

Animal-Kind International 2013: for the AKI Website

(Annual Report by Karen Menczer, Executive Director)

This 2013 Annual Report is organized in line with the AKI mission: *to raise visibility of the work of AKI partner organizations with the aim of connecting people, and donating funds and supplies to our partners.* But first, a few general items:

- We added a new Board member in 2013, Dipesh Pabari, who lives in Kenya.
- In 2013, AKI began the transfer from Excel to Quicken, but we're not fully switched over yet. The transfer will be completed in 2014.
- AKI submitted the IRS 990 e-postcard for 2013, and got confirmation that IRS received and accepted it. AKI submitted the New Mexico Secretary of State form (in place of the old NM PRC requirement; this new annual requirement is for a Certificate of Good Standing, which we received). AKI filled in and submitted NMCOROS (NM Attorney General's office requirement); NMCOROS site shows registration submitted).

Raising Visibility

- 1) Partner Organizations: During 2013, AKI kept the same partner organizations as we had during 2012. In 2012 we had added Animal Friends of Kosovo as a "special case," but the organization disbanded in 2013, so we've dropped their "special" status (Special status was because (1) Kosovo is unable to use PayPal because the country isn't recognized by a majority of countries, and (2) AFK did a lot of good, model community s/n work.) Information on AFK's community s/n program (as lessons learned) remains on the AKI website.
- 2) AKI site visits: Site visits help us to raise visibility of our POs since they help us to better tell their stories; and they are part of our due diligence. During 2013 AKI made site visits to AKI PO TAWESO (Tanzania); and non-POs Sierra Leone (CCA-SL and community s/n program), St. Kitts (University vet school group), Trinidad SPCA, and Suriname (Foundation Henk Abrahams).
- 3) Articles about AKI: AKI had a short article in the Jemez Thunder about the AKI OASIS presentation (January 29). The US Embassy Community Liaison Officers in Armenia and Tanzania agreed to publish articles in their newsletters about SAA and TAWESO. Other articles and pitches are awaiting responses.
- 4) AKI Website: Deb continues to update the site within 48 hours of when updates are sent. During 2013, she re-did the homepage and we've added an "In Memory of..." page.
- 5) Radio: In May, AKI participated in a WBEZ radio (Chicago) interview on their WorldView program. Podcast is on the AKI homepage, and has had over 13,000 plays through December 2013.
- 6) Presentations: OASIS accepted the proposal for an AKI presentation on *Animal Protection around the World* (January 29, 2014).
- 7) AKI blog: Patti revised the AKI blog and put it on wordpress (transferred from blogspot).

8) Social networking sites: AKI posts regularly on the AKI Facebook page. At the end of 2013, we had over 1800 “likes.”

9) On-line Fundraising sites: GlobalGiving: April challenge, \$626; September Challenge, \$460; December challenge (to be paid in 2014), \$1042. As mentioned in AKI’s 2012 end of year report, there are now so many more GG projects for each campaign than there were when we first began on GG, we are not getting the attention we used to (with the exception of the December 2013 challenge).

Loveanimals: This is a new crowdfunding site, on which we posted a TAWESO vet outreach clinic project.

Goodsearch (including Goodshop and Gooddining and others) continues to be profitable, as has eBay/PayPal Giving Fund; however, we have not yet raised any funds through Fundinco.

10) Other online resources: We show up on several directories; we have an updated cause on Causes; AKI’s online interview with Tracy on her street dog blog is on her blog site (and the AKI website); we were successful at getting on the Great Nonprofits Best of 2013 list.

11) We continue to use internet marketing company, Vertical Response, at no cost to send our newsletters. We’ve sent out newsletters every 2 months, except in the fall and winter, 1x a month.

12) AKI Brochure: has been updated for 2013

13) Other: Lawrence Lindner’s book, Saving Baby, has a review by Director, Animal-Kind International on the back jacket. Two other reviews on the back jacket are by Wayne Pacelle, the CEO of HSUS, and Nicholas Dodman, a well-known vet at Tufts University.

14) Other online sites with no results: Cars for Causes; Amalinda (jewelry site), for which a % of sales can be designated to AKI; Synflex; Best Friends network (No More Homeless Pets); and Crowdsunite (they rate crowdfunding sites).

Connecting People

1) About 90-100 people got in touch with AKI in 2013 to volunteer when visiting our PO countries; to report an animal found on the street; to report a cruelty case; to request help to get a dog or cat into or out of an AKI country; to request contact with one of our POs; or for other assistance/help/advice. In 2013, the majority who got in touch were tourists and people who had read something (usually on Facebook or in a petition) about an animal situation in a particular country. As in previous years, most of the cruelty reports came from Bosnia with Ghana second.

2) We connected many individuals to our POs. Just a few examples of the many connections made are: Maritha in Sweden with Deborah, and she is now raising funds for KCAW; Joan to KCAW, and she is now donating supplies designated for KCAW; Harlan (Red Flyer) linking him to our POs and other AW organizations in need of wheelchairs; Nina from Belgium to HHHH to discuss organizing a spay/neuter + humane ed campaign in Roatan; a visitor to Jamaica (Negril) with KCAW, and she

is raising money for both organizations-KCAW and one in Negril; Rosie, a Peace Corps Volunteer linked to SA-Armenia, with the intention of getting PCVs to volunteer at the shelter.

3) Many AW organizations got in touch with AKI in 2013 to become an AKI PO and/or to ask for support, including: organizations from Pakistan (three), Nepal, Cambodia, Iraq, North Sudan, Paraguay, Liberia, Sierra Leone, and others. Even though not an AKI PO, AKI helped CCA-SL write a proposal to GARC for funding to print brochures and posters for their anti-rabies campaign. GARC awarded CCA-SL the funding. At their request, AKI reviewed and commented on a proposal by a new Senegal AW organization (Animal Rescue League-Dakar). AKI assisted PACLA in Pakistan to write a proposal for vet supplies and community AW.

4) Humane Advisor, an organization that uses the power of tourism to change how animals are treated, asked AKI for links to our POs in TZ and Uganda because tour groups that HA is working with, will visit there (The group going to TZ is only going to Arusha and vicinity). The tourists want to learn about local AW organizations. The 1st tour group goes to Uganda in May 2014, and Alex O, shelter manager of The Haven, will give a presentation on USPCA.

5) Janice Cox sent an ECOWAS West Africa Animal Welfare Strategy report she had drafted, and requested AKI comment and input, which AKI provided.

Donating Funds and Supplies

1) Matching Gifts: Microsoft Matching Gifts sent information on their matching gifts program, and we are working on attracting donations from other matching gift programs, as well.

2) School Clubs: SIC Club, a high school after school club in New York, once again raised funds for AKI during 2013. A school club in NJ designated AKI a recipient of their fundraising (to be sent in 2014). AKI has approached other schools to raise funds, and we are awaiting responses.

3) Ghana SPCA and AKI received a grant from World Animal Net in response to a proposal submitted by AKI for GSPCA's HE program.

4) Dr. Gotovac, a vet from Bosnia, now living in Canada, had a holiday fundraiser for which his office raised money for BAF (to be sent in 2014).

5) Vet Nova (New Mexico-based) donated two large garbage bags full of expired vet supplies.

6) HSUS donated two catchpoles to AKI, which KCAW had requested from us.

7) During 2013, one couple notified us that they wrote AKI into their will. Four people/families now have made AKI part of their planning giving.

8) Project VETS sent AKI supplies for SAA in July and they sent directly to Honduras for HHHH, also in July.

9) We continue to get donations of suture material from our contact person (requests to remain anonymous). We sent the following sutures to our POs in 2013 (and 2012 for comparison):

| 2013 | 2012 |
|--|-------------------------------------|
| Partner Organizations | |
| BAF: 274 sutures | TAWESO: 253 |
| Namibia: 192 sutures | Namibia: 228 |
| Malawi (LSPCA): 352 + 272=624 | Malawi (LSPCA): 360 + 268 + 230=858 |
| Save the Animals-Armenia: 190 + 97=287 | HHHH: 189 |
| | Save the Animals-Armenia: 230 |
| Total to our POs=1377 | Total to our POs=1758 |
| Non-partner organizations | |
| Kosovo: 200 | Kosovo: 122 |
| | Mozambique (MAPS): 248 |
| Sierra Leone: 110 | Sierra Leone: 300 |
| Zimbabwe NSPCA: 602 | Zimbabwe: 80 |
| | Gulu Big Fix: 215 + 552=767 |
| Total to other AW orgs: 912 | Total to other AW orgs=1517 |

2013: TOTAL 2289 sutures sent to AW organizations; 2012: TOTAL 3275 sutures sent to AW organizations

10) In addition to sutures, we also sent the following supplies (the list is not complete): Ghana SPCA (March): rawhides, magazines, puppy book, trinkets (key chains, refrigerator magnets, etc. for HE program), and dog collars; LSPCA (April): gauze, rawhides, and medicines; KCAW (May): 2 catch poles (plus Joan's donations of flea/tick and mange meds directly to KCAW); SAA (August): rawhides; Zimbabwe NSPCA (April): flea/tick collars; Namibia SPCAs (June): kitten nursing bottles; HHHH: vet medicines (flea/tick, antibiotics, etc); TAWESO (October): eye drops, ear drops, hoof filer, flea/tick meds; LSPCA (October): gauze, flea medicines, sterile gloves, catheters, syringes, blades; GSPCA (October): books and magazines for their HE program.

11) Zina is continuing to raise funds for USPCA to purchase land to build a new shelter. The money remains in the AKI account until the USPCA is ready to purchase land.

12) We sent our POs distributions based on the tiers they were placed in by board vote in the AKI annual board meeting (December 2012) and according to donor designations. We switched to sending money 2x a year during 2013, from 3x previous years. We received all expenditure trackers for distribution #1. We received expenditure trackers for 2013 distribution #2 from: TAWESO, Namibia rural SPCAs, SAA, GSPCA, and HHHH; we are awaiting the others.

The following are some of the things that AKI POs have been able to do in 2013 because of AKI support (this does not include information from most of the 2nd distributions of 2013, sent to POs in December 2013):

Save the Animal-Armenia bought dog food for street dogs and shelter dogs, and rebar to fix the roof on the large shelter building.

Bosnia Animal Foundation renovated kennels at the Orasje shelter.

Helping Hands for Hounds of Honduras bought dog food; veterinary medicine; spay/neutered sanctuary animals (Peluchin, Garcia, Lana, Richard Parker, Dobby, Bobby) and spay of one rescued

kitten; put a pin in broken tibia of Sweetie Pie; amputated Chingo's leg; removed Peluchin's eye; paid for hemograms for Chingo and Mundo.

Kingston Community Animal Welfare bought food for street dogs and cats, bought de-wormer and mange meds.

The Lilongwe SPCA (Malawi) bought dog and cat food, paid for vet expenses for Chuck the cat, who was found at the side of the road and needed intensive care for several days. His eyesight is still affected from what he went through, but he's been adopted.

Namibia rural SPCAs bought food, medicine, and other shelter supplies. Rural SPCAs assisted are: Tsumeb, Luderitz, Walvis Bay, Keetmanshoop, Rundu, and Otji; and provided funds to the organizer of the Luderitz spayathon (part of the Have-a-Heart spayathon, a country-wide s/n effort) to be held in April 2014.

Tanzania Animal Welfare Society covered transport to Mpwapwa district for donkey welfare trainings, and supplies to make humane donkey harnesses and for meds for donkey work; and for a vet outreach clinic in which over 130 animals were treated, including over 20 s/n surgeries.

Uganda SPCA covered surgery for Hope 2 and after-care (leg amputation); food for dogs and cats and vet medicines; propane to cook dog food; transport costs to attend to rescues for 2 months; and repairs/maintenance of kennels.