

Animal-Kind International Year-End Report, 2011

The 2011 Year-End 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.*

Raising Visibility

- 1) Articles: Several people have written about AKI in their blogs: Nicole, Ali, Patti, and others. The Foreign Service Journal's AFSA News agreed to publish an AKI article, which we submitted in December 2011, and it was accepted. However, it will be published some time in 2012 when the editor has space. After talking with the new UNM Alumni magazine editor during the fall of 2011, she agreed to publish an article (in 2012).
- 2) Website: We have kept the website up-to-date with information about our partner organizations and our supporters. Significantly, we revamped our homepage to make it very clear who we support (our partner organizations) and what our partners do, and donors get designate specific organizations and initiatives. This was a priority goal for 2011. Deb continues to get our updates on the site, usually within 24-48 hours of receipt.
- 3) Social networking sites: We've kept up the Facebook AKI page. At the end of 2010, we had over 1070 "fans," and at the end of 2011, we had over 1400 likes. We added Good Dining in 2011, which, in addition to GoodSearch and GoodShop, is another good way to raise money. Although in 2010, Elizabeth signed AKI up for twitter, we haven't used it. I signed up for an AKI blog but haven't started it.
- 4) Web-based fundraising sites: We had 3 GlobalGiving projects in 2011. We raised over \$600 from the 1st two projects, and then in December, we raised almost \$900 (to be paid in 2012). We have not yet developed our page for the Best Friends network (No More Homeless Pets). We were accepted into the network in 2010. We checked further into Combined Federal Campaign, including meeting with the CPA Society of NM, and contacting CPAs to find out what it would require to get an audit of AKI (a requirement of CFC). We decided against CFC because of this audit requirement which could cost us as much as \$5000 annually. We were unable to find a CPA willing to do a pro bono audit. We didn't check back with a private sector charitable giving campaign (Charities@Work), which we contacted in 2010.
- 5) We continue to use internet marketing company, Vertical Response (VR) at no cost. We've sent out newsletters every 2 months, except in the fall and winter, I moved to 1/month: August, September, October, and November and December, during the holiday fundraising push. The newsletter also gets posted to the AKI Facebook page.
- 6) Sarah wrote a children's book about Hope, the dog at the Uganda SPCA Haven, who was run over and whose rear legs are paralyzed. Sarah financed the printing costs (100% of the cost of the book goes to the USPCA). The book mentions AKI's role in providing support for Hope's wheelchair and in providing other support for Hope's upkeep.

- 7) Jessi's Gift, which is a foundation started by owners of a horse supply company, accepted the application for AKI to be part of their charitable giving program (this should begin in 2012).
- 8) We submitted an application to Cars for Causes and were accepted; and we added a glucosamine product company to our AKI site (we would get a % if anyone orders the product through the AKI website).
- 9) AKI is on the Amalinda (jewelry site), for which a % of sales can be designated to AKI.
- 10) Jean and I went to the UNM volunteer day.
- 11) We are linked to AMCF (Dutch organization that sends supplies to animal shelters worldwide) and they linked to us.

Connecting People

- 1) Zina is raising funds for USPCA to purchase land to build a new shelter. The money sits in the AKI account until the USPCA is ready to purchase land.
- 2) Victoria, a British Airways flight attendant, continues to carry dog and cat food and other supplies to Deborah in Jamaica for use in her community animal welfare project. Victoria also accompanies Deborah on her rounds to feed and care for the street dogs in Kingston. Victoria has also connected other BA flight attendants to Deborah, and they have brought supplies and joined her on her rounds of the dogs and cats in Kingston.
- 3) Sarah, an AKI donor, started a "Friends of the USPCA" project in partnership with an organization that she is on the board for.
- 4) Myra continued to donate \$10/month for Save the Animals-Armenia and in November, she donated an additional \$150 to purchase 10 slate roofs for dog kennels (at \$15 each) to keep the dogs warmer and drier especially in the winter months.
- 5) Nicole had a yard sale which raised \$500 for AKI, which she requested be divided among five of our organizations.
- 6) Ali and her sister got in touch about working with KCAW during their December visit to Jamaica. AKI connected them to Deborah, and they brought her supplies and donated directly to her, \$60. A few of their friends donated to KCAW through AKI.
- 7) Camp Doglando (Teena in Orlando, FL) got in touch to support an AKI organization, and I connected them to HHHH. They are now discussing ways that Camp Doglando can assist HHHH.
- 8) Stop Injustice & Cruelty Club (SICC) in New York got in touch with AKI because they wanted to support one of our partner organizations. They decided on KCAW, and had one fundraiser during 2011, with more planned for 2012.

9) Several vets and vet students contacted AKI to offer to volunteer, and we linked them with our partner organizations. Several other people have been in touch to volunteer during their visits to our partner organization countries.

10) During 2011, we received 60-70 queries to volunteer with an AKI organization; asking for help with an animal found on the street or a cruelty case in an AKI country; or a request with help to get a dog or cat into or out of an “AKI country.”

11) The Santa Fe Animal Shelter & Humane Society is considering starting a sister shelter relationship with Uganda SPCA/the Haven. This relationship would be separate from AKI.

Donating Funds and Supplies

For the past two years, the board has voted on a fundraising goal. We met the 2011 fundraising goal, and in 2012, we will increase the goal by 10% from the 2011 goal. For 2012, the board voted to keep the same partner organizations as we currently have and to next consider adding more in 2013, depending on donations, economic outlook, and other variables.

The highlights of our efforts to raise funds and gather supplies are:

1) We continue to get regular donations of suture material from our contact person (requests to remain anonymous). We’ve sent over 2000 sutures out this year to our partner organizations, and also to others, including Kosovo and Georgia.

2) Our suture contact connected us to a hospital supply company who donated syringes, gauze, razor blades, and other supplies to AKI.

3) Again, our suture contact came through with a donation of spay/neuter surgery packs.

4) Our Project Vets applications were approved. AKI will act as an umbrella for these organizations to receive supplies and equipment from PV. We submitted applications for the following organizations: Namibia, Malawi, Honduras, Armenia; and non-AKI organizations: Kosovo, Sierra Leone, and Zimbabwe.

5) We get monthly donations from: Sarah (for Uganda), Myra (for Armenia), Kelly (not designated), and Mary (for Uganda).

General

1) We added TAWESO and Lilongwe SPCA as partner organizations in 2011, and we dropped Botswana SPCA.

2) We tried to start an anti-poisoning and shooting campaign; this was in response to Jenni’s emails to us about a dog poisoning incident in Copan, Honduras. The campaign hasn’t gotten off the ground.

3) Emily is compiling and reviewing expense trackers.

4) Erika in Namibia has continued to make cotton bags, placemats, and other items with an African theme, and Diana, a volunteer fundraiser, continues to sell them for us. (100% of Erika's sales go to the SPCAs—she donates time and material).

5) Site visits: Uganda SPCA, Lilongwe SPCA; Pilar from HHHH visited AKI/New Mexico.

The following are some of the things that AKI partner organizations have been able to do in 2011 because of AKI support:

The Lilongwe SPCA (Malawi) constructed quarantine holding kennels at their new facility.

The Uganda SPCA repaired fencing at their Haven animal shelter.

Save the Animals-Armenia bought roofing material to repair dog houses.

Helping Hands for Hounds of Honduras bought construction material to improve the sanctuary.

Namibia rural SPCAs bought food and covered the cost of vet care.

Save the Animals-Armenia was able to provide that extra bit of food for their dogs during the really cold winter of January-February 2011.

Bosnia Animal Foundation bought vaccinations for puppies that saved them from contracting parvo and distemper, rampant among puppies in Sarajevo.

The Uganda SPCA spayed dogs in the Entebbe area at an orphanage and at a rose farm.

Helping Hands for Hounds of Honduras bought food and medicines for their dogs and cats—antibiotics, anti-parasitics, and covered the cost of several spay/neuters and vet care.

Kingston Community Animal Welfare bought food for street dogs and cats, and provided vaccinations, de-worming, and spay/neuter for several street dogs and cats.

The Uganda SPCA has been able to pay for one animal caretaker who provides intensive care to dogs and cats that need that extra bit of love and attention.

The Lilongwe SPCA covered spay/neuter and other veterinary care for animals during their community vet clinics.

Tanzania Animal Welfare Society bought dog food and paid for rabies vaccinations during their community veterinary clinics.

Bosnia Animal Foundation covered expenses of vets and their assistants during community spay campaigns.