Schumacher, **CHIEF PEOPLE OFFICER**
Emily Hawk, **DOG ADOPTION COORDINATOR**
Jenn Swanson, **CAT ADOPTION COORDINATOR**
Jenn Sharkey, **FOSTER ADMINISTRATOR**
Jenny Kisner, **OFFICE AND VOLUNTEER MANAGER**
Beth Citurs, **VOLUNTEER COORDINATOR**
Andrea Gall, **INTAKE VOLUNTEER COORDINATOR**
Mackenzie Rue, **TRANSPORTATION COORDINATOR**
Erica Christo, **OPERATIONS ANALYST**
Jessica Standard, **LOST DOGS COORDINATOR**
Heidi Berle, **MICROCHIP COORDINATOR**

MARKETING DEPARTMENT

Rachel Mairose, **DIRECTOR OF MARKETING**
Devin Sundquist, **SOCIAL MEDIA MANAGER**
Celeste Bureau, **MERCHANDISE COORDINATOR**

DEVELOPMENT DEPARTMENT

Chayla Balko, **DIRECTOR OF DEVELOPMENT**
Donni Torres, **PUPPY PARTY COORDINATOR**
Sarah Condon, **EVENTS MANAGER**
Brittany Garwood, **GIFT COMMUNICATIONS COORDINATOR**

VETERINARY TEAM

Dr. Tanya Schulte, **LEAD VETERINARIAN/ MEDICAL CARE DIRECTOR**
Dr. Matt Kamrath, **VETERINARIAN**
Maggie Libman, **VETERINARY TECHNICIAN**
Abbey Dockendorf, **VETERINARY TECHNICIAN**
Jen Swanson, **VETERINARY ASSISTANT**
Gaby Reinhart, **VETERINARY ASSISTANT**
Brianna Leibniz, **VETERINARY ASSISTANT**
Blair Postusa, **VETERINARY ASSISTANT**

highlighted programs

Our programs allow donors to dedicate certain funds to a specific area of our rescue. We have staff focusing on their division allowing for support and resources throughout the fostering of an animal and all that comes along with it.

CONSIGNMENT CATS PROGRAM

Our Consignment Cats program is dedicated to the care of the cats and kittens in our organization. We have 100 - 150 cats and kittens in our care at any one time. In 2018 we branched out to new rescue partners to help save more cats/kittens in high kill Texas shelters. We still continue to provide rescue for local cats from impound facilities and owners who can no longer provide care for their cats. The addition of cat only adoption events in 2018 has been a huge success with both foster and community attendees. The cat program reflects SHH as a whole, but specializes in feline care for our cat loving fosters, volunteers, donors and adopters.

FOREVER LOVED - SECONDHAND HOSPICE PROGRAM

In the spring of 2015, Secondhand Hounds started to receive multiple requests for elderly, unadoptable dogs in shelters. We could not let these senior and terminally-ill dogs live out their final days in a cold, lonely shelter. So, we started the Forever Loved hospice program. This program relies on hospice foster homes to open their hearts to dogs who will not ever leave. As you can imagine, it takes a very selfless, compassionate, and strong group of fosters to do this. They take these dogs in as their own, and love them fiercely until it is their time to pass.

Secondhand Hounds covers all of their medical bills, and also provides each animal with special food, an orthopedic bed, and medicine for pain, eye, ear, dental, or other issues as needed. When the time comes for them to cross the Rainbow Bridge, we believe in their foster home, surrounded by the people (and animals) they love, is the only way to dignify these sweethearts.

SECONDHAND HOPE

Our Secondhand Hope program provides companion pet visits to assisted living communities, memory care facilities, and group homes throughout the greater metro area. Visits are joyful events wherein volunteers bring their pet dog or cat to a community to engage with residents. Hope animals come in all shapes and sizes: all that matters is that they are well-mannered and that they have a ton of love to give.

There are a constellation of benefits from Secondhand Hope visits. For residents, spending time with the animals provides physical, mental, and emotional health benefits, including lowered blood pressure and decreased symptoms of depression. For volunteers, a Hope visit is a fun way to socialize their animal, to give back to their local community, and to strengthen their relationship with Secondhand Hounds.

Most Secondhand Hope animals are rescues. As such, they are phenomenal ambassadors of what a rescue animal can be and what a rescue animal can give. With every Hope visit, with every gentle kiss to bedridden resident, with every comforting snuggle with a hospice patient, they prove that rescue animals are worth every effort.

COMMUNITY OUTREACH PROGRAM

At Secondhand Hounds, we truly believe in the power of paying it forward. We have been fortunate enough to have the best volunteers, fosters, donors, and supporters, which has allowed us to grow quickly and effectively. In 2018 we formalized our work in underserved communities through our Community Outreach Program. Currently, we are concentrating these efforts on White Earth Reservation and Mille Lacs Reservation, where we fully sponsor 3-4 clinics per year. Secondhand Hounds offers low cost spays and neuters to over 100 animals per year, as well as wellness appointments (including life-saving vaccines) to over 500 animals per year. We are so grateful to our community who allows us to make a difference in under-served communities, one pet at a time!

SECONDHAND HOUNDS INTERNATIONAL

Love knows no borders. At Secondhand Hounds, our passion lies in rescuing animals that would not have a chance without our help. We rescue thousands of dogs each year – locally, as well as from other states throughout the country. Recently, we have been made more aware of the dire need for support outside of the United States. So far, we have rescued dogs from the meat market trade in Beijing, victims of natural disasters in Puerto Rico, and street dogs from Mexico that were all in critical need of medical care and forever, loving homes. We believe that each life is valuable and worth saving – no matter where they are. We formalized our international program in the hopes that we can make a bigger impact globally. We do not use general donation funds for our efforts to rescue these animals – we rely upon direct fundraising and program specific sponsorship, so the cost to Secondhand Hounds is similar to that of any other animal we save. We rely on those traveling to areas with established partnerships interested in bringing back an animal to transport for us. It is a rewarding experience and lasting souvenir from a trip - what a way to save a life!

PAW SCOUTS PROGRAM

The Paw Scouts program was created with the idea that if we recognize and reward kids today, they'll grow into the rescue leaders of tomorrow. Working with animals can be a family effort, but children may be limited by their age in participating in rescue related activities, though Paw Scouts is available to all ages. Those who register receive an exclusive backpack to represent their participation in the program. In addition to using this pack to carry leashes, toys, treats and other rescue gear, they'll receive special pins to add to their pack for each important task they complete—from adoption completions and helping with chores to taking walks and joining their fosters at adoption events. The activities encourage participation in supporting rescue and being a responsible pet owner. Paw Scouts is a fun way to reward rescue activities for the whole family!



events recap

We held many successful events (over 200) throughout 2019! We regularly schedule a variety of events to appeal to many different people's interests.

1) **Adoption Events** are held at various pet stores including Chuck & Dons, PetSmart, Pet Supplies Plus as well as our office in Minnetonka.

2) **Community Events** are held at local businesses and restaurants including Bauhaus Brew Labs, Boom Island, Lakes and Legends Brewing Company, Summit Brewing, Sisyphus Brewing and 612BREW. We enjoyed beautiful weather at patios with our pups at Crave, the Freehouse, Stanley's Northeast Bar Room, The Howe Daily Kitchen & Bar, and Burger Jones among others.

3) **Online Fundraisers** are held via Facebook. Local SHH supporters offer their products to our audience with a special code to donate back to the animals. Companies/ reps include Thirty One, Mary Kay, Dog Threads, etc. We have partnered with Amazon Smile, Chewy, Wooftrax and other platforms to raise awareness and funding for SHH.

4) **Puppy Parties** continue to be a fun way to spread the word about rescue to our community and increase overall revenue! Who doesn't want puppies to come to their workplace, birthday or other fun event? In 2019, we hosted over 150 puppy parties!

5) **Cat Adoption Events** - We held cat only adoption events at our office in an effort to raise awareness for these animals. We feel that a quieter, more controlled environment helps the cats and kittens feel more comfortable and allows fosters to utilize our office space to hold meet and greets with applicants.

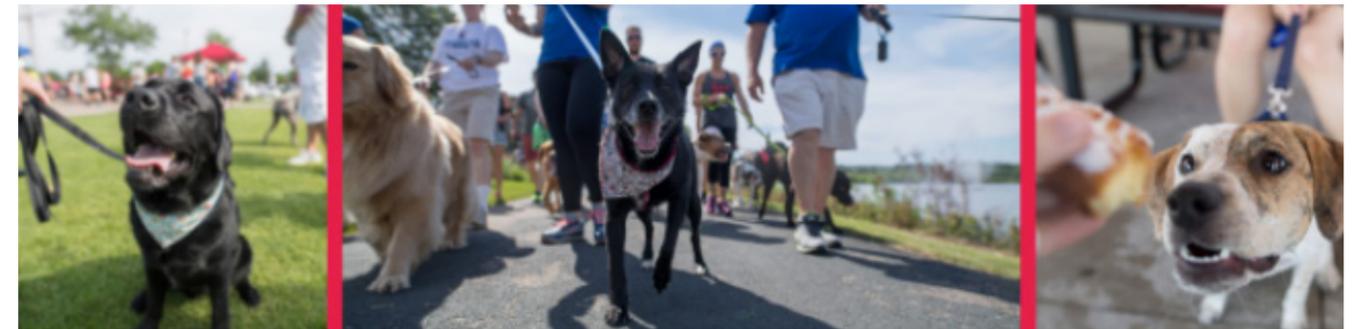
JERSEY MIKE'S SUB & SAVE

We partnered with Jersey Mikes to bring our community "Buy a Sub, Save a Pup!" from July 28th - 30th. Customers just mentioned Secondhand Hounds at checkout and 100% of their purchase proceeds went straight back to the animals of Secondhand Hounds.

DONUTS & DOGS 5K9

Our 5th annual Donuts & Dogs 5K9 2019 was a great success raising **\$52,499**. We had **over 700** pre-registered participants who showed up to support us at Purgatory Creek Park in Eden Prairie. We had About a Dog Photography onsite to capture the fun of the day. Although it was a hot one, we had pools of ice and the lake available for cool down. We had vendors onsite showing their support for us and are so appreciative of the number of people who attended and fundraised.

Vendors include CuddleMutt, NutriSource Pet Foods, Chanhassen Chuck & Dons Pet Food & Supplies, Sidewalk Dog Media, Thomas Strand Studio, Craftapped, HealthSource Chiropractic of Eden Prairie and Joshua Nelson Liberty Mutual Insurance Agent.



BONE APPETIT GALA

Bone Appetit was a fun night for our human and furry friends! Held at The Depot Renaissance Hotel in Minneapolis we came together to celebrate all that we have accomplished and raised **\$101,372.56** for the animals of SHH. The silent auction allowed those who could not attend to bid on some amazing items including trips around the world, pet photo sessions, chef packages and private dinners, Hamilton tickets, art of various types and other items for pet lovers. Our host, Keri Noble, emceed our program and highlighted some success stories before the live auction.





online engagement

Facebook: 85k+ likes

Instagram: 33.7k+ followers

Twitter: 5,400+ followers

YouTube: 4k+ views

contact information

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Social Media Pages:

<https://www.facebook.com/SecondhandHounds>

<https://www.instagram.com/secondhandhounds>

<https://twitter.com/SHHAnimalRescue/>

<https://www.youtube.com/channel/UCJ8t-RFHb91am7iOkppTmng>

<https://vimeo.com/secondhandhounds>

Secondhand Hounds is tax-exempt under section 501(c)3 of the Internal Revenue Code. Donations are tax-deductible to the extent allowed by law. Our tax ID number is 27-1296550.