



ANNUAL REPORT

2013-2014 | Lollypop Farm, Humane Society of Greater Rochester



Lollypop Farm

Our Mission

We are committed to building lifelong bonds between people and animals through education, community outreach programs, and the prevention of cruelty.

Our Vision

We envision a time when our community celebrates the human-animal bond; embraces the mutual benefits therein; and treats all fellow beings with care, compassion, and respect.



Our Guiding Principles

Our core values unify and guide us to provide the best service to the animals, our community, our organization and ourselves.

We exhibit our compassion for each other and the animals in everything we do.

We communicate openly and clearly.

We are flexible in our approach to an ever changing environment.

We strive for continuous improvement through our individual commitment.

We embrace teamwork among staff and volunteers.

We build the Lollypop Farm Community through personal integrity, respect and support for each other.

Dear Friends,

In 2014 Lollypop Farm, the Humane Society of Greater Rochester, embarked upon a new strategic plan to strengthen our commitment to our mission of building bonds between people and animals. A key component of our plan focuses on sustainability. Chartered in 1873 — the third oldest humane society in New York State and one of the oldest in the country — we want to ensure that Lollypop Farm will be here to help the community not only now but far into the future. In order to ensure we have the right mix of resources and relevant programs to serve both people and animals, sustainability is a key part of our strategic plan. Thanks to a supportive community, Lollypop Farm has a strong foundation upon which to continue our work on behalf of the animals.

Thanks for standing with us and believing in a better future.

With Lollypop Love,



Alice Calabrese, CAWA
President and CEO



Adopting Makes A Difference

Imagine living in an outside pen with eight other dogs and this is the only life you have ever known. Then imagine being taken from that home and placed in a kennel at Lollypop Farm surrounded by foreign sounds, smells, and people. This was Shay's story. Her owner had too many pets so Shay and her canine siblings were surrendered to Lollypop Farm.

Shay was terrified. Everything frightened her—new people, new rooms, the leash, strange noises. She would hide in the back of her kennel and when our staff picked her up she simply collapsed. Our Behavior and Enrichment Program was designed to help pets like Shay. Within a day of her arrival at the shelter, our Behavior team went to work.

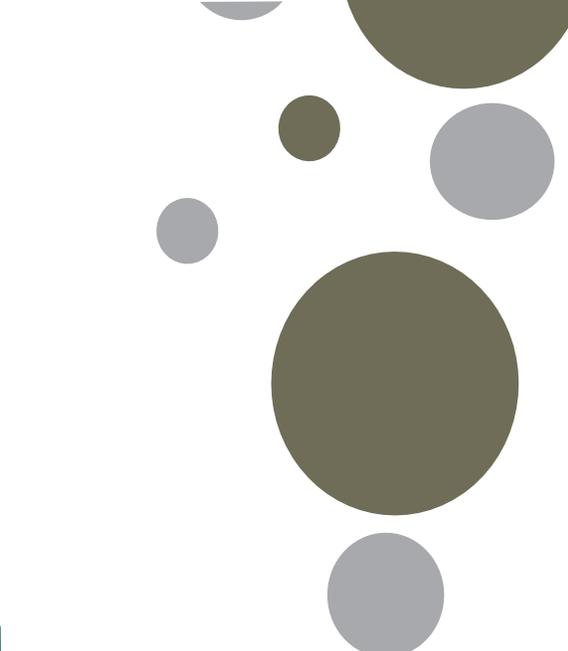


Gentle behavior training, patience, and an abundance of love gave Shay her second chance.

In 2014, 5,995 pets were adopted, returned to their owners as strays, or transferred to partner animal welfare groups.

Using reward-based training methods, Shay received daily training to help her gain confidence. While she improved, progress was very slow. So Alyssa Boyea, one of our Behavior & Training instructors, took her home. Outside of the shelter and in the company of other dogs, Shay's behavior modification progress excelled and before long she was social and playing. Six weeks after Shay arrived at Lollypop Farm she became available for adoption.

Shay was adopted to a wonderful family who already had another dog. With the help of Alyssa, Shay's owner gently transitioned Shay to her new home. She loves her new family and spends her day playing with her new brother, keeping the yard free of squirrels and curling up under the covers with her mom. Shay's new family reports she is a little gift and could not have asked for a more perfect addition.



Our Volunteers

Helping Pets in Need is a Family Affair

Volunteers Jill and Don Gress epitomize the phrase “jumping in with both feet.” Looking for something they could do together as a couple, the pair gravitated to Lollypop Farm because of their mutual love of animals and the fact that they were already supporting the organization with their financial contributions.

“In reality,” says Don, “as a good husband, I do what I’m told. My wife Jill said I had to get out of the house!” As the vice president of finance for Honeywell, Don frequently works from home and rarely left the house. But all that has changed. Jill, who is a vice president for the Nielsen Company, and Don donated over 600 hours of time to Lollypop Farm last year alone.

You’ll see them in various roles: greeting customers and playing with cats in our Cat Adoption Center on

Friday nights, walking adoptable dogs, counseling adopters, representing the organization at our community outreach and education events, and as active members of our Lollypop Professionals group. Don also oversees donation boxes at area businesses. Most recently, Don was elected to our Board of Directors to further his commitment to the organization.

The animals at Lollypop Farm also benefit from Don’s service through Honeywell’s “Dollars-for-Doers” program that gives charitable organizations a cash donation based upon service hours by their employees. The Gress’ also enjoy attending Lollypop Farm’s annual gala (Don has been on our Gala Committee).

Jill and Don are the proud owners of two cats adopted from Lollypop Farm: “Frank Sinatra,” so named because of his beautiful voice and bright blue eyes, and “Tony Bennett”, also a great “singer.” Their beloved dog Lola, a poodle they adopted at nine months of age, recently passed away at the age of 16.

When asked what they liked best about helping the animals at the shelter, Jill and Don both concurred “how it makes us feel!” Feeling selfish, they admitted they probably get more out of the experience themselves than the animals.

A Retirement Dedicated to the Animals

Liz DiMartino retired in 2004. Her retirement dream was to walk dogs at Lollypop Farm, but there were no openings at the time. Instead, helped where needed most – in the small animal room. On her first day, a young child asked her if she was the boss of the bunnies? “How fun,” thought Liz. “One day I’m a Clinical Nurse Specialist” – and the next day – I’m “Boss of the Bunnies!”

Liz soon went to work in Admissions, putting her skills as a trained therapist to work. “It’s like crisis intervention. You see so much in there,” claimed Liz. Part triage, part counseling, Liz will explain the admissions process. She provides emotional support to those struggling with their decision, and takes some of the burden off of Admissions staff. “I try never to pass judgment,” says Liz “and I feel like I’m truly making a difference.”

Liz and her partner, Margaret Barnhart, have also spearheaded the Humane Society’s Compassion Fatigue workshops and support groups for staff and volunteers. “I’m just in awe of the staff and how compassionate and dedicated they are... I wish everyone could follow a staff member around for a day and experience the joy and the pain of what happens here.”

And it’s because of that respect for the staff that the duo counsel on the acceptance of reality – and how to deal with death and suffering while always focusing on our “happy tails” and lives saved.

With the vital help of over 700 volunteers who graciously donate nearly 30,000 hours over the course of a year, Lollypop Farm is able to dedicate even more donor support toward caring for the animals.

2014 Programs By the Numbers

Humane Education

2,780 children participated in Humane Education workshops and activities
380 kids participated in summer and break camps
400 children enjoyed our free weekly drop-in Animal Tales Story Time

Preventing Cruelty

850 calls received in relation to animal cruelty complaints
1887 visits by three officers investigating and following up on animal cruelty
8 arrests made for animal cruelty
132 animals surrendered or seized by Humane Law Enforcement Officers

Behavior and Training

128 shelter dogs benefited from in-house Behavior Modification training
93 dogs were adopted after receiving training; 18 dogs were transferred to partner animal welfare organizations

Spay / Neuter and Clinic Services

1,315 animals were spayed or neutered in through our low-income Spay/Neuter Incentive Program (SNIP)
373 feral cats were spayed or neutered through our Feral Cat program
8,380 surgeries were performed on shelter pets in 2014

Outreach

80 adoptions were completed at our Pets on the Road mobile adoption events



Recognition & Accomplishments

Rochester Democrat & Chronicle Readers Choice Award

- 2014 Best Charity Silver Award

City Newspaper Best of Rochester

- 2014 Best Pet Related Business & Best Local Facebook Account

KidsOutandAbout.Com

- 2014 #7 in the Top 20 Places to Visit in Rochester and Best Kid-Friendly Farm

Guidestar

- 2014 Gold Level & One of Top 5,000 organizations viewed on Guidestar

GreatNonProfits.org

- 2014 Top Rated Non Profit 5/5 Stars

Charity Navigator - 4/4 Star Charity Rating 2014

Rochester Business Journal Best of Web Awards

- 2014 Buzz Award for Best Social Media

Better Business Bureau Wise Giving Alliance

- 2014 Lollypop Farm meets all 20 standards for charity accountability in governance, measuring effectiveness, fundraising, and finance





Strategic Goals

Adoption

Achieve 82% Save Rate by 2017

Expanding our companion and farm animal adoption promotions

Providing our adoptable animals the best medical, behavioral, and physical care

Increasing our efficiency to reduce lengths of stay, and reduce costs.

Enhancing our staff development programs to foster internal growth and expertise

Improving our customer experience

Spay & Neuter

Increase Community Access to Veterinary Services

Developing funding for providing veterinary services to pet owners

Implementing comprehensive outreach strategies to educate the community on spay/neuter and on how to access affordable services

Law Enforcement

Enhance Humane Law Enforcement Coverage and Community Awareness of Animal Cruelty Laws

Hiring two new officers and reducing response time

Partnering with government agencies and other stakeholders to educate on current animal cruelty laws.

Delivering programs for the community on preventing animal cruelty

Advocating for better animal protection laws

Growth & Sustainability

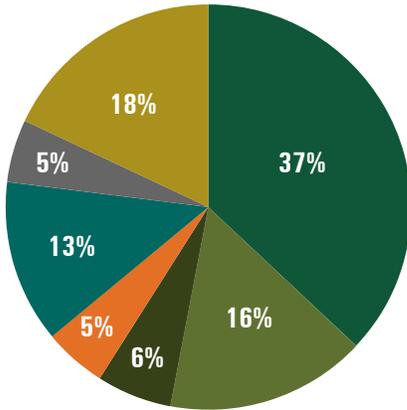
Establish Long-Term Financial Plan

Developing a more sustainable business model and building internal capacity

Evaluating current programs for effectiveness and impact.

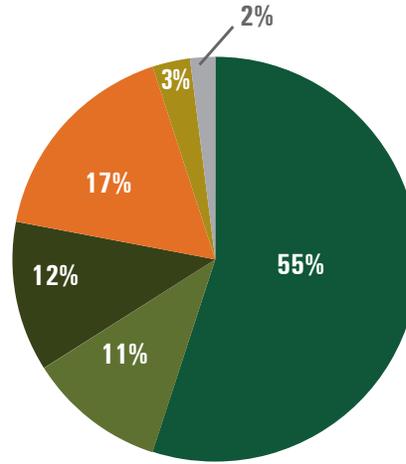
2013-2014 Financial Information

FY 2013 Expenses



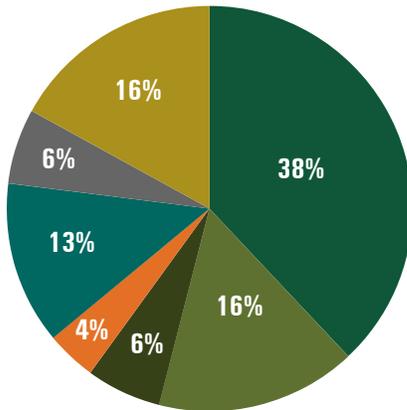
- Shelter \$2,189,019
- Veterinary Clinic \$933,286
- Farm \$338,881
- Law Enforcement \$271,841
- Other Programs \$783,115
- Management & General \$303,914
- Fundraising \$1,040,009

FY 2013 Support & Revenue



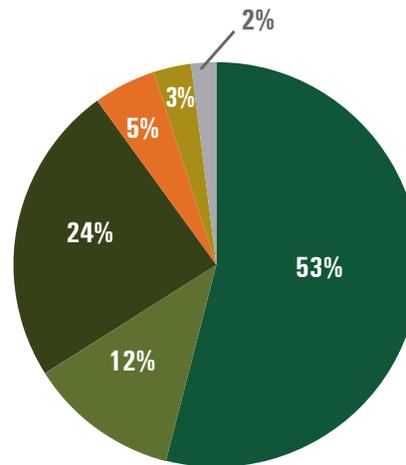
- Gifts, Donations, Special Events, Bequests \$4,872,211
- Program Revenue \$947,735
- Net Gain on Investments \$1,088,783
- Restricted Gifts \$1,495,774
- United Way Designations \$285,730
- Interest & Dividends \$173,085

FY 2014 Expenses



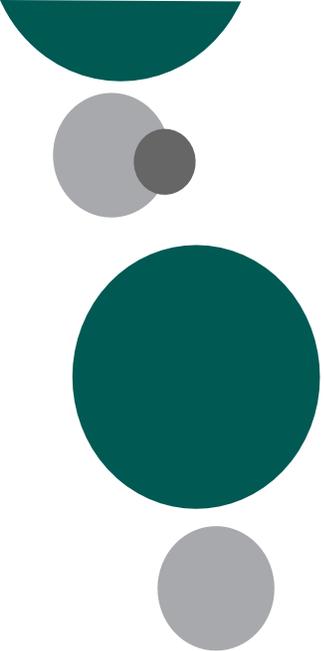
- Shelter \$2,347,770
- Veterinary Clinic \$1,002,929
- Farm \$338,224
- Law Enforcement \$265,716
- Other Programs \$797,282
- Management & General \$368,512
- Fundraising \$1,000,285

FY 2014 Support & Revenue



- Gifts, Donations, Special Events, Bequests \$4,589,248
- Program Revenue \$1,068,444
- Net Gain on Investments \$2,078,832
- Restricted Gifts \$443,706
- United Way Designations \$287,106
- Interest & Dividends \$206,386





Officers

Chairman of the Board—Diane McCue

Vice Chairman—Raymond C. Shea

Secretary—Michele DiMarzo

Treasurer—Kim Gandy

Board of Directors

Donald O. Chesworth, Attorney, Harris, Chesworth, Johnstone & Welch, LLP

Michele DiMarzo, Harris Beach, LLP

Andy Fleming, DVM, Cats Exclusively

David Friedlander, Monroe County Sheriff's Office Mounted Division

Kim Gandy, Excellus

Cheryl Kelley, DMD

Christopher Linares, Hickey Freeman

Laurie Mark, Key Bank

Diane McCue, Animal Advocate

Thomas G. Minigiello, Jr., Crossbridge Financial Group, LLC

Amiel Mokhiber, Amiel's Original Submarines

Patrick O'Flynn, Monroe County Sheriff

Donald J. Riley, Mark IV Enterprises

Matt Roberts, Alliance Advisory Group

Robert Salmon, Carestream Health

Raymond C. Shea, Monroe Community College

Ross Sherwood, Animal Advocate

Senior Leadership Team

President and CEO—Alice Calabrese, CAWA

Vice President and COO—Gillian Hargrave

Director of Finance—Brenda Krusenstjerna

Senior Director of Development & Donor Relations—Cathie Wright, CFRE

Director of Communications & Outreach—Adrienne McHargue

Director of Human Resources—Terry Knapp

Director of Law Enforcement—Reno DiDomenico

