

Animal-Kind International Year-end Report 2009

The 2009 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.* The following are some highlights from 2009.

Raising Visibility

- 1) Articles: We've had articles in Humane Society of the US's Animal Sheltering Magazine (May/June 2009), The Santa Fe New Mexican (November 21, 2009), and High Desert Dog (August/September 2009). The last two are New Mexico only distribution, but they are available online. Kristin, a volunteer writer for Best Friends, wrote articles about 7 of our 9 countries/groups and posted her stories on the Best Friends' website, international page. She still intends to write about our Botswana and Bosnia partners.
- 2) We have a redesigned website (thanks to Mainebytes and Deb Newman), which reflects the growth of AKI. The site has regular updates, more photos, more stories, and more interaction.
- 3) Social networking sites: We are now on the major social networking sites including Facebook Causes, www.change.org, and Goodsearch. We also have a non-profit "membership" on youtube so we can post videos on the AKI site.
- 4) We have access to an internet marketing company, Vertical Response (VR), at no cost (because we have 501(c)(3) status, and our application was accepted by VR). Using VR templates, we sent out our first official newsletter (NL) in December. We will be sending out NLs approximately every two months.

Connecting People

- 1) Miles in Santa Fe asked friends and family to donate to April in Honduras (HHHH) instead of sending holiday gifts. During the school year, Miles will continue to try to fundraise for April and for other HHHH animals.
- 2) Victoria, a British Airways flight attendant, carries dog and cat food and other supplies to Deborah in Jamaica for use in her community animal welfare project.
- 3) Sarah, an AKI donor, is travelling to Uganda summer 2010, and has decided prior to her travel, to support the Uganda SPCA with monthly donations; and she will carry supplies and an award to the USPCA.
- 4) Nicole, who raised funds for AKI by selling aluminum water bottles, will travel to Uganda summer 2010. As specified by Nicole, funds raised from her project are to be donated to the neediest of AKI organizations, but Nicole will also carry items with her to donate to USPCA when she goes this summer.
- 5) For the Ghana Horse Care Project, Dori donated supplies to be carried in January to Ghana, and Dori hopes to continue to support that project with supplies over the coming year.
- 6) Nova, a vet student, is donating vet supplies (for any of our organizations) and in the summer when she returns to NM, will begin a project to raise funds for Save the Animals-Armenia.
- 7) During 2009, we received about 30-35 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.

Donating Funds and Supplies

While the people-to-people connections above have resulted in donations of supplies and funds, we also get donations that are not directly people-to-people links. Many companies and individuals don't care which group receives the funds and supplies, as long as the contribution goes directly to AKI partners, and often people will specify, the "most needy." The highlights of our efforts to send supplies are:

- 1) About 400 flea collars from Hartz Pet Supply
- 2) Suture material from Global Links
- 3) Expired veterinary medicine from Veterinary Cancer Care in Santa Fe

[All the above have stated that will continue to donate to AKI.]

General

- 1) We received our official 501(c)(3) notification from the IRS (February 2009). With that official status, I listed AKI on Guidestar, where donors often check the status of charities before donating.
- 2) We added two organizations from Armenia: Save the Animals and ProPaws Charity. We added the Ghana Horse Care Project. We switched the Bosnia organization to Bosnia Animal Foundation, although SOS-Sarajevo remains on our site.
- 3) We very sadly lost board member David Pluth, and Patricia Arnold-Pluth agreed to "take his place" as an Honorary Board member.
- 4) Erika in Namibia makes cotton bags, placemats, and other items with an African theme. Diana, a volunteer fundraiser sells these items and 100% of sales go to the Namibia rural SPCAs—Erika donates time and material.
- 5) Emily M attended an outreach strategy workshop for AKI which focused on social networks.
- 6) We started the process of putting together a Business Plan for AKI. We have a professional organizational manager, who has volunteered to help us develop AKI's BP. We hope to finish the BP during Quarter 3 of 2010.