

Potter League Board Report – September 2018

Development Activities Report Submitted by Erin O’Gara Dollard

Year End Strategies

All solicitations are in process for our year end appeals and holiday fund drive. Typically 40% of our donations arrive between mid-November and December 31st. Our year end campaign is sent to current donors, prospects, adopters and lapsed donors. We also are doing an acquisition mailing. Over 20,000 people will be solicited through our direct mail efforts. Each also has a digital component. A newsletter is also scheduled to be mailed in December.

Grants

We received \$40,000 from The Rhode Island Foundation for the veterinary suite (\$30k) and the humane education classroom program (\$10k). The Banfield Foundation awarded us \$11,185 for equipment purchases for the veterinary suite. Currently we are working on applications for The Maddie’s Fund and The Pet Co Foundation. The Champlin Foundations notified us that they are in receipt of our application. No site visit has been planned.

Event Update

Heart & Soul Walk for Animals is Sunday, October 14th at Glen Park, Portsmouth. Joan has created a Board Team and we encourage all board members to register, join the team and design their own online fundraising page or support the team on our Walk website: <https://secure.qgiv.com/event/potterleaguwalk2018>. For instant solicitations you can ask your friends and supporters to Text the word Potter to 50155 and they will be prompted to make a donation to the Walk. The Mile Barker Sponsor submission is due by September 21 – anyone that needs to submit art please speak to Susan. The countdown is on with just 30 days till the Walk we are at 25% of goal and have a long way to go. We ask board members in attendance to be greeters at the gate.

Third Party Fundraiser

VCA Animal Hospital Atwood held a third party fundraiser in support of the Potter League themed “Pennies for Pets” at their hospitals in Cranston, East Providence and Westerly totaling \$3,500.00 and was presented to the Potter League on September 4. They also donated an extensive amount of Hill’s Science Food to the shelter. VCA Animal Hospital will be exhibiting at the Heart & Sole Walk for Animals.

Annual Meeting is Thursday, October 25th at The Atlantic Resort – Newport from 5 to 7 p.m. The Annual Meeting is free and open to the public. Our guest speaker is Wendy Taylor, Executive Director of West Please Animal Sanctuary in Tiverton. Please join us and bring a friend or prospective friend of the Potter League.

Holiday Artisan Fair

The annual Holiday Artisan Fair is scheduled for Saturday, December 8th at the shelter from 10 a.m. to 4 p.m. If you have any questions, please see Erin. Applications have been mailed to past vendors and crafters.

Walk for Animals Upcoming Dates

Pawtending and Pizza at Cappy's

Thursday, September 20, 6-9 p.m.

Host bartenders are Noelle Shiland and David Enstone

All bartender tips and raffle proceeds to be donated

Scoop for Paws, Ben & Jerry's on Thames St, Newport

Saturday, September 29, 4-8 p.m.

A total of 20% of all sales will be donated

Ales for Animals, Newport Craft Brewing & Distillery (Newport Storm)

Wednesday, October 10, 5-8 p.m.

Bring your pet and enjoy a beer on the Pavilion

For every beer sold \$1 will be donated

NAME	ADDRESS		
VCA Atwood Animal Hospital	342 Atwood Ave.	Cranston, RI	02920
Mr. and Mrs. Mike Camera	117 Black Point Ln	Portsmouth, RI	02871
Mr. and Mrs. Tim Farrey	306 Swans Wharf Row	Newport, RI	02840
Ms. Mary Lou Hanlon	237 Sconticut Neck Rd	Fairhaven, MA	02719
Ms. Nancy Hoogasian	9 Morningside Dr	North Kingstown, RI	02852
Ms. Ann Houston Wiedie and Mr. Keith Hartt	240 Highland St	Weston, MA	02493
Mr. Brandon Kidd	109 Point Rd	Portsmouth, RI	02871
Mrs. Ann Kidd	222 Point Rd	Portsmouth, RI	02871
Ms. Rachel Kowalski	7 Hope St #3	Newport, RI	02840
Ms. Kate Lackey	765 Edmonds Dr	Charleston, SC	29412
Ms. Katherine Lovell	21 Laura Ln	Tiverton, RI	02878
Dr. Brian McGrath	45 Little Harbor Rd	Guilford, CT	06437
Ms. Alexander Miranda	2 Dundee St	Fall River, MA	02721
Mr. and Mrs. Dreue Monfils	81 Ledge St #2	Providence, RI	02904
Mr. Derek Patsos	12 Paradise Ave	Middletown, RI	02842
Mrs. Bonnie Piszcz	43 Boulevard	Middletown, RI	02842
Ms. Cathy Shorey	62 Perrault St	Portsmouth, RI	02871
Ms. Mary Surber	35 East Ter	Portsmouth, RI	02871
Ms. Christina Townsend	7 Vassal Ln	Cambridge, MA	02141
Ms. Rosemary Van Haasteren	20 Indian Ave #6	Portsmouth, RI	02871
Mr. Stephen Williamson	51 Camden St	Providence, RI	02908

DONOR	ADDRESS	FUND	AMOUNT
Wag Nation	92 William St	Newport, RI (4600) General Gifts	\$500.00
Finn & Meehan Wealth Management	294 Valley Rd #1	Middletown, RI (4600) General Gifts	\$200.00
The Firestone Foundation	c/o National Philanthropic Trust	Jenkintown, PA (4589-02) Animal Care Fund	\$1,000.00
The Robert L. Wilson and Clara R. Munley Foundation	908 Corriente Point Dr	Redwood City, CA (4600) General Gifts	\$500.00
Sweet Nut'things, LLC	19 Penrose St	North Providence, RI (4589-02) Animal Care Fund	\$500.00
AmazonSmile Foundation		(4600) General Gifts	\$137.04
Combined Federal Campaign Account	Action for Boston Community Development Inc.	Boston, MA (4570) Workplace - Other	\$764.58
Network for Good	1140 Connecticut Ave NW	Washington, DC (4600) General Gifts	\$565.00
Benevity Community Impact Fund; The	1521 Georgetown Rd	Hudson, OH (4570) Workplace - Other	\$483.74
Clements Market Charity Golf Classic	2575 E Main Rd	Portsmouth, RI (4676) Third Party Fundrais	\$500.00
Schwab Charitable Fund	211 Main St	San Francisco, CA (4600) General Gifts	\$1,208.00
Banfield Foundation	PO Box 87586	Vancouver, WA (4585) Grants/Temp Restrict	\$11,184.96
VCA Charities	12401 W Olympic Blvd	Los Angeles, CA (4676) Third Party Fundrais	\$3,500.00
Mr. and Mrs. Don Davidson	PO Box N173	Westport, MA (4590) Honor / Memorial	\$100.00
Ms. Mary Lou Dombrowski	7120 Walton Heath Ln	Charlotte, NC (4600) General Gifts	\$100.00
Mrs. Carolyn I. Frye	23 Indian Hill Cir	Middletown, RI (4560-01) Sustainer - Monthly	\$220.00
Mr. and Mrs. Edmond D. Fuller	15 Bayside Ave	Warwick, RI (4590) Honor / Memorial	\$100.00
Mr. and Mrs. Edward T. Harvey, Jr.	50 Walnut St	Jamestown, RI (4560-01) Sustainer - Monthly	\$325.00
Mr. Timothy Hassett	1043 Villorrio Drive S	Palm Springs, CA (4590) Honor / Memorial	\$250.00
Mr. and Mrs. William D. Howe	273 Tispaquin St	Middleboro, MA (4590) Honor / Memorial	\$100.00
Ms. Marilyn Kanter and Mr. Terry Nathan	92 Burchard Ave	Little Compton, RI (4600) General Gifts	\$1,000.00
Ms. Joanne Kinlay	14 Chestnut Street	Brookline, MA (4600) General Gifts	\$100.00
Ms. Kathrine Labonte	21 Mountain View Landing	Killingly, CT (4600) General Gifts	\$165.00
Dr. Natalie E. Leland	516 N Taylor Ave	Pittsburgh, PA (4600) General Gifts	\$100.00
Ms. Amy Lucksinger	11 Morgan St	Newport, RI (4590) Honor / Memorial	\$100.00
Ms. Susan A. McCumber	9 Peckham Pl	Bristol, RI (4600) General Gifts	\$125.00
The Honorable Juliette C. McLennan	231 Indian Ave	Portsmouth, RI (4600) General Gifts	\$5,061.96
Mr. and Mrs. William C. Medeiros	290 Forest Ave	Middletown, RI (4600) General Gifts	\$100.00
Alex Mejia	91 Chestnut St	Central Falls, RI (4600) General Gifts	\$100.00
Ms. Barbara Miller	30 Harbor Village Dr #2	Middletown, RI (4560-01) Sustainer - Monthly	\$325.00
Dr. Holly M. Bannister and Mr. Douglas L. Newhouse	7 Old Redding Rd	Weston, CT (4589-02) Animal Care Fund	\$1,000.00
Mrs. Louise E. Rick	111 Kay St	Newport, RI (4600) General Gifts	\$104.00
Ms. Debra Sheehan	110 Carter Dr	Portsmouth, RI (4600) General Gifts	\$100.00
Mr. David Swansey	46 Cole St	Bristol, RI (4600) General Gifts	\$100.00

MARKETING & OUTREACH KPI's 2018

Sub-Dept.	Metric	January	February	March	April	May	June	July	August	September	October	November	December	Totals
Marketing	# Facebook Impressions Monthly	984,520	589,882	650,323	723,743	504,732	307,753	537,977	701,152					4,462,643
	# Facebook Fans Total	34,035	34,248	34,441	34,678	34,955	35,055	35,239	35,484					278,135
	# Facebook Engagement Monthly	42,317	25,083	27,841	38,572	28,007	15,328	25,792	32,212					235,152
	# Website Sessions Per Month	15,681	23,132	26,737	30,226	22,776	22,849	23,749	28,602					193,752
	# Website Users Per Month	12,747	14,760	12,707	14,857	10,017	11,083	11,880	14,308					102,359
	Email Open Rate %	17.80%	17.65%	12.78%	23.40%	20.70%	15.73%	13.73%	13.70%					16.94%
	# of Email Click-Throughs	370	893	559	502	411	1,081	436	552					4804
	# of Instagram Likes Per Month	3,669	4,074	3,110	4,597	4,581	3,428	3,555	4,896					31,910
	Monthly Tweet Impressions	16,100	16,500	16,600	20,400	20,200	19,800	23,500	30,400					163,500
Humane Education	# of Programs	50	49	62	33	70	79	22	13					378
	# of Students	1,084	1,135	1,336	832	1,628	1,960	358	282					8,615
Volunteer	# of Attendees at Monthly Gen Info Sessions	27	70	60	61	50	36	27	31					362
	% of attendees who submit an application & complete an orientation class	63%	81%	72%	85%	68%	67%	63%	61%					70%
	# of NEW Volunteers Donating 4+ Hours Monthly	41	49	53	46	37	31	31	36					324
	# of TOTAL Volunteers Donating 4+ Hours Monthly	113	122	128	117	121	110	123	132					966

	Dogs								Cats							
	Aug-18	Aug-17	# chang	% change	YTD FY 19	YTD FY 18	# change	% change	Aug-18	Aug-17	# change	% change	YTD FY 19	YTD FY 18	# change	% change
Beginning Animal Count	40	35	5	14%	40	35	5	14%	116	128	-12	-9%	116	128	-12	-9%
Animal Intake																
Strays	21	21	0	0%	21	21	0	0%	18	16	2	13%	18	16	2	13%
Owner Surrender	12	25	-13	-52%	12	25	-13	-52%	20	34	-14	-41%	20	34	-14	-41%
Owner Intended Euthanasia	0	0	0		0	0	0		0	0	0		0	0	0	
Transferred In	54	15	39	260%	54	15	39	260%	30	12	18	150%	30	12	18	150%
Other Intakes	10	0	10		10	0	10		4	0	4		4	0	4	
Total Live Intakes	97	61	36	59%	97	61	36	59%	72	62	10	16%	72	62	10	16%
Live Animal Outcomes																
Adoption	54	51	3	6%	54	51	3	6%	90	84	6	7%	90	84	6	7%
Returned to Owner	23	19	4	21%	23	19	4	21%	4	4	0	0%	4	4	0	0%
Transferred Out	1	0	1		1	0	1		6	7	-1	-14%	6	7	-1	-14%
Returned to Field	0	0	0		0	0	0		0	0	0		0	0	0	
Other Live Outcomes	0	0	0		0	0	0		0	0	0		0	0	0	
Sub Total Live Outcomes	78	70	8	11%	78	70	8	11%	100	95	5	5%	100	95	5	5%
Other Outcomes																
Died in Care	0	0	0		0	0	0		2	0	2		2	0	2	
Lost in Care	0	0	0		0	0	0		0	0	0		0	0	0	
Shelter Euthanasia	4	3	1	33%	4	3	1	33%	4	4	0	0%	4	4	0	0%
Owner Intended Euthanasia	0	0	0		0	0	0		0	0	0		0	0	0	
Sub Total Other Outcomes	4	3	1	33%	4	3	1	33%	6	4	2	50%	6	4	2	50%
Total Outcomes	82	73	9	12%	82	73	9	12%	106	99	7	7%	106	99	7	7%
Ending Animal Counts	55	23	32	139%	55	23	32	139%	82	91	-9	-10%	82	91	-9	-10%

Aug-18

Calendar Yr 2018

Length of Stay (Outcome based)

Dogs	14	10
Cats	33	24
Rabbits	26	30
Guinea Pigs	19	16

Animals in Foster Care 65 264

Pet Safe Animals **Aug-18** **FY 19**
New Animals Entering System 0 0

Other Animals

	Aug-18	Aug-17	# change	% change	YTD FY 19	YTD FY 18	# change	% change
Animal Intake								
Strays	1	0	1		1	0	1	
Owner Surrender	11	12	-1	-8%	11	12	-1	-8%
Owner Intended Euthanasia	1	0	1		1	0	1	
Transferred In	0	2	-2	-100%	0	2	-2	-100%
Other Intakes	0	0	0		0	0	0	
Total Live Intakes	13	14	-1	-7%	13	14	-1	-7%
Live Animal Outcomes								
Adoption	13	12	1	8%	13	12	1	8%
Returned to Owner	0	0	0		0	0	0	
Transferred Out	0	0	0		0	0	0	
Returned to Field	0	0	0		0	0	0	
Other Live Outcomes	0	0	0		0	0	0	
Sub Total Live Outcomes	13	12	1	8%	13	12	1	8%
Other Outcomes								
Died in Care	0	0	0		0	0	0	
Lost in Care	0	0	0		0	0	0	
Shelter Euthanasia	0	0	0		0	0	0	
Owner Intended Euthanasia	1	0	1		1	0	1	
Sub Total Other Outcomes	1	0	1		1	0	1	
Total Outcomes	14	12	2	17%	14	12	2	17%