



BADASS ANIMAL RESCUE

ANNUAL REPORT 2020

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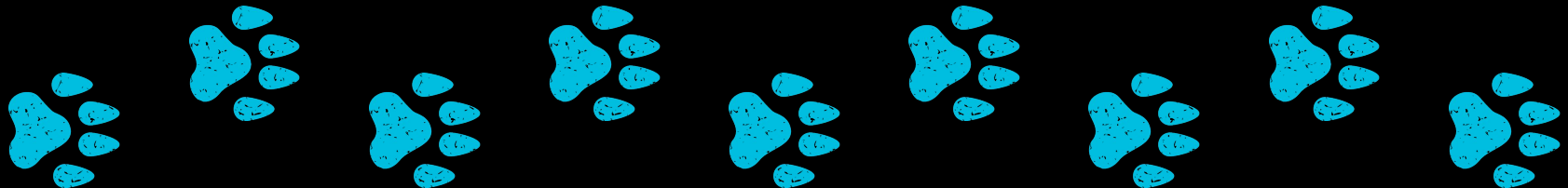
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LETTER FROM OUR EXECUTIVE DIRECTOR



KRISTA MACDONALD, EXECUTIVE DIRECTOR

As we reflect back on what 2020 meant for Badass, we can not ignore the changes that took place. Some of these changes were intentional and with an eye towards growth and many were brought about by external factors. While the city, country and world was being faced with the challenges of the Covid-19 outbreak, there were internal shifts taking place within our small but mighty non profit organization. Just as NYC was entering a shut down, Badass hired its first Executive Director. A step that would normally bring about a renewed focus on organizational growth. But with the pandemic causing a shift in events, fundraising and the day to day running of Badass, the focus became about survival in the new normal of 2020.

Despite the challenges we all faced during 2020, Badass was able to pivot it's processes to doing everything virtually. We cancelled adoption events and began to do virtual meet & greets, restructured the way we did in person meetings to ensure everyone's safety. Our foster programs shifted the way we do training for new fosters. And in late 2020 we started holding Virtual Adoption Events with huge success.

While our fundraising and community events were cancelled, our dedicated team of volunteers found fun and creative ways to keep our community connected and needed funds coming in by way of virtual events. Drag Bingo was a hit, Dog Doodles for Dough was a smash and many other events kept us connected and moving forward.

Badass has been run on Volunteer power since the start in 2011 and the amazing community that has been built really shined in 2020. Our core team of 60 volunteers are the heart of this organization and I am proud to call each of them a member of the Badass team!

DATA POINTS



289

DOGS RESCUED



284

DOGS ADOPTED



115

FOSTER HOMES



5,000

VOLUNTEER HOURS



1,000

INDIVIDUAL DONORS



\$700

AVERAGE COST OF
SAVING A DOG



59

DOGS TREATED
FOR HEARTWORM



46

SURGERIES &
SPECIAL CARE CASES



26

SENIOR DOGS
RESCUED

HEARTWORM PROGRAM



Billy Butcher was a long term resident of the Mt. Vernon shelter in GA when we met him in early 2020. Being a senior black dog who also happened to be Heartworm positive can make it tough to make it out and into rescue or a forever home. In true Badass fashion, we knew the moment we met him, that he had to come with us. Billy spent a number of months in rescue going through treatment for his Heartworms and waiting for his chance at a family of his own. Eight months after meeting Billy, he was adopted and has settled in beautifully!

Badass treats dozens of dogs for heartworms each year with a treatment cost ranging from \$600 – \$2000 per dog.

SURGERY PROGRAM



Chewie came to us in April 2020 at the height of the Covid-19 pandemic in NYC. His owner had passed away from Covid-19, leaving Chewie and his sister alone in their apartment for days. He has started to eat things around the apartment such as plastic bags and pieces of plastic. When he came to us we immediately noted his poor health and rushed him to the ER. He spent a number of days in the hospital being treated for a variety of major and urgent medical conditions, including having pieces of plastic lodged in his esophagus. Chewie has made an amazing recovery and after spending three months in foster care, he found his forever home!

Badass treats dozens of major medical cases each year, with treatment costing between \$500-\$15,000 per dog.

SENIOR PROGRAM



Robert March found his way into the shelter after making a bed out of clothes he pulled from the clothes line. The owner of said clothes threatened to shoot him if Animal Control didn't get him. When we met Robert, this nearly 12 year old pup was underweight and very shut down. But we could see the kindness in his eyes. Like many dogs we rescue, he was Heartworm positive and in poor overall condition. Many seniors require additional vetting care and Robert was no exception. It took Badass 11 months to get Robert to a place where he would be able to thrive in an adoptive home, making frequent visits to specialists for his heart and lungs. But he hit the jackpot and is enjoying his remaining years with a dog brother, loving humans and many adoring fans!

Badass rescues dozens of senior dogs each year, believing that every dog deserves the same chance and a happy forever, no matter how long that may be. Senior dogs come with increased costs but they are worth every penny!

TRAINING PROGRAM



Arthur Curry found his way into the TX shelter where we met him, when his lifelong owner was no longer able to care for him. We brought Arthur up to Brooklyn to discover that this nine year old extra large love bug needed some major medical care for not only allergies but also a double ACL surgery. Along the way Arthur started to develop some reactivity issues which is tough with a nearly 100 lbs dog on the NYC streets. We sent him to our training partners Lead Your K9 in PA where he learned about manners and charmed his way into his forever home with wonderful adopters local to his trainer.

Badass provides continued training for dogs in our foster homes and works with a number of Board & Train facilities to help each dog learn to be their best self!

COMMUNITY

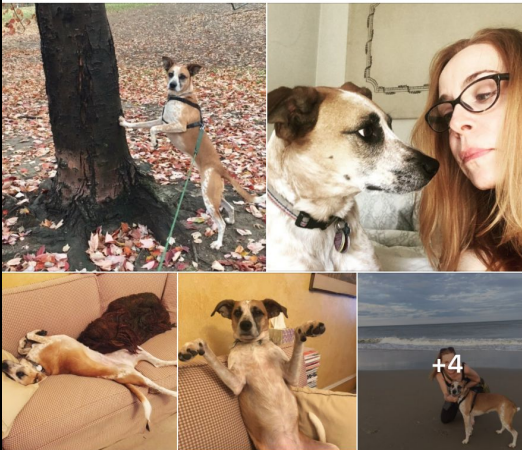
Aly Hassell
December 19, 2020 · 🌐

Hey everyone! We're a little late with the post but we celebrated Finn's gotcha day last Sunday with friends in prospect park. It's been 1 whole year!! Living with this funny lil' guy has been such an amazing gift and our lives are so much happier with him in it :) It goes without saying that this year has been.... awful by and large. But we're so grateful to have had Finn by our side!!
[Tine DiLucia](#) I'm sure you have better pics 🥰



Ellen Harvey
December 16, 2020 · 🌐

5 years ago (on 12/5/15) I went to a Badass adoption event. I had seen a lovely dog on their roster that I was curious about, so I filled out my application and planned to head out and meet her on that Saturday. I got to the event and saw her almost instantly. She was being taken for a walk around the block by a nice couple. My heart sank, but I decided to keep walking down the row of amazing pups. At the very end was a small dog that hadn't been in their postings. She ... [See More](#)



Community is one of the cornerstones of what makes Badass so, well Badass! Our community is our volunteers, our fosters, adopters, partners and supporters. We support each other not only as it relates to our shared love of Badass dogs and the mission, but as humans and members of a shared world. Our private FB group for adopters and fosters allows a safe space for dog owners to ask questions, get support and share the MOST adorable photos of their Badass pups! This sense of community extends beyond the online world with fosters, adopters and partners working together, building a supportive network and always stepping in to help one another as needs arise from the little things like handing off crates to emergency pet sitting.

Our presence on social media continues to grow year after year as we continue our lifesaving work of rescuing, rehabilitation and rehoming dogs of all breeds, ages, sizes and medical conditions. We welcome everyone to Become a Badass and join our Community!

FUNDRAISING



While 2020 may have seen the cancellation of our in person **fundraising** and community events, it didn't stop us from having fun virtually! We brought our community of Dog Lovers together through monthly virtual events and other fun opportunities to support our lifesaving work. From Drag Bingo to Dog Doodles for Dough, our community came together to raise the much needed funds to continue our work, and in true Badass fashion, had fun doing it!

RESCUE MISSIONS

#1 Vidalia GA

In early 2020 our Rescue Team headed down to GA to save **42 dogs!** On this trip we met some of the dogs that would end up being our most involved medical cases of the year including **Henry Ford II** and **Robert March**. Two senior dogs that needed nearly a year's worth of medical care before they were ready for adoption. Both the most loving dogs despite it all!



RESCUE MISSIONS

#2 Vidalia GA

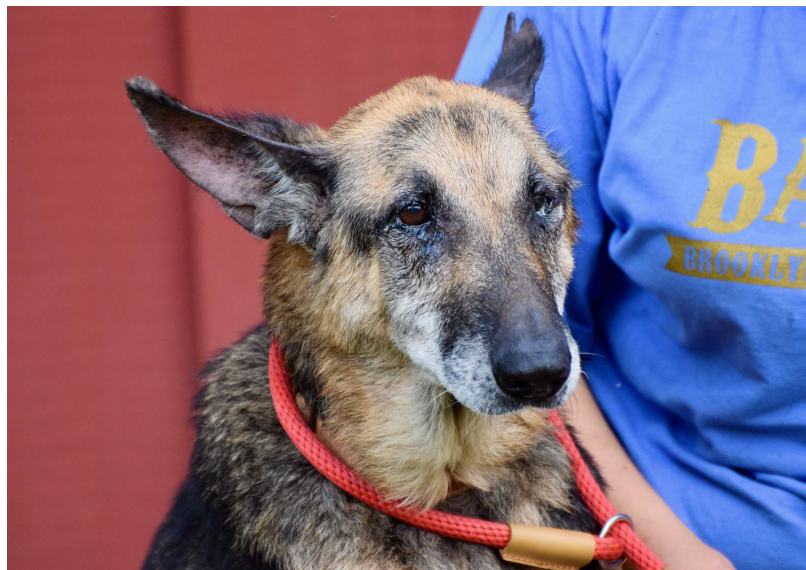
In June of 2020, as the pandemic was taking hold of the country and world, we headed back down to GA because Rescue Never Stops! Shelters were in need as much as ever before and we were able to rescue **38 dogs** on this trip. Including **Ellen Griswold**, who gave birth to 5 puppies on her first night out of the shelter.



RESCUE MISSIONS

#3 Selma AL

In October of 2020 we headed to Selma AL to bring the Dogs Back to Brooklyn! Heeding the call of continued need for support, we were able to save **52 dogs** on our final rescue mission of the year. Naming the dogs after the local small businesses and community members of our home town. As with every rescue mission we met some dogs in immediate need of medical care including **Nathan's Famous & Leyenda.**



REVENUE

Adoption Fees: **\$144,954**

Individual Donations & Event Income: **\$291,706**

Grants & Sponsorships: **\$24,720**

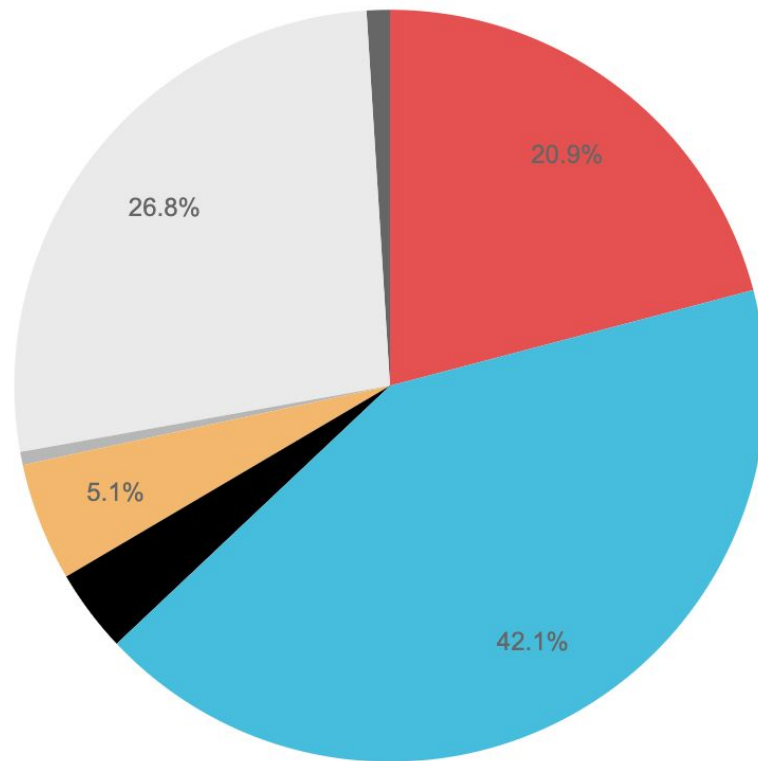
Corporate Partnerships: **\$35,305**

Merchandise Sales: **\$3,885**

In-Kind Donations: **\$186,000**

Other: **\$6,928**

TOTAL REVENUE: \$693,497



● Adoption Fees ● Individual Donations & Event Income ● Grants & Sponsorships ● Corporate Partnerships
● Merchandise Sales ● In-Kind Donations ● Other

EXPENSES

Vetting Services: **\$234,636**

In-Kind Boarding: **\$180,000**

Boarding & Transport: **\$44,301**

Travel Fees: **\$15,521**

Training: **\$18,933**

Dog Food & Supplies: **\$16,730**

Program Related Rent, Office Expenses &
Professional Fees: **\$101,970**

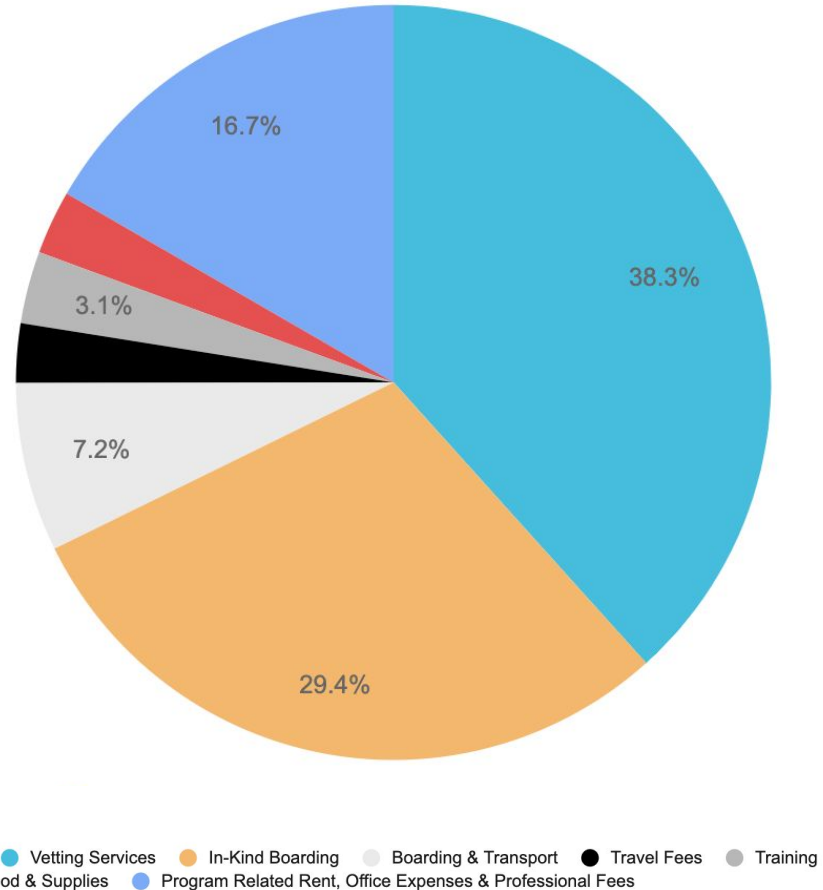
TOTAL PROGRAM EXPENSES: \$612,090

General & Administrative Expenses: **\$38,795**

Fundraising Expenses: **\$35,410**

TOTAL 2020 EXPENSES: \$686,295

CHANGES IN NET ASSETS: \$7,201.79



BOARD OF DIRECTORS



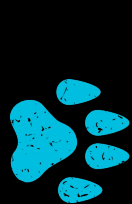
Eva Armstrong
President/Chairwoman



Sara Alize Cross
Vice President



Erin K. Hurley
Secretary



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