

2021 Annual Report



h e a r t s & b o n e s



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From Our President

The year 2021 was what I'd describe as a year of transition for both Hearts & Bones and the larger animal welfare community. In 2020, the rescue community helped turn the tide on shelter killing due to the increased demand for adoptable dogs. In 2021, we saw a bit of a reversal. The shelter and rescue world began to struggle due to the continued impact of the pandemic, supply chain issues, and staffing shortages. Return to office mandates also slowed demand for adoptions and fosters.

The Hearts & Bones team stayed nimble despite these pressures and continued to find creative ways to maximize lifesaving through these changing times. We brought our transport program in-house, hired additional staff to compound our efforts, and leveraged the Rescue Ranch to better position ourselves to help the most urgent shelter dogs. Additionally, we used our learnings from 2020 and continued to facilitate virtual programming for our fosters and adopters.

Despite these broader challenges, as a community, Hearts & Bones saved the lives of 1,056 dogs in 2021. Since our inception in 2017, we have facilitated over 3,500 rescue stories and changed thousands of human lives.

It's been almost two years since life as we knew it changed, and I am so proud of our community for showing its resiliency through these turbulent times. Our efforts over the last two years have laid the foundation to save more lives in the years to come, and I can't wait to see what 2022 has to bring for us.

Sincerely,



Whitney Fang



Our 2021 Lifesaving Numbers



1056 lives saved

976 dogs adopted

757 foster homes

661 HBR Ranch stays

48 dogs transferred to partner rescues

16 shelter and rescue partners

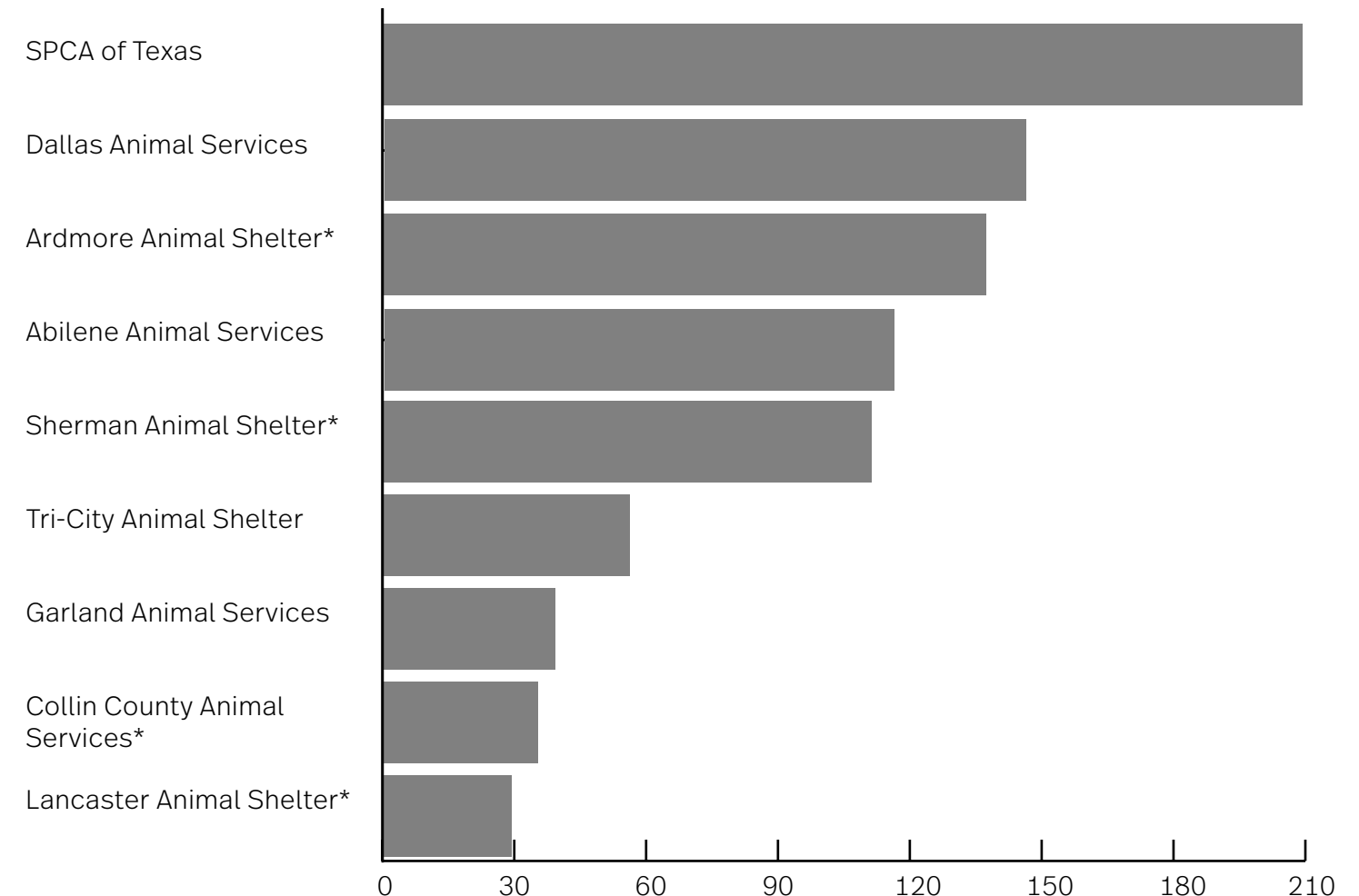
2096 adoption applications processed

680 foster applications processed

Shelter Partners

In 2021, we continued to work heavily with many rural and underfunded shelter partners with larger lifesaving gaps. This included 4 new shelter partners in North Texas and 1 in Oklahoma. In 2021, many of our shelter partners faced tremendous staffing shortages and record high intakes. Despite these challenges, they continued to work tirelessly to find every possible positive outcome for the animals in their care.

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 them.



* indicates new partner 2021



◀ **SPCA OF TEXAS**

The SPCA of Texas closed one of their shelter locations in North Dallas and also acquired an open intake animal control facility in Ellis County (formerly, Ellis County SPCA). Hearts & Bones assisted with this transition by intaking animals that no longer had a spot due to facility closures. The SPCA of Texas has continued to offer their invaluable support to Hearts & Bones as we worked on renovations on the Rescue Ranch. We are ever so grateful for their partnership!

▼ **ARDMORE ANIMAL SHELTER**

In our second year as Ardmore Animal Shelter's partner, Hearts & Bones was the #1 transfer partner, rescuing 137 dogs. We are endlessly thankful 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.



◀ **ABILENE ANIMAL SHELTER**

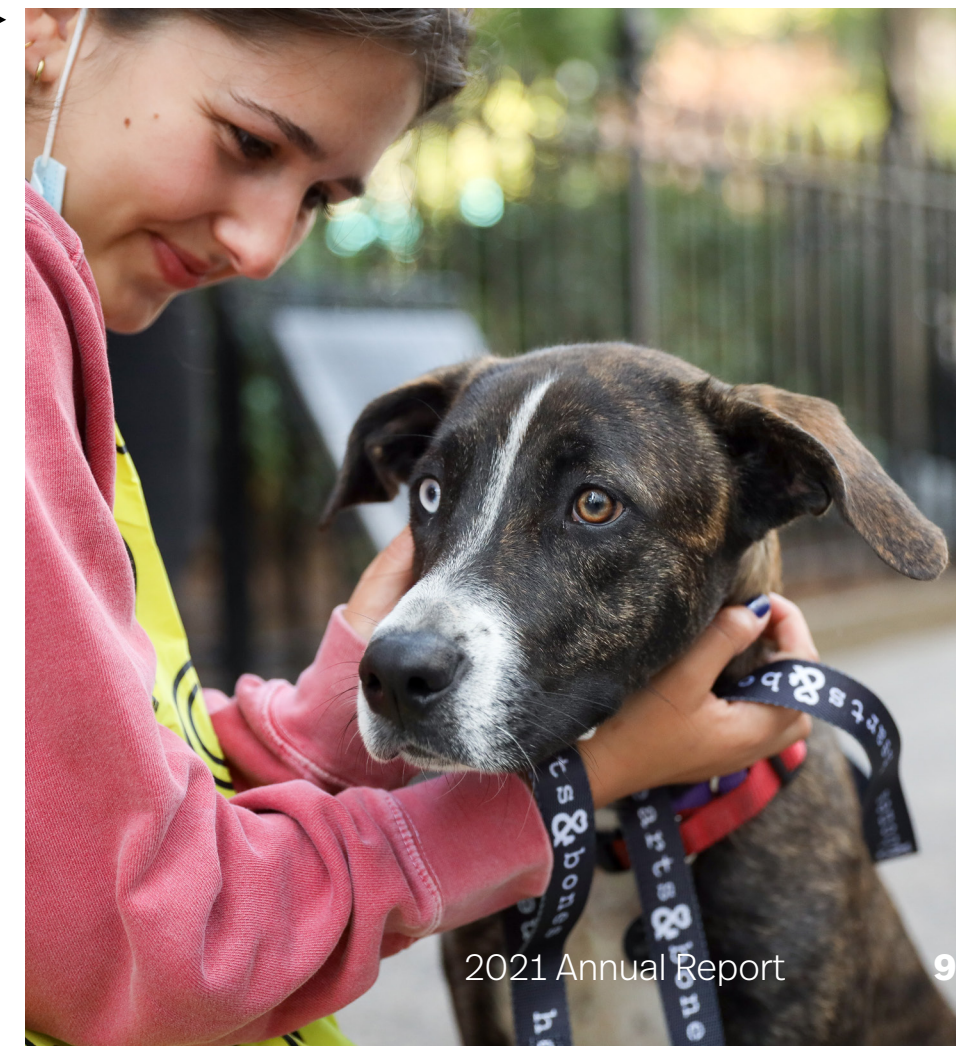
Hearts & Bones was introduced to the Abilene Animal Shelter in 2020 through the Best Friends Animal Society Shelter Embed Program. In 2021, Hearts & Bones expanded the partnership in large part due to the dedication of the phenomenal team at Abilene Shelter. Together, the lives of 116 dogs were saved, and Hearts & Bones was the #3 transfer partner for the West Texas shelter in 2021.



▶ **SHERMAN ANIMAL SHELTER**

In our first year as Sherman Animal Shelter's partner, Hearts & Bones was the #1 transfer partner and represented 43% of all rescue transfers from the shelter.

Morgan Simpson, Animal Services Supervisor, states, "Hearts & Bones has been an amazing resource for saving dogs' lives. They are reliable, enthusiastic, consistent and you can clearly see how much passion they have for our dogs! We love them and can't continue to thank them enough for finding our pups the forever homes they deserve!"

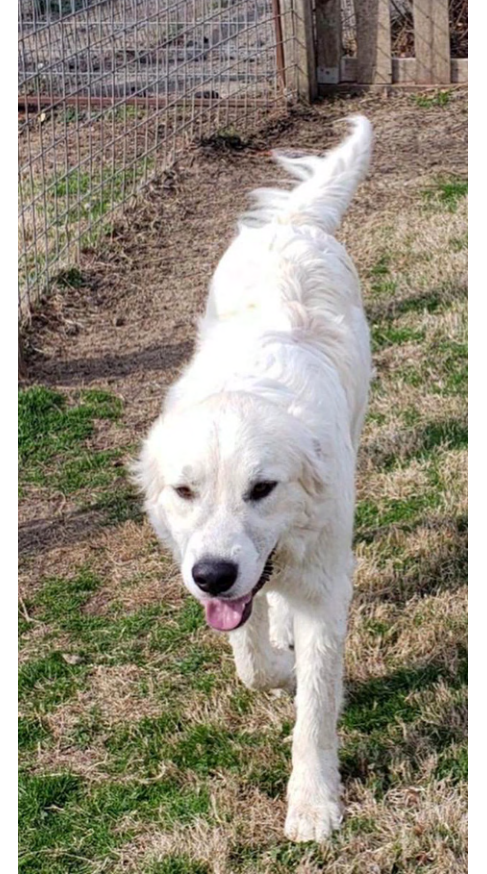


Rescue Ranch

After the launch of the rescue ranch in late 2020, we ramped up dedicated ranch resources to maximize its lifesaving capacity. As of the end of 2021, we have 1 full-time ranch manager and 5 part-time employees.

The ranch has enabled Hearts & Bones to answer urgent calls from shelter partners when they are at capacity. While staying at the ranch, the former shelter dogs get an opportunity to decompress from shelter life and participate in playgroup enrichment programs while they await transport.

We'd like to extend a special thank you to the Deninger family who made the Rescue Ranch possible: Leah, David, and Clay.



In 2021, **661** dogs stayed at the ranch.



Transport Program

In January 2021, due to continued travel restrictions as well as pre-existing schedules set by commercial transport companies, we decided to take our transport program in-house. We purchased an animal transport vehicle and hired staff to directly transport animals to New York City.

In 2021, we ran 23 transports from Texas to New York and put almost 100,000 miles on our vehicle. The added flexibility of setting our own transport schedule directly impacted the number of lives that we were able to save.

Additionally, we also partnered with several commercial transport companies to supplement our lifesaving efforts.

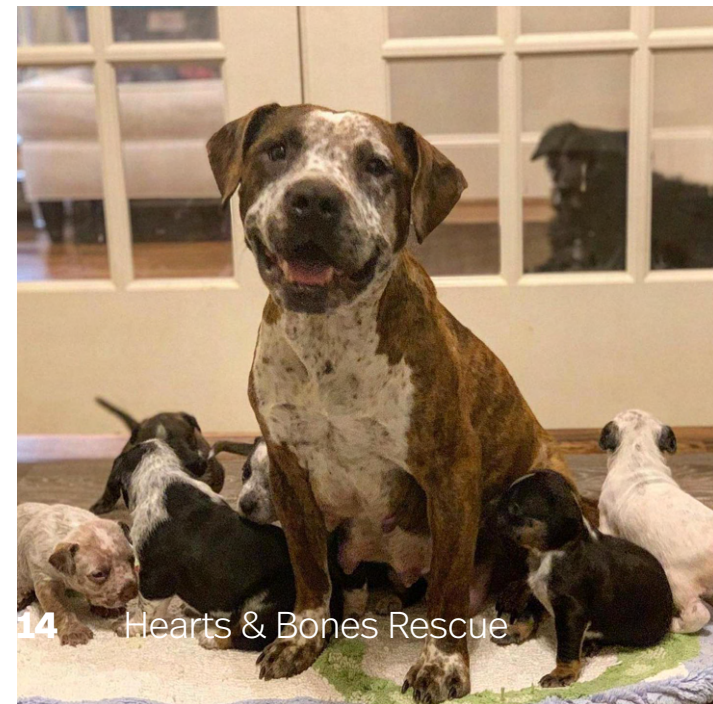


At-Risk Populations

During 2021, 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.

We welcomed **307** dogs over 60lbs

We took in **18** pregnant and nursing moms and their **105** babies



14 Hearts & Bones Rescue



THUMBELINA

Thumbelina is a 1-year old husky/shepherd mix who came to us from one of our veterinary partners in April 2021. She 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 Thumbelina came into our care, she faced difficulties due to her physical condition as well as her general fear of humans. With a set of loving, patient fosters in both Texas and New York, Thumbelina slowly learned to trust and love.

After months in our care, Thumbelina began to show her true self as a loving and exuberant dog with a love of wrestling with her fellow canines. Once she was ready, Hearts & Bones was able to cover the cost of the multiple, custom wheelchairs that she needed to gain the mobility that she never had before.

After 9 months in our care with two loving fosters, Thumbelina finally found the perfect family - a family with a Hearts & Bones alum who was looking for a sibling! 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. She is a star in her community and has been a teacher for the children within it to show that being born "different" doesn't mean your life is any less fun!

Read her story in People [here!](#)

GARLAND HOARDING CASE

One of the many difficulties we've seen hitting shelters as a result of the pandemic has been an increase in hoarding cases. Back in summer 2020, our partner Garland Animal Services seized 18 dogs from a single home, all terrified and in need of medical care. Though they were finally out of the home, the dogs had to stay at the shelter and couldn't be adopted or transferred out until the animal cruelty case went through the court system. They were understandably all very scared, and the Garland staff noted that the dogs were declining in the shelter environment.

As the case continued to move slowly, we developed a plan with Garland to help the dogs with the hope that we would eventually be able to rescue them. We used our Rescue Ranch as a safe haven for them, where they could have more freedom to roam, play, sunbathe, and decompress. Finally, after a whole year, the court ruled in favor of the dogs and Garland. In July, the dogs left the shelter for good and officially became part of the Hearts & Bones family!

We brought all of the pups to NYC, where dedicated foster parents helped them adjust to life in the big city. We were thrilled when all of them quickly found loving forever homes, with people committed to helping them continue to open up and thrive. Their wonderful adopters even got some of them together for a family reunion! We're so happy 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.

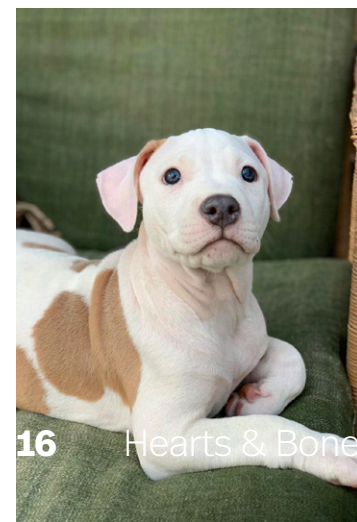
Katara and her litter

We rescued this beautiful mama and her 5 babies from our partner SPCA of Texas when the pups were just 3 days old. They were cared for at our Rescue Ranch for 2 months, before making the journey to NYC area foster homes and quickly being adopted! We're especially grateful to our supporter Tony, who sponsored this litter's rescue and chose their names: mama Katara and her puppies Korra, Sokka, Suki, Zuko, and Momo!



Marina and her litter

In October, we rescued a heavily pregnant pitbull mama from our new shelter partner, Collin County Animal Services. We got her out of the shelter just in time - she gave birth a few days later to 6 beautiful babies! We safely transported mama and pups across the country. Thanks to litter fosters in Texas and NYC, Manatee, Orca, Seal, Sea Lion, Walrus, and Beluga grew into big mushy pups and all found their forever homes by the end of the year. Marina got to decompress for motherhood, and then was adopted in early 2022 by a wonderful family with a canine sibling she adores.



Training Program

In 2021, we expanded programming for dogs that needed additional training resources. 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 2021, Hearts & Bones sponsored approximately 50 1:1 training sessions with fosters and their foster dogs in the city.

Additionally, we sent several dogs that needed more guidance to our partners at Personal Paws, a board & train facility in Schenectady, NY. This training proved to be invaluable to some of our foster dogs that needed a professional eye.



GOOD BOY SCHOOL GRADUATE

Perry is an adorable 2-year old cattle dog mix. Upon coming into the city, he struggled with separation anxiety and leash reactivity on the busy New York streets. He was overstimulated and struggling in a city environment and we knew that he needed more support. He went to Personal Paws for a 6-week board and train, where he thrived with consistency and structure. After his training program was completed, he returned to the city, where his foster fell in love and adopted him! Perry is now thriving in his new home and even visits his friends at Acme Dog Run!

His adopter tells us: "Perry was my fourth foster, and I knew the second we met that he was my dog. He struggled with a lot of behavioral challenges, though, and I was worried about my ability to help him become a confident & calmer pup. HBR partnered with a board & train program that taught him (and me!) so many foundational skills. At 6 months after adoption, training is still a daily priority, but seeing him progress and master new skills on the regular is one of the greatest joys of my life. We have the best time together and have both grown so much. I'm so thankful that Perry was supported by such a fantastic team dedicated to his success and happiness."

Grants & Partnerships

We are incredibly grateful to have received generous support through 3 grants from 2 wonderful organizations in 2021!

\$10,000 RACHEL RAY SAVE THEM ALL GRANT BEST FRIENDS ANIMAL SOCIETY

Thanks to this lifesaving grant, we were able to complete much-needed repairs to increase capacity at our Ranch, allowing us to pull more dogs from rural shelter partners where the lifesaving gap remained wide.

\$4,000 PETCO LOVE ANIMAL WELFARE ORGANIZATION GRANT

Petco's investment in our Rescue Ranch and Transport Program enabled us to bring hundreds of dogs from our Ranch to NYC in our new dedicated transport vehicle.

\$100,000 PETCO LOVE STORIES GRANT

Through the Holiday Wishes Grant Campaign by Petco Love, our adopters submitted stories about how their pets have changed their lives, which earned Hearts & Bones \$100,000 in grant funding. Yukari's story about her adopted dog, Butter, in the face of racism were selected as the national grand prize winner from thousands of submissions. Read Yukari and Butter's story [here!](#)



Fundraising

2021 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.

1731 online donations from
959 individual supporters

Online giving **+12%** YoY

Social media giving **+26%** YoY



END OF YEAR CAMPAIGN

Kicking off on Giving Tuesday, we brought back 2020'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. Over 120 individuals sponsored a dog's ride to NYC, stay at our Rescue Ranch, or full journey from rescue to adoption, with 15 donors sponsoring a whole litter's rescue!

Community

Every year, we're blown away by the love, support, and positivity of our rescue community. 2021 was no exception, especially as we all began to emerge from pandemic lockdown and see each other in person once again. From celebrating transport arrivals 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!

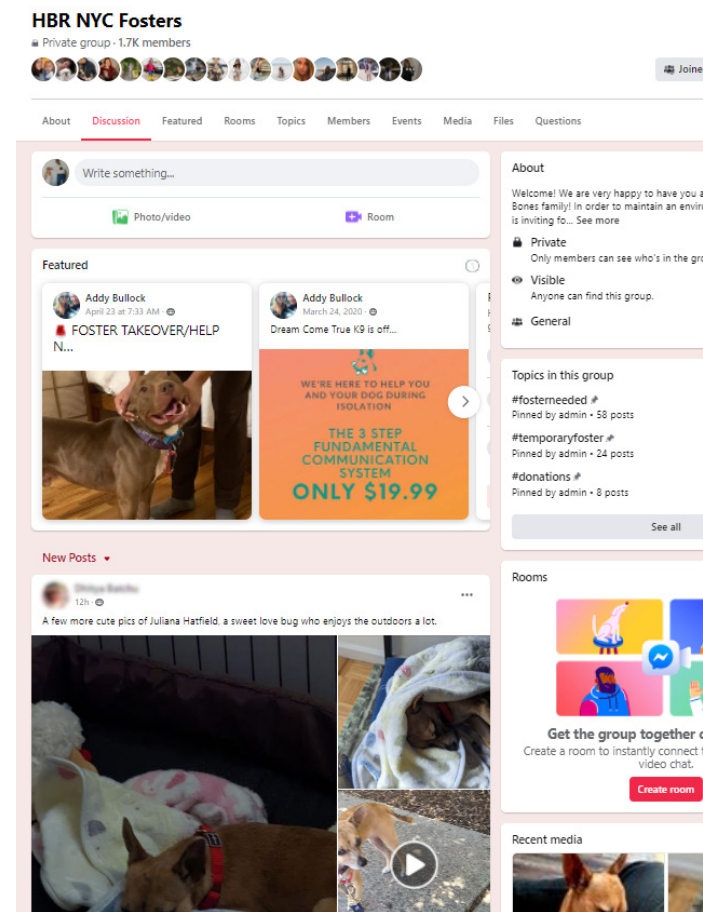
► LITTER REUNIONS

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.



▼ EVENT VOLUNTEERS

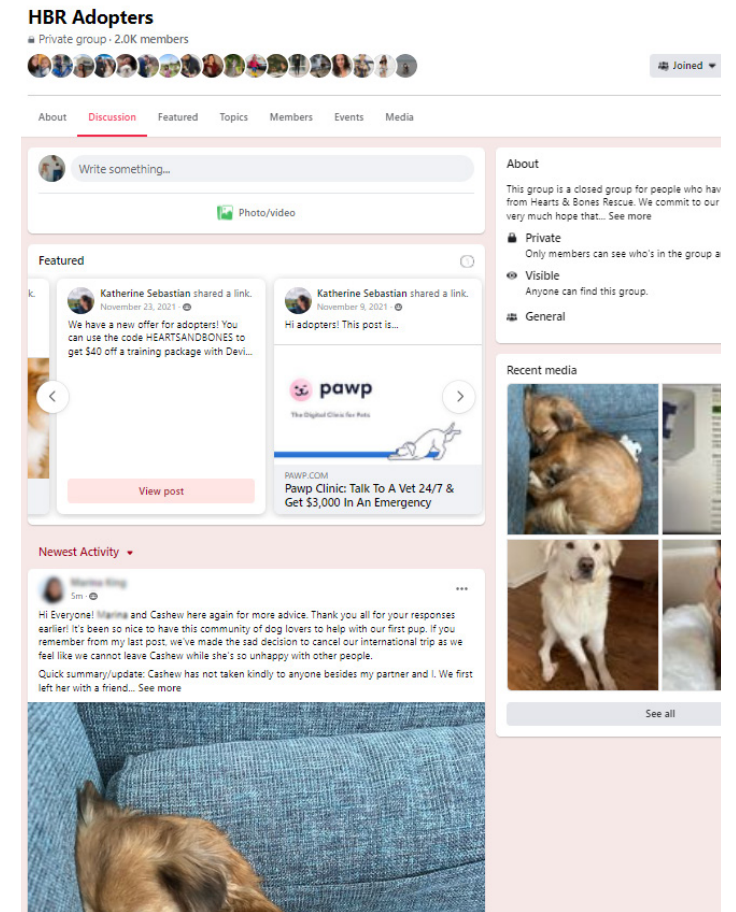
We re-launched in-person events in 2021 and totally revamped our event volunteer roles to create a more streamlined and efficient process. Our volunteers help make our events welcoming, organized, safe, and of course FUN!



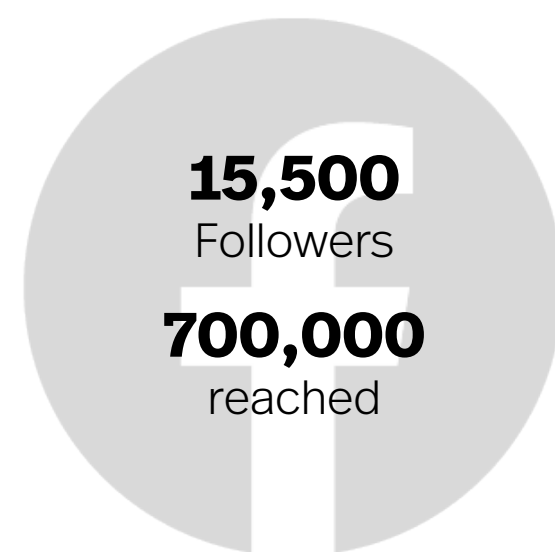
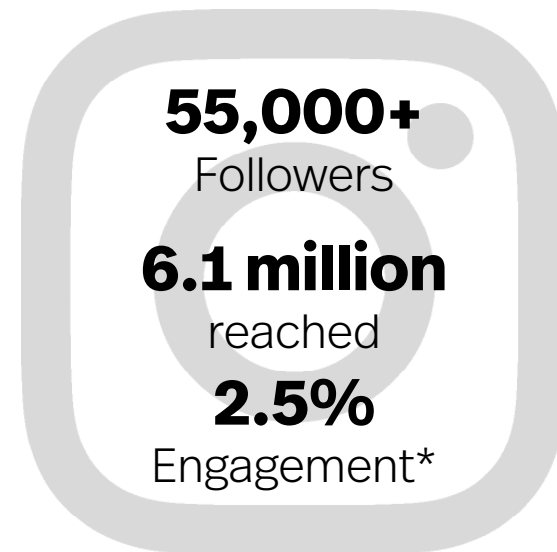
ADOPTER & FOSTER FACEBOOK GROUPS

Our HBR Adopters and HBR Fosters Facebook groups continue to act as great forums for our community members to get to know each other, seek advice, provide recommendations, and of course share adorable photos of dogs for all of us to enjoy!

In 2021, our **HBR NYC Fosters** group grew to **1,500+** members and saw **160+** posts per month; and our **HBR Adopters** group grew to **1,800+** members and saw **120+** posts per month.



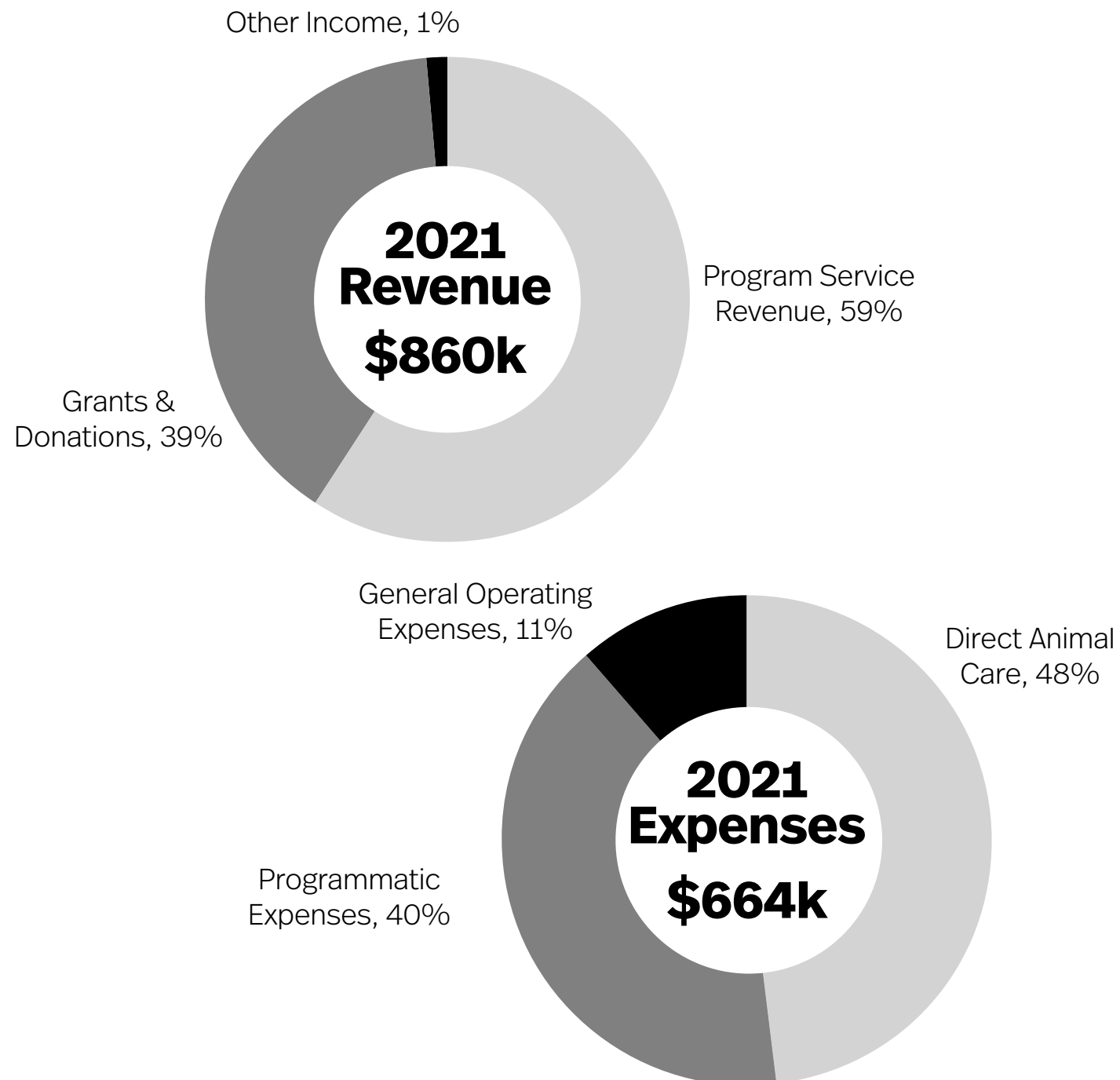
Social Media



*more than double the industry standard

Our Financials

88% of our spending is allocated to our adoption programs, foster program, and direct animal care. With this transparency, donors can feel confident that their dollars are being used where it matters the most.



Partners

RESCUE & SHELTER PARTNERS

- Abandoned Pet Project Rescue and Vet Ranch
- Abilene Animal Services
- Animal Care Centers of NYC
- Ardmore Animal Shelter
- City of Corsicana Animal Shelter
- Collin County Animal Services
- Dallas Animal Services
- Garland Animal Services
- Hudson Valley Animal Rescue & Sanctuary
- Lancaster Animal Shelter
- Mesquite Animal Services
- Rowlett Animal Shelter
- Sherman Animal Shelter
- SPCA of Texas
- SWATT
- Tri-City Animal Shelter
- True North Rescue Mission

DOG TRAINING

- Clarity K9
- Dream Come True K9
- Kapooch Dog Training
- Personal Paws
- Urban K9

ADOPTION EVENT PARTNERS

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

HEALTH & VET CARE

- All Creatures Vet Hospital
- Animal Medical Center
- Animal Surgical Center
- Banfield Pet Hospital
- Bond Vet
- CHEW Animal Clinic
- City Veterinary Care
- Firefly Animal Hospital
- Gray Veterinary Services
- H.E.A.L. Veterinary Hospital
- Isla Veterinary Boutique Hospital
- Lake Forest Animal Hospital
- Park Slope Veterinary Center
- Preston Road Animal Hospital
- Preston Royal Animal Clinic
- Pure Paws Veterinary Care
- Small Door Vet
- Stone Creek Veterinary Hospital
- Tri-County Veterinary Services
- The Neighborhood Vet
- The Village Vet
- Veterinarians at Court Square
- Veterinary Emergency Group (VEG)
- Veterinary Emergency Referral Group (VERG)
- Vinegar Hill Veterinary Group
- West Texas Emergency Veterinary Clinic

Sponsors, Major Donors, & Special Thanks

SPONSORS & DONORS

\$25,000+

Petco Love

\$10,000 - 24,999

Best Friends Animal Society

\$5,000 - 9,999

Simon Basseyn
Laura Hallett

\$1,000 - \$4,999

Don Bilson
Sam Block
Trey Block
Martha Busser
Wenli Cai
Lynda Esparza
Franca
Erica Kay Fertig
Kathryn Gregorio
Ivory Ella
Amanda Jacobs

Cathy King
Keitha Kinne
Kim Lamoureux
Deborah Landau
Leland Eating & Drinking House
Erin Mackin
Tara Martin
Meredith Mathias
Justine McCarthy
Andrea Oliva
Silvia Orsi

Paula Pou
Roberto Salem
Lisa Schneider
Rodney & Wendy Seelig
Yves Shahar
Emma Stern
Rebecca Tesfaye
Vox Media
Jill Weiskopf
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SPECIAL THANKS

Special thanks to the Deninger Family who made the Rescue Ranch possible
Special thanks to Katherine Hieber who helped design our 2021 Annual Report

Our Board of Directors & Program Managers



Whitney Fang, President



Allison Seelig, Board of Directors



Kevin Zhu, Board of Directors



Krystelle Sun, VP of Rescue Programs



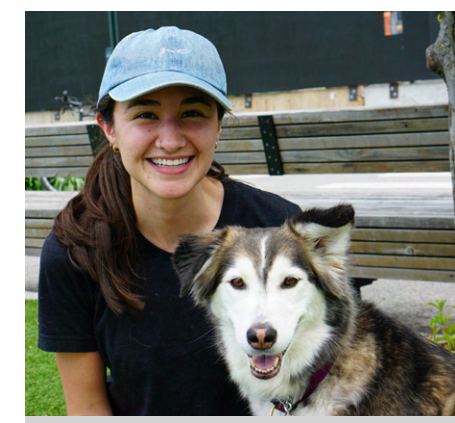
Adelaide Bullock, Foster Program Manager



Jackie Little, Adoption Program Manager



Nihad Razic, Ranch Manager



Katherine Sebastian, Medical and Alumni Program Manager





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