

**Potter League Board Meeting – February 2021**  
**Development Activities Report**  
**Submitted by Erin O’Gara Dollard**

**Love Bash for Animals Campaign 2021**

The PS I Love You Pet Calendar Photo Contest will conclude on March 8 at 5:00 p.m. We are on track to meet our goal of \$15k. At the time of this report, there are 74 entries and \$11,657 has been raised. We expect an exciting finish as the top vote getters battle it out to make the top 11 and receive placement in the 2022 calendar.

The No Bash for Animals direct mail appeal will be mailed on March 8<sup>th</sup> to 5,000 donors. This campaign has an electronic component that includes a series of e-blasts and a lightbox for our website. Staff will be conducting follow up phone calls to past supporters encouraging their participation. Thus far we have received \$10,000 in underwriting support from Dede Wilsey, Anne Sage Sgro and BankNewport.

Our on-line auction will be live beginning on March 24<sup>th</sup> and ending on April 14<sup>th</sup>. Use this line to access the site and view all auction items. <https://lovebashforanimals.com>. or by visiting [Potter League.org](https://PotterLeague.org).

The platform for the auction is Handbid. This platform is both mobile and desktop friendly. An app is available but not required to sign up and participate in the auction. The auction includes a selection of fund-a-need options, some unique Potter League experiences, and all-time favorites like getaways, golf and recreational activities. Please contact Susan or Erin if you or someone you know would be interested in renewing their underwriting support or helping in another way.

**Free Will Estate Planning Initiative**

The first of quarterly emails was included in our March e-blast. As a result, we received notification that four people have named us in their Will. As you recall, Free Will is an on-line estate planning company. Free Will helps donors and prospects create their Will on-line (free of charge to the donor). By using Free Will the Potter League will be able grow our legacy giving program, the Forever Friends Society by recruiting new members. Free Will identifies these donors and prospects and shares this information with us for stewardship and cultivation purposes. This platform allows the donor to name the Potter League in their plans, create a pet trust and identify a lawyer should one be needed.

**Board Commitments & Giving Statements**

This spring all board members will receive correspondence and an invitation to discuss their yearly financial commitment to the Potter League. Staff will provide giving history for review. A Zoom call or personal visit or call will be scheduled. This initiative is a direct outcome of our participation in the VBCF Cohort in which we have been advised to secure multi-year commitments from our closest and strongest supporters. All commitments will be kept confidential and payments can be made in installments over the course of the year. These meetings will also serve as a ‘one-time ask’ of board members barring any unforeseen emergencies similar to the pandemic or National Grid outage of 2019.

**Grant & Foundation Update**

We received notification that \$25k will be forthcoming from The Schutz Engel Trust. This is renewed support for equipment for our clinics and support of our outreach efforts. Upcoming grants include Prince Charitable Trusts, The Gruben Foundation and The Rhode Island Foundation.

**\$500+ Donors / February 2021**

<b>Name</b>	<b>Soft Credit</b>	<b>Amount</b>	<b>Fund</b>	<b>Address</b>		
Fat Face		\$1,166.00	(4676) Third Party Fundraiser	49 Hillside Rd	Cranston	RI
Jason DeCesare		\$500.00	(4676) Third Party Fundraiser	175 Water St	Warren	RI
Lucky Dog Resort, Inc.		\$1,000.00	(4540) Corporate / Business	599 E Main Rd	Middletown	RI
Noelle M. Shiland		\$1,000.00	(4655) LoveBash	174 Center Ave	Middletown	RI
Fidelity Charitable Gift Fund Facebook	Richard L. Brickley Jr.	\$500.00	(4600) General	PO Box 770001	Cincinnati	OH
AmazonSmile Foundation		\$1,050.81	(4600) General			
Combined Federal Campaign		\$563.43	(4600) General			
Fidelity Charitable Gift Fund		\$941.24	(4570) Workplace	4699 Murphy Canyon Rd	SanDiego	CA
Fidelity Charitable Gift Fund	Peter Metzger	\$520.00	(4600) General	PO Box 770001	Cincinnati	OH
Fidelity Charitable Gift Fund	David C. Spink	\$500.00	(4600) General	PO Box 770001	Cincinnati	OH
The Black Dog Tavern Co., Inc.		\$639.53	(4676) Third Party Fundraiser	735 Falmouth Rd	Mashpee	MA
The Rhode Island Foundation		\$1,000.00	(4600) General	One Union Station	Providence	RI
Wendy Waller	Sydney A. Waller	\$500.00	(4590) Honor / Memorial	54 Columbia Ave	Jamestown	RI
Sophia Piel Dawson Charitable Trust		\$9,500.00	(4580) Grants/Unrest	Arden Trust185 Hudson StreetSuite 2920	Jersey City	NJ
Diane B. Wilsey		\$5,000.00	(4655) LoveBash	2590 Jackson St	San Francisco	CA
Fidelity Brokerage Services, LLC	Virginia D. Clappi	\$5,000.00	(4600) General	BNY Mellon Trust of Delaware	Newark	DE
Edward T. Harvey Jr.		\$500.00	(4560-01) Sustainer	527 College Ave	Haverford	PA
Ronald G. Murdock		\$1,000.00	(4600) General	245 Ferry Landing Cir	Portsmouth	RI
Roberta Capuano	Joshua Read	\$500.00	(4590) Honor / Memorial	101 Fieldstone Ln	Tiverton	RI
<b>Total</b>		<b>\$31,381.01</b>				

	Dogs								Cats							
	Feb-21	Feb-20	# chang	% change	YTD FY 21	YTD FY 20	# change	% change	Feb-21	Feb-20	# change	% change	YTD FY 21	YTD FY 20	# change	% change
<b>Beginning Animal Count</b>	14	26	-12	-46%	15	32	-17	-53%	20	38	-18	-47%	44	91	-47	-52%
<b>Animal Intake</b>																
Strays	1	6	-5	-83%	45	79	-34	-43%	5	4	1	25%	65	56	9	16%
Owner Surrender	9	20	-11	-55%	76	132	-56	-42%	4	27	-23	-85%	101	137	-36	-26%
Owner Intended Euthanasia	0	0	0		0	0	0		0	0	0		0	0	0	
Transferred In	12	19	-7	-37%	113	228	-115	-50%	18	23	-5	-22%	163	229	-66	-29%
Other Intakes	2	5	-3	-60%	21	30	-9	-30%	0	0	0		12	4	8	200%
<b>Total Live Intakes</b>	24	50	-26	-52%	255	469	-214	-46%	27	54	-27	-50%	341	426	-85	-20%
<b>Live Animal Outcomes</b>																
Adoption	21	44	-23	-52%	170	337	-167	-50%	23	49	-26	-53%	315	422	-107	-25%
Returned to Owner	4	15	-11	-73%	64	115	-51	-44%	0	2	-2	-100%	24	26	-2	-8%
Transferred Out	1	0	1		6	5	1	20%	0	1	-1	-100%	8	7	1	14%
Returned to Field	0	0	0		0	0	0		0	0	0		0	0	0	
Other Live Outcomes	0	0	0		2	3	-1	-33%	1	0	1		1	1	0	0%
<b>Sub Total Live Outcomes</b>	26	59	-33	-56%	242	460	-218	-47%	24	52	-28	-54%	348	456	-108	-24%
<b>Other Outcomes</b>																
Died in Care	0	0	0		0	0	0		0	0	0		4	3	1	33%
Lost in Care	0	0	0		0	0	0		0	0	0		0	0	0	
Shelter Euthanasia	1	3	-2	-67%	20	28	-8	-29%	0	0	0		10	14	-4	-29%
Owner Intended Euthanasia	0	0	0		0	0	0		0	0	0		0	0	0	
<b>Sub Total Other Outcomes</b>	1	3	-2	-67%	20	28	-8	-29%	0	0	0		14	17	-3	-18%
<b>Total Outcomes</b>	27	62	-35	-56%	262	488	-226	-46%	24	52	-28	-54%	362	473	-111	-23%
<b>Ending Animal Counts</b>	11	14	-3	-21%	8	13	-5	-38%	23	40	-17	-43%	23	44	-21	-48%

<b>Length of Stay</b>	<b>21-Feb</b>	<b>Feb-20</b>	<b>YTD FY 21</b>	<b>YTD FY 20</b>
Dogs	24	13	15	13
Cats	24	37	29	31

<b>Animals in Foster Homes</b>	<b>Feb-21</b>	<b>Feb-20</b>	<b>YTD FY 21</b>	<b>YTD FY 20</b>
Total foster days	136	273	3126	5123
Dogs	68	8	545	714
Cats	68	265	2581	4409

<b>Pet Safe</b>	<b>Feb-21</b>	<b>Feb-20</b>	<b>YTD FY 21</b>	<b>YTD FY 20</b>
New animals entering	10	4	37	22

**Other Animals**

	Feb-21	Feb-20	# change	% change	YTD FY 21	YTD FY 20	# change	% change
<b>Animal Intake</b>								
Strays	9	5	4	80%	11	25	-14	-56%
Owner Surrender	19	21	-2	-10%	136	128	8	6%
Owner Intended Euthanasia	0	0	0		2	0	2	
Transferred In	0	0	0		7	8	-1	-13%
Other Intakes	0	0	0		0	2	-2	-100%
<b>Total Live Intakes</b>	28	26	2	8%	156	163	-7	-4%
<b>Live Animal Outcomes</b>								
Adoption	20	22	-2	-9%	143	140	3	2%
Returned to Owner	1	0	1		5	10	-5	-50%
Transferred Out	0	0	0		2	4	-2	-50%
Returned to Field	0	0	0		0	0	0	
Other Live Outcomes	0	0	0		0	0	0	
<b>Sub Total Live Outcomes</b>	21	22	-1	-5%	150	154	-4	-3%
<b>Other Outcomes</b>								
Died in Care	0	0	0		2	12	-10	-83%
Lost in Care	0	0	0		1	0	1	
Shelter Euthanasia	1	0	1		1	0	1	
Owner Intended Euthanasia	0	0	0		2	0	2	
<b>Sub Total Other Outcomes</b>	1	0	1		6	12	-6	-50%
<b>Total Outcomes</b>	22	22	0	0%	156	166	-10	-6%