



secondhand
hounds®

2020 Annual Report

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Message from the Director

It was March 2020. I remember sitting on my living room couch, staring out the window at the birds, calculating how many months we would be able to survive if we weren't able to continue our rescue operations. 8 weeks. 8 weeks divided our healthy, ever-growing organization from an organization who would need to shut its doors.

As much as I like to think I can manifest what happens, the truth is, I cannot. We survived 2020 because of our fosters, our volunteers, our donors, and our staff members. The sheer amount of people coming forward to support our rescue gave us goosebumps on a weekly basis. When we called for help, so many people answered. We were able to save more animals in 2020 than we were in 2019. People from all walks of life stepped up to foster, to adopt, to donate, to volunteer, to share our stories, to make a difference. This was the silver lining of 2020.

Awareness of animal rescues grew exponentially because everyone wanted a new best friend during quarantine. The

rates of people looking to foster and adopt were jaw-dropping - we have never seen anything like it. In a lot of ways, we not only survived 2020, but we thrived. We made the best of our situation. We switched from in person meetings to Zoom meetings. We updated our adoption policies to include virtual home visits and safe outdoor meet and greets. We cancelled our gala and our 5K9, but we hosted virtual events. We put our everything into Give to the Max Day - and it was the most successful one yet.

At the end of this year, we can say with utmost confidence that we did our very best and we saved so many animals' lives. And we think we saved some people's lives, too. We were once again reminded of how important companionship is for all of us. We feel fortunate that we will be able to keep providing that to our community, and to ourselves, in 2021.

Thank you for your support and love,



Rachel Mairose

Organization History

Secondhand Hounds was founded in July of 2009. When it was founded, the goal was to save a hundred animals per year. Rachel was 7 months pregnant and had been married for just over a year when she decided it was a great idea to start a nonprofit. Everyone warned her that having a newborn and starting an animal rescue was a recipe for disaster, but the heart wants what the heart wants, and she never looked back. What was a one woman show is now a staff made up of dozens of strong, passionate, caring women and a team of tireless, compassionate volunteers and fosters who do their best every single day to save more lives. And save lives we do - as of today, we have saved over 22,000 animals! Not only that, but Secondhand Hounds now has multiple programs to fulfill needs in our community. Our overarching goal is to say yes to every animal in need. We cannot wait until the day we can say we have achieved that goal!

Our Mission & Vision

We rescue animals.

We commit to our animals through adoption, rehabilitation, and hospice care.

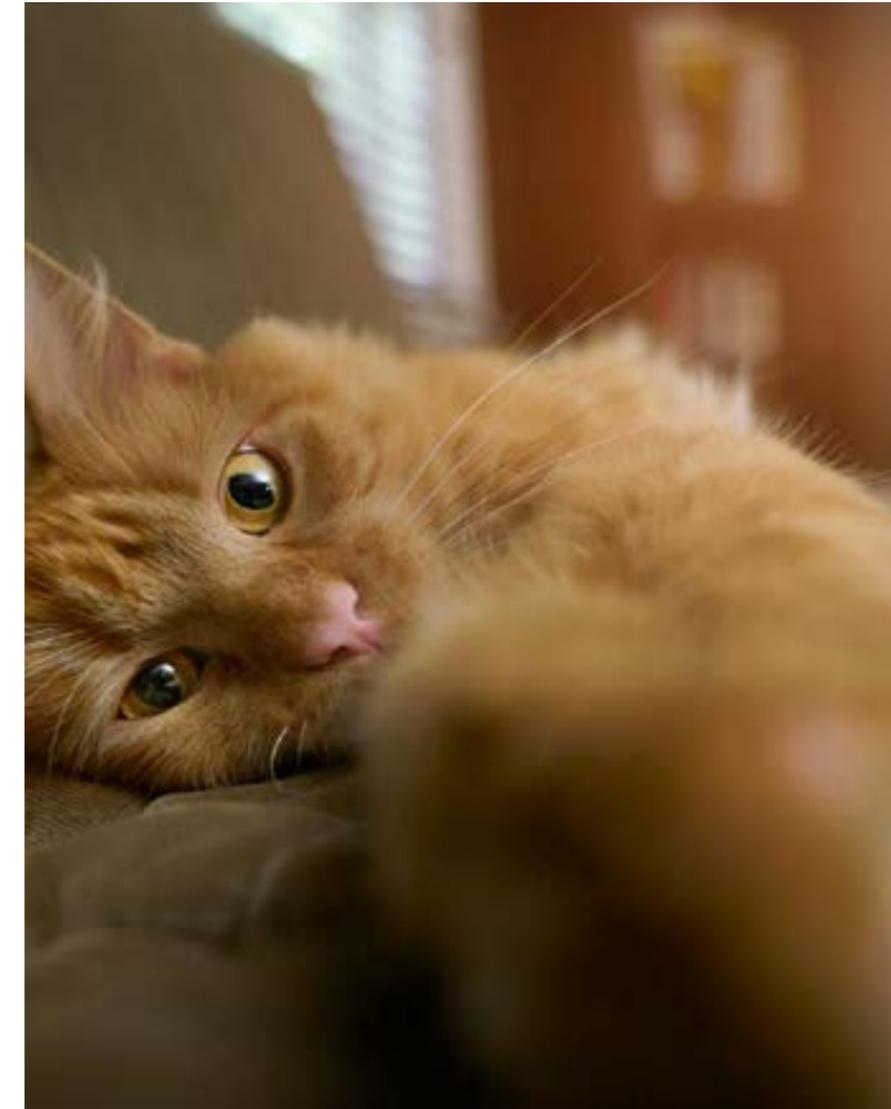
We inspire change.

We strive to:

Accept all animals truly in need.

Become the nation's largest, most effective, and best funded animal rescue.

End animal homelessness.



2020 Statistics

41 hospice animals

43 neonatal puppies

2,096 active volunteers

1,351 active fosters

2020 stats: Veterinary Care

1,500+
spays & neuters

78 internal/external
ortho or specialty
surgeries

76 cases of
heartworm positive
dogs treated

spent on veterinary
care & supplies:

2017: over \$1.1 million

2018: over \$1.9 million

2019: over \$1.4 million

2020: over \$1.4 million



2020 stats: Community Outreach

9 virtual
presentations

12 cats
trapped, spayed/neutered,
& returned.

52 feral cat
shelters
built and distributed

1 S/N Clinic for
local tribe members
resulting in 35 surgeries

2020 stats: Secondhand Hope Program

Established window visits and digital letters to maintain engagement during the pandemic and expand program outreach.

217 human
volunteers

6 cat
volunteers

189 dog
volunteers

57 active
communities

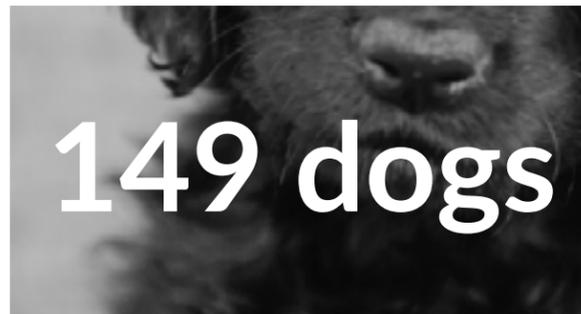
300+
safely conducted
visits in 2020

Born in Rescue

2018

2019

2020



10,294
Adoption Applications
Submitted



2,649
Adoptions Completed

2,296
Animals Accepted
into Program

+18,582
Facebook Likes

\$1,366,969
in Donations

840
Secondhand Hounds
Vet Center Surgeries

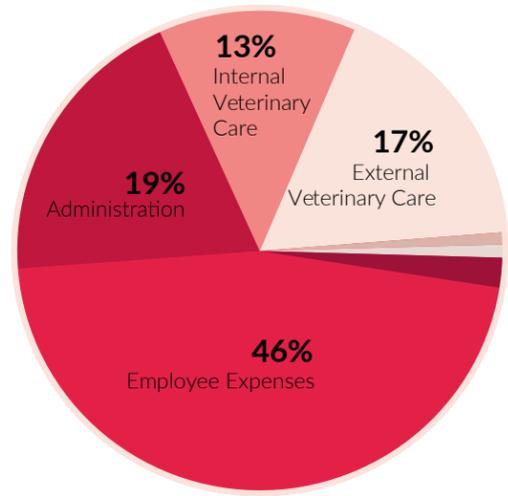
2,444
Vet Center
Appointments

2020 Financial Information



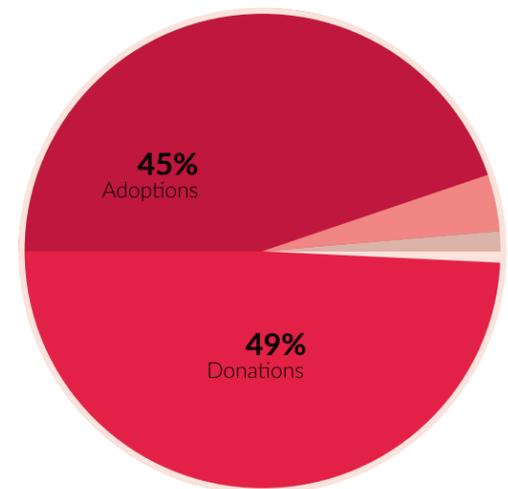
The Minnesota Charities Review Council's Standards of Accountability state that at least 70% of an organization's annual expenses should be for program activity with not more than 30% for management, general, and fundraising expenses combined.

Secondhand Hounds exceeded this standard by directing 79% of our expenses back into programming for the animals and our community.



Expenses

- 8% Animal Care
- 9% Organizational Development
- 11% Other Expenses



Revenue

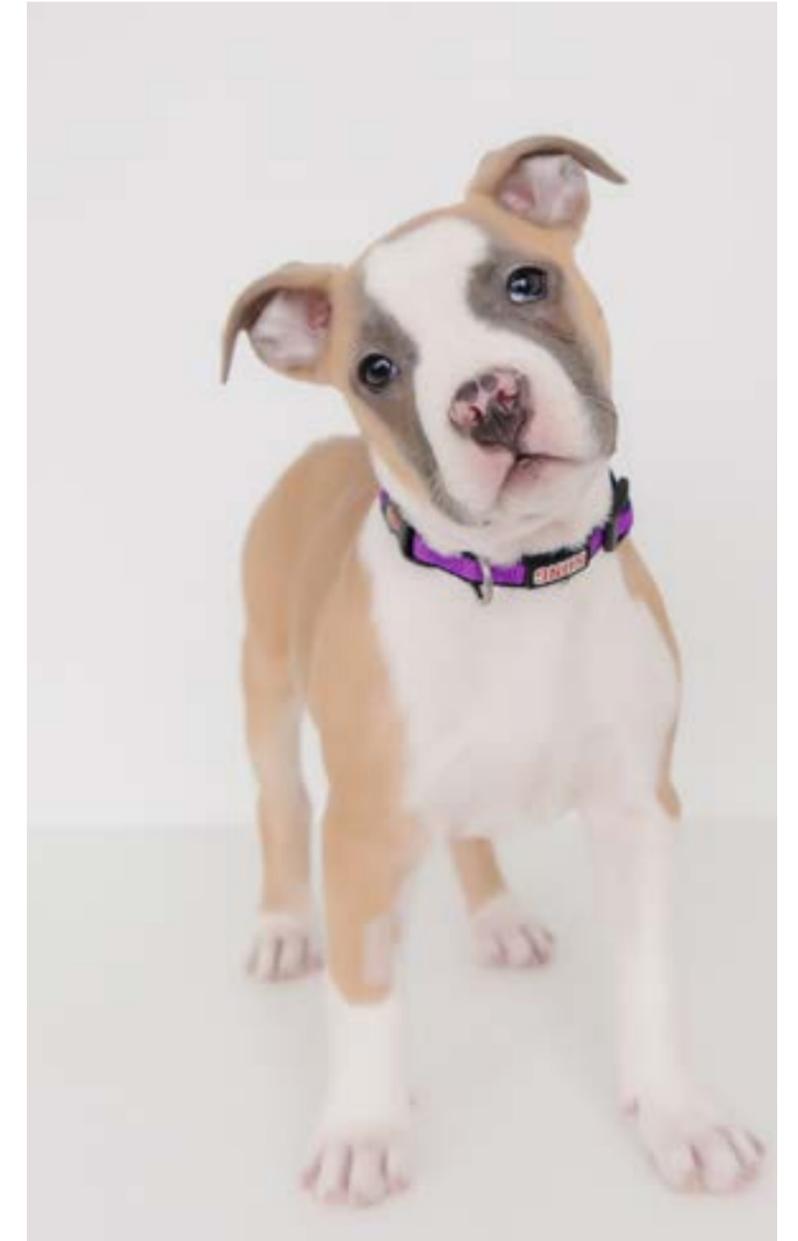
- 4% Donations
- 1% Clinic Revenue
- 1% Other Income

Revenue

Adoptions	1,246,675.00
Donations	1,370,044.00
Fundraising & Events	106,746.00
Clinic Revenue	38,139.00
Other Income	21,070.00
Total Revenue	2,782,674.00

Expenses

Internal Veterinary Care	358,396.00
External Veterinary Care	477,725.00
Animal Care	22,196.00
Organizational Development	23,932.00
Administration	531,746.00
Employee Expenses	1,271,453.00
Other Expenses	54,372.00
Total Expenses	2,739,820.00
Net Income	42,854.00



Highlighted Programs

Since Secondhand Hounds was found in 2009, it has been our mission to fulfill needs in our communities. We are proud to say that we now have a flourishing programs department, which keeps growing each year. Our programs allow donors to dedicate their life-giving funds to a specific program they feel connected to. We are proud of our programs and cannot wait to see them grow!



Neonatal Program

In 2017 Secondhand Hounds welcomed two adorable cleft palate English Bulldogs into their Fighter Fund program. Over the next 2 years we were asked to take on a few cleft palate puppies and came to find what a huge need there was in the Midwest for special needs neonatal puppies and kittens. In early 2019 the Neonatal Program was officially born. It was created to not only take in cleft palate puppies and kittens but also other special needs and orphans under 4 weeks old. In 2020 the Neonatal Program doubled their amount of intakes and further spread awareness across the midwest - admitting puppies from 6 different states. Almost all of these puppies would have been euthanized at birth due to their defects but these special puppies, and one adorable kitten, have gone on to make amazing family members in fantastic adoptive homes. They are known as the “Tiny Warriors” of Secondhand Hounds. 2021 has already been off to a quick start as the news of our programs spreads and we look forward to a year filled with saving even more of these “Tiny Warriors.”



Consignment Cats

Despite the name, Secondhand Hounds, is not limited to just canines... we love our felines too! The Consignment Cats Program allows our cat loving fosters, volunteers, donors and adopters to be involved with the SHH mission! Our Consignment Cats Program is dedicated to the care and well being of 100-140 cats within Secondhand Hounds at any one time. In 2020 in person meet/greets had to be put on hold, to allow people to properly social distance. Due to this, virtual meet/greets were implemented and have proven to be very successful with cat adoptions and it allowed us to keep adoptions moving. Compared to 2019, in 2020 we saved and adopted out nearly 100 more felines. Earlier this year, and in the beginning of COVID, spay/neuter surgeries were put on hold due to governor orders which forced stricter criteria when tagging felines for SHH. Our out of state partners were willing to accommodate these changes before sending cats to MN, and have continued to do so when able. When the elective surgery ban was lifted, our SHH Veterinary Center implemented spay/neuter days and since then the SHH Vet Center has performed nearly all of our sterilization surgeries needed for the felines within the Consignment Cats Program.



Forever Loved - Secondhand Hospice Program

In the spring of 2015, Secondhand Hounds started to receive multiple requests for elderly, unadoptable dogs in shelters. We could not let these senior and terminally-ill dogs live out their final days in a cold, lonely shelter. So, we started the Forever Loved hospice program. This program relies on hospice foster homes to open their hearts to dogs who will not ever leave. As you can imagine, it takes a very selfless, compassionate, and strong group of fosters to do this. They take these dogs in as their own, and love them fiercely until it is their time to pass. Secondhand Hounds covers all of their medical bills, and also provides each animal with special food, an orthopedic bed, and medicine for pain, eye, ear, dental, or other issues as needed. When the time comes for them to cross the Rainbow Bridge, we believe in their foster home, surrounded by the people (and animals) they love, is the only way to dignify these sweethearts.



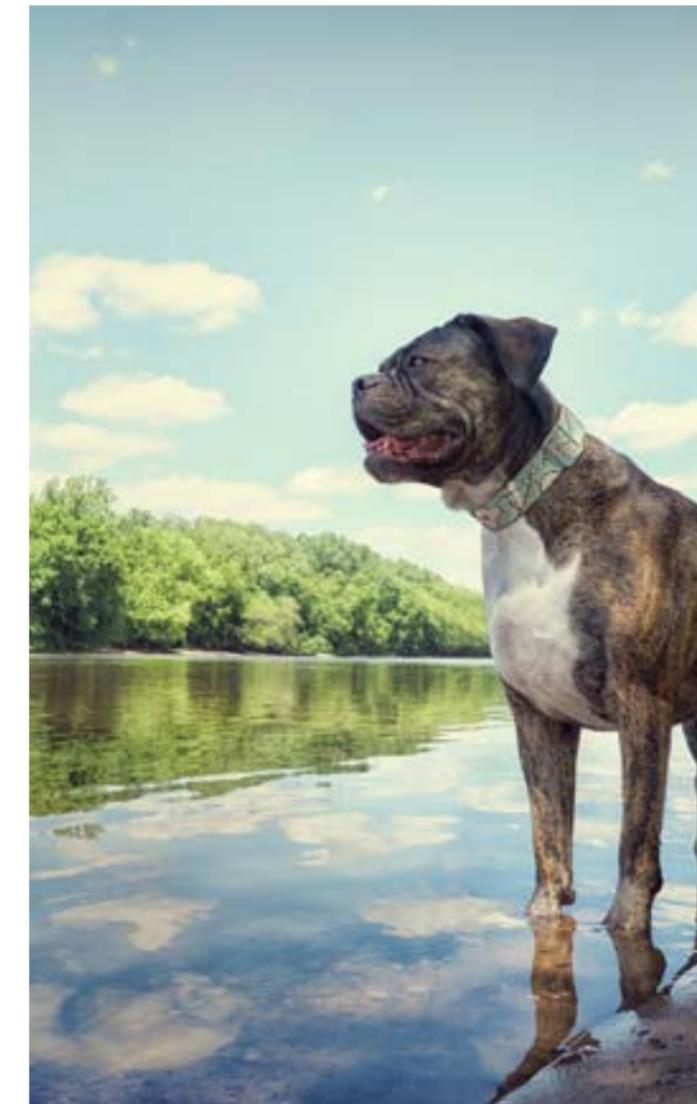
Secondhand Hope

Our Secondhand Hope program provides companion pet visits to assisted living communities, memory care facilities, and group homes throughout the greater metro area. Visits are joyful events wherein volunteers bring their pet dog or cat to a community to engage with residents. For residents, spending time with the Hope animals provides physical, mental, and emotional benefits that promote longer, healthier, and happier lives. For volunteers, a Hope visit is a rewarding way to give back to their local community, to socialize their animal, and to strengthen their relationship with Secondhand Hounds. At the beginning of 2020, Secondhand Hope had multiple record-breaking numbers of visits. The program was more successful than ever. However, in recognizing the threat posed by COVID-19, the Hope program suspended in-person visits in advance of government mandates; this preemptive move provided physical safety to Hope volunteers and to residents while also protecting SHH from legal ramifications. In the absence of in-person visits, the Hope program had to get creative in ways to engage with residents and maintain volunteer engagement. To do so, Secondhand Hope began conducting “window visits” at multiple communities and also began publishing weekly digital letters. Both had the added benefit of expanding program awareness and outreach. We will continue these efforts until in-person visits can safely resume.



Community Outreach

At Secondhand Hounds, we truly believe in the power of paying it forward. We have been fortunate enough to have the best volunteers, fosters, donors, and supporters, which has allowed us to grow quickly and effectively. In 2020 we had to be creative to find ways to safely serve our community partners. While we were unable to send groups of volunteers to the White Earth Reservation and Mille Lacs Reservation like we normally would, we were still able to provide support. Early in the year, we packed up the supply of flea and tick preventatives that we would have used in our wellness clinics and sent them up to Red Lake to be used on reservation animals. Throughout the year, we also regularly supplied food and supplies to our tribal partners. We also found a safe way, later in the year to offer low cost spays and neuters (including life-saving vaccines) to over 30 animals owned by tribal members in the metro area. This initial attempt was so successful that we are able to offer those services to another 40+ animals in January 2021. We will continue to pursue safe options to lost cost clinics and hope to return to the reservations in 2021.



Secondhand Hounds International

At Secondhand Hounds, we believe that every life is worth saving, regardless of where it started. If we have the opportunity to rescue animals, we take it! Between January and March of 2020 (before Covid-19 locked things down) we were able to intake and adopt out thirty-one animals from six cities in three countries. Thirty-one families go to bed each night a little happier because they have the perfect addition to their family. Thirty-one international animals go to bed warm, fed, and loved right here in the Midwest. We couldn't have rescued a single one of these animals if it weren't for our incredible partners and selfless flight volunteers. Our partners work tirelessly to save as many lives as possible, and the only way they can continue to make space for new animals is through adoption - which is where Secondhand Hounds comes in! We cannot wait to save even more lives in 2021.



Give to the Max Day

Give to the Max Day featured over 20 stories showcasing the magic that is rescue. Stories that exemplified hope, perseverance and why even the heartbreak is worth it. We shared these stories on the Secondhand Hounds Facebook page and chose one story to feature in nine parts on the Secondhand Hounds Instagram page. We had one donor who generously offered to match all donations made and had additional matches throughout the day. Letting our audience know that there was often a match or triple match in place increased donations during those timeframes. We were the second most donated to nonprofit in the state for Give to the Max Day 2020 with over 2,000 individual donors. Overall Minnesotans donated over \$9 million more than in 2019 proving that nonprofits are believed in and loved in Minnesota.



Board of Directors

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Kathleen Hesselstine, **VICE CHAIR**

Jason Oswald, **TREASURER**

Tracy Call

Nicci Johnson

Andrea Lahouze

Mike Strommen

Jaime Shriver Ribciuc, DVM

Lisa Lehman

Staff Members

LEADERSHIP DEPARTMENT

Rachel Mairose, FOUNDER AND EXECUTIVE DIRECTOR

Tashina Schumacher, OPERATIONS & FINANCE DIRECTOR

Tanya Schulte, LEAD VETERINARIAN

Lark Lewis, VETERINARY CENTER OPERATIONS DIRECTOR

Carrie Openshaw, PROGRAMS DIRECTOR

PROGRAMS DEPARTMENT

Anitra Francis, SMALL DOG BREEDS FOSTER COORDINATOR, OWNER SURRENDER COORDINATOR

Summer Hedlund, LARGE DOG BREEDS FOSTER COORDINATOR

Jen Swanson, CAT PROGRAM COORDINATOR

Kelli Tomasino, DOG TRAINING COORDINATOR

Teri Woolard, ANIMAL WELFARE PROGRAMS MANAGER, NEONATAL PROGRAM LEAD

Eileen Hill, SECONDHAND HOSPICE PROGRAM COORDINATOR

Taylor Smith, INTERNATIONAL PROGRAM COORDINATOR

OUTREACH DEPARTMENT

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Kate Sobraske, SECONDHAND HOPE PROGRAM COORDINATOR

Summer Hedlund, PAW SCOUTS PROGRAM LEAD

Melissa Love, RESERVATION OUTREACH COORDINATOR

Beth Citurs, COMMUNITY EDUCATION COORDINATOR

Madelyn Pennings, TNR PROGRAM COORDINATOR

Jessica Standard, LOST DOGS COORDINATOR

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Brittany Arneson, DIGITAL MEDIA SPECIALIST

Celeste Burau, MERCHANDISE COORDINATOR

Kiana Eystad, CONTENT CURATOR

Stephanie Hodel, NEWSLETTER EDITOR

OPERATIONS AND FINANCE DEPARTMENT

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Jenny Kisner, OFFICE AND VOLUNTEER MANAGER

Emily Hawk, DOG ADOPTION COORDINATOR

Jenn Sharkey, CAT ADOPTION COORDINATOR, FOSTER ADMINISTRATOR

Beth Citurs, VOLUNTEER COORDINATOR

Mackenzie Rue, TRANSPORTATION COORDINATOR

Claire Hutcheson, TECHNOLOGY MANAGER

Erica Fuller, OPERATIONS ANALYST

Heidi Berle, MICROCHIP COORDINATOR

Cassie Satele, RECORDS AND COMPLIANCE SPECIALIST

DEVELOPMENT DEPARTMENT

Donni Torres, PUPPY PARTY COORDINATOR

Sally Brandt Wangensteen, DEVELOPMENT ADMINISTRATOR

Lindsey Trader, COMMUNICATIONS COORDINATOR

Krista Dreves, ASSISTANT EVENT MANAGER

VETERINARY TEAM

Dr. Tanya Schulte, LEAD VETERINARIAN

Lark Lewis, VETERINARY CENTER OPERATIONS DIRECTOR

Dr. Erin Kuhn, VETERINARIAN

Dr. Erika Mueller, VETERINARIAN

Maggie Libman, LEAD VETERINARY TECHNICIAN

Abbey Dockendorf, SENIOR VETERINARY TECHNICIAN

Jen Swanson, VETERINARY TECHNICIAN

Ashley Holtan, VETERINARY TECHNICIAN

Lindsay Gabriel, VETERINARY TECHNICIAN

Jenna Hallin, VETERINARY TECHNICIAN

Gaby Gil, VETERINARY ASSISTANT

Blair Posusta, VETERINARY ASSISTANT

Sarah Salisbury, RECEPTIONIST

Kira Pulchinski, RECEPTIONIST

Online Engagement



91+ K likes



40.2+ K followers



5,400+ followers



56.0K followers



69,600+ views

Contact Information

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