

## Animal-Kind International Annual Report for 2014

By Karen Menczer, Executive Director

The 2014 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:

- Partner Organizations: During 2014, we added Foundation Henk Abrahams-Suriname, bringing us to 11 partner organizations. Otherwise, we retained the same partner organizations as we had during 2013.
- We will continue to disburse funds to our POs 3x a year based on the information they send to us during the previous 4 months; on the quality of their accounting of use of funds sent during the previous disbursement; and on need.
- AKI submitted the IRS 990 e-postcard for 2014, and got confirmation that the IRS received and accepted it. AKI submitted the New Mexico Secretary of State form (in place of the old NM PRC requirement). AKI filled in and submitted NMCOROS (NM Attorney General's office requirement); NMCOROS site shows registration submitted). So we are in good standing as far as financial and organizational federal and state requirements.
- We revised our logo and we revised our byline from, "Connecting compassionate individuals to dedicated animal advocates worldwide" to "Kindness to animals has no boundaries."
- We've continued to provide advice and recommendations to our POs, for example, on animal shelter operations and on rescues; and we've assisted them in preparing proposals and other sponsorship requests.

### Raising Visibility

1) 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. Visits to non-POs help us understand what others are doing, and contribute to our consideration of new AKI POs. During 2014 AKI made site visits to:

- AKI PO Ghana SPCA; and
- Non-POs Mozambique Animal Protection Society, Liberia Animal Welfare & Conservation Society, and two organizations in Sri Lanka-Tsunami Animal People and Dog Star Foundation.

2) Articles about AKI:

- The Costco Connection article came out in late December.
- The Bosque Beast (New Mexico) published an article about AKI by Barbara Castleman.
- Bark magazine published a guest editorial that I wrote, "Act Locally and Globally" in their February issue.
- There was an article on Care2 (July 11) about Uganda SPCA and AKI was mentioned at the end of it.
- At the request of Samantha Chandler, director, I wrote an article on livestock transport in Uganda for the Anglican Society for the Welfare of Animals' magazine, AnimalWatch. It was in the fall 2014 issue. For the summer 2014 issue, we got a brief mention for supporting Uganda SPCA.
- I wrote an article about the GSPCA's humane ed programme for the US Embassy (Ghana) newsletter.

3) AKI Website: Deb has continued to update the site within 24-48 hours of when I send updates to her. During 2014, we changed the photo albums for each PO to a “photo gallery” specifically focusing on what AKI funds have accomplished. This is part of my effort to get our donors very specific information on use of AKI funds.

4) Presentations:

- In January, I gave a presentation for OASIS, “Animal Protection Around the World.” I asked people who had signed up to bring children’s books about animals that I would carry to Ghana and Liberia for their humane ed programs.
- I gave a presentation on May 18 at the Unitarian church in Albuquerque for Animal Advocates on animal welfare around the world/is animal welfare only a “western” concern?
- I gave a presentation at the AKI benefit potluck (sponsored by Unitarian Animal Advocates) in Albuquerque on December 13.
- I put together a powerpoint presentation for Deborah/KCAW to show before a play that she was directing as a fundraiser for KCAW. The powerpoint presentation is mainly before/after pictures showing how beautiful dogs can emerge even if they are in bad shape, and also showing mixed breeds and older dogs since Jamaicans don’t want mixed and older dogs.

5) Social networking sites: AKI posts regularly on the AKI Facebook page. At the end of 2014, we had about 2000 likes.

6) Newsletters: We continue to use internet marketing company, Vertical Response (VR), at no cost for our newsletters. I wrote a newsletter every month of 2014. I wrote blog posts in January and September 2014 only.

7) Charity Raters/Evaluators: We are now a Gold Star Guidestar participant.

8) We had an AKI information table at Growing Global Citizens, an event in Albuquerque, which is aimed at getting students interested and involved in international work.

9) We have a new logo and AKI brochure with new logo and our newest PO, FHA-Suriname.

10) We made it onto the Great Non-Profits 2014 list with 44-5 star reviews; we’re on United4Good, the new Causes; we’re on the Gay Lesbian directory.

### Connecting People

1) As in previous years, we connected many people to our POs. We receive many reports of animal cruelty (about 80 during 2014), which we pass on to our POs, and assist, as possible; approximately 50 people got in touch during 2014 to volunteer with one of our POs; several people got in touch to fundraise (i.e., school clubs); many people got in touch asking for information about our POs and animal welfare in specific countries.

2) Organizations from all over got in touch with AKI requesting support:

- Among others, we received emails requesting support from animal welfare groups in Somaliland, Ukraine, Vietnam, Turkey, Egypt, Portugal, Cameroon, Zimbabwe, Guatemala,

El Salvador, India (for help during the floods), Pakistan, and Windhoek (Namibia), and from a few groups and individuals who do animal rescue in Bosnia.

Donating Funds and Supplies

**Fundraising**

- 1) Crowdfunding: We've been using Love Animals and GlobalGiving.
- 2) Matching Gifts: We've been receiving matching gifts from employee charitable giving programs.
- 3) Goodsearch/Goodshop, Paypal Giving Fund, eBay, AmazonSmile: we receive regular donations from these.
- 4) WAN Grant  
In March, I wrote up the mid-term status report to World Animal Net on the GSPCA Humane Ed Programme, and in September, I wrote and submitted the World Animal Net final grant report for the Ghana SPCA \$500 grant for humane ed.
- 5) Combined Federal Campaign update: Based on advice from attorneys, CPAs, and other animal welfare groups, this is something we should drop for now due to the cost of an audit, but will keep in mind for the future.

**Supplies Received**

- We received supplies from Project VETS; our suture supplier; World Vets (supplies requested by Liberia Animal Welfare & Conservation Society); Bark magazine sent old Bark magazines and a few very nice new children's books on animals that they reviewed for the magazine; donations of HE material in response to my presentation at OASIS; and donations of vet meds from individuals.

**Supplies Sent**

Sutures

2014	2013	2012
<b>Partner Organizations</b>		
Namibia HAH: 280 sutures	BAF: 274 sutures	TAWESO: 253
	Namibia: 192 sutures	Namibia: 228
Malawi (LSPCA): 350 + 290 sutures=640 sutures	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
<b>TOTAL to our POs: 920 sutures</b>	<b>Total to our POs=1377</b>	<b>Total to our POs=1758</b>
<b>Non-partner organizations</b>		
Harare SPCA: 225	Kosovo: 200	Kosovo: 122
Mozambique Animal Protection Society: 72		Mozambique (MAPS): 248
	Sierra Leone: 110	Sierra Leone: 300

	Zimbabwe NSPCA: 602	Zimbabwe: 80
		Gulu Big Fix: 215 + 552=767
<b>Total to non-POs: 302</b>	<b>Total to other AW orgs: 912</b>	<b>Total to other AW orgs=1517</b>

2012: TOTAL 3275 sutures sent to AW organizations

2013: TOTAL 2289 sutures sent to AW organizations

2014: TOTAL 1222 sutures sent to AW organizations

#### Other Supplies

TAWESO: Sent flea/tick meds, gauze, antibiotics, etc. (These were mainly from Vet Nova's donation.)

Ghana SPCA: I brought donated children's books about animals and dog puppies (Feb).

Ghana SPCA: I sent a box of animal books in March and November.

Mozambique Animal Protection Society: I carried rawhide sticks, clindamycin, atrazine (along with sutures) in March.

Liberia Animal Welfare & Conservation Society: In September, I sent a package of animal books.

Lilongwe SPCA: In October, I sent out a package with vet supplies (Heartguard, joint meds, etc.), along with sutures.

Helping Hands for Hounds of Honduras: In October, I sent out a package for Pilar with HE books and vet supplies (metacam, antibiotics, etc.).

#### **The following are some of the things that AKI partner organizations have been able to do in 2014 because of AKI support:**

- Save the Animals-Armenia: sterilize 10 dogs; repair the roof; purchase dog food.
- Stray Dogs Bosnia: salaries and vet costs for Orasje shelter; flood relief, including purchase of food and clean water, transport, spay/neuter, vaccinations.
- GSPCA: stipends for teachers, transport for David and Aluizah for program start-up and to mentor teachers, and funding for the school field trip (70 students).
- KCAW: purchase dog and cat food; spay/neuter; purchase medicines.
- HHHH: purchase dog and cat food; spay/neuter; surgeries and other vet care; purchase medicines.
- LSPCA: purchase dog food; construction of quarantine (cats); construction of cattery.
- Namibia SPCAs: Tsumeb SPCA cattery construction; rural SPCAs purchased food, bowls, blankets, s/n; and for Have A Heart s/n in Luderitz.
- Foundation Henk Abrahams-Suriname: s/n in Nickerie.
- Tanzania Animal Welfare Society: construction of dog kennels and cattery; vet outreach and donkey welfare clinics.
- Uganda SPCA: purchase of dog food, cat food, water bill, transport for rescues, transport for humane ed, purchase of propane, air time, medicines.
- South Sudan: only humane ed material.