

# JRAAR Q4 2021 Meeting Minutes

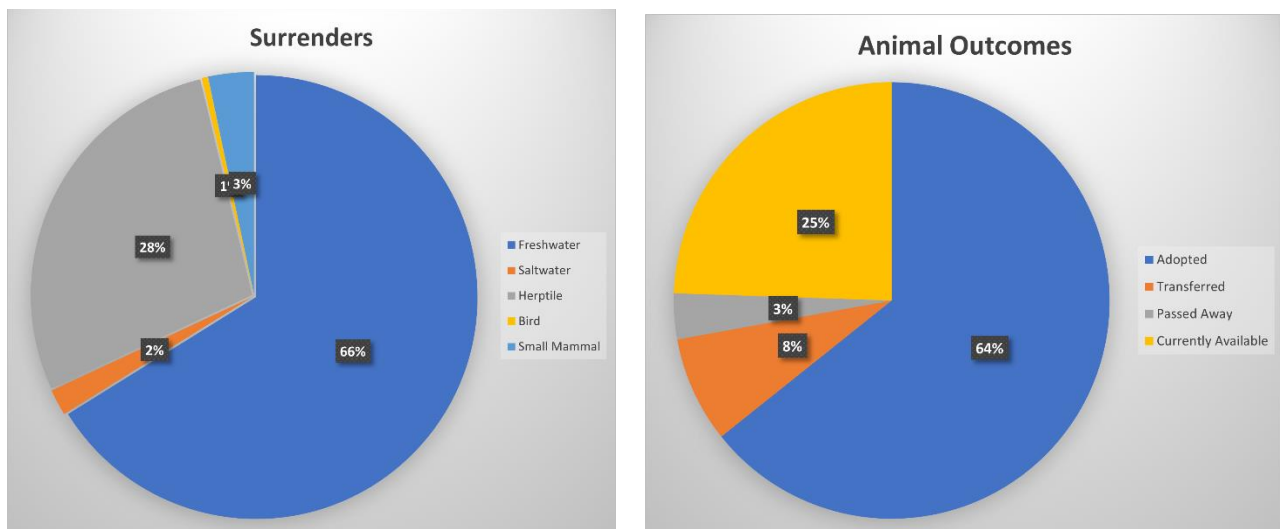
## Treasurer's Report

- We brought in \$35,658.70 up 182% from last year
- We spent \$29,312.68 up 172% from last year
- We had a surplus of \$6,346.02 up 233% from last year



## Animal Outcomes

- We brought in 1027 Animals down 3% from last year
- We adopted out 905 up 60% from last year



## Social Media

- Facebook – 3978 likes up 60% from last year
- Twitter – 48 followers up 50% from last year
- Instagram – 255 followers up 80% from last year
- TikTok – 1742 followers up 2462% from last year

## Events

### Fundraisers

We threw Fox Valley Fish Fair, Fox Valley Plant Fair, Fox Valley Craft Fair, Achy Breaky Bugs, Annual Rummage Sale, and the Online Charity Auction. They were all successful.

### Surrender Events

We had events in Milwaukee, Madison, Eau Claire, Superior, LaCrosse, Stevens Point and two in Kaukauna. We found that the ones where we "went in alone" were less successful than the ones where we partnered with organizations in the area.

## Goals for 2022

- Move adoption center into a storefront
  - Recruit a staff of volunteers which can help with animal care and building maintenance
  - We can be open to the public which will increase adoptions and sales
- Hire a director
  - Having an employee on staff, either full or part-time, will remove distractions and increase accountability for the shelter instead of relying on volunteers 100%
  - Should be able to get grants to pay for some payroll when it comes to invasive species work
- Fundraisers
  - We have two fish fairs, two herp fairs, a plant fair, a craft fair, a rummage sale, and an online auction planned for 2022.
  - Our goal is to double our income over last year from events.
- Surrender Event
  - These are one of our biggest expenses of the year.
  - Last year we spent \$3688 on these events and came out ahead by only \$44.54
  - We sent out a message for partners and have only planned events in locations where we have partners on the ground.
  - We have added an educational presentation to these events to help get the message of "surrender don't release" out to more people

- We have invited educators and rescues to participate and bring demo animals for educational purposes
- We have added a photobooth for people to take pics with a rescue pet (my redfoot tortoise) for a donation