

# 2015 Annual Report



**Pets Fur People**

1823 CR 386, Tyler, TX 75708

Phone (903) 597-2471

**PetsFurPeople is a non-profit, no-kill adoption shelter for dogs and cats.**

**Our work is funded ENTIRELY through your gifts.**

**Donate at [PetsFurPeople.org](http://PetsFurPeople.org) or call us.**



2015 was the single most challenging year in the 50 year history of the Humane Society of East Texas and PetsFurPeople.

We had to find a new way to reach out for financial support. In 2008, when we decided to become a no-kill shelter, we gave up more than \$200,000 annual funding from the City of Tyler and Smith County. For the next four years, Miranda Lambert was our own special angel, and her support ensured our financial stability. As she expanded her work to support shelters across the country, several other one-time gifts made up the difference.

And then, starting in 2014 we saw fewer such gifts. We realized we must rely on individual donors who support our work and continue to do so with their monthly gifts.

Making this transition has not been easy. These financial pressures nearly caused us to close in the summer of 2015. We told our story through television, radio, and area newspapers. We reminded our friends that we are the **ONLY** brick-and-mortar no-kill shelter in East Texas. We told our story of financial responsibility and good stewardship. We honored our individual volunteers and the companies of East Texas that give so much. Once again our friends came through for us. **Now, we are ready to face the years ahead with plans for the future that inspire and excite.**

**But to do that, we must receive generous financial support.**

Our **mission** is to find forever homes for the dogs and cats in our care. In the meantime, we provide excellent care and comfortable shelter...for as long as it takes.

Our goal is to **eliminate euthanasia as an acceptable method of population control**. We believe that comprehensive education about **spaying and neutering can make that a reality.**

Our job is to encourage **responsible pet guardianship, recognizing that the quality of our pets' lives is in our hands.**

## PROVIDING SHELTER – FINDING HOMES



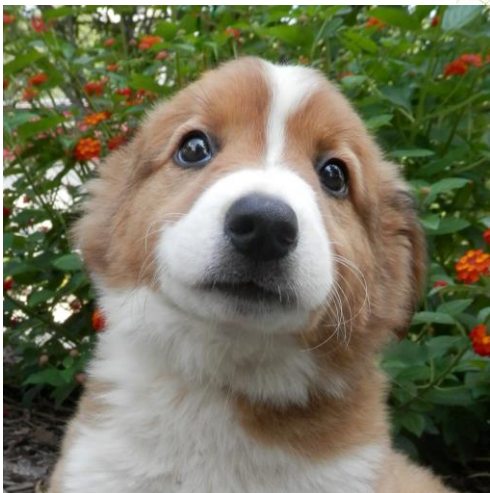
The Humane Society of East Texas PetsFurPeople is the **only** brick and mortar shelter facility in the area, with room for 75 dogs and 28 cats. Our clean, well-maintained facility provides the highest standard of care. Each animal we accept is spayed or neutered and vaccinated. Each is given a thorough medical exam before being offered for adoption.

While there is nothing more important than finding homes for these dogs and cats, we also consider it our duty to make sure these will **be loving, forever homes.**

We do all we can to get to know the animals – whether they need to be an “only dog”, whether they are good with children, or if there are special needs.

We ask applicants what they want. Is there room for a big dog who wants to run and play fetch? Is this going to be a “lap cat” in a quiet household? Is this dog going to be a cuddle pup?

Successful adoptions begin with realistic expectations.



**Through September 2015, PetsFurPeople found forever homes for 410 dogs and cats, an increase of 23% over last year.**

**PetsFurPeople welcomes visitors any time. You can visit any area on our campus – nothing is behind closed doors.**



## WE WANT TO SEE AN END TO EUTHANASIA... SPAY AND NEUTER

The overpopulation problem is real. That's why we spay and neuter all of the dogs and cats we offer for adoption. That's also why we make public education a top priority. We use every opportunity to encourage people to be responsible.

We take this message to our communities by providing educational programs for youth groups and informational booths at public events. We use media outreach, and send spay and neuter information via email and Facebook.



Any animal that comes here has a home until they find their forever family. What happens while they wait?

We do all we can to make sure their time with us is as pleasant as possible. They enjoy outside exercise in our runs, play yards, and in our new dog park. Our staff members and volunteers prepare them for their new lives by encouraging healthy socialization.

Our Cattery is every cat's dream home. Floor to ceiling windows, cat trees, beds, toys...never boring especially when the volunteers come to play.



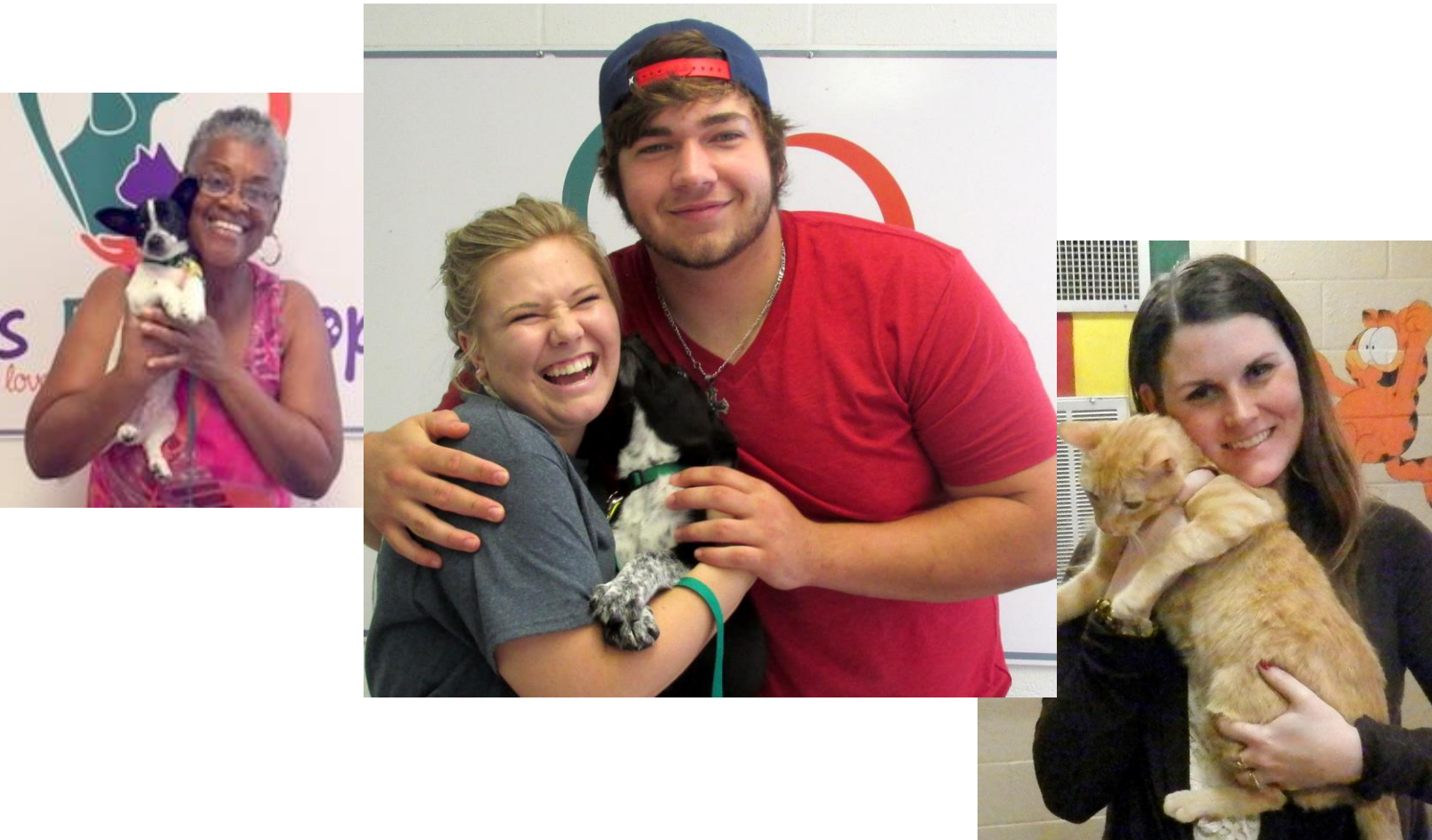
**For more information visit our website, [PetsFurPeople.org](http://PetsFurPeople.org) or the National Humane Society (HSUS) [HumaneSociety.org](http://HumaneSociety.org)**

## RESPONSIBLE PET OWNERSHIP IS THE ANSWER

Everything we do is intended to encourage and support **responsible pet ownership**.

We want loving, forever homes for the dogs and cats in our care...and each year we increase the number who find their forever homes through PetsFurPeople.

Our focus in 2015 was driven by the need to develop and implement a long-term, continuing stream of financial support from individuals and companies. It has not been easy, and we still have more work to do, but we are encouraged by the support we have received.



This year, we were delighted to open the largest, **FREE**, public dog park in Tyler at our campus.

It is covered with grass and shaded with large trees. We have big plans for new features – and we have volunteers who will help us make it happen.

- Our dog park is free...and it was built entirely by volunteers, using materials donated by our business partners. It's here because our friends believe it **SHOULD** be here.
- Our dog park is part of our plan for the future. It will be here for a long, long time and demonstrates the generosity of our supporters.

**Remember - our work is funded entirely through your gifts.  
DONATE at [PetsFurPeople.org](http://PetsFurPeople.org) or call us. 903.597.2471**



## THANKING OUR PARTNERS

We could never have made it this year without the support of all of the Tyler area media outlets who offer us the opportunity to educate the public about what we do. We know it would not be possible to reach as many people as we do without wide media exposure.

Our strongest partner is KLTV. They came to our rescue at the time of our greatest need. For many years we have been happy to be on KLTV News at Five each Friday.



This spring, when we explained the financial challenges we faced...and the very real likelihood that our planning would not be for the future but for closing our doors, they pitched in.

KLTV launched a weeklong series of reports – explaining what we do and the costs associated with the work. They encouraged the people of East Texas to come to our aid.

And they did!

In the next three weeks, we received more than \$70,000. Our *continuing* challenge is to generate pledges for at least \$20,000 each month. We're about half way to that goal. It is essential that we reach it.

Other area media also provided valuable support. The Breeze Radio has adopted PetsFurPeople as its animal charity.

Television stations KETK and Fox 51, as well as Townsquare Media Radio have been generous with coverage.

The Tyler Morning Telegraph and area newspapers showcase our adoptable dogs and cats.

### We are also grateful for the support of our business partners

Bodacious BBQ	Nautical Mile Marine	The Christmas Store
Bullard Veterinary Med. Center	Peltier Subaru	The Villages Marina
Brookshire's	Petco	Townsquare Media
College Books	Petland	Tractor Supply
Dixie Paper	Raising Canes	Traditions
El Charro on the Ridge	Sam's Club	Tyler Wildlife Rescue
Hot Yoga	Tele-Data Services, Ron Nowell	USA Shipping
Lowe's	The BREEZE 95.3/102.3	Walmart

**The work of fundraising never ends!**  
**We appreciate everyone who supports PetsFurPeople!**  
**DONATE at PetsFurPeople.org or call us at 903.597.2471**

## VOLUNTEERS AND SUPPORTIVE FRIENDS MAKE THE DIFFERENCE



We have an amazing staff of dedicated professionals...many have been with us for more than twenty years. But the work of our volunteers almost **DOUBLES** the size of our staff. The hours donated by volunteers is the equivalent of **EIGHT STAFF POSITIONS**. These volunteers stretch our donations. There is nothing like a group of enthusiastic Volunteers. They are on our campus every day. They walk the dogs, play with the cats and help with painting projects and gardening.

Eagle Scouts did the fencing for our new **FREE** dog park. More Eagle Scouts will be adding additional fencing and benches, jumps, and a pool. Visitors are always surprised by how pretty, clean, and welcoming PetsFurPeople is.



Our Supportive Friends include our business partners, **WALMART** and **SAM'S CLUB** who donate **FOOD AND TREATS** for our dogs and cats. We also receive supplies from children who ask for donations for animals instead of birthday gifts. We estimate the value of these contributions to be nearly \$100,000.



Our "Meals for Pets" program provides dog and cat food to **MEALS ON WHEELS** clients who find it difficult to get food for their pets. We are delighted to be able to extend our support to them, and donations make it possible.

**250 clients are served in 6 counties each month.**



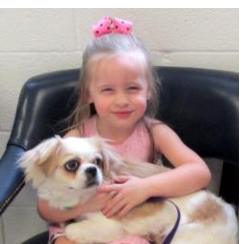
**We always need volunteers, business partners, and individual donors. We need your help. We have posted a wish list on our web site for in-kind donations. DONATE at [PetsFurPeople.org](http://PetsFurPeople.org) or call us at 903.597.2471**



## DONATIONS DRIVE EVERYTHING WE DO

We receive NO financial support from any governmental body. About 18% of our budget comes from adoption fees, vaccinations, microchipping, and boarding services. The rest must come from private donors.

This past year, we have been humbled and honored by the generosity of the people of Tyler, Smith County, and greater East Texas. There have been bake sales. One of our own employees held a garage sale and brought in a check for \$400. Families who have adopted from us continue to remember their pets' birthdays with donations.

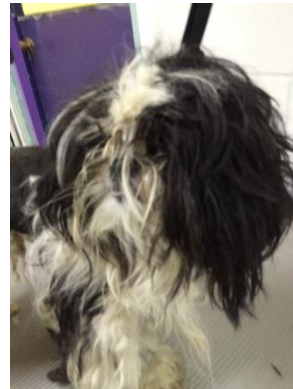
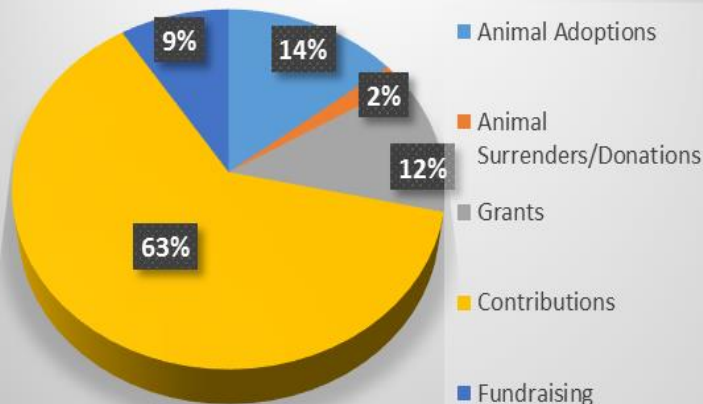


At the annual Peltier Subaru Dirty Dog Wash, Robert Peltier's donation of \$25 per dog raised an amazingly wet \$5,275. So many companies, so many individuals, so many volunteers...how can we say thank you enough.



## LOOKING AHEAD

### Projected 2015 Income \$446,309



George Before



Going Home!

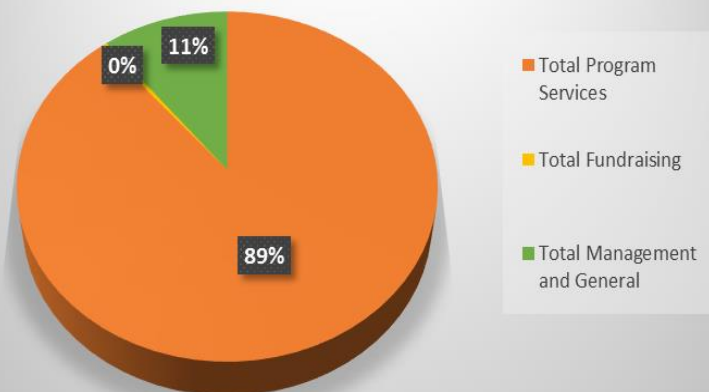


Diego was sad.



Now he's home!

### Projected 2015 Expenses \$459,000



Looking ahead for 2016, our biggest goal is to develop a monthly pledged income base of \$20,000, which will cover the difference between our adoption and service revenue and our operating costs. We know our donors appreciate the fact that we are excellent stewards of the gifts we are given.

87 CENTS OF EVERY DOLLAR goes directly to the care of the dogs and cats. The remaining 13 cents covers campus maintenance and staff salaries. Campus enhancements like our new dog park have been entirely donated — both materials and labor.

We have several new fundraising events planned for the next year...and we are excited by what lies ahead. We only ask for your support. You can be confident that your money is treated with respect. Our financials are always posted on [petsfurpeople.org](http://petsfurpeople.org).

We know we cannot save every animal...but we can...and DO...make a big difference each and every day.

**Please donate to PetsFurPeople. It's the right thing to do.**