

2020 ANNUAL REPORT



FEARLESS KITTY RESCUE

Our Mission

Fearless Kitty Rescue was founded in 2012 on the belief that all cats and kittens deserve a chance to be *Fearless*. We are a 501(c)(3) non-profit no-kill cat rescue, serving our immediate community of Fountain Hills, Arizona and surrounding areas. We are dedicated to rescuing cats left homeless for whatever reason – cats in municipal shelters where they are at high risk of euthanasia due to animal overpopulation, abandoned and homeless strays, cats surrendered by their owners because of difficult circumstances, and those in danger of abuse or neglect.



Message from Leadership

Saving homeless cats and kittens always comes with challenges, but nothing brought on the challenges quite like COVID-19 did. We all choose how we want to face the obstacles that stand in our way, and Fearless Kitty Rescue made quite a few choices in 2020 to roll with the times.

Among the changes we made at Fearless Kitty Rescue, many of which we plan to keep in place going forward, we went paperless, streamlined our processes, switched from walk-in adoptions to those by appointment only, and strengthened our foster program. At one point 95% of our cats and kittens were in foster homes rather than at our center.

Those choices not only allowed us to continue saving cats and kittens, but we saved and adopted out more cats last calendar year than we have in any year since we started in 2012. Here are some of highlights from our year:

Biggest Accomplishment:

More cats taken in/adopted out in a year since we were founded.

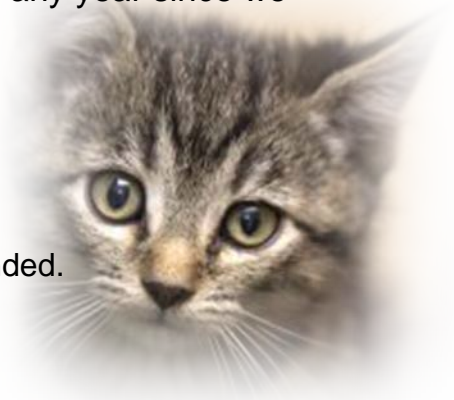
Changes to our Day-to-Day Operations:

We relied more on technology, switched to adoptions by appointment, brought our boutique online, redesigned our website, and adjusted staff to meet our needs now and in the future.

Other key changes that happened in 2020:

Our ***Volunteer Program*** was put on hold only to come back stronger than ever before. We engaged our volunteers on administrative support teams to help manage operations online.

A new ***Intake Team*** was built, with job tasks completely separated out from the adoption coordinator's position. By building a new volunteer-run intake team, we were able to process intake requests faster and gather more information about the cats we accepted before they arrived in the building. This allowed us to



accept 91 more kitties in 2020 than the year prior, for a total of 292 intakes. The shift also let our adoption coordinator solely focus on getting more cats adopted.

Our **Adoption Team** increased from two to six members because we learned that volunteers can schedule adoption appointments throughout the day seven days a week as opposed to what was previously a more abbreviated schedule. More adoption appointments mean more lives saved!

Our **Foster Program** was critical during COVID as it allowed us to move 95% of all kitties into temporary homes. Later in the year, we were able to take many of the cats back into our rescue facility. The focus of the program continued to evolve throughout the year and that let us continue to take in even more new cats and kittens for adoption. Staff, volunteers and adopters stayed safe amid pandemic challenges and more kitties found their forever home.

Fundraising Efforts presented a huge challenge, especially because we could not hold any in-person events and our boutique was closed. Our supporters continued to be there for us as we learned how to offer events virtually. Virtual events included a mid-year silent auction for our rescue efforts which raised funds through our boutique. We also were able to switch our annual Wet Your Whiskers event to a virtual model and we relied upon social media to reach our supporters more heavily than ever.

Where are we going from here?

The changes made due to COVID may have been painful, but they showed us that we are able to roll with challenges. Not just that, we emerged as a stronger and more effective organization. That confidence has led us to our new annual life-saving goal of saving 300 cats and kittens every year.

Change may be hard, and none of us would want to have to live through 2020 again, but when change can save the lives of more cats and kittens, it's worth it! After all, we're Fearless!

Kim Kamins
President & CEO



Just Ask Teddy...

Teddy may look like one of those fancy purebred Scottish Folds, but this scrappy senior's roots are far grittier.



This 12-year-old boy came to Fearless Kitty Rescue after a life lived, at least partially, out on the streets. As an unneutered cat, he probably got into a fair number of fights and contracted the feline immunodeficiency virus (FIV) as a result. He also had multiple ear infections that he scratched hard enough that they eventually crumpled into his now-signature stubs.

But wait, there's more: Teddy's kidney disease and intestinal issues mean that he needs a special raw diet plus supplements. He also needs subcutaneous fluids several times a week. Oh, and he needed some teeth pulled when he arrived due to a severe dental infection.

In other words, he's just the kind of special needs kitty that our supporters love. Teddy needed a second chance.

We featured Teddy in social media videos and posts many times over several months. We shared how charming a kitty he really is. Among his quirks were spending a lot of his time occupying the operations manager's chair and trying to sneak food from all the bowls at every opportunity.

We aren't sure if it was our social media efforts or just his adorable mugshot, but Teddy proved that even a medically challenged kitty, who is also a habitual food thief, can find a home. We are happy to report that although it took a while, Teddy is home. A wonderful gentleman knew that managing Teddy's health needs were worth the love and companionship the two would share.



Teddy's new Dad has promised this former street kid a pampered life from here on out. Does Fearless Kitty Rescue save lives? Just ask Teddy!