

Board Meeting Agenda
June 18th 2019 5pm

Welcome

Consent Agenda

Education Session

Veterinarians from the Spay/Neuter Clinic explain how they work.

2020 Budget discussion/approval

Board/Day Care business discussion
Fidelity involvement

Solar panel proposal

Veterinary staffing update

Yappy Hour

Planning
Invitations

New Business



Advocacy Public Policy Committee Meeting Minutes/Action Item Status- Monday, April 22, 2019, 5:30pm – 7pm

Present: Brad Shear, Kara Maltabano, Pat Leonard, Howie Naugle, Alma Davenport, Betsy Leslie, Charlene Karns, Liz Cottrell, Anita Oliver

Excused: Marisa Desautel

Minutes submitted by: Howie Naugle

Due to time constraints, the focus of this session was limited to the review of Committee Focus Issues ("White Papers"). Accordingly past Action Items were not reviewed, but the List has been updated for "White Paper" status updates and is provided herein. Summary of "White Paper" discussions follow:

- It was agreed it would be more impactful to modify the existing format to intro the papers with the "Potter Position" rather than leave to the end of the paper.
- Working /Service Dogs. Will consolidate the opening paragraph; incorporate broader "societal" benefits into the "Pros" and update to incorporate the latest format change. (Action: Betsy)
- Declawing. Was approved pending incorporation of the latest format change previously addressed herein. (Action: Pat)
- Coyote Management. Will update the "Potter Position" to state it supports only "non lethal methods of coyote management"; will include 'how tos" re coexistence and "people actions" that do not support the growth of the coyote population. (Action: Alma)
- Spay/Neuter. Will remove all specific numbers associated with "homeless " and "euthanized" animals, update to reword the "Potter Position", revise format and incorporate opportunities to low cost spay and neuter. (Action: Howie)

The next meeting of this Committee has been scheduled for 5pm, Monday, 24 June at Potter.

ACTION ITEM/ DESCRIPTION	DATE	ASSIGNEE	STATUS
2) Schedule/Conduct initial public session to engage community in animal legislation	<u>8/29/17</u>	Brad	Ongoing-see 2a)
2a) Schedule/Conduct followup public sessions	<u>8/29/17</u>	Brad	On going
4) Create/populate matrix of Newport County Municipal Animal Laws for review		Howie-Kara/Committee	Ongoing-see 4b)
4b) Create a "one sheeter" for front desk Staff & Volunteers addressing pet limitation & impoundment regulations	<u>9/25/18</u>	Alma	Open
5) Draft Bill language for Homeowners Insurance addressing dog/types/breeds & sizes	<u>9/27/17</u>	Marisa	Ongoing-see 5d)
5d) Refer adopters to local insurance agencies via front desk personell and website	<u>12/12/18</u>	Kara	Open
6) Animal Abuse Registry Legislation wording/sponsorship-requires further dicussion	<u>11/15/17</u>		Closed-lack of support at this time
7) Recirculate Pet Policy for review and Comments	<u>11/15/17</u>	Howie	Ongoing-see 7a,b,c,d)
7a) Followup with NHA	<u>11/15/17</u>	Brad	On going
7b) Update Policy, contingent upon 7b)	<u>11/15/17</u>	Committee	On hold
7c) Develop listing of pet friendly housing- contact Noel Shiland NCBR	<u>8/7/18</u>	Brad	On going
7d) Under cosideration to host breakfast session with NCBR	<u>12/12/18</u>	Brad	Open
8) Address T&R change to Cat Abandonment Bill	<u>8/7/18</u>		On hold-passed House in 2018
9) Status and future of Pet custody (divorse) bill	<u>12/14/17</u>	Kara/Marisa	Deffered to 2019 session
10) Disseminate listing of State Reps by town - incorporate into PL Website	<u>4/10/18</u>	Kara	In process
12) Potter rep to development of Vicious Dog Hearing Law	<u>8/7/18</u>	Brad	Ongoing- see 12a)
12a) Working group established-(other than Brad & Joe, reps are tbd)-recommendation for Law wording in Mar19?	12/12/18		Open
13) Committee Focus Issue Assignments	12/12/18	Committee	Ongoing-see 13c)
13c) Update Working Animal/Spay-Neuter/Coyote White Papers	<u>4/22/19</u>	Betsy/Howie/Alma	Open
14) Address tracking of 2019 Animal Bill Legislation	12/12/18	Howie	On going-See 14a) & 14b)
14a) Develop "talking points" for 2019 Bills of interest	2/21/19	Brad/Kara	Open
14b) Assign Bills/Reps to Committee members for discussion/lobbying	2/21/19	Howie	Open

Potter League Board meeting – June 2019

Development Activities Report Submitted by Erin O’Gara Dollard

Yappy Hour Update

Yappy Hour is Sunday, July 14th from 5:00 to 7:00 p.m. at Rock Cliff, the home of Ann and Sam Menco. Approximately 1,250 invitations were mailed the first week of June. Tickets are available on-line with a tier pricing structure, starting at \$150 and tables of ten available for \$3,000. Our attendance goal is 200. The Fund-A-Need goal is \$50k in support of the Nuala Pell Animal Care Fund. The Board is asked to circulate invitations and encourage attendance. This is an open-air seaside cocktail with hors d’oeuvres, open bar, and live music with classical guitarist David Schneider. Dress code is “*Newport summer – smart casual*”.

Forever Friends Society Annual Appreciation & Recognition Reception

Our *Forever Friends Society Annual Appreciation & Recognition Reception* is Thursday, August 22nd at Sweet Berry Farm in Middletown from 5 to 7 p.m. This is a special gathering of our legacy donors and best friends of the Potter League. These generous people have included Potter in their Will or Estate Plan. It is an appreciation event with no solicitation, just welcoming new members and providing updates on how the shelter benefits from their good intentions.

We received a surprise bequest from Herbert Riegel of Middletown. A check was delivered by his niece on 6/3/2019. We have little information on Mr. Riegel other than he loved animals.

Grant & Foundation Update

Funding from The EJMP Foundation (Lisette Prince) in the amount of \$4,150 was awarded for the Kids Kitter Club (afterschool program). In FY20 we will be applying to ten new foundations and trusts in support of the daily operations of the Clinic. Any information on foundations and trusts to consider, please contact Erin directly.

2019 Annual Loyal Friend Survey

Our May direct mail solicitation was a survey. Recipients (donors) were asked to fill out 10 questions about the Potter League. We received more than 100 responses and the preliminary results are attached along with miscellaneous comments. It was no surprise that the participant majority were woman 65 years and older.

Third Party Fundraisers

Photography by Francesca

On Saturday, June 22nd from 6:00 to 8:00 p.m. an event featuring Photography by Francesca will be held at the home of Barry Hinkley at 46 Houston Ave, in Newport. The price per ticket is \$38.42, of which \$35.00 will be coming directly to the PL. Cocktails and hors d’oeuvres will be

served. Note: As of 6/10, this event has no attendees and may be cancelled. Visit <https://www.yot.me/parties/8790> for more information.

Royal Order of Fun

The Potter League has been selected by Staci Mills, the founder of Royal Order of Fun, as the beneficiary of an event to be held at Carnegie Abbey on Thursday, August 1, from 6:00 to 8:00 p.m. This annual event is an open-air cocktail party and money will be raised through ticket sales and giving opportunities the evening of the event. Attendance is by invitation only. Staci and her committee have their own following and will send invitations through Evite to their guest list. This is a great cultivation opportunity for board members and staff to mingle with a new crowd. If interested in attending, an Evite will be circulated at a later date.

Save These Dates:

Yappy Hour

July 14th

Rock Cliff, Newport, 5 to 7 p.m.

Forever Friends Society Annual Appreciation Recognition Reception

August 22nd

Sweet Berry Farm, Middletown, 5 to 7 p.m.

Heart & Sole Walk for the Animals

Sunday, October 20th

Registration & Fundraising begins July 25!

Glen Park, Portsmouth, 12 noon

Speaking Engagements

- I recently spoke at the Texas Unites for Animals Conference in Austin on Best Practices for the Provision of Veterinary Care in a Shelter.
- I will be speaking in the fall at the Great Lakes Animal Welfare Conference in Detroit on Best Practices for Shelter Animal Enrichment.
- I am working with our national professional association on a series of webinars on Best Practices for Animal Transport. Our national industry publication Animal Sheltering Magazine recently ran a story about The Association's updated transport standards.

Partners

- I recently attended the annual Hill's Shelter Advisory Board meeting in Kansas City. The committee is made up of a small group of shelter directors from across the country who help Hills to better understand animal welfare organizations and support our work.
- I am also attending a meeting of Petsmart Charities Leadership Forum which is currently focused on developing a more comprehensive set of community metrics to measure the success of animal welfare programs.

Program updates

- I have been meeting with organizations around the state who subsidize veterinary care or provide low cost veterinary services. We are working toward having a statewide meeting of organizations doing this type of work so we can become more efficient and effective. The hope is that we will decrease duplication of efforts, increase cooperation and make better referrals to each other.
- We are considering adding a new partner to our wellness clinics. We are in discussions with the Salve Nursing School and Southcoast Health about providing free wellness services for people attending our pet wellness clinics so the whole family can stay healthy. This model is generally referred to as "One Health" clinics.

To: Board of Directors
From: Nancy Wrathall
Date: June 18, 2019
RE: FY20 Operating Budget

Confidential

Budget Process:

- Senior managers along with their staff were asked to develop their FY20 departmental budgets using FY17 through FY19 forecast as a guide. They were asked to include additional expenses that may be needed and to provide an explanation for other significant deviations from this year’s figures.
- The Spay/Neuter Clinic 2018 actual figures were used as a guide in developing the FY20 budget.
- The Finance Committee has reviewed two drafts of this budget and approves this final format.

Budget Summary:

Operating income:	\$3,293,900
Operating expenses:	\$3,329,000
Net Operating Loss:	(\$35,100)

Transfers from investments included in operating income:

Endowment Fund Income:	\$50,000
Board Designated Reserve:	\$100,000

- Due to their uncertainty, bequests are not included in budgeted revenue.
- Depreciation is not included in the budget; however, there will be a transfer of \$36,900 in operating funds to the League’s System Replacement Plan.
- Capital Expenditures not included in Operating Budget:
 - Carry over from FY19 budget: Small Mammal Housing is estimated at \$6,000 and is dependent on a grant receipt.
 - FY20: Grant requests will be made for the following when possible:
 - Emergency Generator Upgrade: \$16,000
 - Parking Lot Pavers-Drive Area only: \$42,000
 - Solar Panels – \$195,000

Highlights:

The largest single expense in the Potter League budget is always personnel costs (61%):

- Most current salaries are budgeted to increase by up to 3% with an effective date January 1, 2020. The allocation of the increases among staff will be at the discretion of the Executive Director.
- Following industry standards, salaries and wages of animal care and customer care staff have been increased by 7% to 12%. In addition, one part-time customer care associate has been increased to a full-time employee. This has added one more Health Insurance expense. There will now be two full-time employees in addition to the customer care manager in the adoption area. Effect: approximately \$20,000.

Adoption revenue: There will be adoption fee increases starting in July 2019. After reviewing area shelter/rescue prices, rate increases are justified. No increases in animals is included in FY20 over FY19 actual. With rate increases, \$65,000 in additional revenue is expected.

Community outreach: Low-income wellness/vaccination clinics will continue to be held regularly within the community where needs dictate. This cost has been increased from \$22,000 to \$28,000 due to demand. Grant funding is expected for about \$20,000 of this.

Fundraising: There will be a continued focus on mail and online appeals. The Spay/Neuter clinic will be a new grant resource in FY20.

Clinic: While the clinic operates at a slight loss, we expect revenue from grants and donations directed to spay/neuter to more than make up the difference. Many of these grants will be first time requests to foundations, so not all are certain.

Town Contracts: All three towns are in there final year of multi-year contracts in 2019-2020.

Potter League for Animals Balance Sheet Prev Month Comparison

As of April 30, 2019

	Apr 30, 19	Mar 31, 19	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1040 · CASH SAVINGS/GENERAL	190,532.84	190,524.49	8.35	0.0%
1050 · CASH CKG/PAYROLL	500.00	500.00	0.00	0.0%
1060 · CASH CKG/OPERATING	157,995.02	105,263.65	52,731.37	50.1%
1065 · CASH CKG/SRP	197,915.72	197,915.72	0.00	0.0%
1073 · Citizens-Clinic	74,032.90	102,581.05	-28,548.15	-27.83%
1085 · PEOPLE'S CREDIT UNION-MONEY MKT	100,293.54	100,272.25	21.29	0.02%
1087 · BANK RI	50,582.00	50,535.46	46.54	0.09%
1090 · PETTY CASH/CASH	250.00	250.00	0.00	0.0%
Total Checking/Savings	772,102.02	747,842.62	24,259.40	3.24%
Accounts Receivable				
1200 · ACCOUNTS RECEIVABLE	23,382.85	42,535.16	-19,152.31	-45.03%
Total Accounts Receivable	23,382.85	42,535.16	-19,152.31	-45.03%
Other Current Assets				
1210 · ACCT RECEIVABLE	1,080.00	1,320.00	-240.00	-18.18%
1212 · Accounts Receivable - Clinic	10,592.49	10,592.49	0.00	0.0%
1216 · REIMBURSEMENTS RECEIVABLE	338.00	935.26	-597.26	-63.86%
1231 · ANNUITY RECEIVABLE-CURRENT	998.40	998.40	0.00	0.0%
1310 · INVENTORIES	5,865.54	5,706.37	159.17	2.79%
1410 · PREPAID INSURANCE	12,064.00	6,879.52	5,184.48	75.36%
1450 · PREPAID EXPENSES	2,540.99	3,375.97	-834.98	-24.73%
1499 · UNDEPOSITED FUNDS	3,974.33	5,987.11	-2,012.78	-33.62%
Total Other Current Assets	37,453.75	35,795.12	1,658.63	4.63%
Total Current Assets	832,938.62	826,172.90	6,765.72	0.82%
Fixed Assets				
1520 · BUILDINGS	8,720,456.93	8,720,456.93	0.00	0.0%
1530 · IMPROVEMENTS	38,853.86	38,853.86	0.00	0.0%
1550 · FURNITURE/EQUIPMENT	206,100.42	206,100.42	0.00	0.0%
1555 · COMPUTER SOFTWARE	66,097.08	66,097.08	0.00	0.0%
1561 · Nissan Van 2012	29,000.00	29,000.00	0.00	0.0%
1562 · Ford Transit 2013	21,437.00	21,437.00	0.00	0.0%
1620 · Accumulated Depreciation	-3,146,874.05	-3,146,874.05	0.00	0.0%
Total Fixed Assets	5,935,071.24	5,935,071.24	0.00	0.0%
Other Assets				
1360 · Security Deposit-Clinic	6,000.00	6,000.00	0.00	0.0%
1455 · Annuity Receivable - Long Term	3,161.60	3,244.80	-83.20	-2.56%
1770 · Investments/GenInvests-498	131,104.87	127,955.46	3,149.41	2.46%
1775 · Investments/Vanguard	1,965,417.82	1,914,626.12	50,791.70	2.65%
1777 · Investment/Dean & Perry Jerozal	959,253.57	936,381.97	22,871.60	2.44%
1806 · Perm Restricted Endow-Vanguard	1,579,918.64	1,539,089.41	40,829.23	2.65%
Total Other Assets	4,644,856.50	4,527,297.76	117,558.74	2.6%
TOTAL ASSETS	11,412,866.36	11,288,541.90	124,324.46	1.1%

Potter League for Animals Balance Sheet Prev Month Comparison

As of April 30, 2019

	Apr 30, 19	Mar 31, 19	\$ Change	% Change
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 · ACCOUNTS PAYABLE	66,363.19	35,595.73	30,767.46	86.44%
2005 · AMEX-Corp Account	4,213.88	1,918.18	2,295.70	119.68%
Total Accounts Payable	70,577.07	37,513.91	33,063.16	88.14%
Other Current Liabilities				
2016 · ACCRUED OTHER	34,016.05	33,875.00	141.05	0.42%
2040 · SALES TAX PAYABLE	572.00	509.69	62.31	12.23%
2050 · DEFERRED CONTRACT INCOME	34,176.77	0.00	34,176.77	100.0%
2051 · DEFERRED CAMP & EVENT REVENUE	6,833.00	4,160.00	2,673.00	64.26%
2060 · SALARIES/WAGES PAYABLE	55,219.65	55,219.65	0.00	0.0%
2130 · ACCRUED VACATION	15,215.24	15,215.24	0.00	0.0%
2170 · CRATE & S.N DEPOSITS	300.00	300.00	0.00	0.0%
2181 · License Fees due Portsmouth	0.00	64.00	-64.00	-100.0%
2171 · Gift Certificates Outstanding	1,059.10	1,059.10	0.00	0.0%
Total Other Current Liabilities	147,391.81	110,402.68	36,989.13	33.5%
Total Current Liabilities	217,968.88	147,916.59	70,052.29	47.36%
Total Liabilities	217,968.88	147,916.59	70,052.29	47.36%
Equity				
3010 · GENERAL FUND	6,002,277.50	6,002,277.50	0.00	0.0%
3011 · Board Designated Invest Reserve	2,527,134.00	2,527,134.00	0.00	0.0%
3012 · Board Designated Operating Res	683,400.00	683,400.00	0.00	0.0%
3013 · Unrestrict-Board Designated SRP	197,847.00	197,847.00	0.00	0.0%
3020 · FUND/RESTRICTED	1,460,319.65	1,460,319.65	0.00	0.0%
3040 · TEMPORARILY RESTRICT NET ASSETS	287,377.00	287,377.00	0.00	0.0%
Net Income	36,542.33	-17,729.84	54,272.17	306.11%
Total Equity	11,194,897.48	11,140,625.31	54,272.17	0.49%
TOTAL LIABILITIES & EQUITY	11,412,866.36	11,288,541.90	124,324.46	1.1%

**Potter League for Animals
FY20 Budget**

	<u>Annual FY19 Forecast</u>	<u>Annual FY20 Budget</u>	<u>% Change</u>
Operating Revenue			
Shelter Services & Fees	\$ 430,225	\$ 492,125	12.6%
Contracted Service Revenue	\$ 205,000	\$ 213,131	3.8%
Fundraising Revenue	\$ 1,328,450	\$ 1,477,950	10.1%
Other Income & Invest Transfers	\$ 151,700	\$ 151,750	0.0%
Spay & Neuter Clinic	\$ -	\$ 958,913	100.0%
Total Operating Revenue	\$ 2,115,375	\$ 3,293,869	35.8%
Operating Expenses			
Program Expenses *			
Shelter Operation/Adopter Svcs	\$ 75,700	\$ 84,050	9.9%
Veterinary Expense	\$ 174,500	\$ 183,500	4.9%
Behavior/Training	\$ 28,180	\$ 30,360	7.2%
Education/Marketing	\$ 67,170	\$ 74,750	10.1%
Volunteer	\$ 7,580	\$ 8,110	6.5%
Spay & Neutr Clinic	\$ -	\$ 393,903	100.0%
Total Program Expenses	\$ 353,130	\$ 774,673	54.4%
Administrative & Fundraising			
Administrative	\$ 108,610	\$ 110,020	1.3%
Fundraising	\$ 188,610	\$ 218,420	13.6%
Total Administrative & Fundraising	\$ 297,220	\$ 328,440	9.5%
Personnel			
Personnel: Wages/Taxes	\$ 1,210,900	\$ 1,836,900	34.1%
Personnel: Benefits	\$ 133,600	\$ 205,484	35.0%
Total Personnel	\$ 1,344,500	\$ 2,042,384	34.2%
Occupancy Expenses	\$ 175,150	\$ 183,490	4.5%
Total Operating Expenses	\$ 2,170,000	\$ 3,328,987	34.8%
Net Operating Income (Loss) before Depreciation	\$ (54,625)	\$ (35,100)	-55.6%
Depreciation Expense (no cash requirement)	\$ (308,420)	\$ (311,800)	
Net Loss from Operations after Depreciation	\$ (363,045)	\$ (346,900)	
Net Operating Income (Loss) before Depreciation	\$ (54,625)	\$ (35,100)	
Scheduled SRP Transfer	\$ (35,200)	\$ (36,900)	
Net Change in Cash position from operations	\$ (89,825)	\$ (72,000)	

* Before Overhead Allocations

Potter League for Animals
Profit & Loss Budget vs. Actual and Prior Year Comparison

Excluding Spay/Neuter Clinic Activity

	YTD Apr. 30, 2019 vs Budget				Prior Year Comparison			
	YTD April 2019 Actual	YTD April 2019 Budget	\$ Variance	Favorable (Unfavorable) %	FY19 ANNUAL BUDGET	YTD April 2018 Actual	2019 vs 2018 Variance	Favorable (Unfavorable) %
Operating Performance								
Income	\$1,522,288	\$1,489,786	\$32,502	2.2%	\$2,044,700	\$1,318,425	\$203,863	15.5%
Expenses-before depreciation*	<u>\$1,654,178</u>	<u>\$1,589,986</u>	<u>\$64,192</u>	<u>-4.0%</u>	<u>\$2,065,010</u>	<u>\$1,511,928</u>	<u>\$142,250</u>	<u>-9.4%</u>
Net Income	<u><u>-\$131,890</u></u>	<u><u>-\$100,200</u></u>	<u><u>-\$31,690</u></u>	<u><u>-31.6%</u></u>	<u><u>-\$20,310</u></u>	<u><u>-\$193,503</u></u>	<u><u>\$61,613</u></u>	<u><u>31.8%</u></u>
Non-Operating: Investments and Bequests								
Investment Income	\$58,447	\$86,915	-\$28,468	-32.8%	\$121,415	\$207,894	-\$149,447	-71.9%
Bequests (see below)	\$18,500	\$0	\$18,500		\$0	\$8,854	\$9,646	108.9%
Expenses	\$7,211	\$11,200	-\$3,989	35.6%	\$13,450	\$13,194	-\$5,983	45.3%
Budgeted Transfer to Operating	<u>\$0</u>	<u>\$0</u>	<u>\$0</u>		<u>\$150,000</u>	<u>\$0</u>	<u>\$0</u>	<u>0.0%</u>
Net Income	<u><u>\$69,736</u></u>	<u><u>\$75,715</u></u>	<u><u>-\$5,979</u></u>	<u><u>-7.9%</u></u>	<u><u>-\$42,035</u></u>	<u><u>\$203,553</u></u>	<u><u>-\$133,817</u></u>	<u><u>-65.7%</u></u>
Organization Total								
Income	\$1,599,235	\$1,576,701	\$22,534	1.4%	\$2,166,115	\$1,535,172	\$64,062	4.2%
Expenditures	<u>\$1,661,389</u>	<u>\$1,601,186</u>	<u>\$60,203</u>	<u>-3.8%</u>	<u>\$2,228,460</u>	<u>\$1,525,122</u>	<u>\$136,267</u>	<u>-8.9%</u>
Net Income	<u><u>-\$62,154</u></u>	<u><u>-\$24,485</u></u>	<u><u>-\$37,669</u></u>	<u><u>-153.8%</u></u>	<u><u>-\$62,345</u></u>	<u><u>\$10,050</u></u>	<u><u>-\$72,204</u></u>	<u><u>-718.4%</u></u>

* Depreciation expense not included as there is no cash requirement. This \$307,000 expense will be recorded at year end.

* Scheduled System Replacement Plan transfer of \$35,200 not included in above expenses. Transfer will occur in July 2019

Bequests:

FY19	
Christine MacDonald Estate	\$ 1,000
Thomas McNiff Estate	\$ 12,500
Cynthia Palmer Estate	\$ 5,000
	<u>\$ 18,500</u>
FY18	
Dean Jerazol Estate	\$ 8,854
	<u>\$ 8,854</u>

\$100+ Donors May 2019

Donor	Address		Fund	Amount
International Manufacturing Services, Inc.	50 Schoolhouse Ln	Portsmouth, RI	(4570) Workplace - Other	\$2,292.50
FM Global	Allendale Park	Johnston, RI	(4570) Workplace - Other	\$3,400.00
Rocco's Little Italy LLC	880 E. Main Rd	Portsmouth, RI	(4600) General Gifts	\$100.00
Raytheon Company	Charitable Giving	Princeton, NJ	(4570) Workplace - Other	\$340.34
Facebook			(4600) General Gifts	\$475.00
AmazonSmile Foundation			(4600) General Gifts	\$149.99
J. CREW	770 Broadway	New York, NY	(4676) Third Party Fundrais	\$350.00
Newport Hospital	11 Friendship St	Newport, RI	(4585) Grants/Temp Restrict	\$4,000.00
Wilcox Family Foundation	c/o Atlantic Trust	New York, NY	(4600) General Gifts	\$250.00
Portsmouth Veterinary Clinic	944 East Main Rd	Portsmouth, RI	(4590) Honor / Memorial	\$120.00
Fidelity Charitable Gift Fund	PO Box 770001	Cincinnati, OH	(4589-03) Direct - SN	\$100.00
Amica Companies Foundation	PO Box 6008	Providence, RI	(4590) Honor / Memorial	\$150.00
R.B.Queern & Co.	200 Highpoint Ave, Ste B7	Portsmouth, RI	(4560-01) Sustainer - Monthly	\$100.00
Embrace Home Loans	25 Enterprise Ctr Unit 200	Middletown, RI	(4590) Honor / Memorial	\$250.00
Morgan Stanley	c/o Cybergrants, Inc.	Andover, MA	(4600) General Gifts	\$3,000.00
Benevity Community Impact Fund; The	1521 Georgetown Rd	Hudson, OH	(4570) Workplace - Other	\$364.57
Paypal Charitable Giving Fund	1250 I Street NW Suite 1202	Washington, DC	(4600) General Gifts	\$105.91
YourCause, LLC	6111 W Plano Pkwy, Ste 1000YC	Plano, TX	(4600) General Gifts	\$150.00
United Way of Rhode Island	50 Valley St	Providence, RI	(4570) Workplace - Other	\$543.71
Gingy's	196 Bellevue Ave.	Newport, RI	(4676) Third Party Fundrais	\$166.05
Jean and Walt Kitonis Charitable Foundation	9500 Innovation Dr	Manassas, VA	(4600) General Gifts	\$1,000.00
Local 911 AFSCME AFL-CIO	PO Box 931	Newport, RI	(4590) Honor / Memorial	\$100.00
Mr. and Mrs. John T. Allan	1 Vanderbilt Ave	Newport, RI	(4570) Workplace - Other	\$120.00
Ms. Mary-Jean Aschman	4 Aurora Ave	Cranston, RI	(4570) Workplace - Other	\$100.00
Mr. Chase Audette	103 Beacon St	Middletown, RI	(4600) General Gifts	\$220.00
Mr. and Mrs. David R. Bender	19 Thurston Ave	Newport, RI	(4570) Workplace - Other	\$260.00
Ms. Cindi R. Blouin	108 Dighton Ave	Portsmouth, RI	(4570) Workplace - Other	\$220.00
Ms. Madison Bolton	73 Carter Drive	Portsmouth, RI	(4600) General Gifts	\$530.00
Mr. Antonio V. Bonilla	4 Pine Street	South Easton, MA	(4589-03) Direct - SN	\$100.00
Mr. John F. Brady	17 Tripps Corner Rd	Exeter, RI	(4570) Workplace - Other	\$260.00
Mr. and Mrs. Donald J. Burke	3 Champlin Pl	Newport, RI	(4589-03) Direct - SN	\$200.00
Mr. and Mrs. Kenneth J. Chapman	55 Berkley Ave	Portsmouth, RI	(4570) Workplace - Other	\$520.00

Mr. James G. Cirillo	41 Indian Hill Cir	Middletown, RI	(4570) Workplace - Other	\$910.00
Mr. and Mrs. Anthony Cochran	7 Weaver Ave	Newport, RI	(4570) Workplace - Other	\$754.00
Ms. Teresa M. Cunha	67 Bluegrass Dr	Middletown, RI	(4570) Workplace - Other	\$105.00
Mr. Anthony F. Czerwein	550 Angell Rd	North Providence, RI	(4570) Workplace - Other	\$104.00
Mr. and Mrs. Richard D'Antico	49 James Francis Ter	Middletown, RI	(4570) Workplace - Other	\$117.50
Ms. Linda B. Deming	11 Cloverdale Rd	Cranston, RI	(4570) Workplace - Other	\$100.00
Mr. and Mrs. Scott Dionne	33 John Duggan Rd	Tiverton, RI	(4590) Honor / Memorial	\$100.00
Mr. Ken DiOrio	42 Canario Dr	Warren, RI	(4600) General Gifts	\$100.00
Ms. Heather K. Easterbrooks	28 Argonne St	Johnston, RI	(4570) Workplace - Other	\$300.00
Mr. and Mrs. Peter M. Eskelund	9 Franlee Dr	Rehoboth, MA	(4570) Workplace - Other	\$1,950.00
Mr. and Mrs. Barry J. Ford	1 Harold Ln	Middletown, RI	(4570) Workplace - Other	\$3,000.00
Ms. Julia A. Forgue and Mr. Steven V. Mutter	29 Toppa Blvd	Newport, RI	(4570) Workplace - Other	\$400.00
Mrs. Carolyn I. Frye	23 Indian Hill Cir	Middletown, RI	(4560-01) Sustainer - Monthly	\$220.00
Ms. Louise Gagnon	236 Becker Ave	Riverside, RI	(4589-03) Direct - SN	\$100.00
Ms. Diane V. Galoski	260 Morse Ave	Warwick, RI	(4570) Workplace - Other	\$130.00
Mr. and Mrs. Martin J. Guyotte	2 Watson St	Newport, RI	(4570) Workplace - Other	\$3,900.00
Mr. and Mrs. Edward T. Harvey, Jr.	527 College Ave	Haverford, PA	(4589-03) Direct - SN	\$250.00
Ms. Lori Henault	100 Soares Dr	Portsmouth, RI	(4570) Workplace - Other	\$260.00
Ms. Johanna Hetheron	30 Reynolds St	North Kingstown, RI	(4570) Workplace - Other	\$2,600.00
Mr. John Howington	7887 Valley View Rd	Hudson, OH	(4590) Honor / Memorial	\$100.00
Ms. Clare G. Irwin	155 Jastram St	Providence, RI	(4570) Workplace - Other	\$250.00
Mr. Robert A. Jarvis	18 Wyoming Ave	Brockton, MA	(4590) Honor / Memorial	\$100.00
Ms. Karen J. Johnson	200 Post Rd #304	Warwick, RI	(4590) Honor / Memorial	\$100.00
Mr. and Mrs. Thomas C. Jones	143 Sweet Farm Rd	Portsmouth, RI	(4589-03) Direct - SN	\$200.00
Ms. Judith A. Kelley	29 Wyatt Rd	Middletown, RI	(4570) Workplace - Other	\$100.00
Ms. Katarina Kozuchowska Duplessy	70 La Salle St	New York, NY	(4590) Honor / Memorial	\$250.00
Mr. and Mrs. Anthony G. Kutsaftis	152 Kay St	Newport, RI	(4600) General Gifts	\$400.00
Ms. Christine M. Langevin	9 Umberto St	Johnston, RI	(4570) Workplace - Other	\$500.00
Dr. Natalie E. Leland	516 N Taylor Ave	Pittsburgh, PA	(4600) General Gifts	\$100.00
Mrs. Tracy A. Liberatore	26 Sherwood Ave	North Providence, RI	(4570) Workplace - Other	\$520.00
Mr. Michael D. McCoy	PO Box 206	Portsmouth, RI	(4570) Workplace - Other	\$312.00
Ms. Karen McCullough	1 Phillips St	Johnston, RI	(4570) Workplace - Other	\$260.00
Ms. Ann H. McDonald	244 Glen Rd	Portsmouth, RI	(4589-03) Direct - SN	\$100.00
Ms. Kerry C. McGovern	120 North Bedford St B	Arlington, VA	(4570) Workplace - Other	\$141.44
Allison Merrick & Trent Carmichael	723 Riverbank Road	Stamford, CT	(4590) Honor / Memorial	\$750.00

Ms. Barbara Miller	30 Harbor Village Dr #2	Middletown, RI	(4560-01) Sustainer - Monthly	\$325.00
Ms. Elizabeth Mooney	77 Standish Ave	North Providence, RI	(4570) Workplace - Other	\$260.00
Mr. and Mrs. Mark S. Moreira	36 Narrows Rd	Bristol, RI	(4570) Workplace - Other	\$130.00
Ms. Linda O'Brien	75 Old Willis Rd	Cumberland, RI	(4570) Workplace - Other	\$260.00
Mr. and Mrs. Andrew D. O'Brion	124 Lake Erie Street #C	Middletown, RI	(4570) Workplace - Other	\$260.00
Ms. Madeleine J. Panaggio	55 Greenough Pl	Newport, RI	(4589-03) Direct - SN	\$200.00
Ms. Lois A. Paolisso	129 Academy Ave #2	Providence, RI	(4570) Workplace - Other	\$300.00
Mr. Jim Paradise	35 Peckham Ln	Middletown, RI	(4600) General Gifts	\$250.00
Ms. Teresa T. Pinto	9 Aquidneck Ave	Portsmouth, RI	(4570) Workplace - Other	\$104.00
Mr. Paul Proffitt	60 Gildas Ln	Portsmouth, RI	(4570) Workplace - Other	\$100.00
Ms. Shannon B. Rosciti	15 Morgan Ct	Lincoln, RI	(4570) Workplace - Other	\$156.00
Ms. Jill M. Sabatine	54 University Ave	Providence, RI	(4570) Workplace - Other	\$130.00
Mr. and Mrs. Craig C. Sculos	PO Box 104	Portsmouth, RI	(4570) Workplace - Other	\$750.00
Ms. and Mrs. Richard Shell	1126 Bullocks Point Ave	Riverside, RI	(4589-03) Direct - SN	\$125.00
Mrs. Judith J. Smith	210 Redwood Rd	Portsmouth, RI	(4600) General Gifts	\$100.00
Terry Somerson	40 Perseverance Ln	Westport, MA	(4600) General Gifts	\$200.00
Mr. and Mrs. Donald M. Souza	10 Wrights Wy	Fall River, MA	(4590) Honor / Memorial	\$100.00
Mr. and Mrs. Eric S. Spigel	38 Madison Way	Portsmouth, RI	(4570) Workplace - Other	\$300.00
Mr. and Ms. Charles W. Stockwell	15 Gurney Rd	East Freetown, MA	(4600) General Gifts	\$110.00
Mr. Dennis P. Sullivan	34 Norman St	Newport, RI	(4600) General Gifts	\$100.00
Ms. Kim Sutton	345 Thames St	Bristol, RI	(4600) General Gifts	\$100.00
Ms. Jennifer E. Thomas	10 Kay St #1	Newport, RI	(4570) Workplace - Other	\$104.00
Mr. Ron V. Torio	19 Longmeadow Ave	Middletown, RI	(4570) Workplace - Other	\$125.00
Mr. and Mrs. Michael V. Torio	237 Captain Cir	Tiverton, RI	(4560-01) Sustainer - Monthly	\$125.00
Ms. Trisha A. Torres	14 Fuller St	Rehoboth, MA	(4589-02) Animal Care Fund	\$2,500.00
Mrs. John A. van Beuren	15 Indian Ave	Middletown, RI	(4589-03) Direct - SN	\$200.00
Ms. Kimberly E. Ward	11 Palmer River Rd	Seekonk, MA	(4570) Workplace - Other	\$173.34
Ms. Teresa Ward	11 Magnolia Street	Bristol, RI	(4570) Workplace - Other	\$100.00
Mr. and Mrs. Michael J. Wasilewski	60 Robin Rd	Portsmouth, RI	(4570) Workplace - Other	\$165.00
Ms. Karen A. Wilkey	103 John Duggan Rd	Tiverton, RI	(4560-01) Sustainer - Monthly	\$100.00
Mr. and Mrs. Steven F. Williams	36 Cottage St	Bristol, RI	(4570) Workplace - Other	\$100.00
Mr. Daniel J. Williams	275 Freeborn St	Portsmouth, RI	(4570) Workplace - Other	\$1,300.00
Mr. Glenn J. Wolf and Mrs. Diane M. DeRuggiero	513 Wapping Rd	Portsmouth, RI	(4570) Workplace - Other	\$260.00
Mr. and Mrs. Timothy G. Wygant	11 Canonicus Ave	Newport, RI	(4570) Workplace - Other	\$260.00

MARKETING & OUTREACH KPI's 2019

Sub-Dept.	Metric	2018 Averages	January	February	March	April	May	June	July	August	September	October	November	December	Totals
Marketing	# Facebook Impressions Monthly	518,739	1,101,504	488,242	543,653	514,266	289,476								2,937,141
	# Facebook Fans Total	36,652 (Total)	37,114	37,328	37,690	37,907	38,111								38,111
	# Facebook Engagement Monthly	27,568	56,303	20,721	31,853	23,841	13,486								146,204
	# Website Sessions Per Month	25,132	28,832	31,321	32,111	32,366	28,574								153,204
	# Website Users Per Month	12,883	13,354	16,533	14,554	25,939	23,224								93,604
	Email Open Rate %	17.94%	27.40%	16.74%	15.50%	12.27%	13.80%								17.14%
	# of Email Click-Throughs	585	545	920	332	684	553								3034
	# of Instagram Likes Per Month	4,058	7,070	8,565	6,434	4,294	4,903								31,266
	Monthly Tweet Impressions	20,942	44,900	22,200	29,800	17,400	17,500								131,800
Humane Education	# of Programs	41.83333333	98	65	68	90	95								416
	# of Students	896	1,537	1,162	1,000	1,551	2,075								7,325
Volunteer	# of Attendees at Monthly Gen Info Sessions	42.75	30	46	44	38	38								196
	% of attendees who submit an application & complete an orientation class	69%	77%	87%	84%	53%	58%								72%
	# of NEW Volunteers Donating 4+ Hours Monthly	36.25	32	25	35	24	31								29.40
	# of TOTAL Volunteers Donating 4+ Hours Monthly	117.25	104	90	117	106	110								105.40

2019 Annual Loyal Friend Survey – Question 11 comments.

How Can We Serve You Better?

1. Your facility is one of the very best in Rhode Island! Keep up the great work you do! Thank you! I grew up in Middletown – Potter League has always been there – you have come a long way!
2. I would like to adopt a cat. I just lost the wild ones I had after 11 years, Jaice blues and Scar Face. One was from old age and the other was cancer. They lived very well with me and I with them. I miss them!
3. A friend and I recently visited your area and found the staff very helpful. The animals looked well cared for and so did their area. I gave \$15.00 in March. Thank you!
4. I want to commend you for opening your doors for pets whose owners had lost heat during the January gas shut off. Many people have elderly or sick pets who wouldn't be welcome in hotels – or at friends' homes. You stepped up immediately. Lots of "doggie halos" to you!
5. Potter League does a great job!!!
6. I think you do an excellent job in every area.
7. I think everything that you do is so wonderful. We are so lucky to have you all in Middletown. Thank you so much.
8. Love the Potter League- adopted a dog 9 1/2 years ago from you and still going strong... (15 and 1/2 now.)
9. Just keep saving and helping as many animals as possible.
10. You're doing a great job! Thank you.
11. I have recommended Potter to many people over the years since I adopted my Lhasa apso Amber in 1993. Also, I commend your recent community service providing emergency pet shelter during the crises of gas shut down during freezing cold. Thank you for your special public service to your community.
12. I appreciate what you do for the community (2 and 4 legs) I plan on donating my usual modest amount once a year... I give small gifts when I can. I must say I miss my cat. Keep doing the good work!
13. I am very impressed with the work you do. I see no areas needing improvement.
14. My mother always said "Actions speak louder than words!" Keep up the good work!
15. I think you do a great job. My only thought would be less mailings. You are one of 4 local agencies that I donate to throughout the year. For me the mailings do not make me give any more or less.
16. I've heard people say they have the impression their name has been put on a waiting list (for example – for a small, young dog) but never have been called.
17. Let every volunteer work with any animal. (Written by an under 18 yr. old.)
18. Offer more cat/dog fostering opportunities. Allow children to walk select dogs.
19. Not always able to donate due to income and health care.

20. Append a bit more time on evaluation of animals available for adoption. My adoption experience was very negative with the dog being returned to the potter League. His negative quality should have been better assessed.
21. You are doing a great job! Keep up the good work.
22. Your people are great. We adopted Koby 7 years ago. What a wonderful dog he is. But right now he is very sick. He has heart failure but we are giving him meds twice a day. They told us he could live 6 months to a year. But he is doing great right now. I just pray for him every night. Thank you for Koby. We love him very much.
23. Please keep the mail down. My budget allows Potter league just one donation. Sorry but I have a long list of charities.
24. Keep up your wonderful work! Thank you.
25. I think you are doing a wonderful job and especially when they had the gas outage in Newport. I thought taking in all those animals was exceptional during that emergency crisis. Everyone at the Potter league went above and beyond to help.
26. Serve as an animal shelter and prevent more animals needing shelter by offering free spay and neuter services for low and no income residents.
27. I've adopted several cats, participated in the walks for animals, used your representatives/educators for programs in my classroom (when I was still teaching) and visited the Potter League. I am happy to support your work.
28. I think you are doing a wonderful job.
29. I cannot donate but once a year. My income is limited.
30. Keep doing what you are doing!
31. With Brad as Director the changes to the PL have been wonderful – all for the better! Can't say enough positive things about all that has happened.
32. Just keep helping them and even as you have helped in other states by bringing them here.
33. You are doing Great!
34. I don't believe you need any improvement. Potter League is a perfect organization. I've adopted many cats and dogs over the years. You do good work, keep it up.
35. Please take care of those who take care of the animals. The animal care staff work hard every day to make sure the animals have everything they need. Also, please support the customer care staff. All of these fine people have the (sometimes) hardest jobs of all: dealing with the public. Thank you to the entire staff for all you do for the animals.
36. Having just paid my Income and House taxes I am only able to give you a minimum gift right now. Bad timing? But I hope to do better later on.
37. Stop sending so many mailing. Wastes dollars, wastes paper and wastes time.
38. I wish you would not spend money on unnecessary gifts, bags or any promotion thanking people or shall I say "rewarding" people for their donations. That is all extra expenses that you could use at the Potter league. The true donor would agree with me. I am proud to write you a check every month for the great work you do every day!
39. I think your organization is wonderful. The dog I adopted from you two years ago is just perfect. Your staff is exceptional – they helped greatly in my quest for a pet.

40. You have one an amazing job this year particularly, and you are a beacon in the island community. Thank you!
41. A white board in the lobby documenting tasks that have to be done in case there are no dogs to be walked.

May survey – tally as of 5/28/19

Preliminary Results:

1. Which Services of PL are most Important?	
a. Finding Homes	37
b. Lifesaving medical care	16
c. Spay/neuter	21
d. Educating community	8
e. Other	1
2. What type of stories inspire you most to give to PL?	
a. Adoption Stories	28
b. Animal Rescues	28
c. Medical Stories	9
d. Program Highlights	4
e. Other	2
3. Have you seen post from PL on social media?	
a. Yes	8
b. No, But I will soon	5
c. I don't follow PL on Soc. Media	9
d. I don't have Soc. Media	21
4. Do you feel your donations to PL are used efficiently?	
a. Yes,	37
b. No, because	2
5. Have you ever volunteered with the PL?	
a. Yes	9
b. No	32
6. What is best time of year to donate?	
Jan – Mar	9
April – June	15
July – Sept	9
Oct – Dec	16
7. Would like more info about-	
A Monthly giving	0
B. special events	5
C. Leaving a gift in will	0
D. volunteering	4
E. Gifts of Stock or securities	0

Note: Responses are fewer due to the fact that many did not turn over the back side of the survey to fill out or just choose not to provide the information

7. Part B Best way to Contact

a. Email	15
b. Phone	4

8. What is your age?

a. 18-29	
b. 30-39	1
c. 40-49	3
d. 50-65	8
e. 65+	21
f. Prefer not to answer	2

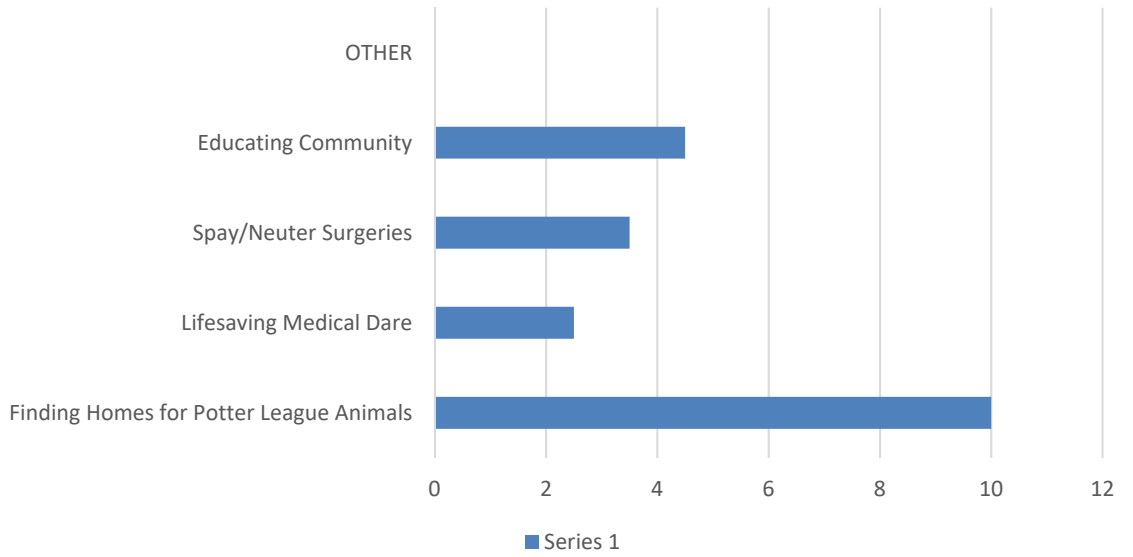
9. Gender:

Female	33
Male	4

10. Rating of PL from 0-10: (0 is good -10 is great!)

0	0
1	0
2	0
3	0
4	0
5	0
6	1
7	1
8	1
9	10
10	29

Ranking of Potter League Services



New Donors May 2019

Name	Address		
Ms. Laura Dipaolo	467 Paradise Ave	Middletown, RI	02842
Ms. Fran Falsey	71 Columbia Ave	Jamestown, RI	02835
Ms. Sara Farley	232 Stoney Hollow Rd	Tiverton, RI	02878
Ms. Patricia Filiberto	1798 Crandall Rd	Tiverton, RI	02878
Mr. and Mrs. Bob Gervais	81 Saint George Ct	Warwick, RI	02888
Mr. Dan Merson	PO Box 1484	Lanesboro, MA	01237
Mr. and Mrs. Denis Rochefort	83 Janice Rd	Warwick, RI	02886
Mr. and Mrs. James White	341 Chestnut Hill Rd	Wakefield, RI	02879
Ms. Judy Zimmer	128 Wawecus Hill Rd	Norwich, CT	06360

Dogs

Cats

	Dogs								Cats							
	May-19	May-18	# chang	% change	YTD FY 19	YTD FY 18	# change	% change	May-19	May-18	# change	% change	YTD FY 19	YTD FY 18	# change	% change
Beginning Animal Count	39	25	14	56%	41	35	6	17%	56	58	-2	-3%	116	128	-12	-9%
Animal Intake																
Strays	12	23	-11	-48%	137	134	3	2%	16	18	-2	-11%	91	124	-33	-27%
Owner Surrender	11	17	-6	-35%	146	147	-1	-1%	19	22	-3	-14%	198	264	-66	-25%
Owner Intended Euthanasia	0	0	0		0	0	0		0	0	0		0	0	0	
Transferred In	40	47	-7	-15%	403	428	-25	-6%	56	36	20	56%	262	295	-33	-11%
Other Intakes	1	8	-7	-88%	20	52	-32	-62%	2	10	-8	-80%	27	50	-23	-46%
Total Live Intakes	64	95	-31	-33%	706	761	-55	-7%	93	86	7	8%	578	739	-161	-22%
Live Animal Outcomes																
Adoption	33	46	-13	-28%	523	552	-29	-5%	36	51	-15	-29%	489	654	-165	-25%
Returned to Owner	16	29	-13	-45%	157	155	2	1%	14	5	9	180%	69	52	17	33%
Transferred Out	1	1	0	0%	5	8	-3	-38%	6	1	5	500%	18	17	1	6%
Returned to Field	0	0	0		0	0	0		0	0	0		0	0	0	
Other Live Outcomes	1	0	1		2	1	1	100%	0	0	0		0	0	0	
Sub Total Live Outcomes	51	76	-25	-33%	687	716	-29	-4%	56	57	-1	-2%	576	723	-147	-20%
Other Outcomes																
Died in Care	0	0	0		0	1	-1	-100%	1	0	1		17	10	7	70%
Lost in Care	0	0	0		0	0	0		0	0	0		0	0	0	
Shelter Euthanasia	3	2	1	50%	20	22	-2	-9%	8	3	5	167%	27	30	-3	-10%
Owner Intended Euthanasia	0	0	0		0	0	0		0	0	0		0	0	0	
Sub Total Other Outcomes	3	2	1	50%	20	24	-4	-17%	9	3	6	200%	44	43	1	2%
Total Outcomes	54	78	-24	-31%	707	740	-33	-4%	65	60	5	8%	620	766	-146	-19%
Ending Animal Counts	49	42	7	17%	40	42	-2	-5%	84	84	0	0%	74	84	-10	-12%

May-19 May-18 YTD FY 2019

Length of Stay

Dogs	16	12	15
Cats	25	23	31
Pet Safe			
New entering system	2	3	130
Foster Care			
# in foster care	51	45	292

Other Animals

	May-19	May-18	# change	% change	YTD FY 19	YTD FY 18	# change	% change
Animal Intake								
Strays	4	1	3	300%	13	6	7	117%
Owner Surrender	13	8	5	63%	114	96	18	19%
Owner Intended Euthanasia	0	0	0		1	0	1	
Transferred In	4	0	4		29	15	14	93%
Other Intakes	0	0	0		1	23	-22	-96%
Total Live Intakes	21	9	12	133%	158	140	18	13%
Live Animal Outcomes								
Adoption	19	18	1	6%	153	110	43	39%
Returned to Owner	0	0	0		3	6	-3	-50%
Transferred Out	0	6	-6	-100%	3	6	-3	-50%
Returned to Field	0	0	0		0	0	0	
Other Live Outcomes	0	0	0		0	1	-1	-100%
Sub Total Live Outcomes	19	24	-5	-21%	159	123	36	29%
Other Outcomes								
Died in Care	0	0	0		1	0	1	
Lost in Care	0	0	0		0	0	0	
Shelter Euthanasia	0	0	0		0	3	-3	-100%
Owner Intended Euthanasia	0	0	0		1	0	1	
Sub Total Other Outcomes	0	0	0		2	3	-1	-33%
Total Outcomes	19	24	-5	-21%	161	129	32	25%