

20  
22

ANNUAL  
REPORT

hearts & bones



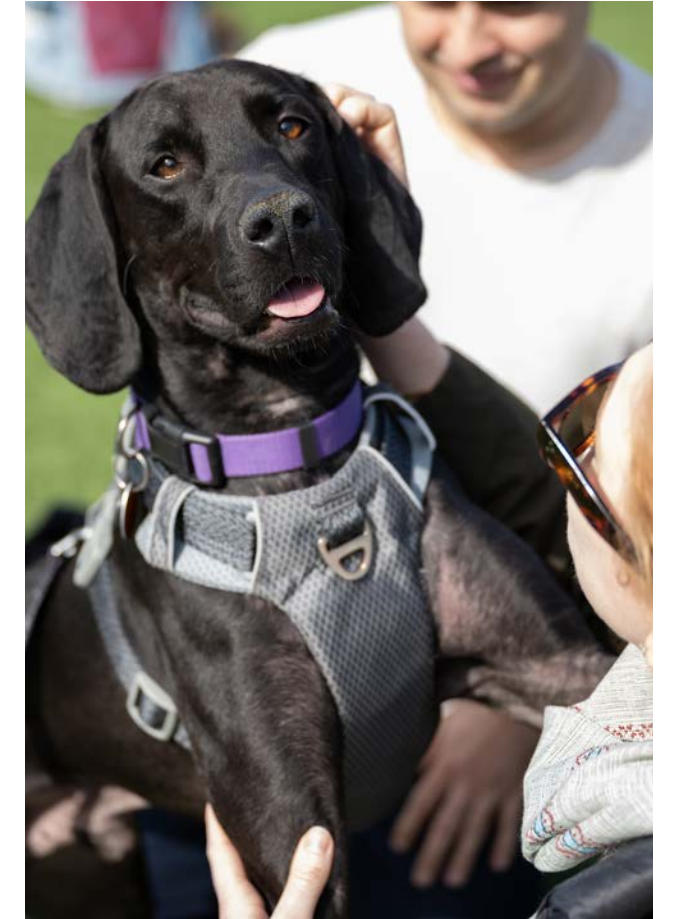


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# FROM OUR

# PRESIDENT

## 2022 was a year of progress and change at Hearts & Bones Rescue.

While humans transitioned back to normal life, shelters were as full as ever. However, despite the ever-changing backdrop in the world of animal sheltering and rescue, our commitment in 2022 stayed the same - to help as many homeless dogs as possible.

I'm pleased to present you with our 2022 Annual Report - you are why our successes in 2022 were possible. On the forthcoming pages, you'll meet some of the dogs that were part of our rescue story this year, as well as our hardworking staff and volunteers that were critical to making these stories a reality.

Many of our shelter partners experienced volumes higher than even pre-COVID, and we received an unprecedented number of requests for help. With the dedication of our staff and supporters, we were able to help 26 shelter partners in 2022 inch closer to a 90% save rate. We hope to help them get there in the coming years.

In terms of staffing, we've made some adjustments to staff to better position ourselves as we move into a post-COVID world. In the latter half of the year, we added a development manager and marketing manager, which both are crucial for us to continue to save lives. Similarly, we are pivoting our resources to build further support in New York as we look to do more with the local community going into 2023.

And of course, with the direction of national animal welfare organizations, we are always keeping track of national trends and needs so that we can continue to maximize our impact where it's most needed. We are working diligently towards a world where healthy animals do not need to be euthanized for space. It's a slow process, but progress is being made and that is always worth celebrating.

Thank you for your continued care and compassion - your support and partnership is why we are able to continue to save the lives of homeless animals.

Best,



Whitney Fang





# 2022 LIFESAVING

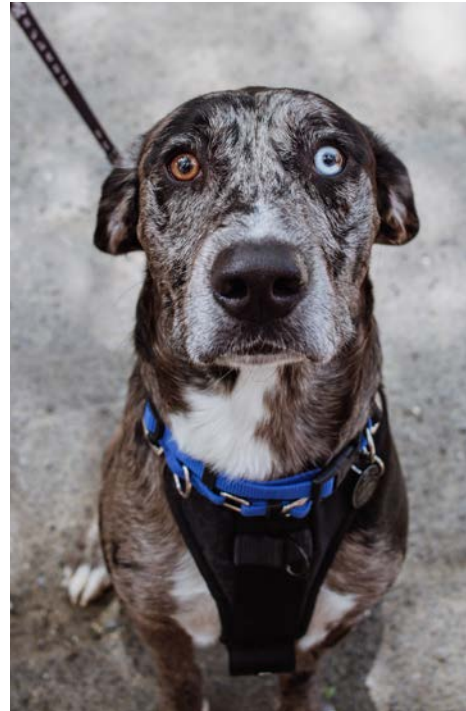
**907**  
LIVES  
SAVED



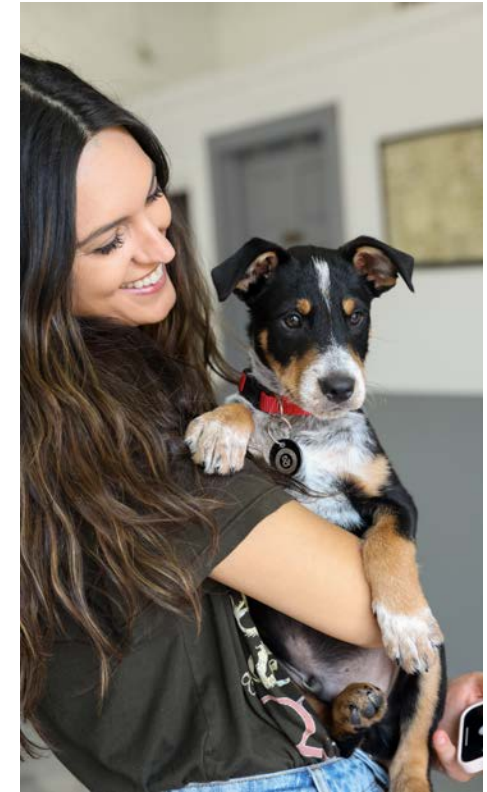
**786**  
FOSTER  
HOMES



**801**  
DOGS  
ADOPTED



**26**  
TOTAL  
SHELTER &  
RESCUE  
PARTNERS



**676**  
HBR  
RANCH  
STAYS

# NUMBERS





We remain committed to working heavily with many rural and underfunded shelter partners with larger lifesaving gaps. As the world continues to open back up, our municipal shelter partners across the region have struggled with record high intakes, decreased adoption interest, and fewer transfers to rescue partners. Despite these challenges, they continued to work tirelessly to find every possible positive outcome for the animals in their care. Thanks to our growing community of fosters, adopters, and donors, we are able to welcome approximately 60 dogs each month which frees up space in our shelter partners' facilities to save more lives each day.

We are indebted to our shelter partners and are ever grateful for their support of our mission. Our lifesaving efforts would not be possible without their efforts.

# SHELTER PARTNERS

187

**COLLIN COUNTY ANIMAL SERVICES**

74

**SPCA OF TEXAS**

118

**ARDMORE ANIMAL CARE, INC.**

71

**LANCASTER SHELTER**

108

**SHERMAN ANIMAL SHELTER**

52

**TRI-CITY ANIMAL SHELTER**

48

**ABILENE ANIMAL SERVICES**

23

**GARLAND ANIMAL SERVICES**

122

**OTHER**



## HIGHLIGHTS

**ARDMORE ANIMAL CARE, INC.**

In our third year as Ardmore Animal Shelter's partner, Hearts & Bones was the #2 transfer partner, rescuing 118 dogs. We are ever grateful to the dedication of the Ardmore staff, who have been invaluable in introducing us to so many wonderful animals that have found amazing forever homes.

**COLLIN COUNTY ANIMAL SERVICES**

Collin County Animal Services continues to be a core partner for Hearts & Bones. In 2022, Hearts & Bones was a quarter of all rescue transfers for the year, and was a top 3 transfer partner for the shelter. With our help, we were able to help increase the dog live release rate to 85%. In addition to the amazing dogs that we partnered to save, they were also a crucial part of the Fire Dog rescue. Thank you Collin County!



# TRANSPORT PROGRAM

After bringing our transport program in-house in 2021, we ramped up our transport efforts in 2022. We ran 17 transports from Texas to New York and put over 100,000 miles on our vehicle. We also partnered with Dog Is My CoPilot (DIMC) to transport our dogs from Texas to NYC by plane. DIMC is an incredible non-profit with a custom plane outfitted for rescue animal transport, and they are able to get our pups safely across the country in half a day. Along with our regular van transports, this new transport partnership allows us to help even more shelter dogs in need. In 2022, we transported 107 dogs on just 2 flights with DIMC.



# AT-RISK POPULATIONS

Hearts & Bones makes a special effort to rescue the dogs who need us most, regardless of age, breed, or medical condition. During 2022, we brought additional support to our partners by increasing our intake of at-risk populations, including large dogs, senior dogs, nursing families, hoarding cases, and behavioral cases.

## FIRE DOGS

In late July, we learned that a small rescue near our Rescue Ranch in Texas had caught on fire and exploded- and there were dogs on the property in urgent need of help. We rushed out in the 106 degree heat and found complete devastation. One person and over 30 dogs had lost their lives in the blaze, but there were still 12 dogs loose on the property who we could save.

With the help of several volunteers, Collin County Animal Services, and the Collin County Fire Department, we were able to step in to rescue the surviving dogs and provide them with the care they needed. Some of the dogs were given a temporary safe space after the fire and given back to the rescue group. Others made their way to NYC and were quickly adopted into forever homes.

We are honored to have been a part of their story and so incredibly grateful for the outpouring of support we received in the wake of this emergency rescue. Thanks to this support, we were able to help this special group of dogs get the new beginnings they deserved.





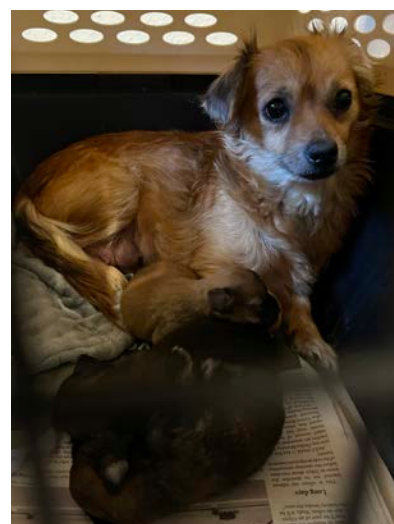
## NURSING MAMAS



Since our founding, we've always made a special effort to rescue pregnant or nursing mama dogs and their babies.

Unable to be adopted by the public and at a high risk for contracting disease in the shelter environment, these dogs are among the most urgently in need of rescue.

Each family we rescue costs us thousands of dollars in medical care. In addition, finding fosters willing to take in a whole family is often a challenge, but we are committed to continuing to help every mama we can.



# AT-RISK POPULATIONS

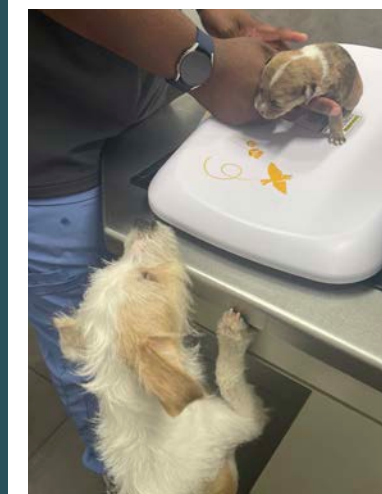
## Mama Story: Margherita

This beautiful mama husky was found with her 6 babies living as a stray, and brought in by Lancaster Shelter in Texas. And then, in the shelter, something pretty incredible happened— she adopted a 2 week old pitbull puppy who was found on his own, abandoned in a hotel room. He immediately became part of this beautiful family of 8 and was raised as one of mama's own. We rescued the whole blended family, brought them to NYC, and found them all loving forever homes.



## Mama Story: Whiskey

We rescued this Mama Whiskey and her adorable babies Scotch, Bourbon, Rye and Tennessee from our friends at Ardmore Animal Shelter when the pups were just 2 days old. Whiskey is a special girl: she is deaf and vision-impaired. On top of all that, she had a severe upper respiratory infection that was passed to the pups, and they spent several days in the hospital. Thanks to the support of our donors, we were able to get them the care they needed before making the journey to NYC area foster homes and quickly being adopted!







**APPLE PIE**  
335 Days

**THUMBELINA**  
293 Days

**QUEENIE  
GOLDSTEIN**  
261 Days

**ARES**  
211 Days

**LIZ PHAIR**  
175 Days

**JOHNNY  
WEIR**  
245 Days

**CHARLIE**  
197 Days

**RED GERARD**  
169 Days

**JESSE  
DIGGINS**  
205 Days

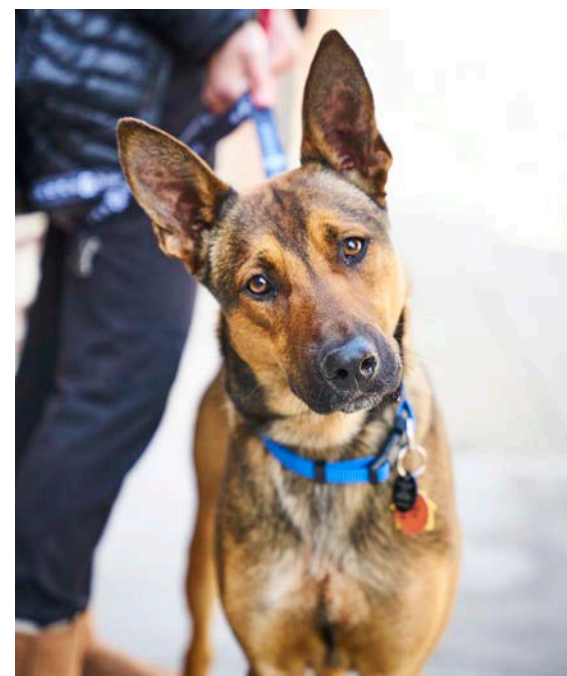
**PUMPERNICKEL**  
170 Days

**EURYDICE**  
230 Days

**CLAIRE DENIS**  
162 Days

**AND MANY MORE!**

We stand by our dogs and fosters, no matter how long it takes to find them their perfect family. Congratulations to all the pups who found homes in 2022 after more than 100 days in our care!



# TRAINING PROGRAM



Congratulations to our Board & Train Graduates:  
Tie Dye, Red Gerard, Pumpernickel

In 2022, we expanded our network of trusted training partners to provide additional support for our foster community and our dogs. Common behavioral challenges, including separation anxiety and leash reactivity, were able to be readily addressed with the help and support of our training partners. In 2022, Hearts & Bones sponsored several dozen 1:1 training sessions with fosters and their foster dogs in the city.

Additionally, we sent several dogs that needed more guidance to board & train facilities with our partners at Personal Paws and NY Wolfpack. This training proved to be invaluable to some of our foster dogs to develop the critical skills they need to be successful in their adoptive homes.

# LONG STAYS



# FOSTER-TO-ADOPT



After trialing our foster-to-adopt (FTA) program in late 2021, we ramped up our efforts in 2022 with the goal of more quickly finding well-matched forever homes for our dogs. This has been especially valuable for those dogs who historically tend to have longer lengths of stay with us such as seniors, dogs with medical conditions, and dogs requiring an experienced dog handler.

It's our hope that these new foster-to-adopt opportunities will encourage those who have been on the fence to take that first step forward towards adoption, while removing any added pressure on the potential adopter and the dog should it not be the best fit. In 2022, we saw 130 dogs successfully adopted through our foster-to-adopt program



## FTA Success Story: Apple Pie

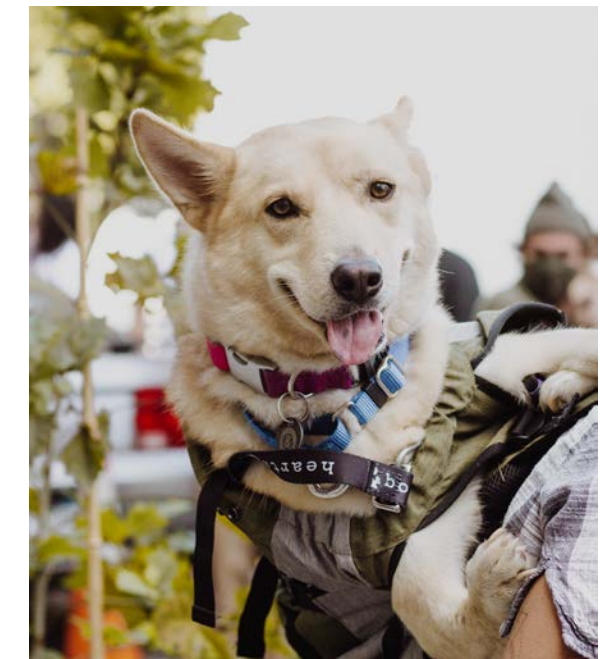
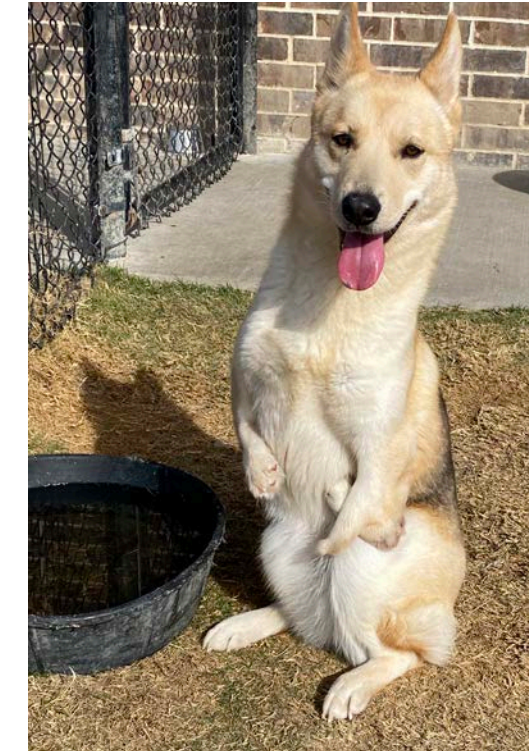
Apple Pie was one of our very first FTA success stories. This handsome husky mix came into our care in late 2020. After coming to NYC, he struggled to adjust to the crowded city environment and could be reactive towards other dogs. We set him up with a foster outside the city, but after over a year in our care, he struggled to find the right adopter. We finally found him a great match, but there was a catch — the adopters had a resident dog.

Apple Pie had made amazing progress in our care, but he could still be awkward around other dogs. We offered the adopters foster-to-adopt so that they could see how Apple Pie and their resident dog got along. Fortunately, they got along great and they made it official a few weeks later. His adopters shared, "He's really become one with the family. Helping our Echo pup understand that she can be a pup and have fun. To giving endless kisses to our baby girl just to hear her giggle. He's been eager to learn and warming up to everyone."

## FTA Success Story: Thumbelina

Roo (formerly known as Thumbelina) was husky/shepherd mix who came to us from one of our veterinary partners in April 2021. While her rescue journey quickly stole the hearts of the internet, she struggled to find an adoptive home. Thumbelina was born with deformed front legs likely as a result of inbreeding. She was surrendered by her former family when they moved into a home with stairs and felt she could not easily navigate their new home.

When Roo came into our care, she faced difficulties due to her physical condition. But after 9 months in our care with two loving fosters, Thumbelina finally found the perfect family through our foster-to-adopt program. Foster-to-adopt gave her adopters time to see how Roo acclimated to their home. After welcoming her home, they shared, "We didn't know how much we needed her in our lives. But now she's here, the house has gotten more playful!" She has since mastered walking up and down the stairs, discovered a new passion for bacon, and has stolen the hearts of all who meet her.





# GRANTS & FUNDRAISING

We received two large grants in 2022 from PetCo Love and Maddie's Fund. We are incredibly grateful for their ongoing support.

YEAR IN REVIEW

\$4,000

## Petco Love Animal Welfare Organizations Grant:

PetCo's investment in our transport program enabled us to shift our focus to more under-resourced shelters in Texas and helped us with increasing transport vehicle costs.

## Maddie's BIPOC-Led Operating Support Grant

We are proud to be a BIPOC-led organization and thanks to Maddie's Fund for helping us to continue to increase diversity in the rescue world.

\$10,000

## TOTAL GIVING \$251,982

From 1,514 donors

2022 was our most successful year of fundraising ever, and we continue to be blown away by the generosity of our community! Through successful digital campaigns, we engaged more donors than ever before, all coming together to make our rescue mission possible.

↑10% since 2021

## END OF YEAR CAMPAIGN

We brought back 2021's successful dog sponsorship program for another year, giving supporters a chance to see the real impact of their donations through an individual dog's journey.

215 donors helped us raise \$19,655 in just one day, making our Giving Tuesday campaign our most successful yet. In total, we raised over \$83,000 in our end of year campaign. Thank you for your ongoing support!



Every dollar donated to Hearts & Bones Rescue makes a lifesaving impact on animals in need. In 2022, 88% of the organization's expenses were allocated directly to animal care and our adoption and foster programs. With this transparency, donors can feel confident that their dollars are being used where it matters the most.

## 2022 INCOME

PROGRAM SERVICE REVENUE

385,249

GRANTS & DONATIONS

385,130

OTHER INCOME

8,902

**\$779,280**

## 2022 EXPENSES

DIRECT ANIMAL CARE

540,974

PROGRAMMATIC EXPENSES

332,110

GENERAL OPERATING EXPENSES

59,762

**\$932,846**

# FINANCIALS



# HEARTS & BONES

## 5 YEAR ANNIVERSARY

Our 5 Year anniversary party was something that was well worth the wait. After 2 years of incredible growth and change, we hosted our first community get-together since

the pandemic. We're so incredibly grateful to our amazing community of fosters, adopters, volunteers, donors, and partners that made this anniversary possible. Thanks to you we've saved the lives of over 4,000 dogs in need since our founding 5 years ago. And we're excited for the next 5.



Every year, we're blown away by the love, support and positivity of our rescue community and 2022 was no exception. From welcoming dogs to the city at our foster hand-offs, to volunteering at events, to offering support for fellow fosters and adopters, to litter reunions, the Hearts & Bones family just keeps getting bigger and better every year!

## STATS

62K+

INSTAGRAM FOLLOWERS

16K

FACEBOOK FOLLOWERS

14K

EMAIL SUBSCRIBERS

## LITTER REUNIONS

One of our absolute favorite parts of rescuing families is seeing them reunite after adoption! We happily put litter adopters in touch with each other to coordinate fun family reunions.



## MEDIA APPEARANCES

Media appearances raise awareness for our organization and mission, while also building relationships with far-reaching media channels and public figures. In 2022, our efforts to leverage new media opportunities helped bring rescue to new audiences at both the local and national levels.



# COMMUNITY



# SPONSORS, MAJOR DONORS,

## \$10,000-\$25,000

Best Friends Animal Society  
Clara B. White Memorial Foundation

## \$5,000-\$9,999

Emily Fligel, Robert Fligel and Rachel Scherer-Fligel Charitable Fund  
Weinberg Family Charitable Fund

## \$1,000-\$4,999

Marta Ballesta Cofresa  
Don Bilson  
Trey Block  
Allison Brake  
Martha Busser  
Wenli Cai  
Chips Ahoy  
The Rescue Cookie  
The Foster Family  
Lynn Greer  
Kathryn Gregorio  
Beth Harrison  
Martin Jackson  
Cathleen King  
Kim Lamoureux  
Jessica Lok  
Lone Pine Capital LLC  
Lotz Family Fund

Erin Mackin  
Justine McCarthy  
Robin Muir  
New York Dog Spa & Hotel LP  
Oliver Family Foundation  
PetCo Love  
Lindsay Purcell  
Sarah and Ian Ratner  
Goldstein  
Rebecca Tesfaye  
The Renee and Patrick Ryan Family Foundation  
United Way of Metropolitan Chicago  
Lance West  
Sierra Yip-Bannicq

## RESCUE+SHELTER PARTNERS

Abandoned Pet Project Rescue and Vet Ranch  
Abilene Animal Services  
Animal Care Centers of NYC  
Ardmore Animal Care  
Austin Pets Alive  
Best Friends Animal Society  
Carrollton Animal Adoption Center  
Collin County Animal Services  
Dallas Animal Services  
Erath County Humane Society  
Fort Worth Animal Care & Control  
Fuzzy Texan Animal Rescue  
Humane Society of Cedar Lake  
Hudson Valley Animal Rescue & Sanctuary  
Lancaster Animal Shelter  
Laredo Animal Care Services  
Muddy Paws Rescue  
Sherman Animal Shelter  
Shutt'er Down Ranch & Rescue  
Siberian Husky Assistance & Rescue Program of NY  
Siberian Husky Assistance & Rescue Program of NY  
SPCA of Texas  
St. Hubert's Animal Welfare Center- Madison  
SWATT  
Toronto Humane Society

True North Rescue Mission  
Tzu Zoo Rescue  
Waggytail Rescue

## HEALTH+ VET CARE

All Creatures Vet Hospital  
All Heart Veterinary Center  
Animal Medical Center  
Animal Surgical Center  
Banfield Pet Hospital  
Bethany Pet Hospital  
Bond Vet  
Central Animal Hospital  
CHEW Animal Clinic  
City Veterinary Care  
Community Veterinary Medicine  
Dix Hills Animal Hospital  
Dr. Pet Daddy  
easyVet  
Emergency Animal Hospital of Collin County  
Firefly Animal Hospital  
Good Ground Veterinary  
Gotham Veterinary  
Gray Veterinary Services  
H.E.A.L. Veterinary Hospital  
Hillside Veterinary Clinic  
Isla Vet Boutique TX  
Koala Pharmacy  
Lake Forest Animal Hospital

Leonard Animal Clinic  
Meadow Central Veterinary Clinic  
Mixlab Pharmacy  
The Neighborhood Vet  
Park Slope Veterinary Center  
Preston Road Animal Hospital  
Preston Royal Animal Clinic  
Pure Paws Veterinary Care  
Quarry Ridge Veterinary  
Riverside Animal Hospital North  
Small Door Vet  
Stone Creek Veterinary Hospital  
Texas Coalition for Animal Protection  
Texas Foundation Animal Clinic  
Tri-County Veterinary Services  
Valley Veterinary  
Veterinarians at Court Square  
Veterinary Emergency Group (VEG)  
Veterinary Emergency Referral Group (VERG)  
Veterinary Wellness Center of Boerum Hill  
The Village Veterinarian  
Vinegar Hill Veterinary Group  
West Texas Emergency Veterinary Clinic

## DOG TRAINING

Dream Come True K9  
Kapooch Dog Training  
Personal Paws  
Urban K9

ClarityK9  
3for3 Training  
Dogovation

## ADOPTION EVENT PARTNERS

Acme Dog Run  
Astoria Street Fair  
Bat Haus Coworking Space  
Barks & Recreation  
Bushwick Bark  
Domino Park  
Gran Torino  
Happy Dogs NYC  
Hester Street Fair  
Leland Eating and Drinking House  
NY Dog Spa & Hotel  
Office of Brooklyn Borough President Eric Adams  
Unleashed by Petco-Park Slope

Our partners are central to our lifesaving mission. We are grateful to these industry experts for being a crucial part of each rescue dog's success in their foster and forever homes Thank you!

# & INDUSTRY PARTNERS





## Special thanks to:

### Photographers

Arthur Hunking  
Cat O'Brien  
Chelsea Schizzano  
Alexia Roemmers  
Michelle Garcia  
Benji Rivera  
The Dogist

### Our Board of Directors

Whitney Fang  
Kevin Zhu  
Allison Seelig

Julia Fitzsimons,  
who helped design our  
2022 Annual Report

**Alicia Figueiredo**  
Development Manager

**Katherine Hieber**  
Marketing Manager

**Jackie Perro**  
Adoption Program Manager

**Katherine Sebastian**  
Alumni & Medical Program Manager

**Flory Angeles**  
Foster Program Manager

**Madison Elliott**  
Ranch Manager

# SPECIAL THANKS

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