



PAWS AND WHISKERS
Cat Shelter, Inc.



A Feline Friend Is a Gift You Give Yourself

**Annual Membership
Meeting**

February 17, 2013

**Uncle John's Pancake House
Toledo, Ohio**

A Letter from the President:

February 17, 2013

Dear Members of the Paws and Whiskers Community,

Thank you for attending the 2013 Annual Meeting. The Board of Trustees would like to sincerely thank you for everything you do in our quest to help our feline friends find loving homes. No donation of money or time, suggestions or new ideas go unnoticed. With your kindness and generosity in mind, I would like to reflect back on the 2012 year and the current state of the shelter.

The past year has been a roller coaster ride for the shelter. The first half of the year proved to be trying. Extremely low adoption numbers and high veterinary costs tested us and the year's biggest blow was a virus that struck the shelter during the summer. However, through the combination of the staff's hard work and stories about the shelter making it into the news, we rebounded to have a tremendous finish to the year. Adoption numbers rebounded to almost match our 2011 totals and donations over the last four months of the year were truly humbling. We entered 2013 in the best financial position the shelter has been in within the past ten years.

When looking closer, our 2012 Cool Cat Strut continued lead the way by again having a record-breaking attendance and revenue. Our other fundraising staples, the Old West End Festival, Christmas Wrapping and Elder Beerman Coupon Sales also provided the bulk of our Special Events income. We also added a Wine Tour to our calendar in 2012. This turned out to be so successful that we will be adding another in 2013. The publicity brought on from our rough summer not only raised much needed donations, but also brought new fundraising opportunities to the shelter. For instance, Lori LeFevre, a local jazz musician, volunteered her time for a March event we will be holding at a restaurant in Maumee. As an organization we are doing all we can to retain the positive momentum we have gained over the last six months. I believe that if we all work together we can continue to meet the challenges that come our way and keep finding loving homes for the residents of our shelter!

Thank you again for your continued support of Paws and Whiskers.

Sincerely,

Justin Morelli

President

morelli.justin@gmail.com

PAWS AND WHISKERS

CAT SHELTER, INC SHELTER OPERATIONS REPORT ANNUAL MEETING February 17, 2013

*With the start of our seventeenth year, conditions in the Toledo area are starting to improve. This past year contributions were up just over \$45,000.00 from 2011. Adoptions, are still low and while 2012 saw a decrease from 2011 they were still more than 2010. Our dedicated staff, volunteers, and members continue to help us maintain our high standard of care. Finding new funding sources is still a priority so that *Paws and Whiskers* can continue.*

FACILITIES:

 *As we start our seventh year at 32 Hillwyck the facility continues to provide nothing but positive results. Volunteers are up and illness is down. With the opening of our free roaming cat room in January 2011 some of our older cage bound cats are getting out and noticed. More and more people are coming in just to look and spend time with our feline friends.*

 *Our partnerships with The Bridge and Sylvania Municipal Court continues to provide us with extra help through utilization of persons required to do community service by the court and those required to work hours to receive their welfare checks. In 2012 community service from Sylvania Court alone totaled over 3,094 hours. Use of these people continues to help us control payroll costs.*

 *We continue our relationship with the Hills Company. In this partnership we promote and use Science Diet foods exclusively, and Hills provides us with food for shelter feeding and one pound bags of food and a \$5.00 certificate to give away with each adoption. We pay thirty-five cents per pound shipping.*

 *Since 1997 *Paws and Whiskers* has employed 107 people. High turn over has always been a problem providing consistent care for our feline friends. Thanks to Kennel Supervisor Kim Ferguson, who is completing her 10th year in March, we now have had a core staff for over four years. Cassandra Tefft has 5.5 years, Jennifer Eubanks 4.5 years, Beth Byrnes has just over 1 year and Christine Barton has just under one year. Part of our continued success is their dedication and consistency.*



We continue on reduced hours of operation. Our hours are Monday thru Thursday: Noon to 7:00 PM and Friday thru Sunday Noon to 4:00 PM



The support we receive from our landlords Herb and Shirley Herzberg continues to help us keep our expenses down as they provide maintenance that would cost us hundreds of dollars if we had to contract someone. They are Supportive Members of PAWS and Shirley assists the crafters by making items to sell at events. We owe them both a great deal for their support over the years.

CAT CARE:



Critically ill cats and kittens requiring extensive medical care remain a large portion of our veterinary cost. Our facility continues to help us control veterinary costs in minor treatments in spite of increased costs. We continue to try helping endangered stray cats and kittens.



*We have always had a cat back guarantee. As *Paws and Whiskers* gets older as an organization, we continue getting older and older cats returned to us. In most cases these cats have medical problems with which the owner did not want to deal. When able we correct the problems and find homes for our returned feline friends re-homing 54 in 2012. However, an increased population of older cats some with medical conditions continues to present challenges for our resources. (We currently have 26 returns at the shelter out of a population of 66)*



We continue purchasing supplies, test kits, vaccines, and medications direct from suppliers. These savings are made possible by Dr. Bob Esplin's help setting up the accounts. This cost savings has allowed for faster testing, vaccination, and medication of our feline guests.



The challenge of in house veterinary care every week was overcome in April 2012 when we hired Donna Moore. Donna is a registered veterinary technician and is not associated with any particular practice or other organization. Donna's ability to do a lot of our exams in house has saved us a lot of time and money over having to transport the cats to SVH.



Emily Weirich is in her eighteenth year and still comes in twice a week. She now does mostly clerical work now after years of five day weeks cleaning cages. Pat Nicely help us stay on top of the monumental job cleaning and adopting our feline friends while performing maintenance work.



We continue to be able to stay ahead of our dirty laundry by utilizing our own washer and dryer on a daily basis. Not having the dirty laundry sitting around has also contributed to better health for our residents.



The larger facility continues to provide an environment for less common illness such as upper respiratory infections and eye infections allowing staff and volunteers more time to devote to socializing other cats.



Kim Ferguson has completed her fourth year as Kennel Supervisor and continues coordination of the foster care program. With a short list of possible fosters she will have her work cut out this coming spring. Kim continues to take on a number of administrative duties and is doing an excellent job. Kim often drives to the shelter in the middle of the night to check on the welfare of a sick cat and she comes in on Friday, Saturday and Sunday to administer evening medications. This is all on her own time and unpaid.

WEB SITE:



We are in our sixth year with Kinetica Media in Perrysburg as host for our web site..



Our new web site, courtesy of Adrianna Volmer, went online in March 2011 and continues to produce adoptions, sponsorships, and donations from around the country. We continue to see a definite increase in shelter business from people that say they saw us on the WEB.



We answer Email inquiries and provide other information to the public on feline related issues.



Kim Ferguson and Cassandra Tefft continue doing an excellent job keeping our Facebook page up to date and answering inquires. Our Tweets are still in need of a lot of help.

COMMUNICATIONS:



*Barbara Plunkett is now in her fifteenth year of writing thank you notes to *Paws and Whiskers* supporters. In 2012 she wrote over 1,220 notes thanking our donors. Beside writing the thank you notes she also donates the postage for mailing them. We constantly get comments on how much these notes are appreciated.*



Emily Weirich continues making computer entries of all donations, adoptions, intakes and special event attendees to help us to keep our mailing lists up to date.

PROGRAMS:



PetCo in Bowling Green continues to have two of our cats on display in the store and available for adoption. We have had steady adoptions from this site since the program began in 2009.



Every weekend from April to October our volunteers hit the pavement at Anderson's or Pet Supplies Plus Central for adoption events resulting hundreds of dollars in donations, adoptions, and increased traffic to the shelter.



*Kim Ferguson has taken *Paws and Whiskers* on the road taking our feline friends to Spring Meadows Extended Care in Holland for a visit with the residents*

FUNDRAISING:



LaDonna Michaels continues to oversee our sponsorship program. This program allows a person to sponsor the cat by paying up to 50% of its adoption price. This program has helped find homes for a number of our harder to place residents over the years. LaDonna, continues to personally sponsor all black and black and white cats over four months of age, paying \$30.00 for each one adopted.



December's gift wrapping, at area book stores, continued to be very profitable for PAWS bringing in \$5,000 in 2012. Joan Baughman's efforts, made this year's giftwrapping the third most successful since she started in 2001



The Krafting for Kitties group with the sale of their handmade crafts earned over \$5,200.00 for the shelter this year. The BP Oil Foundation matches the hours Pam Plunkett donates, at \$10.00 per hour, and this also brings in thousands of dollars to assist our feline friends. Special thanks goes out to Cathy Witker for her tireless work with the group.



The Old West End garage sale made \$5,068.00 in 2012 due to the hard work of Joan Baughman sorting, pricing and boxing all of the donated item. Thanks to Herb and Shirley Herzberg for allowing us to use the vacant old shelter to store and sort all the donations for the sale. Charlie Moorehead again donated the rental of a truck for the weekend and Robert Schaffer gave us the use of his yard. Without Joan, Charlie, and Bob we would not have been able to have such a successful event.



**Paws and Whiskers* started a new fundraiser in 2011 called a "Kit-Together." Each month PAWS supporters dine at a different restaurant on a set day and the shelter receives a percentage of their check. In 2012 we raised around \$200.00 just getting together with friends*



*Paula McAdam and Michelle Wilson co-chaired **Paws and Whiskers'** third annual Feline Frenzy Cat Walk, in August., at Wildwood Park. This was a very successful event which was very profitable for the shelter. Everyone who came out had a good time and the weather was perfect.*



In October we held our 9th annual Cool Cat Strut at St. Clément's Hall. The Strut this year was chaired by Pam Plunkett. When all was said and done this year's Strut was the most profitable ever earning the shelter over \$11,856.00.



The Kroger Plus Card program has brought in over \$8,940.00 to PAWS since we registered for the program in July 2009. Kroger pays a portion of your purchase to PAWS if you have us registered as your charity of choice.



Joan Baughman continues to coordinate the semi-annual sale of Elder Beerman coupon books along with her army of volunteers. This brought in over \$4,896.00 for the shelter in 2012



Our printer cartridge recycling program \$540.00 in 2012. Each year we send in 100s of used cartridges collected by shelter friends and supporters. Shipping is paid by the recycler and our only involvement is packing, shipping and cashing the check. Again, we owe Barbara Plunkett a big thank you for sorting and packing all the cartridges and getting them ready for shipment.



A new fund raiser this year was a wine tour organized by Ken Thomas and Judy Dudley. The one day bus excursion to five different Michigan Wineries was sold out and netted about \$1,500.00 for the shelter



Joan Baughman organized an evening cruise up the Maumee on the Sandpiper in late July. This fun evening netted the shelter over \$1,100.00.



*In February the employees challenged the board to see who could generate the most "NEW" money by June 30th. Then after June 30th the continued looking for new ways to generate money for **Paws and Whiskers**. The Employees held car washes, bake sales, book sales, sold flowers, and pasta. The end result was the creation of over \$5,000,00 in new revenue for the shelter. In addition Kim and Cassandra worked Facebook soliciting donations and raised thousands more.*



During 2012 the Board decided to try to employ a marketing coordinator on a part time commission only basis. After a short search and several interviews Kelly Quay was hired. Kelly is in the process of organizing a new event which will be held on March 9th. The event "A Purr-fect Evening" will be an evening of jazz, food, dancing, a silent auction, and fun featuring Lori Lefevre and the Chris Buzzelli Trio.

Paws and Whiskers
Volunteer of the Year

A special thank you goes out to this year's

Paws and Whiskers
2013 Volunteers Of The Year
Kimberly Ferguson

Paws and Whiskers
Volunteer of the Decade
2001 to 2010
Joan Baughman

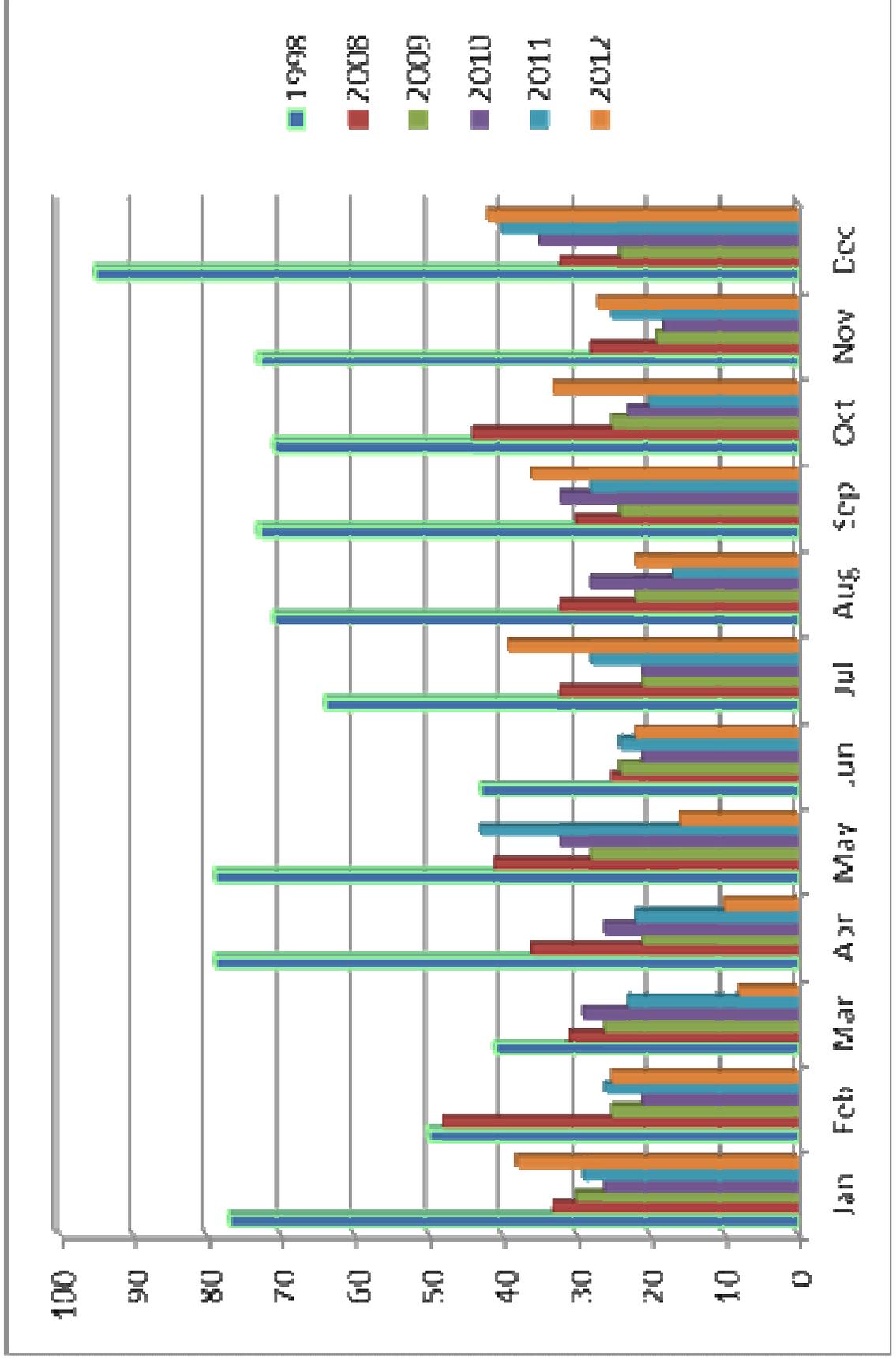
***Since we do not repeat a volunteer of the year we started
a new award this year for those that excel over a period
of years.***

*All our volunteers should be applauded for their hard work.
Paws and Whiskers owes them all a great deal for their hard work
which helps us maintain the level of care for which we are known.
Please accept our apologies as space does not provide for a
complete listing of all of those people that that have provided
outstanding service to the shelter.*

Your help is appreciated and does not go unnoticed

Paws and Whiskers Cat Shelter, Inc.

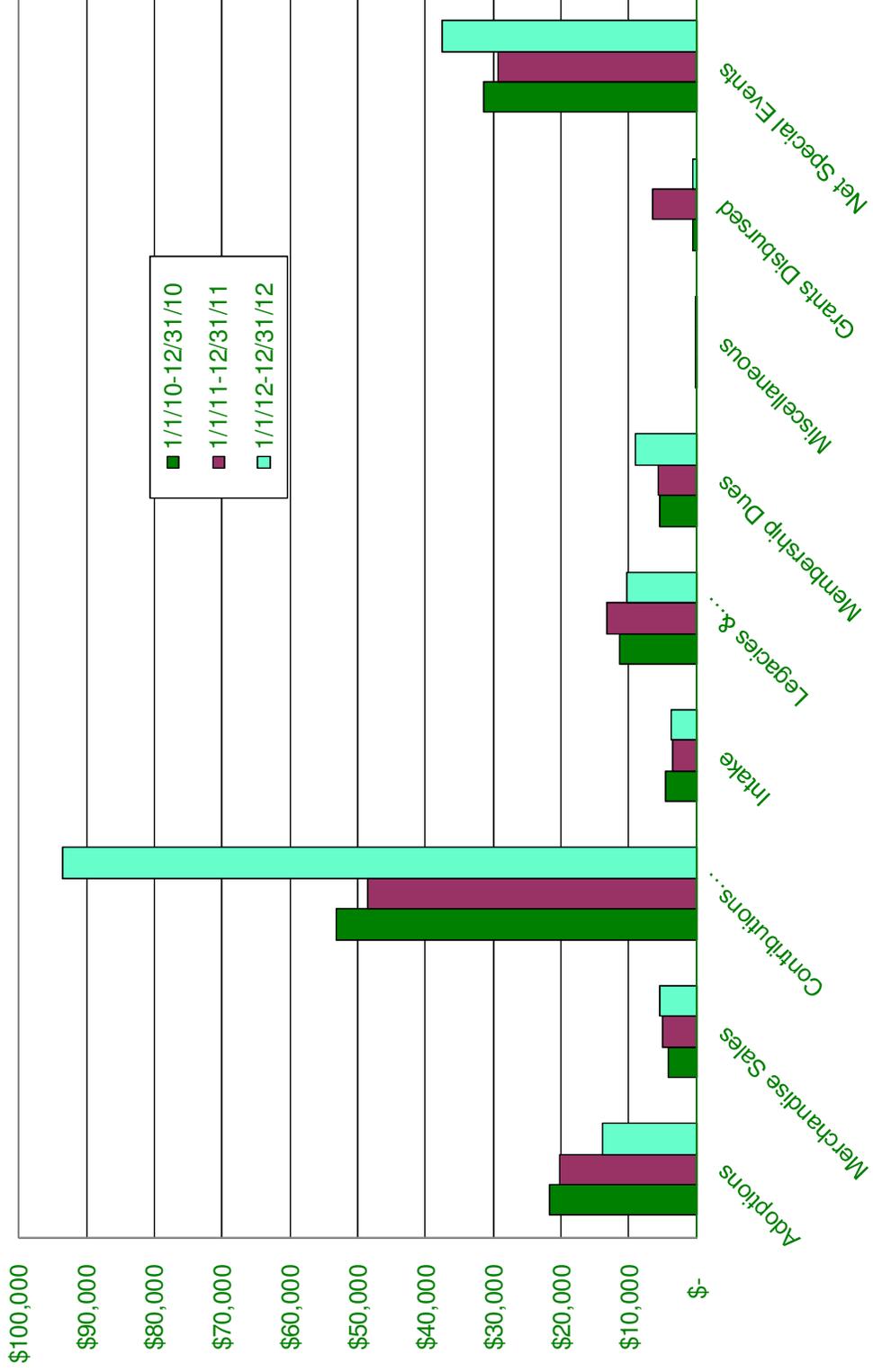
Adoption Comparison
2008 to 2012 with 1998 Totals



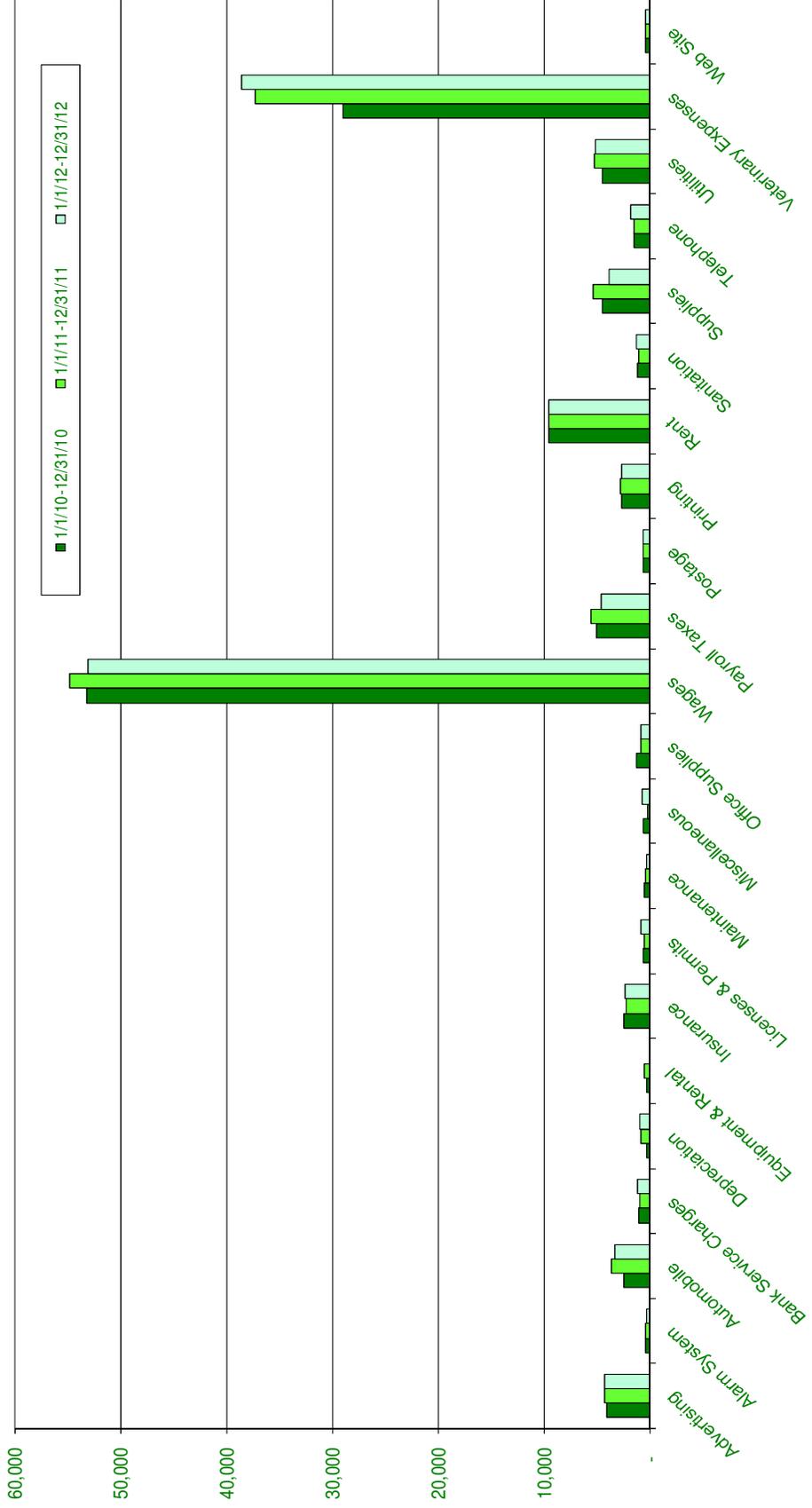
Paws and Whiskers Cat Shelter, Inc.
Comparative Financial Analysis
For the Twelve Months Ended December 31, 2012, 2011 and 2010

	Twelve Months Ended December 31, 2012	Twelve Months Ended December 31, 2011	Twelve Months Ended December 31, 2010
REVENUES			
Adoptions	13,851	\$ 20,126	\$ 21,659
Merchandise Sales	5,424	5,036	4,220
Contributions Income	93,626	48,607	53,158
Intake	3,730	3,495	4,611
Legacies & Bequests	10,278	13,208	11,260
Membership Dues	9,110	5,660	5,450
Miscellaneous	27	18	197
Grants Disbursed	500	6,437	500
Special Events	45,629	35,157	46,887
Special Events Ex- penses	(8,147)	(5,767)	(15,539)
Net Special Events	37,482	29,390	31,348
Total Revenue	174,028	131,977	132,403
EXPENSES			
Advertising	4,252	4,303	4,026
Alarm System	290	390	387
Automobile	3,359	3,680	2,507
Bank Service Charges	1,217	1,011	1,022
Depreciation	979	863	331
Equipment & Rental	-	561	328
Insurance	2,402	2,217	2,463
Licenses & Permits	839	499	617
Maintenance	311	367	579
Miscellaneous	777	207	676
Office Supplies	867	819	1,256
Wages	53,058	54,854	53,189
Payroll Taxes	4,637	5,584	5,040
Postage	594	613	619
Printing	2,681	2,741	2,638
Rent	9,600	9,600	9,600
Sanitation	1,257	1,086	1,121
Supplies	3,908	5,401	4,553
Telephone	1,842	1,531	1,539
Utilities	5,154	5,258	4,467
Veterinary Expenses	38,613	37,330	29,044
Web Site	451	431	398
Total Expenses	137,088	139,346	126,400
Excess of Revenues over Expenses or (Expenses over Revenues)	36,940	(7,369)	6,003

Sources of Revenue



Expenses



Paws and Whiskers Cat Shelter

Special Events Income

Special Events for the 12 Months ended December 31, 2012 and 2011

	<u>2012</u>		<u>2011</u>	
	<u>Income</u>	<u>Expense</u>	<u>Income</u>	<u>Expense</u>
Cool Cat Strut	16,325	4,468	13,582	4,045
Mudhens	0	0	2,622	-
Old West End Festival	5,068	0	4,771	205
Feline Frenzy	2,881	851	2,708	219
Emma's Birthday	1,047	0	1,375	-
Wine Tour	3,700	2,190	-	-
Gift Wrapping	5,000	0	3,759	-
Elder Beerman	4,896	0	3,999	-
Various Employee Fundraisers	4,883	0	-	-
Sandpiper Cruise	1,105	0	-	-
Other < \$1,000	612	526	2,560	1,517
	<u>45,517</u>	<u>8,035</u>	<u>35,376</u>	<u>5,986</u>
		<u>37,482</u>		<u>29,390</u>
				<u>Net</u>
				9,537
				2,622
				4,566
				2,489
				1,375
				-
				-
				3,759
				3,999
				1,043

Paws and Whiskers Cat Shelter

Special Events - Net Revenue

