

JRAAR Q4 2023 Meeting Minutes

Attendance

John, Amanda, Rissa, Jack, Adessa, Erin, Dana, Jo, Cary, Renee, Evelyn, Mack, Theo, Hope, Graham, and Rowan

Treasurer's Report

Last Quarter

- We brought in \$28,733.66 = 206.472% increase over 4th quarter last year
- We spent \$24,283 = 199.239% increase over 4th quarter last year
- \$4,450.15 extra was made

Last Year

- We brought in \$104,888.05 = 35.7507% increase over last year
- Last year we spent a total of \$101,058.54 = 21.4558% increase
- \$3,829.51 extra was made

Animal Outcomes

Last Quarter

- We brought in 541 animals = 32.9238% increase over 4th quarter last year
- We adopted out 580 animals = 8.94819% decrease over 4th quarter last year

Last Year

- We brought in 1919 animals = 20.92% increase over last year
- 57% of that was Fish, 24% of that was reptiles, 12% small mammals, and 7% birds
- We adopted out animals 2006 animals = 26.6414% increase
- 70% of that was Fish, 20% of that was reptiles, 4% small mammals, and 6% birds

Surrender Highlights

180 Turtles Surrendered – 14 adopted

75 Parakeets Surrendered – 36 adopted

53 Guinea Pigs Surrendered – 50 adopted

36 Leopard Geckos Surrendered – 42 adopted

28 Bearded Dragons – 27 adopted

Comparison

K&R Small Animal Sanctuary took in 190 small animals in 2023. We took in 201 reptiles

Reptile Rescue of Wisconsin took in 88 reptiles in 2023. We took in 384 reptiles.

Snake Discovery didn't disclose surrenders but had 865 adoptions in 2023. We had 371 reptile adoptions.

Social Media

- Facebook – 10,310 Followers – 2 Subscribers
 - We have been posting more due to a bonus program. Also trying to post more videos on Facebook, TikTok, and Instagram.
- Twitter - 89
- Instagram - 529
- TikTok - 3136
- YouTube – 42
 - Trying to find time to post more educational videos

Events

Surrender Events

In the 18 events we had in 2023 we had a total of 380 animals surrendered, 467 attendees, and a Facebook reach of 220,096 people.

We have 29 events planned for next year and 26 have confirmed so far. John is doing a presentation for the Lakes and Rivers Association and expects to book the last three after this presentation

Restaurant Fundraisers

The Buffalo Wildwings fundraiser is today.

Fairs

Fox Valley Fish Fair

New Location. May move it again based on price

Fox Valley Plant Fair

New Location

Adoption Events

John sent out a list of dates to pet stores in the area to start booking events for next year. No one booked so far.

Expos and Shows

3D printer purchased and churning out articulated animals. They have been selling out fast and may need to start hiding them in back for the expos. Also bought some cheap toys to sell.

Adoption Center

3rd Quarter

- Total Income: \$ 18,785.49
- Total Plan: \$16,072.83
- Difference: +\$4,015.44
- 16.8773% increase over plan

Last Year

- Total Income: \$59,585.87
- Total Plan: \$45,988.92
- Difference: +\$13,596.95
- 29.5657% increase over plan

Sales plan for 2023 was “last months bills” or 15% above 2022’s sales

Sales plan for 2024 is 10% above 2023’s sales.

Volunteer Committee

We had over 100 volunteers sign up to help last year. I think only about 20 people actually volunteered. The old mailing list has been purged to remove people that don’t come help.

Added a volunteer application to the website.

We will have one sign up sheet for volunteers. When one week is deleted, another one will be added to it. This will keep it as one link for people to save and one link for me to share this is especially useful for saved responses to the volunteer application.

We have signed up for Volunteer Fox Cities and it has resulted in a lot of interest in helping. Not a lot of long-term volunteers but a lot of people who need volunteer hours due to the courts and school.

New checklists and feeding charts are available including a housekeeping checklist.

Old Business

Vehicle

Looking for donations of a vehicle for our events.

Adopters finding new homes for adopted animals

John added lines for initialing each paragraph to the adoption and surrender agreement to ensure that people read each section.

Capturing useful information on intakes

Discussed ways to capture useful information on intakes. Info such as favorite foods, habits, likes, dislikes and that sort of thing could be posted on the website and on kennel card.

John added more lines to the Surrender Agreement to capture this information and have been adding more info to the website and making a better effort to make engaging social media posts about them.

No progress on kennel cards

Also discussed more signage around the store directing people to the website.

No progress

New Business

Commissions on Events

Paying a commission on outside events gives us the ability to start drawing an income without sacrificing care of animals at the center since it is for birthday parties, educational events, fairs, and the auction.

This would go into effect after our meeting on the 7th of January. But we could vote on it, so we can start the hiring process.

I am working with Square to process payroll, and it seems pretty straightforward so far. I can't really try it out until we are ready to run with it, though.

The paid employee sign up sheets will be different and separate from the volunteer sheets, so there is no confusion.

This would also incentivize our educators to go out and book their own events.

Once the adoption center is self-sufficient, and we can hire a center staff, I would phase out my performances and let someone else take the lead.

Let me know what you think.

Basic Party Package

Basic Party Package includes:

- One Hour Meet and Greet with a variety of animals can include but not are not limited to
 - Big Lizards
 - Little Lizards
 - Big Snakes
 - Little Snakes
 - Frogs
 - Toads
 - Salamanders
 - Hedgehog
 - Birds
- Photo opportunities
- Travel fee up to 50 miles round trip. There is a \$1 a mile surcharge for miles traveled over 50 miles round trip.

Honorarium

\$150 down via invoice, \$100 + tip/gratuuity due to performer at start of party

Pay Rate

- Keep the \$100 and any tips paid at the event
- Eligible for reimbursement for milage in monthly expense report

Staff Responsibilities

- Set up including packing and transporting needed equipment and setting up venues
- Tear down including packing and transporting equipment and putting it away
- Volunteering in the education center the day of the event either before or after
- Volunteering in the education center other days to get to know the animals

Drop-In Event

Includes:

- Table set up at your event with animals to meet, learn about and take pictures with
 - Big Lizards
 - Little Lizards
 - Big Snakes
 - Little Snakes
 - Frogs
 - Toads
 - Salamanders
 - Hedgehog
 - Birds

Honorarium

- Travel Fee: \$1 a mile
- Speaker Fee: \$25 an hour 4 hour minimum

Pay Rate:

- 50% Commission
- Eligible for reimbursement for milage in monthly expense report

Staff Responsibilities

- Set up including packing and transporting needed equipment and setting up venues
- Tear down including packing and transporting equipment and putting it away
- Volunteering in the education center the day of the event either before or after
- Volunteering in the education center other days to get to know the animals

Human Resources Needed

- One Main Performer
 - Does the majority of shows
- 2 Understudies
 - To do shows that the main performer cannot

Fundraising Events i.e. Fairs and Auction

Pay Rate:

- 15% commission on proceeds
- Detailed report due to board before commission is paid

Staff Responsibilities:

Planning and Executing the Fish, Craft, and Plant Fairs and Online Auctions

Fair Responsibilities:

- Securing Venue
- Posting Event to Social Media
- Reaching out to, retaining, and communicating with vendors
- Reaching out to local media outlets and conducting interviews
- Set up including packing and transporting needed equipment and setting up venues
- Tear down including packing and transporting equipment and putting it away

Auction Responsibilities

- Securing dates
- Posting event to social media
- Reaching out to donors
- Photographing and posting donated items
- Contacting winners
- Packing and shipping winnings
- Set up including setting up auction area at the adoption center
- Tear down including packing up equipment and putting it away

Human Resources Needed

- One event coordinator

Surrender Events

Pay Rate:

- \$100 per event
- Surplus bonus to the coordinator for coming in under budget as long as all events are booked.
- Limited term employment
- Dependent on grant funding

Human Resources Needed

- One event coordinator
- 2 event staff

Coordinator Responsibilities

- Reaching out to, retaining, and communicating with venues
- Reaching out to, retaining, and communicating with adoption partners

- Reaching out to, retaining, and communicating with environmental NGO's
- Reaching out to and communicating with local, state, and national media
- Reaching out to, retaining, and communicating with advertisers
- Posting events to social media
- Paperwork including filing receipts and recording event statistics
- Securing rental equipment
- Coordinating transfer of overflow animals
- Taking care of animals at the adoption center until they are adopted/transferred

Staff Responsibilities

- Set up including packing and transporting needed equipment and setting up venues
- Tear down including packing and transporting equipment and animals and putting them away

Expos, Adoption, Adoption Events, Community Outreach

Pay Rate:

- Still volunteer based at this time.

Staff Responsibilities

- Set up including packing and transporting needed equipment and setting up venues
- Tear down including packing and transporting equipment and animals and putting them away

All Events should be scheduled outside of business hours whenever possible

John made a motion to adopt this policy, Rosa seconded and the motion passed.

Becoming a Member of Volunteer Fox Cities

Discussed attached picture and decided that it would benefit us to sign up.

John made a motion to join Volunteer Fox Cities, Rissa seconded the motion and the motion passed.

Volunteer of the Year

We are delighted to announce Jack Blanc as the recipient of this year's Volunteer of the Year Award, a recognition well-deserved for his unwavering commitment and tireless efforts in organizing and running the Exotic Pet Surrender Events. Jack's dedication to the cause of providing a safe haven for exotic pets in need has not only made a profound impact on the lives of countless animals but has also set a shining example for the entire community.

Through his exceptional leadership, Jack has not only orchestrated successful surrender events but has also fostered a sense of compassion and responsibility within the community. His passion for animal welfare is evident in the countless hours he has devoted to coordinating and ensuring the success of these events. Jack's ability to bring people together, coupled with his genuine care for the well-being of exotic pets, has transformed these events into a beacon of hope for animals and their owners alike.

As we celebrate Jack Blanc as our Volunteer of the Year, we applaud his selfless spirit, unyielding determination, and the positive impact he has made on both the lives of the animals he advocates for and the community he serves. Jack truly embodies the essence of volunteerism and serves as an inspiration for us all to make a difference in the world around us.

Date for next meeting

Sunday April 7th

Open Forum

Discussed printing pamphlets and fliers for the Birthday Parties

Discussed doing a tank decoration contest



Value of a Volunteer
\$29.97 per Hour*

2024 Nonprofit Membership Benefits

Volunteer Fox Cities assists our nonprofit members by offering **personalized support** in volunteer recruitment, projects and events; while providing opportunities for education and networking. Our goal is to assist our members in all things volunteerism.

RECRUITMENT SUPPORT:

- Unlimited access to our volunteer matching website, Get Connected, along with technical support & training
- Inclusion in volunteer opportunity posting platforms including, but not limited to:
 - Weekly Volunteer Opportunities column in local newspapers
 - Holiday Guide - Holiday volunteer opportunities and wish lists
 - Social media promotion of urgent volunteer needs
- Promotion of volunteer needs within VFC networks
- Personal consultation on volunteer recruitment and volunteer program best practices
- Invitation to the spring (new in 2024) and fall VolunteerFESTs

PROJECT & EVENT SUPPORT:

- Personal support in volunteer project development from VFC staff
- Project Teams to help with onsite or offsite mailings, bag stuffing, assembling event materials or packets, and anything else you can dream up
- Volunteer groups for that "dream" or wish list project that you want to do, but don't have time to recruit people to do it. Groups will travel to you, and can range from small to large
- Priority donations of completed Volunteer in a Box kits

EDUCATION & NETWORKING

- Check-in consultation and support for agency needs
- Connection to vast network of partners & resources
- Bi-monthly newsletter for members with VFC updates, upcoming events, volunteer management tips, and resources
- Quarterly Member Check-ins, Coffee Hours (new in 2024), and workshops
- Dedicated open office hours for drop-in support (new in 2024)
- Invitation to the Corporate + Nonprofit Speed Dating and You Belong Block Party events

78,000+
Get Connected
opportunity views
from December '22-
November '23

6,482
Completed Volunteer
in a Box kits donated
to local agencies
since April '23

40+
Agencies impacted by
volunteer groups &
Volunteer in a Box
donations in '23

We will provide these services *and more* for \$325 for the year

To complete an online membership form, visit volunteerfoxcities.org/become-a-member

Or contact us at 920.832.9360 or commengage@volunteerfoxcities.org

*As of 2022 in the state of Wisconsin