

BADASS
BROOKLYN ANIMAL RESCUE

2015

**ANNUAL
REPORT**

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LETTER FROM PRESIDENT/FOUNDER

From Sara Alize Cross

Badass Brooklyn Animal Rescue (BBAR) was born when the sweet face of a dog on death row in a high-kill pound in North Carolina showed up in my Facebook feed. Without understanding the enormous personal sacrifice that would follow, I innocently volunteered to foster Fred to save him from imminent death. After he arrived in New York at 2 a.m. on a cold February night in 2011, I quickly learned that I was solely responsible for the care and costs associated with placing him in a forever home. Through this experience, I learned how much hard work, persistence and creative thinking goes into responsibly rescuing, rehabilitating and rehoming shelter dogs. Once Fred found his ideal

family, I realized I had the power to save the lives of many more dogs who would otherwise die in high-kill Southern pounds.

Since that time, BBAR has been established as a 501(c)(3) nonprofit and has grown into an organization of over 40 volunteers who have facilitated over 1,400 successful rescue stories. 2015 was a year of great change for BBAR. We focused on building the organizational infrastructure to become a long-term sustainable force for good and further defined the program activity that sets us apart from other rescue organizations.

To enable our rescue activities, BBAR has built a brilliant team of fundraising volunteers who have worked together to execute creative ideas for raising the funds necessary to support the care of dogs in dire need. BBAR has long-dreamt about establishing a grants program, and this year we finally did it! In short time, our grants program was able to secure our first award of \$5,000 from The Parks Foundation to help fund our unique training program. Later in the year, the Manny L. Friedman Foundation discovered our work and donated \$2,000 to help fund the medical expenses for some very special pups. This past spring, the Badass events team put together our first ever gala, which honored our friend, Susie's Senior Dogs, and raised almost \$22,000 in one night. For the 4th year in a row, our community gathered for a Badass family reunion. The Badass Fall Festival brought in approximately \$13,000 to support the rescue.

Badass saved the lives of over 200 dogs in 2015. In addition to our daily rescue work, our team hit the road in the Badass van on two major rescue missions down South, reconnecting with our Southern partners, visiting shelters and bringing sweet dogs up North for a chance to find their forever homes.

We are so proud of how far we have come from one foster dog in a one bedroom apartment in 2011. In reviewing the immense progress we made as an organization in 2015, we are setting the bar even higher for 2016. The impact we can continue to make is sustained by our amazing community of Badass supporters, donors, adopters, fosters, and volunteers, whose passionate dedication enables us to rescue even more Badass dogs from idiot humans.



DATA POINTS 2015

OVER
7,200
HOURS
DONATED BY VOLUNTEERS

875
INDIVIDUAL
DONORS



\$474

AVERAGE COST OF SAVING A DOG

224



DOGS RESCUED

185
ADOPTIONS



OVER
60
FOSTER
VOLUNTEERS



39



DOGS
TREATED FOR
HEARTWORM

8 STATES



WHERE BBAR RESCUED DOGS

5 SPECIAL
SURGERIES





Badass Facts

Heartworm is highly treatable, but treatment can cost from \$400 to \$1,000 per dog.

Heartworm is a parasitic worm that is spread from host to host by mosquitoes, most commonly in dogs. When left untreated, heartworm can lead to congestive heart failure. Heartworm prevention is a common practice in the Northeast, but in the South particularly in rural areas where we rescue, consistent heartworm prevention is much less common.

HEARTWORM PROGRAM

In January 2015, Badass rescued a terrier from the euthanasia list at Animal Control of West Florida after our Chipley rescue partners pleaded for his life. He was set to be killed despite being loved by all. No one had come to adopt or rescue him because he had heartworm.

Heartworm is a horrible disease that takes time and money to address and is common in the Southern shelter dog population, despite being completely preventable. We saved his bad ass and named him John Oliver after the quick-witted comedian. John began immiticide treatment as soon as possible, but the worms living inside his heart nearly got the best of him.

John arrived in New York in dire condition, swollen like a water balloon with pulmonary hypertension and in active heart failure. One of the worms had lodged in his heart. Our emergency vet drained THREE LITERS of fluid from his 28-pound frame. It was touch and go even as we proceeded with another immiticide injection - his best chance at survival.

He had some frightening fainting spells, but with the immiticide destroying the last of the worms and the right cardiac meds, John Oliver miraculously recovered like a Badass boss. He even started to get antsy with his prolonged period of strict activity restriction while his heart grew stronger.

John got adopted in July by a Badass family able to take over his care. His new family is very grateful that we were able to save him through our Badass heartworm program.



SURGERY PROGRAM

Fezzik, our fluffy, slightly googly-eyed, gentle giant, joined Badass in March 2015. His original owner had passed away about a year before that and Fezzik had been living with a relative who never intended to have a dog. Fezzik was obese and having trouble with the stairs to their New York City walk-up, and exhibiting signs of serious pain if anyone touched his back near his tail. He limped and winced while he waddled, which all turned out to be because he was suffering from advanced hip dysplasia. It was quite painful!

Our specialist recommended double femoral head ostectomies, but Fezzik had to lose some weight before surgery. Badass had some money to raise. Since hip surgeries and the rehab that follows are quite expensive, we knew we had to give him the medical care he deserved in order to help him get adopted.

Fezzik spent several months working on his bikini bod in a Manhattan foster home and then at our partner Eva's Play Pups' countryside boarding facility, while we held an online fundraiser for surgery. He lost enough weight to take some stress off his joints and promote an easier, healthy recovery and had his surgery in October. Fezzik had serious scar tissue buildup, which made the procedure more complex than expected.

The \$4,000 that went into Fezzik's surgery and rehab was well worth it. He ended 2015 with a fresh start – a Badass forever family, including two human sisters who simply adore him.

Badass Facts

Many dogs that have serious injuries or illnesses will die in shelters because most rescues aren't capable of treating their conditions. Broken legs that have healed improperly are the most common needs we see. BBAR raises money for the necessary surgeries, and takes on the aftercare until each dog is ready to be adopted.



Badass Facts

As part of our commitment to our dogs' ongoing well-being, Badass has developed an innovative, extensive training program for our foster parents as well as our rescue dogs.

Across the country, post-adoption return-to-shelter rates for dogs and cats have been reported to be between 7 percent and 20 percent for the first six months following adoption.

BBAR is dedicated to keeping our adoptive homes forever homes and our innovative training program plays an integral part in maintaining low return rates.

TRAINING PROGRAM

At Badass, we believe in second chances and doing everything we can to give the dogs a real opportunity. That's what we did with the aptly named Jesse Pinkman, who's making the third time a charm. He's made some mistakes in the past, but is a good-hearted pittie at his core. With our help, he was ready to put the past behind him and do the right thing. 2015 became the year of truly #BreakingBadass.

Originally found starving on the streets of Brooklyn after spending some time living alone in a vacant apartment, Jesse was rescued and adopted in 2012, but returned in the fall of 2014. He was barely an adult and never seemed to realize his own strength. Jesse's excitable nature and 60-pound frame got him into trouble from time to time, and he came back to Badass with strikes against him for getting carried away with other dogs and children, but he wasn't vicious. His adoption prospects were minimal. We had to do something.

Badass sent Jesse directly to Christina Doughty Balanced Life K9 Training in Plattsburgh, New York for a chance to begin anew. He spent nearly two months learning to share space with other pets, working on impulse control and acquiring tools to make better decisions when presented with a challenge.

When he was ready, Jesse came back to a Badass foster dad in Manhattan who committed to keeping up with his training. Badass paid for a local professional trainer to work with his foster parent and Christina Doughty to manage his transition back to regular NYC living.

After nearly one year in rescue, Jesse finally found his lifelong partner in crime. His new mom connected with Jesse right away and is enthusiastic about continuing his top notch training as they enjoy their lives together. Jesse's rehabilitative training made the critical difference in finding a forever home.



Helen at a shelter in Dallas, TX



Helen arrives in Brooklyn



Breast Cancer Surgery 1

SENIOR PROGRAM

Walking the kennels of Dallas Animal Services during the Badass Wedding Rescue in March, one little white pup stood out from the hundreds of dogs in danger when she ran up to the front to meet us, ears up! She was matted and in rough shape, but adorable as could be and Badass in personality. The shelter had her estimated at around two years old, but we were fairly certain that she was more of a golden girl. Helen was heartworm positive and, sure enough, we found that underneath that mop was an approximately eight-year-old senior with breast cancer, which is common in females who've gone years without being spayed.

We set to work right away in getting Helen on the road to a Badass forever family, removing her mammary tumors immediately upon rescue. Helen had her first surgery in April and moved on to heartworm treatment in May after we confirmed a clean excision of the cancer.

Helen recovered in a truly Badass foster home with some of our longtime volunteers with a heart for seniors. They already had two personal dogs and were expecting twins, but Helen fit right in. She kept laps warm and sang for her supper. She made it through heartworm treatment and a month of strict medical rest. She was close to getting adopted in July when another lump showed up. The doctors believed it was more cancer, and we began to worry that Helen would not make it to a forever family for her much-deserved retirement.



SENIOR PROGRAM

But Helen was not done living! She had more surgery to remove tumors and lo and behold the news was fantastic all around. Not only were the tumors benign, but it also happened that Helen had already been where she belonged for months.

Her foster mom emailed: "So . . . I can't believe I am saying this after three years of giving up fosters, but Helen might already be in her forever home. . . " YES! They made it official just before Labor Day, when her forever family welcomed two new humans.

After six months in rescue, Helen proved that sweet seniors can make the best sisters. She's the babies' personal guardian and has even managed to convince her loner of a canine sister to cuddle after eight years. She's everything we love about Badass seniors, and it was worth every bit of effort to make this Happy Beginning happen.





BADASS COMMUNITY

The Badass community is larger than ever! With over 30K “likes” on our Badass Facebook page, and over 1,300 members in our closed Facebook group for adopters, we couldn’t be more thankful for all of the support we get from adopters, fosters, volunteers, donors, or just general fans. True to our mission, our commitment to our dogs doesn’t end with adoption: we provide a strong, structured and supportive adopter community, enabling our adopters to take better care of their dogs and each other. Our rescues become part of a larger Badass community, ensuring they will never be abandoned again. We pride ourselves on being unique in this area of rescue. Here is a snapshot of the top posts in our closed Facebook adopters group this year. It will truly give you an insight as to how “Badass” our community is.



Badass Brooklyn Animal Rescue

Page Liked · December 13, 2015 · Edited ·

And a Mama's Girl. Plenty of room in her Badass heart!

Like Comment Share



53

Chronological



Jennifer Peacock Harry Potter Puppy. ❤️

Like · Reply · December 13, 2015 at 9:53am



Kal Lui Rosie: you taste Vegan!

Like · Reply · December 14, 2015 at 2:03pm



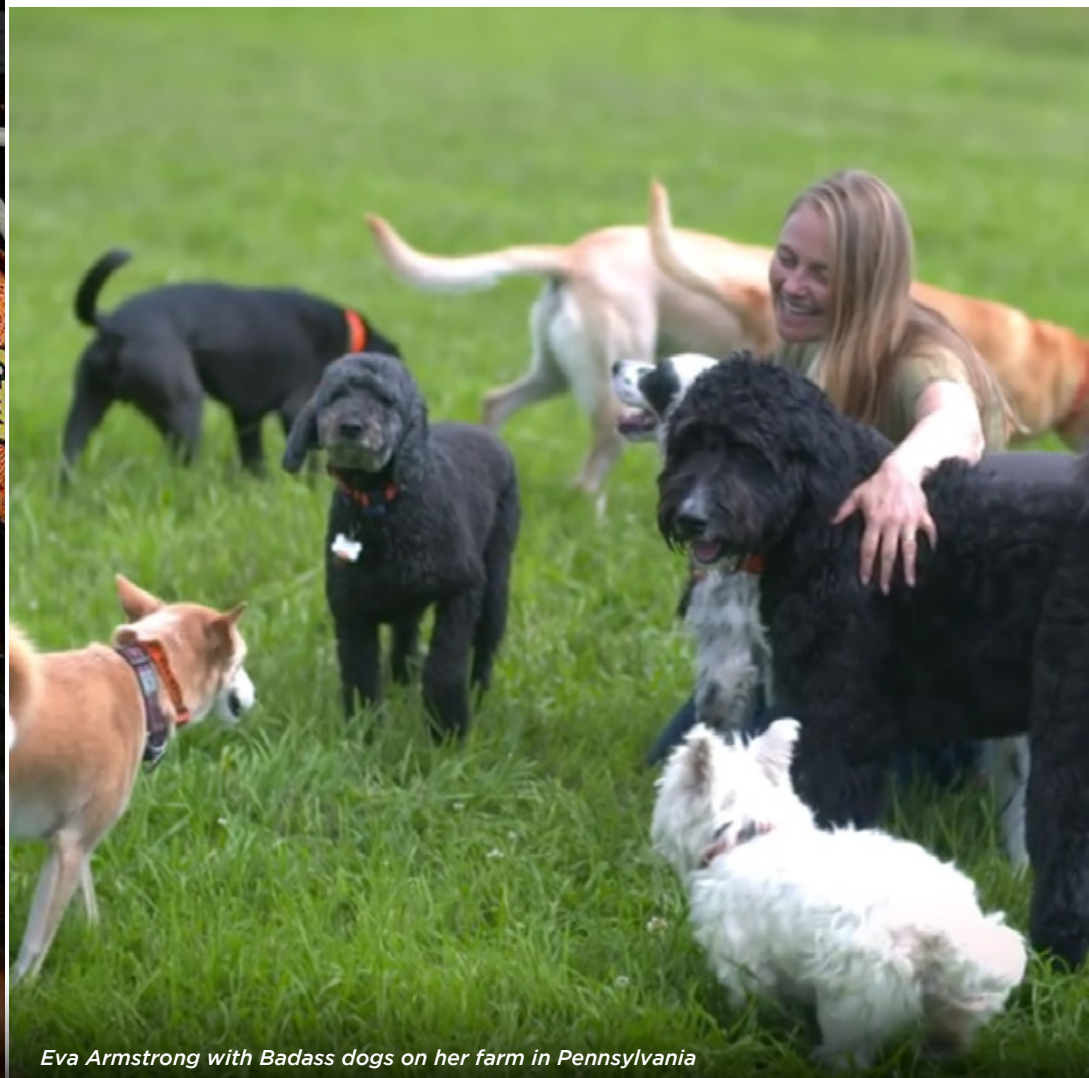
BADASS IN THE NEWS



Ariana Grande with Jesse Pinkman

Ariana Grande Poses with Badass Dogs | March 2015

Dog lover and singer Ariana Grande met a handful of adorable Badasses for an epic photo shoot and donated \$6,750.



Eva Armstrong with Badass dogs on her farm in Pennsylvania

Elite Daily Film | November 2015

Elite Daily filmed and released a spectacular 10 minute documentary highlighting a Badass rescue trip to Georgia. This film shines a light on the important work we do in collaboration with our amazing Southern partners. Check it out for yourself, visit: tinyurl.com/eliteBBAR



Num Pang owners Ben and Ratha with Adam Horovitz and Sara and Deb from Badass

Num Pang & Adam Horovitz | May 2015

Num Pang Sandwich Shop and Adam Horovitz (Ad Rock of the Beastie Boys) raised over \$8,000 for Badass, by way of donating proceeds from an Ad Rock designed sandwich, as part of Num Pang's "Chefs Give Back" series.

BADASS IN THE NEWS



DJ Armstrong with Chef Talde and Poh

Dinner and a Mixtape | December 2015

In coordination with DJ Neil Armstrong and Instagram-famous Poh the Dog, celebrity chef Dale Talde hosted a dinner benefit for Badass at his restaurant Three Kings. Patrons were treated to dinner and drinks and received a mixtape from DJ Armstrong, all while helping to raise \$550 for Badass!



FUNDRAISING



Badass Fall Festival

Fall Fest is Badass' celebration of our adopters, acting as a reunion of sorts while also offering the community a great day of food, drink, activities and DOGS! Fall Fest welcomes anyone and everyone to buy products from local vendors, munch on delicious food, talk to trainers, get their animals photographed, meet local dog walkers and much more.

Badass Bash: Party for the Pups

This past May, Badass held our 1st annual Badass Bash: Party for the Pups, and it was a huge success! The Bash will be our annual fundraising gala where we thank our donors in person and raise money for Badass pups' rescue and rehab and the organization's operations. In addition, we honored Susie's Senior Dogs, heard stories, listened to music, watched great performances, screened a short film, had delicious food and drinks and we raised almost \$22,000 for the pups!



RESCUE MISSIONS

Badass Wedding Rescue | Mar. 12-Apr. 6, 2015

- Badass rescuer Whitney got married to Kevin on March 14, 2015. In lieu of presents, she asked her Badass colleagues to come down and save some Badass dogs from the overcrowded pound in Dallas.
- The Dallas shelter was at Code Red when Badasses Candace and Eva flew in on March 12. They went directly to the shelter to meet up with the bride.
- From the 12th to the 15th, they ran to the shelter between nuptial events and rescued many dogs.
- We made new connections with local boarding facilities, vets' offices and rescue partners all over the Dallas metro area, expanding our base in Texas by an hour in every direction.
- **Badass rescued 29 dogs in total, which included:**
 - One distemper scare
 - 3 emergency hospitalizations
 - Cancer and spay rescission surgeries
 - 8 dogs with kennel cough needing intensive medical oversight





RESCUE MISSIONS

Howl-o-ween Rescue | Oct. 18-24, 2015

- **Badass volunteers loaded into our van, headed out of Brooklyn and made their way to Alabama to reconnect with Southern volunteers and rescue a whole lot of dogs.**
- **Badass visited two kill shelters**
 - Selma Animal Shelter
 - Florence-Lauderdale Animal Shelter
- **Badass cooperated with multiple rescue partners including:**
 - Wannabe Rescued (Selma, AL)
 - HASRA Heart of Alabama Save, Rescue, Adopt (Killen, AL)
 - PAWS Pets Are Worth Saving (Florence, AL)
- **Badass rescued 56 dogs on site and met 7 more who became Badasses shortly thereafter**
 - 15 pulled in advance, vetted, quarantined and readied to ride back to Brooklyn with Badasss
 - 5 added from long-term fosters that we'd requested to meet after they'd been overlooked for so long.
 - 36 others received commitments before Badass left AL, including:
 - Family of 5 turned into the Florence-Lauderdale Animal Shelter with horrible sarcoptic mange on Badass' last day. Sarcoptic can be a death sentence at an overcrowded kill shelter because it's contagious. This family had a particularly bad case, but working together, the shelter workers agreed to foster them through treatment. Mama Gwen Stefani beat her boys to Brooklyn and got adopted in December!

FINANCIAL STATEMENTS

Statement of Activities for the Year Ended December 31, 2015

Badass Brooklyn Animal Rescue® is a 501(c)(3) nonprofit qualified to receive tax-deductible contributions. These financial summaries were compiled by management.

Since 2011, Badass has run on 100% volunteer superpower! This year, we hired our first paid employee so that we can focus on organizational sustainability and be confident that our administrative ducks are in a row. We are very fortunate to have an army of passionate volunteers who dedicate countless hours to running our rescue, rehabilitation and rehoming programs. Because our programs are run on unpaid labor, our direct-to-program costs may appear artificially low.

Revenues

Adoption Fees

\$73,246

Donations & Event Income

\$154,860

Grants

\$7,000

Corporate Partnerships

\$14,399

Merchandise Sales

\$30,600

In-Kind Donations

\$20,680

Total Revenues

\$300,785

Program Expenses

Vetting Services

\$64,108

Boarding & Transport

\$44,212

Travel Fees

\$21,184

Training

\$9,035

Dog Food & Supplies

\$7,157

Program Related Rent, Office Expenses & Professional Fees

\$25,945

Total Program Expenses

\$171,641

General & Administrative Expenses

\$34,353

Fundraising Expenses

\$56,142

Total 2015 Expenses

\$262,136

Changes in Net Assets

\$38,649

BOARD OF DIRECTORS



Sara Alize Cross

President & Chairwoman of Board

Johnny Bergmann

Treasurer

Eva Armstrong

Vice President & Secretary



**BADASS BROOKLYN
ANIMAL RESCUE**

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