



Lollypop Farm  
Humane Society of Greater Rochester

**YOU MAKE SECOND  
CHANCES POSSIBLE**

**2018 ANNUAL REPORT**



## MISSION

Lollypop Farm, the Humane Society of Greater Rochester, is committed to building lifelong bonds between people and animals through education, community outreach programs, and the prevention of cruelty.



## 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.



Dear Friends,

Last year was exciting for Lollypop Farm. Your support made it possible for almost 6,000 pets to get their second chance. You helped us provide new services like vaccination clinics to pets in need and gave struggling families access to nutritious food for their furry family members. And 2018 also saw the launch of our new strategic plan to help the animals and community we serve.

Our plan is centered around five pillars—animals, people, community outreach, justice, and financial growth. Focusing on these core areas aligns with our mission of building lifelong bonds and preventing cruelty, and brings us closer to a time when all pets can live healthy, happy, and fulfilled lives with families well prepared to care for them.

**Provide superior care for animals in need and increase our save rate to 85%.** Every day our staff, volunteers, and community are working to find new solutions to save more lives.

**Attract and retain the best employees and volunteers.**

We are committed to providing a great place to work and volunteer, and translate that to world-class customer service for our customers.

**Fight animal crimes and ensure the humane treatment of animals.**

We have many partners in fighting animal crime—from the community that reports suspected cruelty to the legal system that seeks justice for the abused. We will strengthen these collaborations to end the suffering of animals.

**Be the premier resource to keep pets healthy and in homes.**

We will continue to develop programs that provide pet owners with the resources they need to keep their pets happy and healthy at home.

**Ensure financial sustainability and growth.**

We look to ensure that we may continue to fulfill our mission, plan for future needs, and remain a best-in-class shelter and community destination.

We can't do this alone, and you are critical in helping us achieve these goals. Whether you can give your time, a financial donation, or adopt a shelter pet, there is a place for everyone to help in the best way you can. Together we can ensure a brighter future for the animals served by Lollypop Farm.



With Lollypop Love,

A handwritten signature in black ink, appearing to read 'Alice Calabrese' in a cursive style.

Alice Calabrese, CAVA  
Certified Animal Welfare Administrator  
President and CEO  
Lollypop Farm, Humane Society of Greater Rochester

P.S. You can learn more about our strategic plan at:  
[lollypop.org/strategicplan](http://lollypop.org/strategicplan).

When Lilla was brought to Lollypop Farm, she was suffering from a number of ailments. She had severe allergies causing hair loss, and she needed specialized food and expensive medications.



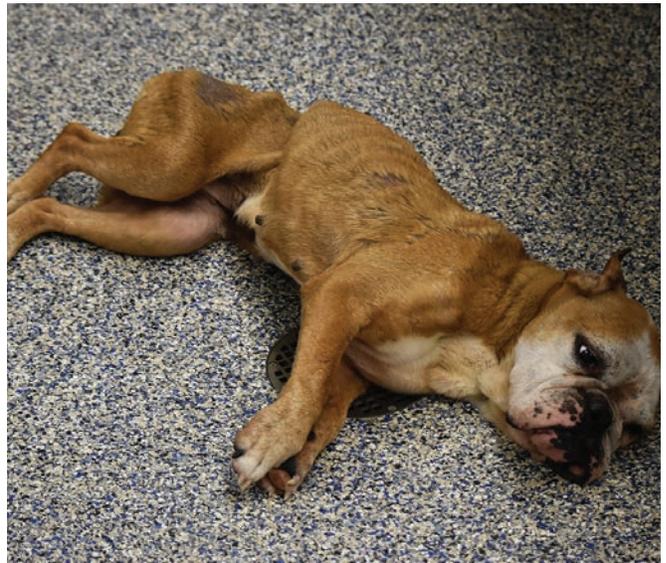
To make matters worse, Lilla was not happy around other dogs. She needed to be the only pet in her next home. Finding Lilla the right family was a challenge, but we didn't give up on her and neither did you.

Lilla found her perfect family in March 2018, one year after being surrendered to Lollypop Farm.

**5,672 PETS**  
RECEIVED A SECOND CHANCE IN 2018.



Thanks to your support,  
pets like Lilla do not have a time limit  
in their search for a new home.



On November 12, 2018, Lollypop Farm Humane Law Enforcement investigators responded to a call about a dog tied outside an abandoned house in the City of Rochester. When they arrived, they found a starving English bulldog mix, lethargic and suffering from severe neglect.

The dog, now named Darby, was rushed back to the Lollypop Farm veterinary clinic where she received life-saving

treatment. Dangerously emaciated, Darby was under the clinic's constant care as she regained her strength. As soon as she was able, Darby then went to a foster home where she could continue to grow and recover in the comfort of a quiet home.

Every day, Darby improved, and on February 9, she was adopted.





# 7,089

homeless pets were brought to Lollypop Farm in 2018.



Without animal lovers like you, Darby may have never known the comfort of a loving home.

# 1,602 PETS

received individual support through  
the foster care program.



You make lifesaving interventions possible.

The cost to care for pets brought to the shelter can range from hundreds to thousands of dollars before they can be made available for adoption. Your support ensures they get the care they need to have a chance at a happy, healthy life.

# 297 DOGS & CATS

benefited from behavior modification and training prior to adoption.



Lollypop Farm veterinarians and staff performed

**21,957**  
**EXAMINATIONS AND**  
**7,742**  
**SURGERIES.**

**SOME CATS JUST AREN'T HAPPY IN THE TYPICAL HOME, BUT THEY STILL HAVE A PLACE IN OUR COMMUNITY.**



# 103 CATS

were given the chance to live their happiest life in a barn, workshop, or warehouse through the Working Cats Program in 2018.



**812 ACTIVE VOLUNTEERS**

contributed over

**34,865 HOURS**

of service to help  
Rochester's homeless  
and abused pets.



**IN THE QUIET HOURS OF THE MORNING,  
BEFORE LOLLYPOP FARM OPENS,  
YOU CAN FIND JOYCE WIEDRICH  
GIVING EACH OF THE CATS SOME  
EXTRA LOVE TO START THEIR DAY.**



From cleaning litter boxes and feeding to giving extra pets and cuddles, Joyce does it all. A proud owner of four cats of her own, Joyce is committed to helping homeless pets find loving new homes.

You would never know from Chester Cheese Doodle's affectionate personality and humorous antics that he had suffered terrible neglect before coming to Lollypop Farm. At only two years old, this orange cat was suffering from several ailments and a front right leg that was so severely infected that an emergency amputation was necessary to save him.

Because of your support, not only was our veterinary team able to save his life, but Lollypop Farm Humane Law Enforcement investigators were able to make an arrest to bring the person who neglected him so badly to justice.



**896** **CASES** of suspected animal cruelty were investigated in 2018.

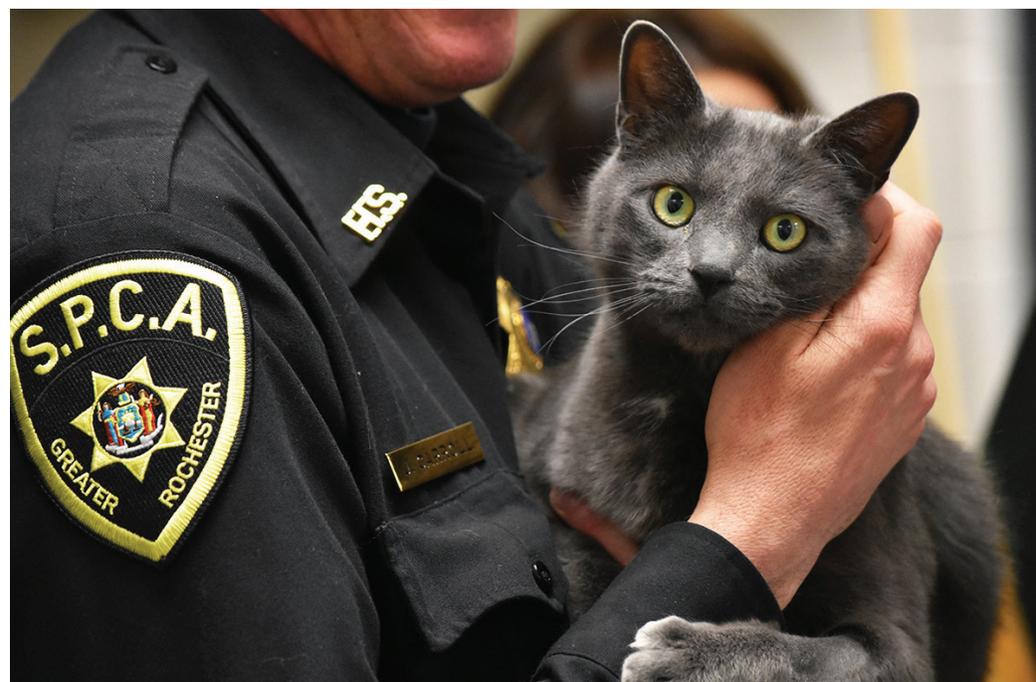
**338** **ANIMALS** were removed from unsafe conditions by Investigators.

**11** **ARRESTS** were made, holding abusers accountable for their crime.



Lollypop Farm maintains an SPCA designation and is charged with investigating and enforcing the animal cruelty laws of New York State. Without government or agency funding, our Humane Law Enforcement Department protects the pets of Monroe, Orleans, Genesee, and Livingston counties.

Humane Law Enforcement investigators play a critical role in ensuring a safer community for Rochester's pets in need.



**A CRISIS CAN HAPPEN TO ANYONE.**

Whether you've lost an income or had a tragedy in the family, Lollypop Farm is here to help pets and people when they need it most.



**3,180**

**POUNDS OF FOOD**

were delivered to local food banks to help families provide for their pets.

**130**

**DOGS** received wellness examinations and critical vaccinations at Lollypop Farm wellness clinics.

**104**

**FAMILIES** in crisis were helped through the emergency pet food program.





# 513 FERAL CATS

received spay/neuter surgeries, rabies and distemper vaccinations, and ear tipping to ensure the health of Rochester's community cat populations and to prevent future homeless litters.



# 1,518 CATS & DOGS

received spay/neuter surgery through SNIP, our spay/neuter incentive program that provides low-cost services to qualifying families, veterans, and college students to help their pets.



Lollypop Farm is dedicated to lifelong learning.

Humane education programs are designed to enhance our community's relationships with animals.



## 82 ADULTS AND TEENS

learned lifesaving skills at Lollypop Farm Pet First Aid & CPR Training classes.



In 2018, education programs reached **3,266 KIDS AND 1,488 ADULTS** teaching them about respect and care for animals.

## BOARD OF DIRECTORS

### OFFICERS

**David Swinford**  
CHAIRPERSON OF THE BOARD

**James Spitz Jr.**  
VICE CHAIRPERSON OF THE BOARD

**Cindy Yancey**  
VICE CHAIRPERSON OF THE BOARD

**Diane McCue**  
SECRETARY

**Donald Chesworth**  
TREASURER

### DIRECTORS

**Julie Bazan**  
**Dr. Kristin M. Browne, DVM**  
**David Friedlander**  
**Kimberly Gandy**  
**Donald Gress**  
**Lucrecia Knapp**  
**Abby Mastrella**  
**Thomas Minigiello, Jr.**  
**Patrick O'Flynn**  
**Donald Riley**  
**Robert Salmon**  
**Courtney Schenkel**  
**Raymond Shea**  
**Dr. Dean Snyder, DVM**  
**Craig Stevens**  
**Justice Joseph Valentino (retired)**



## SENIOR LEADERSHIP TEAM

**Alice Calabrese, CAWA**  
PRESIDENT AND CEO

**Gillian Hargrave**  
VICE PRESIDENT AND COO

**Brenda Krusenstjerna**  
VICE PRESIDENT AND CFO

**Dr. Cristina Cadavieco, DVM**  
MEDICAL DIRECTOR

**Reno Di Domenico**  
VICE PRESIDENT FOR  
LAW ENFORCEMENT

**Terry Knapp**  
VICE PRESIDENT FOR  
ORGANIZATIONAL DEVELOPMENT

**Adrienne McHargue**  
VICE PRESIDENT FOR  
COMMUNITY AFFAIRS

**Cathie Wright, CFRE**  
VICE PRESIDENT FOR DEVELOPMENT  
& DONOR RELATIONS





**79%** of Lollypop Farm's operating income comes directly from donations.



**Your support directly benefits pets in need.**



**DONATE WITH CONFIDENCE!**





# 2018 FISCAL YEAR

## EXPENSES

Shelter	<b>\$3,002,879</b>
Veterinary Clinic	<b>\$1,611,884</b>
Farm	<b>\$316,474</b>
Equine	<b>\$183,597</b>
Law Enforcement	<b>\$498,287</b>
Fundraising	<b>\$1,116,532</b>
Management & General Expenses	<b>\$340,647</b>
Other Programs	<b>\$1,324,928</b>

## SUPPORT & REVENUE

Charitable Donations	<b>\$4,246,672</b>
Program Revenue	<b>\$1,057,461</b>
Net Gain on Investments	<b>\$1,437,910</b>
Bequests	<b>\$2,422,589</b>
Interests & Dividends	<b>\$265,907</b>

The most recent audited financials for the Humane Society of Rochester and Monroe County for the Prevention of Cruelty to Animals, Inc. (aka Lollypop Farm), may be obtained at [lollypop.org](http://lollypop.org) or upon request by contacting Lollypop Farm at 99 Victor Road, Fairport, NY 14450. This information is also available by contacting the New York State Attorney General Charities Bureau, 120 Broadway, New York, NY 10271. Lollypop Farm is a registered trademark of the Humane Society of Rochester and Monroe County for the Prevention of Cruelty to Animals, Inc. Lollypop Farm, the Humane Society of Greater Rochester, is registered as a 501(c)(3) non-profit organization. Contributions to Lollypop Farm are tax-deductible to the extent permitted by law. Our tax identification number is 16-0743047.



**Lollypop Farm, Humane Society of Greater Rochester**  
99 Victor Road Fairport, NY 14450 | Tel: 585-223-1330

[www.lollypop.org](http://www.lollypop.org)

