

Dear Friend of Animals,

For almost 85 years, members of our community have trusted us to do the right thing for animals. Thousands of people have given the Potter League their hard-earned dollars. Hundreds have cared so much that they've made us beneficiaries of their estates. Many volunteer in every facet of the organization. Others open their homes and hearts to homeless animals. Everyone is important to us.

Our own new home - The League's LEED Gold shelter - is no longer so new. We laugh and say it has lost the new car smell. In 2014 we will celebrate the 5th anniversary since we moved animals and people into this special building. The building is simply the public manifestation of our programs and animals, and they have flourished since we moved in.

This past year we have expanded our behavior and training programs, transported 369 dogs from overcrowded rural shelters in the south and cats from shelters impacted by Superstorm Sandy, and reinvigorated our legislative and advocacy efforts to protect all animals. The board of directors and staff work side-by-side and constantly look for ways to accomplish our strategic goals effectively and thoughtfully.

This report provides the highlights of the year's accomplishments, which are the culmination of the hard work and dedication of staff and volunteers. We are sure you will enjoy reading how your support helped save so many animals' lives while helping us continually extend our mission to the pets and people in our communities.

To all who made this possible - donors, staff, volunteers and board members - *Thank you.*

Sincerely,

Ellen Ford
Board President

M. Christie Smith, CAWA
Executive Director

Year of the Cat

The Potter League designated 2013 to be the Year of the Cat, concentrating efforts on a wide range of cat issues and challenges as well as spreading the word about the joy of sharing your home with a cat (or two!). Dogs tend to get most of the attention, but this year, the cats have taken over the limelight. The year kicked off with a Cat of the Week adoption event. On Mondays, the Cat of the Week is featured for the adoption price of \$20.13. The Potter League has been offering educational opportunities, adoption events, Fur Fix Fridays, a microchip clinic and identification activities as well as a photo contest. Together, we are making this year one of the best for our feline friends... and the year is not over yet!

2012-13 Board of Directors

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Potter League Staff

as of 7/31/13
M. Christie Smith, CAWA
Executive Director

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Nicole Helger
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The Robert Potter League for Animals
P.O. Box 412
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Organization
US postage
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Newport, RI 02840
Permit No. 49

Our Mission

The Potter League for Animals is dedicated to making a difference in the lives of animals.

We promote the humane treatment of all animals and provide shelter and care for lost or unwanted companion animals.

Through community education and the fostering of relationships between people and animals, we enhance the animals' lives and enrich the human experience.



Photo credits: Carol Chabot, Al Tetreault,
Billy Black, Jim Sattel and Brian Kilcommons

FSC certified stamp here



Annual Report



photo: © Christine Langer-Pueschel

The Potter League for Animals • Enriching Lives

8.1.12 – 7.31.13

Animals Received	
Dogs & Puppies.....	804
Cats & Kittens.....	819
Other Animals.....	149
Total	1,772

Adoptions	
Dogs & Puppies.....	434
Cats & Kittens.....	626
Other Animals.....	90
Total	1,150

Strays Returned to Owners	
Dogs & Puppies.....	280
Cats & Kittens.....	79
Total	359

Transfer/Other Outcomes	
Dogs & Puppies.....	6
Cats & Kittens.....	40
Other Animals.....	8
Total	54

Euthanized	
Dogs & Puppies.....	81
Cats & Kittens.....	82
Other Animals.....	8
Total	171

Reasons for Euthanasia	
Behavior and/or Aggression.....Dogs 78% Cats 40%	
Injury and Medical Problems.....Dogs 12% Cats 47%	
Owner Requested.....Dogs 10% Cats 13%	

Other Animal Statistics	
Animals Spayed or Neutered.....	673
Number of Lost and Found Reports.....	363
Medical Examinations Given by Veterinarians.....	2,023
Number of Animals Transported to Potter League..	369
Potter Pet Tags Issued.....	1,277

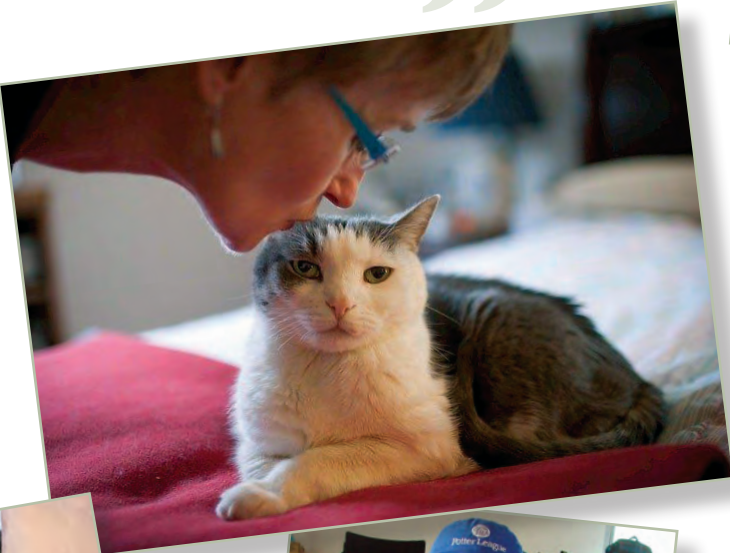
We have been visiting the Potter League for over 11 years now. Our first adoption took place in March of 2001. Many years went by until we were ready to add another dog to our family. You and your staff worked again with us to ensure a perfect fit...and it was. Recently, after a year of looking for another dog to complete our family, we met “June Bug.” It took us no more than five minutes to see she was the missing piece we had been searching for. We can’t thank you enough for loving these dogs until they find their forever homes.

—The Marvelle Family



I’ve had the opportunity over the years to witness the commitment of both volunteers and staff in providing for both animals and people. The care and attention doesn’t end when you leave the shelter with a new pet– it continues “forever.” The Potter League is here for the community and is an essential resource in animal welfare and care. That is why I am proud to be a volunteer and why I made a commitment to help forever by becoming a member of the Forever Friends Society by naming The Potter League in my will.

—Liz



Happy Tails Camp was so awesome! We did lots of activities and I love playing with the animals!

—Emily

When we adopted our cat from the Potter League, we thought we were rescuing him but actually it was the other way around. He is truly a very special guy. He can make a bad day good and a good day great.

—Jane and Robert



Support and Revenue

Contributions and grants.....	\$1,363,792
Events, net.....	231,048
Shelter services.....	287,211
Service contract fees.....	223,571
Investment return.....	75,379
Sales of pet supplies, net.....	7,119
Total	2,188,120

Expenses

Program Services:

Shelter services.....	968,281
Education and training services.....	309,649
Total Program Services	1,277,930

Support Services:

General fundraising.....	286,196
Management and general.....	159,599
Total Support Services	445,795

Total Expenses	1,723,725
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Change in Total Net Assets.....	464,395
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Net Assets, Beginning of Year	10,146,886
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Net Assets, End of Year.....	\$10,611,281
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I came to the Potter League looking to adopt a cat. It didn’t take me long to zero in on Pepper Potts, who is now Queen of the place. She’s a sweetheart--affectionate, smart, still playful like a kitten. I think she’s part dog, since she comes when I call and always comes to greet me when I get home from work. Thanks so much for helping to match us up!

—Jenny



We just wanted to give you an update on Bo Duke. He is doing great! He is such a great dog. He is progressing great with training and is now fully house broken. Everyone is getting along perfectly! Thank you so much for making the adoption process easy and stress free. Our family is now complete.

—The Case Family



Behavior and Training Activities

Behavior Assessments of Shelter Dogs & Cats.....	791
Training Classes Taught.....	129
Dogs Enrolled in Classes.....	473
Dogs Attending Playgroups.....	1,777
Dogs Attending Free Adopter Training Classes.....	93
Calls to the Behavior Helpline.....	280

Volunteer Support Received (Hours)

Animal Care.....	15,830
Animal Assisted Activities.....	202
Clerical.....	3,776
Community Service & Restitution.....	2,252
Humane Education.....	409
Special Events.....	1,190
Other.....	1,625
Total	25,284

Communications

Newspaper Columns Published.....	88
Potter Pet University Attendees.....	131
Featured in Pet of the Week.....	74
PSA's Aired.....	327
Facebook Fans.....	6,705
Website Visits.....	202,984

School Based and Youth Presentations

Program	Presentations	Students
Elementary School Multi-Lesson.....	257	870
Middle School Multi-Lesson.....	104	642
Single Lessons By Request.....	49	1,159
Total	410	2,671

Shelter Based Education Activities

Program	Sessions	Participants
Shelter Tours.....	11	115
Camp Happy Tails.....	8	84
School Vacation Camps.....	4	58
Kid's Dog Training Camp.....	2	7
Birthday Parties.....	15	202
Girl Scout Patch Program.....	10	175
Total	50	641

Other School Based Activities

Program	Sessions	Participants
Reading Fur Fun.....	12	24
After School Program.....	1	12
Total	13	36

We were looking for an affordable dog training program from people who truly love dogs and believe training is all you need to make any dog manageable! Potter League was the perfect match for us! Thank you!

—Melissa



Thank you for making my time volunteering at the Potter League the best ever. I really enjoyed working with the staff and I learned so much. My experience has enhanced my passion for animals.

—Samantha

