

TOBY, ARL ALUM



ARL
ANIMAL RESCUE LEAGUE OF IOWA, INC.

2013-2014 Impact Report
CHANGING LIVES

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From the Executive Director

CHANGING LIVES – What does that mean to you? Maybe a pet changed your life as a child, or as an adult. Maybe you saw a pet change the life of a friend or relative.

What it means to me is the ARL's ability to change the lives of both animals and people through our reach, programs, and resources.

Whether it is the need for spay or neuter services, behavior help, recommendation of pet-friendly housing, or a bag of pet food to help get past a tough time, we want to help keep pets in their homes. And – it is working. The number of animals coming into the shelter continues to decline, adoptions continue to rise, and the ARL continues to develop more ways to help change lives.

The following report is just a sample of what we are doing with your support and next year, we will be sharing even more success. Thank you for your commitment in helping us change lives.

For the animals,

Tom L. Colvin

Mission

To promote animal welfare, strengthen the human-animal bond, and prevent the overpopulation of pets.



In Memoriam: Dr. Greg Berry

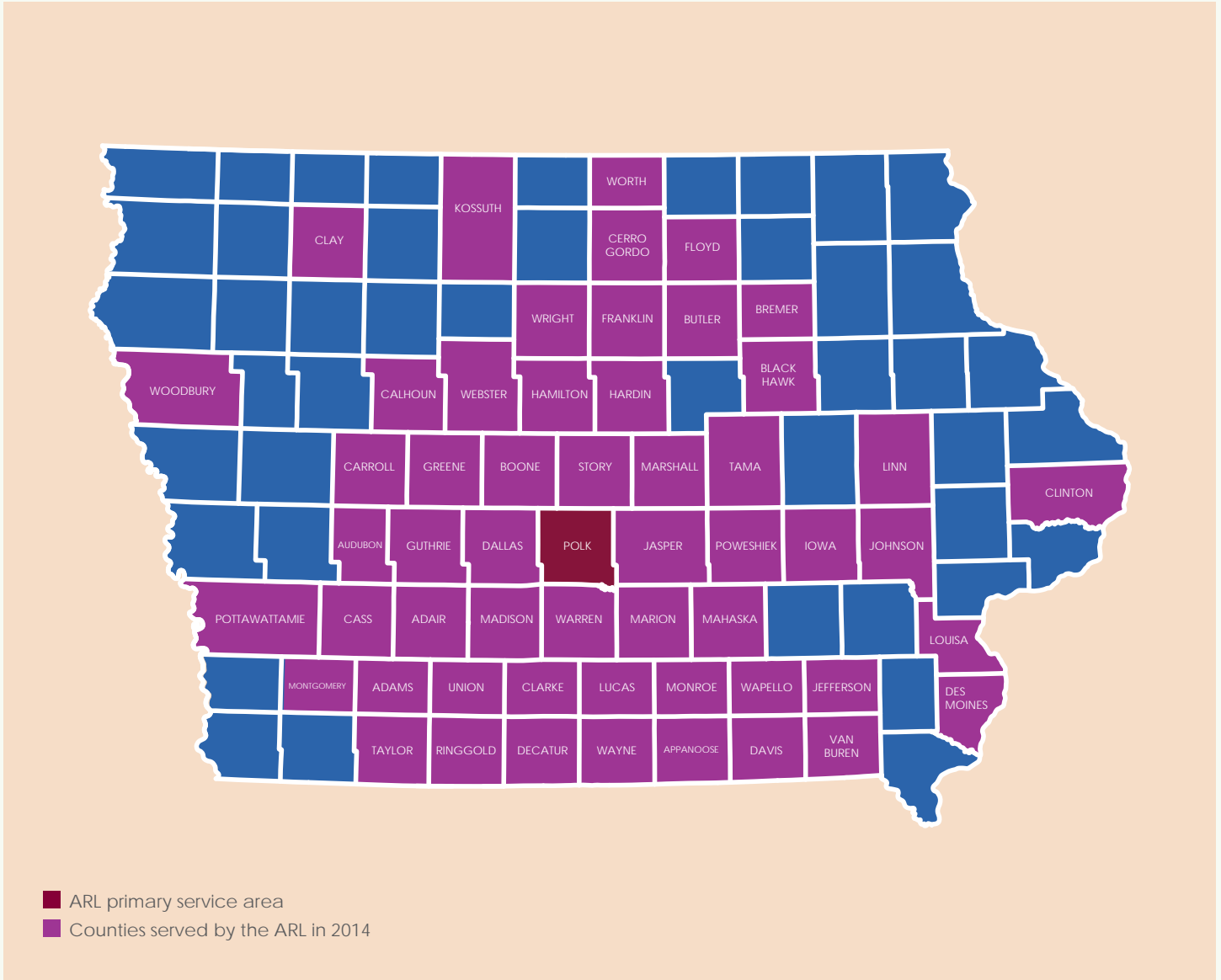
It has been said that you can judge a man's true character by the way he treats animals, and Dr. Berry was among the best.

In October 2014, the ARL lost long-time staff veterinarian, Dr. Greg Berry, who passed away unexpectedly from a massive heart attack.

Dr. Berry had been with the ARL since 2004, and was the full time veterinarian at the ARL Animal Care and Control Center. He was deeply dedicated to caring for the animals at the ARL and it was not uncommon for him to still be at the shelter well after he was scheduled to leave, because an animal needed his attention. Dr. Berry was often called in the middle of the night to help an animal who had been hit by a car and he didn't hesitate to rush to their aid. Preferring to serve behind the scenes, Dr. Berry was often on the receiving end of the animals rescued from cruelty and neglect and played a big role in helping pets at our community outreach events.

Our hearts continue to grieve this terrible loss and we will forever be grateful for his kindness, compassion, and commitment in helping the pets in need at the ARL.

55 Iowa Counties Served



21 STATES SERVED

- | | | | |
|------------|-----------|--------------|-----------|
| Arkansas | Kansas | Missouri | Tennessee |
| Arizona | Kentucky | North Dakota | Texas |
| California | Louisiana | Nebraska | Wisconsin |
| Florida | Maine | New Mexico | |
| Idaho | Michigan | Oklahoma | |
| Illinois | Minnesota | South Dakota | |

Counties and states served are from disaster rescue, cruelty cases, and unwanted animals in 2014.

Program Results

At the ARL, we treat every animal as an individual. When each animal arrives at the shelter, we assess their unique needs to provide them with the best possible outcome. Only when an animal is suffering or dangerous, and we have exhausted every other option, is the animal humanely euthanized.

Since 2011

18% FEWER ANIMALS THROUGH OUR DOORS

21% MORE SECOND CHANCES FOR ANIMALS

37% REDUCTION OF EUTHANASIA



The Impact of Our Innovative Programs Is in the Numbers

17,987 total animals served in 2014 (Intake & Public Assistance Programs)



5,396 dogs & puppies
6,098 dogs & puppies



7,265 cats & kittens
7,987 cats & kittens



1,051 small animals
859 small animals



205 barn animals
97 barn animals

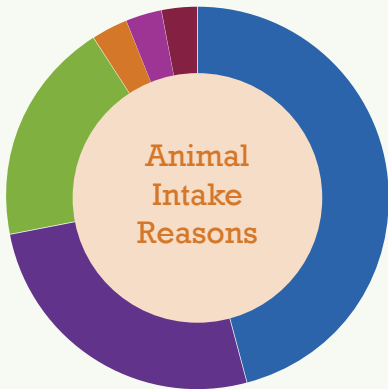


526 wildlife
390 wildlife

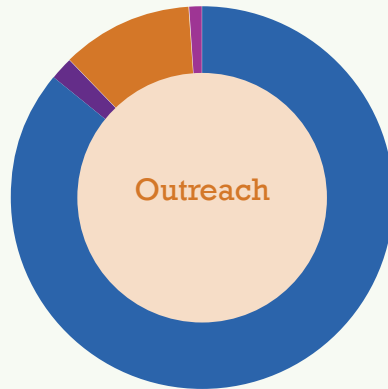


3,544 public assistance
3,216 public assistance

Top number: 2014, bottom number: 2013



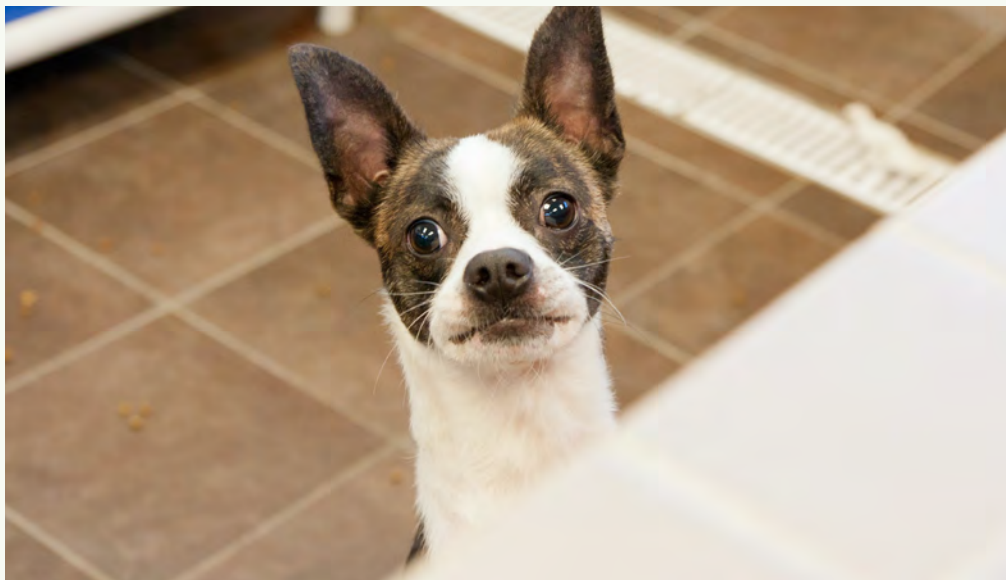
- 46% Owner Release
- 26% Animal Control
- 19% Owner Unknown
- 3% Wildlife
- 3% Return
- 3% Other



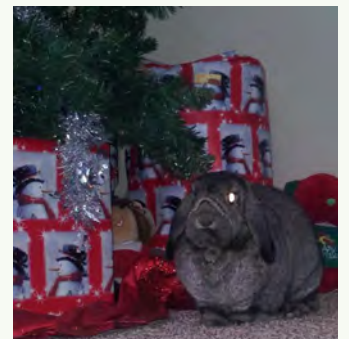
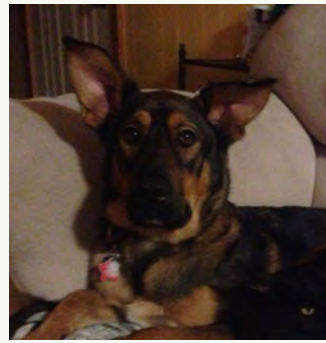
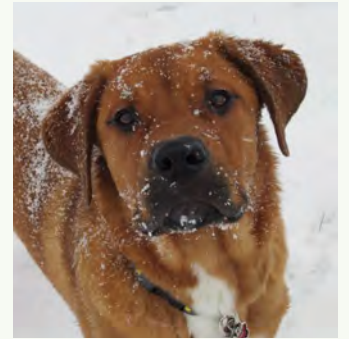
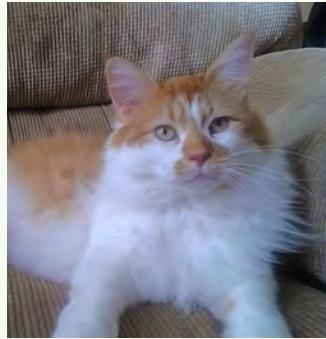
- 86% Spay/Neuter Assistance
- 11% Vaccination Clinic (pets may also receive a microchip)
- 2% Microchip Clinic
- 1% Crisis Foster

2013: 42% Owner Release, 28% Animal Control, 22% Owner Unknown, 3% Wildlife, 4% Return, 1% Other

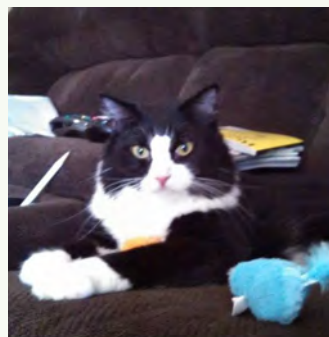
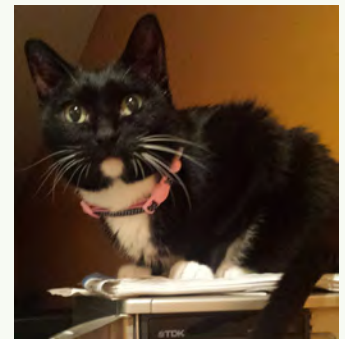
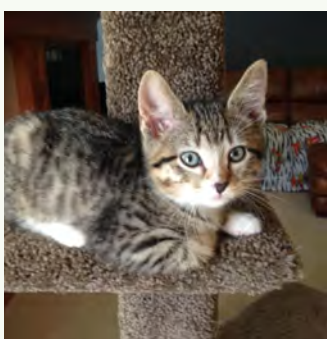
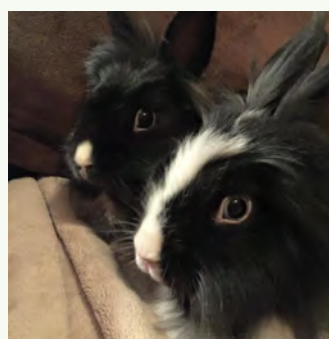
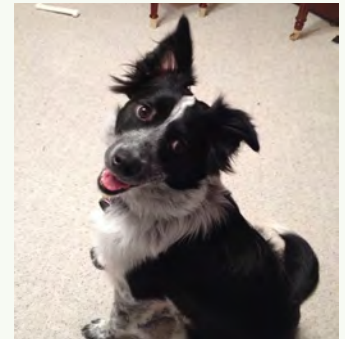
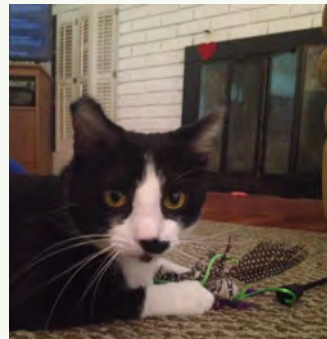
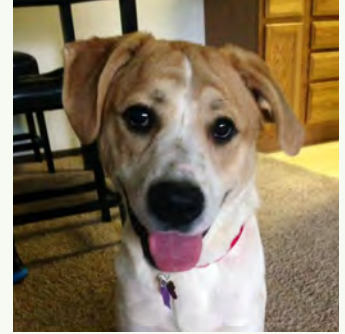
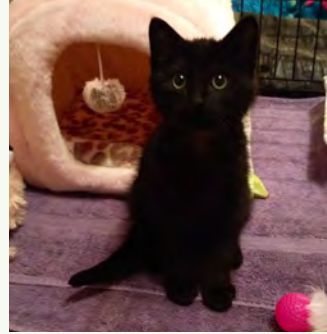
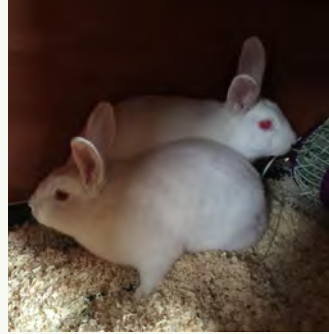
2012: 44% Owner Release, 29% Animal Control, 19% Owner Unknown, 5% Wildlife, 2% Return, 1% Other



Pets adopted in 2013



& 2014 (and thousands more!)



Adoption Programs

Off-site adoption events allow for ARL adoptable pets to be seen by a greater number of potential adopters – and increase their chances of finding the perfect forever home! In 2014, we set a one-day record for the number of pets adopted during our off-site event at Jordan Creek Town Center.

Here a few happy families with their new pets on adoption day!



What a Day!

July 12, 2014,
we saw a
one-day
record of

93
pets adopted!



Foster Programs

Office Cat Foster

Small businesses hire (foster) temporary workers to fill the position of “office cat” until permanent employment (adoption) can be secured.

Florence, ARL Alum

Shelter Dog Getaway

The purpose of the ARL’s Shelter Dog Getaway (SDG) program is to give long-term resident dogs, or those that aren’t coping well in the shelter environment, a chance to get out of the shelter and enjoy the in-home life they deserve. This also allows more kennel space for the animals arriving at the shelter every day.

While participating in the SDG program, the dogs get to participate in all of the fun things an adopted dog would, including going on walks, taking trips to the park, attending events, and more! The ARL supplies an “Adopt Me” vest that can be worn by the foster dog when the dog is out in public let those they meet know the dog is available for adoption.

In 2013, we had 14 dogs go through this program, all of which were adopted shortly after being placed into a foster home. In just one year, that number took a huge leap. In 2014, we helped 63 dogs through the Shelter Dog Getaway program. That means 63 dogs had the opportunity to relax in a loving home while they waited to be adopted.

Additional foster programs include: *Shelter Cat Getaway, Shelter Rabbit Getaway, Temporary Loving Care, Home Sweet Home, and Crisis Foster.*

New in 2013 & 2014



Critter Camp

Critter Camp is a foster program that teaches Des Moines area classrooms about pet responsibility through experiential learning. Students are expected to take part in caring for their foster pet and promoting their adoption until he or she finds a forever home!

Critter Camp started at Windsor Elementary School with four classrooms participating. At the end of 2014, a total of 14 animals had participated in the program.

Cat Apartments

The ARL has expanded accommodations for our cats! We have 19 furnished "apartments" to provide yet another option for those cats that need some TLC. Many are cats that are in need of socialization or a quieter environment.

The apartments are large, allowing the cats to have roommates, which ultimately provides a bonding opportunity for cats that desire a friend to hang out with. When a bond happens between the roommates, they are then adopted out as Bonded Buddies so they can stay together.



Keeping Pets in Homes

Programs and services provided by the ARL and its partners

Lost & Found Services

Pet Food

Fences

Pet-Friendly Housing

Breed Neutral Communities

Behavior Assistance

Spay/Neuter Programs

Admission Counseling

Transfer Partners

In partnership with other licensed rescues and shelters, we send animals to Transfer Partners when we need help with space or when the animal would benefit from more specialized care than we're able to offer in a high-volume setting. View a full list of our transfer partners at [ARL-iowa.org/TransferPartners](https://www.arl-iowa.org/TransferPartners).

Here are a few of the pets who have been helped through our partners:



Behr

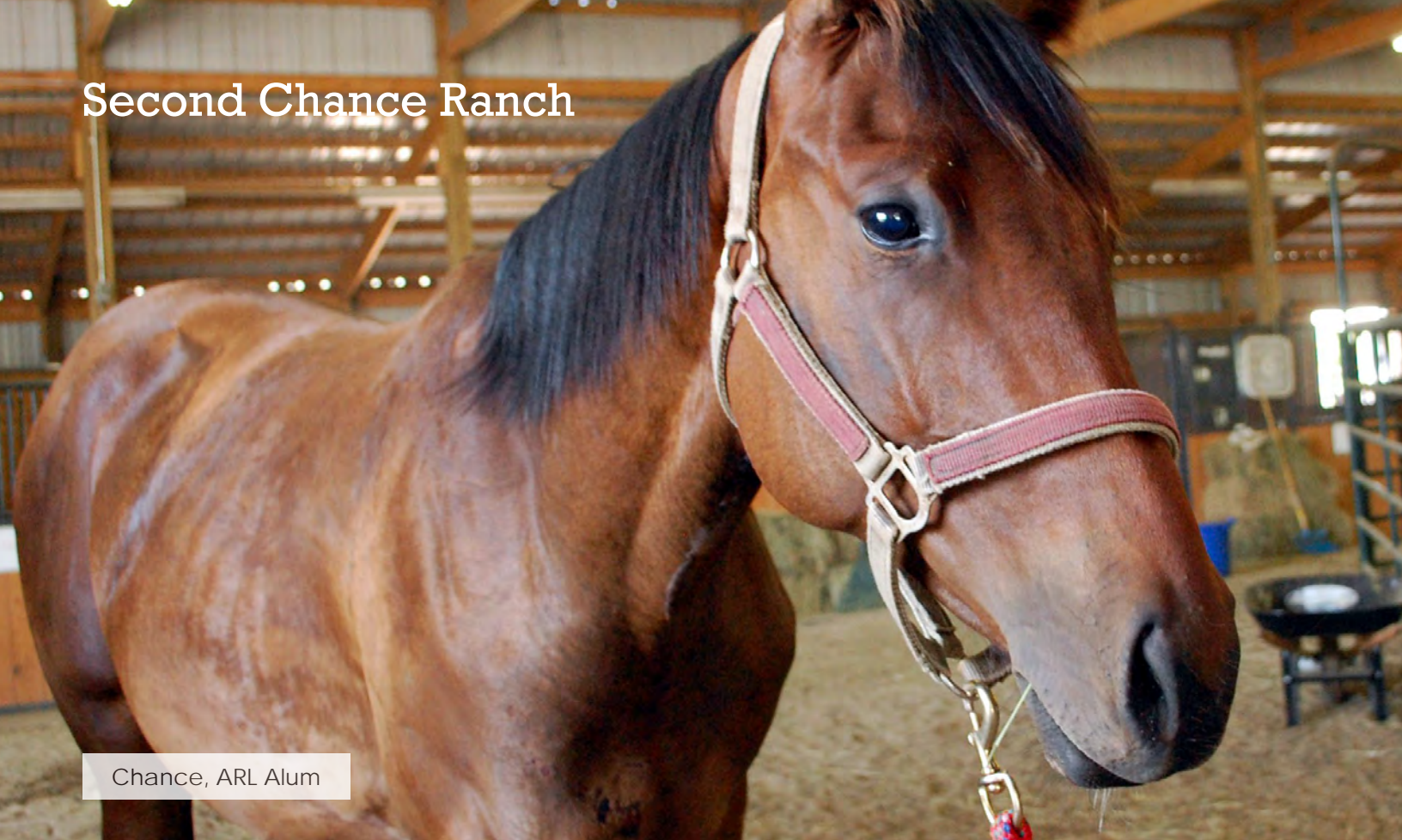


Bohdi



Buddy

Second Chance Ranch



Chance, ARL Alum



2013 was the planning and ground-breaking stage for the new arena to be built as an addition to the Second Chance Ranch. With generous donations, led by a lead gift by Lisa Kruidenier, we were able to build a large, insulated indoor arena to expand our program and give us a place to work with the horses we care for. With the arena we are also able to hold classes, clinics, and events that help support the animals in our care.

We held the grand opening of the arena in September 2014, and our first official event in May 2014! Here are some of the events we had in our first year:



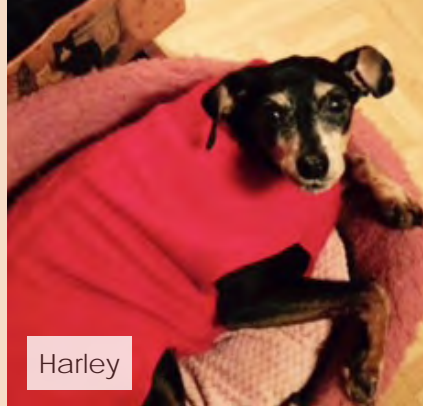
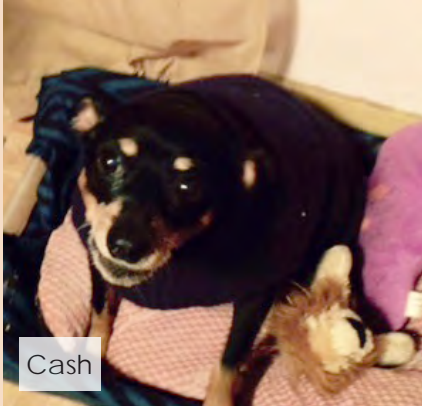
- The Mane Event, our primary fundraiser for the Second Chance Ranch animals
- Trail Obstacle Fun Day
- Natural Elements with Bob Smith Clinic
- Kip Fladland Horsemanship Clinic
- Horse camp for kids
- Horse owners' workshop and clinic
- Equine Investigation Academy
- Demonstrations
- Horsemanship 101 classes
- Third-party rentals, including Polk County 4-H
- And more!

Volunteer Program

In 2014, **3,234** volunteers contributed **88,595** hours – the equivalent of **43** full time staff!

Mila, ARL Alum

Community Outreach



"I am so grateful for the ARL helping me keep my furbabies healthy and happy. Thanks to the Banfield grant they helped me vaccinate Chopper (my special needs baby), Harley, and Cash. Cash also needed some dental work done. The ARL helped me tremendously – I just want to say thank you again!" - The Waterfords

When pets are in need, their people turn to the ARL. Through generous grants and partner organizations, we are often able to offer assistance for affordable spay/neuter surgeries, veterinary care, and other needs – keeping pets happy, healthy, and in their homes with the people who love them.

Veterinary Assistance Grant

With a grant from the Banfield Charitable Trust, the ARL is able to provide veterinary assistance to residents of Des Moines whose pets are in need veterinary care that they cannot not afford. Over 213 pets were helped through this grant, receiving surgeries, dental care, vaccinations, and other medical care.

Spay/Neuter Programs

While many people understand the importance of spaying/neutering their pets, for many the cost is prohibitive. In order to prevent unwanted litters and allow people with opposite-gender pets to cohabitate, we provide free spay/neuter surgeries to cats and dogs in Des Moines whose owners would otherwise not be able to afford it. Low-cost surgeries are provided for barn cats and pets at other licensed shelters who do not have a veterinarian on-site.

In 2013, we prevented **3,055** unwanted litters – saving an estimated **18,330** lives (average litter of 6).

In 2014, we prevented **3,069** unwanted litters – saving an estimated **18,414** lives (average litter of 6).

PETSNIP

In 2013 we received a targeted grant from PetSmart Charities to provide free spay/neuter, vaccinations, and a microchip to pet owners in the 50315 zip code. This is one of the top three zip codes in Des Moines that the ARL receives the most cats and dogs from.

In 2014 we held an event at ARL South where we provided free vaccinations and free spay/neuter vouchers to 145 pets in addition to free pet food, behavior advice, leashes, collars, tags, toys, and more!

FIRST YEAR GRANT RECAP

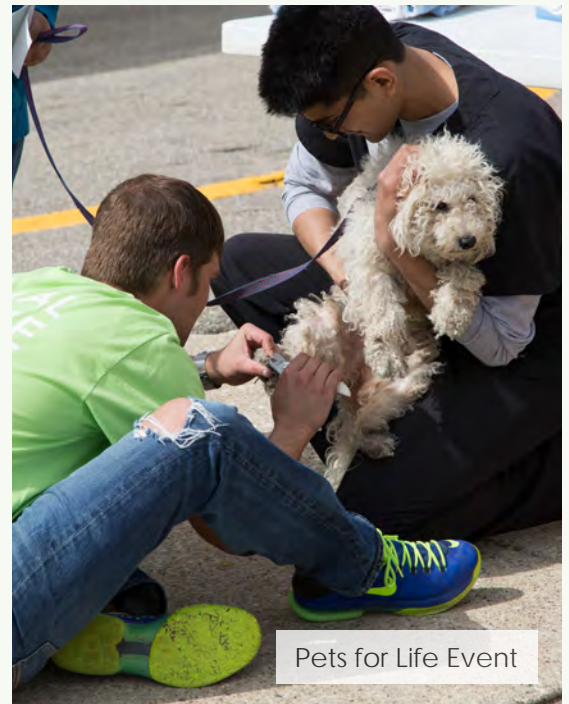
145 pets vaccinated for free at our community event

1,118 pets spayed and neutered for free

PETS FOR LIFE

Des Moines is one of 20 cities in the United States who are working together to prevent shelter overpopulation, promote veterinary and pet care including dog training, and reduce suffering and cruelty, thus improving the lives of people and animals in under-served communities. This initiative, called Pets for Life (PFL), is a mentorship grant offered by the Humane Society of the United States mentorship and PetSmart Charities.

In October 2013, our PFL mentorship grant was renewed for another year. In 2014 we continued serving Des Moines communities that, because of economic, social, linguistic, or cultural factors, don't have access to pet care information, resources, or veterinary and related services, despite an often great need.



FIRST AND SECOND YEAR GRANT RECAP

822 pets vaccinated and microchipped for free at two community events

263 pets signed up for spay/neuter surgeries during the events

901 pets spayed and neutered for free

1,000+ people/families were engaged in conversations on and participation in pet wellness for their pet family members

**Grant began in October 2012 through October 2015*

ARL Animal Care & Control (Des Moines)

	2013	2014
Total Animals Served*	5,372	5,061
Dispatched Trips & Follow-Ups	13,871	13,092
Citations	462	309

*Does not include DOA animals

Other municipalities served:

Altoona, Ankeny, Bondurant, Clive, Dallas Center, Grimes, Johnson, Mitchellville, Norwalk, Pleasant Hill, Polk City, Urbandale, West Des Moines, and Windsor Heights.



Cruelty Intervention

In 2013, **292** cruelty cases were investigated in 52 Iowa counties, with 13 cases assisting other shelters. In 2014, **225** cruelty cases were investigated in 59 Iowa counties, with 11 cases assisting other shelters.

2013 & 2014 Highlights

- Continued training provided to law enforcement officers around the state.
- Assisted the Northeast Iowa Humane Society and the Allamakee County Sheriff's Office in the impoundment and rehoming of approximately 20 dogs running at large from a rural property.
- Worked along with grassroots activists in Fort Dodge, IA, to reduce the number of animals kept at a local zoo and improve living conditions for the animals there.
- Assisted Des Moines Police Department with the investigation of a wild animal exhibit located in Merle Hay Mall containing wolves, bears, and a mountain lion, along with other animals.
- Assisted the Bremer County Sheriff's Office in the removal of 61 neglected horses from property near Sumner, IA.
- Deployed with ASPCA to Pound, VA, to assist with cockfighting raids at several locations resulting in approximately 575 birds impounded from four locations.
- Hosted a three-day Equine Investigations Academy for law enforcement in conjunction with the Iowa State University School of Veterinary Medicine.

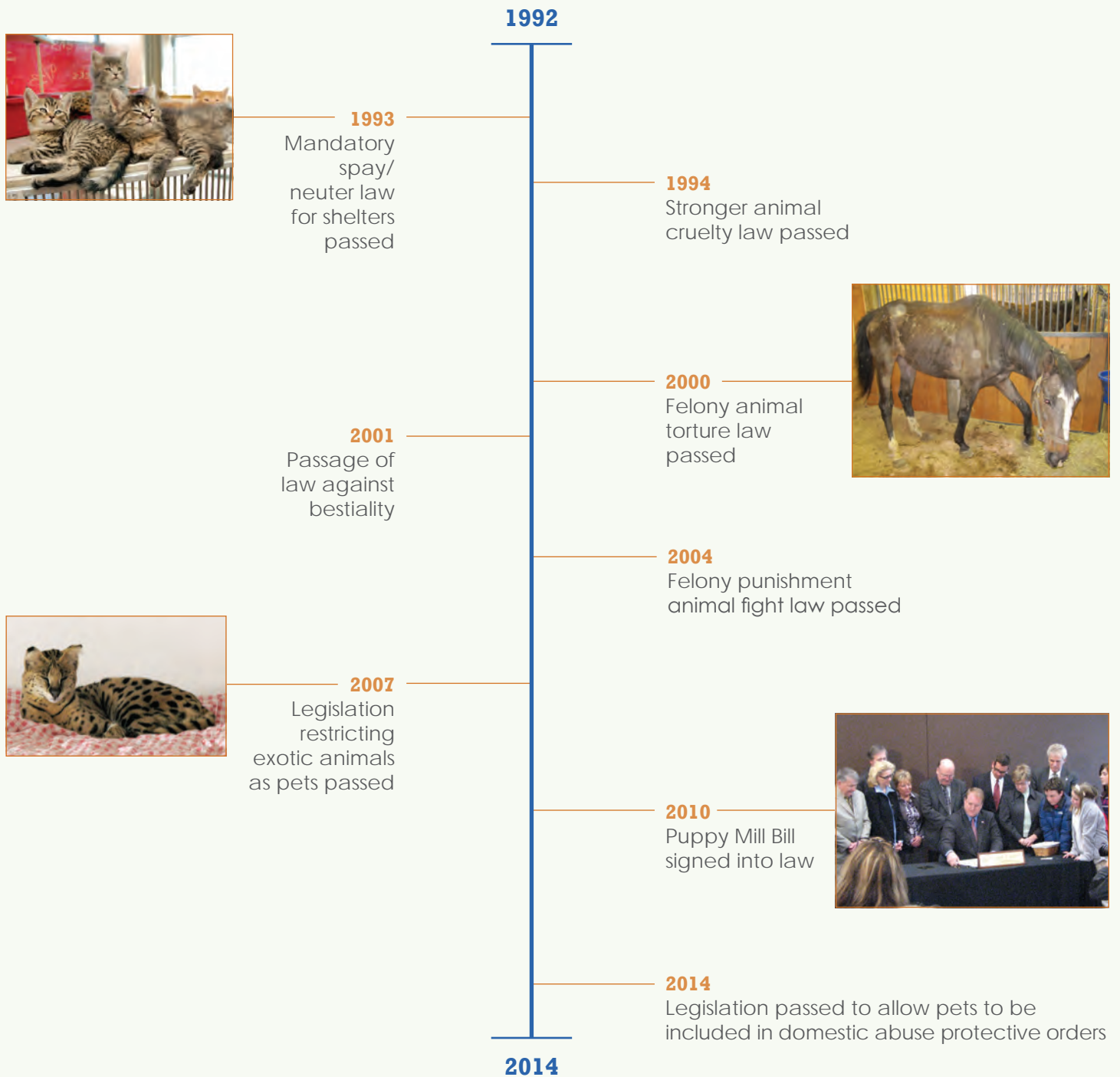


Davis Co. Rescue

In February 2014, The ARL assisted the Davis County Sheriff's Office with the removal of 372 live animals, primarily rodents and birds, and approximately 60 deceased animals from an address in Drakesville, IA. The owner, Roger Blew, was charged with four counts of livestock neglect, 13 counts of animal neglect, and 11 counts of duty to dispose of remains, along with other associated charges. Blew entered a guilty plea to some of the charges, others were dismissed, and Blew was sentenced to 365 days in jail with 355 days suspended, two years probation, a fine of \$2,205, and restitution to both the ARL and the Davis County Sheriff's Office.

Legislation

ARL representatives work closely with lawmakers year after year at the state capitol, and with a variety of city councils across the state to help enhance public safety and animal welfare laws. On the city level, we work with city councils to revise their animal ordinances and assist communities in overturning breed bans and restrictions and strengthening their animal ordinances to better protect citizens. Here are some of our successes.





Legacy Gifts

Love and support for animals can continue after a person's lifetime when they leave a Legacy Gift to the homeless pets at the ARL. No matter your age or income, you can begin planning a legacy to leave behind. Visit [ARL-iowa.org/LegacyGifts](https://www.arl-iowa.org/LegacyGifts) to learn where to start.

Our Humane Legacy Society recognizes those who have made a commitment to leave a gift to the animals in their will or estate plans.

Pet Behavior & Training Classes

The ARL believes in teaching and rewarding your pet for desirable behavior and redirecting undesirable behaviors to appropriate ones. With our pet behavior and training classes we help pets stay in their homes by providing education using positive reinforcement techniques.

Training Classes

In 2013, a total of **63** classes were offered, attended by **345** dogs with their owner. In 2014, a total of **87** classes were offered, attended by **384** dogs with their owner.

Classes offered included: Puppy Kindergarten, Adolescent Puppy, Good Manners, and 10 Steps to Canine Good Citizen (CGC).

Paws on the Pavement

In 2014, the Running Club became part of an expanded program called Paws on the Pavement. The program encourages ARL volunteers to run, or walk, with shelter dogs, giving them exercise and increasing their exposure to potential adopters! The dogs sport "Adopt Me" vests to let those they meet know that they are looking for a new home!



Remmy, ARL Alum

Community Engagement

In the News

Thanks to generous local media, adoptable pets are featured regularly on the following media outlets to help reach a broader audience of potential adopters:

ARL MEDIA OUTLETS

KCCI TV 8

Every other Wednesday at midday

KCW1 TV 23

Every Friday at 7:20 a.m.

WOI TV 5

Every Monday and Thursday at midday

WHO RADIO 1040FM

Every Saturday at 8:00 a.m.

WHO TV 13

Every other Saturday morning

CITYVIEW

Every Wednesday



Special Events

Special Events are a fun way to help the homeless pets at the ARL. Thousands of people come together throughout the year to attend events, donate auction items, underwrite event expenses, and volunteer their time. In 2014, our signature and small events raised **\$321,240** for homeless pets (\$276,172 was raised in 2013).

Signature Events

- Gourmet Apples
- Raise Your Paw Auction
- Dog Jog & Fido Fest: A 5k Fun Run and Dog Walk (formerly Angie Anderson Memorial Dog Walk & Fun Run)
- Cat's Meow
- Diamonds & Dogs
- Pedal For Paws
- Fore! The Animals Golf Classic
- Galloping Grand Prix
- Mane Event
- Take A Chance on Me Fashion Show (formerly Pet-A-Porter Fashion Show)
- Santa N Paws



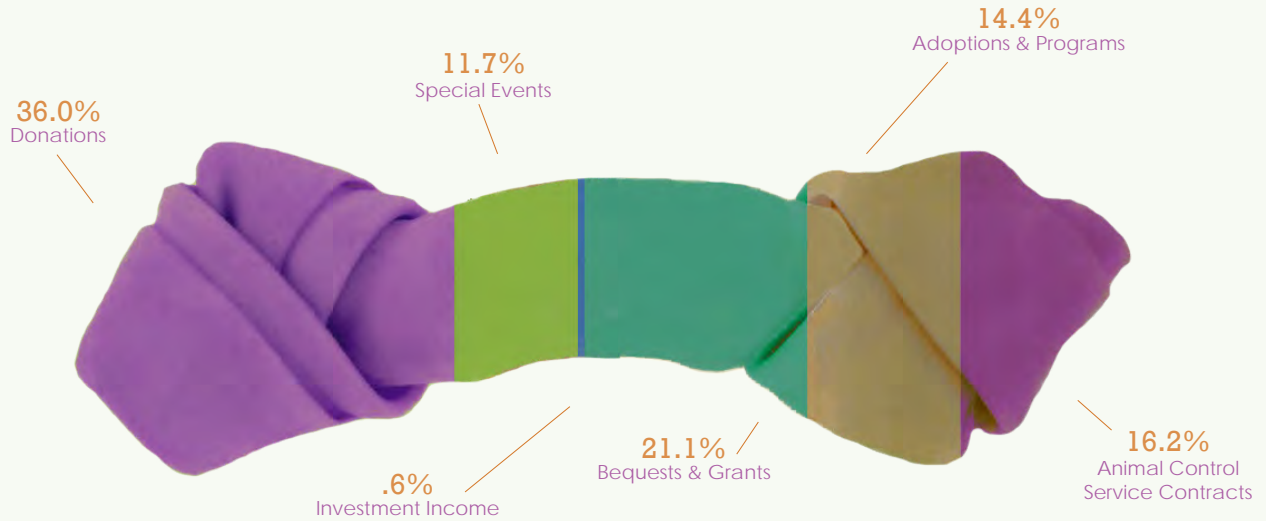


More than a Number

At the ARL we look at each animal as an individual, not a number, and every decision we make is based on what is best for the individual animal, not percentages.

Financials

Support & Revenues



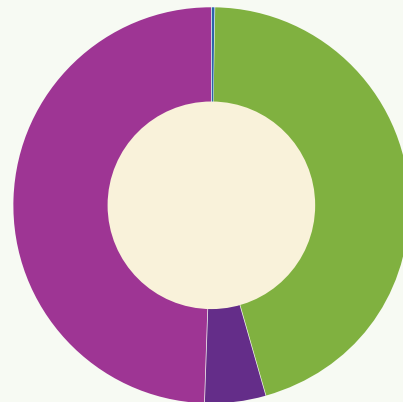
2013 - 54% Donations, 5% Bequests & Grants, 9% Special Events, 12% Adoptions & Programs, 13% Animal Control Service Contracts, 6% Investment Income

2012 - 39% Donations, 3% Bequests & Grants, 13% Special Events, 18% Adoptions & Programs, 23% Animal Control Service Contracts, 5% Investment Income

Assets

- **\$63,920** Restricted (public spay/neuter assistance funds)
- **\$9,061,013** Building/Property/Equipment
- **\$950,088** Cash & Equivalent*
- **\$9,839,283** Foundation

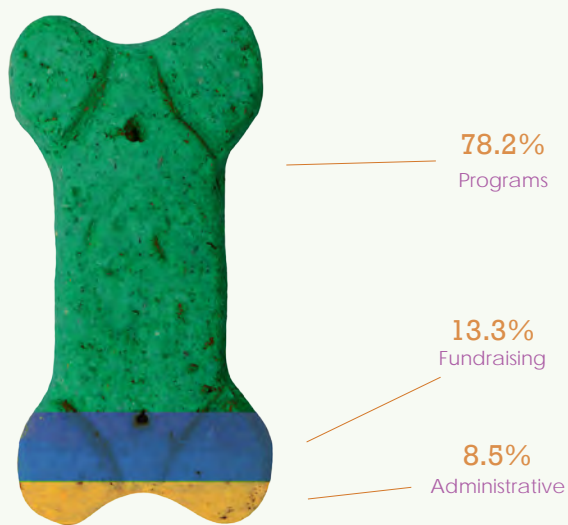
*Receivables and inventory



2013 - Restricted \$20,313, Building/Property/Equipment \$9,144,151, Cash & Equivalent* \$897,477, Foundation \$3,646,403, Community Foundation \$21,907

2012 - Restricted \$21,910, Building/Property/Equipment \$9,031,194, Cash & Equivalent* \$913,953, Foundation \$2,327,371, Community Foundation \$15,000

Expense Mix



2013 - 83% Programs, 12% Fundraising, 6% Administrative

2012 - 83% Programs, 11% Fundraising, 7% Administrative



AWARDS & RECOGNITION

Great Nonprofits "Top Rated Award"
(2012, 2013, 2014)

Rated 3 out 4 stars by Charity Navigator
(2012, 2013, 2014)

Business Record "Best Non-Profit"
(2012 – runner up, 2013, 2014)

Better Business Bureau Accredited Charity
(2012, 2013, 2014 – met all 20 standards for
accountability)

CityView Best Non-Profit (2012, 2013, 2014),
Best Facebook Page (2012, 2013, 2014),
Best Local Website (2012, 2013, 2014),
& Best Do Good-er (2012, 2013)



ARL Main

5452 NE 22nd St.
Des Moines, IA 50313

ARL South

(Inside Southridge Mall)
1111 E Army Post Rd.
Des Moines, IA 50315

ARL Animal Care & Control Center

1615 SE 14th St.
Des Moines, IA 50315

Grand Avenue Veterinary Hospital

108 Grand Ave.
West Des Moines, IA 50265

South Des Moines Veterinary Center

6301 SW 9th St.
Des Moines, IA 50315

Iowa Veterinary Referral Center

4631 Merle Hay Rd.
Des Moines, IA 50322

All-Pets Hospital

(East Village)
328 E 6th St.
Des Moines, IA 50309

ARL West

(Inside Iowa Pet Foods & Seascapes)
1500 22nd St.
West Des Moines, IA 50265

ARL North

(Inside Ankeny PetSmart)
1715 Delaware Ave.
Ankeny, IA 50021

Ankeny Animal & Avian Clinic

742 S Ankeny Blvd.
Ankeny, IA 50023

Ingersoll Animal Hospital

3009 Ingersoll Ave.
Des Moines, IA 50312

Heart of Ankeny Animal Hospital

701 SW Ordnance Rd.
Ankeny, IA 50023

Pet Medical Center of Ames

1416 S Duff Ave.
Ames, IA 50010

(515) 262-9503

ARL-Iowa.org

