



Annual Report

2015 - 2016

501 (C) (3) NON-PROFIT RESCUE

"SAVING ADOPTABLE PETS AND BRINGING LOVE TO YOUR HOME ONE TAIL AT A TIME"



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1. About Joyful Rescues, Inc.

Letter from Joye Turock, Founder & Executive Director:

IMAGINE that every dog and cat has a safe, warm and loving home. Sadly, that is only a dream. It's a dream so strong that back in December 2002, when Joyful Rescues came to be, founded out of love and compassion for those we saw that were starving, thrown away, or turned in to us with medical issues unaddressed. Once the "Animal Rescue" shingle was hung, we have grown by leaps and bounds every year. Never could we have *imagined* that something four women started would grow into this amazing rescue with over 100 active volunteers who have all helped to save close to 10,000 dogs and cats.

All bereaved pet lovers like to *IMAGINE* that their pet has gone to the "Rainbow Bridge" where deceased pets are healthy again, can run and play, and wait for their beloved human until they cross over the bridge to join them. But *IMAGINE* if a homeless pet, still very much alive, has the opportunity to be loved, frolic and play, while they wait for their next home which we all hope is forever; another chance to love and be loved before their time is up. This is what Joyful Rescues offers the unwanted pets that come here!

Many of you have visited our facility and expected to see pets in cages (and they are for a short period when they first arrive) but once medical care is accomplished, they leave the "Dog House" (kennel) and come into the Main House where the dogs let a couple of humans cohabitate with them. With furniture to lounge on, lots of toys to play with, a doggie door open to the yard, 8 fenced acres, some woods and a pond, we do our very best to make sure the dogs and cats are happy here until they are adopted. We are able to accomplish this because of you, our adopters and supporters.



Now... **IMAGINE** if there was no Joyful Rescues. **IMAGINE** if no one cared. **IMAGINE** if no one donated to keep us going. After all these years it is time for the Main House to undergo some much needed renovations involving a lot less wood and drywall and a lot more tile. (**IMAGINE** why!) We hope you can help as we continue to grow and continue to save thousands more! Thank you for being there for us. Thank you for being there for the animals. We cannot **IMAGINE** being able to do this without YOU! *Joye*



Our Board of Directors:

Susan Buckman (President)	Katie Bratek (Vice President)	Stu Smith (Past President)
Jeff Turock (Treasurer)	Shelby McPherson (Secretary)	Julie Raymond-DeCarlo
Mike Gonska	Mary Williams	Linda Teague
Chris Radigan	Cheryl McFadden Zak	Kelly Strade

2. Mission and Vision:

Our Mission:

- To operate as a no-kill rescue (never euthanizing for space or time served).
- To take in cats, dogs, puppies and kittens in need, within our means ("in need" meaning abandoned/owner surrenders, saved from high kill shelters, strays from animal control officers or removed from puppy mills).
- To provide safe housing, quality food, medical care (including vaccinations, de-worming, flea treatment and spay/neuter) and love to all pets in our care until suitable, responsible and loving, permanent homes can be found through a strict screening process.
- To educate the public on the importance of spaying and neutering which controls the pet overpopulation, responsible pet ownership, and the humane treatment of animals.
- To educate the public on the horrors of puppy mills and pet store/internet puppies for sale.
- To assist in spaying/neutering pets for low income families, as funds allow, which will aid in population control.



Our Vision:

Before we are too old to do this any longer, we would love to see an end to pet overpopulation, kill shelters, puppy mills, and homeless pets as the results of our mission.

3. Financial Report:

JOYFUL RESCUES FY 2015 - 2016	
FY ENDED 3/31/2016	
	2015-16
	Actual
Revenue	
Adoption Fees	263,670.50
Donations	96,577.94
Total Fund Raisers + Other Income	123,086.20
Interest Income	(224.70)
Total Revenue	\$ 483,109.94
Expenditures	
Management & General Expenses	162,093.05
Pet Care Expense	193,467.36
Fund Raising Expenses	11,785.50
Total Expenditures	\$ 367,345.91
Net Operating Profits	115,764.03
% of total revenue	23.96%
Net Assets at End of Year	\$ 100,625.29

4. Key Fundraising Activities / Donation Programs:

“PetFest”:

On August 5th & 6th 2016, we celebrated our 12th PetFest & Rescue Reunion at our main site in a beautiful country setting. The event included a tremendous yard sale, amazing raffles, great food, reunion guests, tours, entertainment, and dogs, dogs, dogs! People came from all over western and central NY, northern PA and beyond with dogs (1 pig so far) in tow!

Events like PetFest help us to raise funds we require to save so many lives. PetFest is a yearly family friendly, including your leashed pet, event!





“Dog Day Afternoon at O’Loughlin’s”:

When Sarah McKeon and Kim DiMaggio announced that their 2016 “Dog Day Afternoon at O’Loughlin’s” event would once again benefit Joyful Rescues, we knew we were blessed. These amazing young women, who founded this fundraising to memorialize their dogs Frank and Jammer, have now chosen us for 6 consecutive years as the rescue benefitting from the event. Each year, they have set a new record in funds raised.

This waterfront “Pawty” is hosted by Mike McKeon and his staff at “Silk O’Loughlin’s Restaurant” in Irondequoit, NY. Mike donates the venue, the food, and his staff work extra hard to make it a success. Live music, donations from businesses and individuals, raffle and silent auction prizes, and our volunteers turn out to sell tickets, show adoptable dogs and talk to folks about Joyful Rescues.

Saying “thank you” doesn’t begin to convey our gratitude to Sarah, Kim, Mike and everyone else involved in hosting such a tremendous event to help Joyful Rescues. Thank you!



Our Annual Newsletter:

Our fall newsletter is certainly one of the most popular method of communication with our adopters, donors, friends and followers alike. It represents a unique opportunity to share the year in passing; our accomplishments, our happy ending stories as well as the ones who have deeply touched us. It is also an opportunity to introduce and thank our staff, our volunteers, the many veterinarians & their staff who all went above and beyond each day for the dogs and cats in our care.

This newsletter is also a great way to share our short term and longer term plans, introduce new programs & share our “wish list” for items in need. Lastly, a special thank you to all our donors (who are listed by name) complete the newsletter along with a donation card and return mailing envelope for donations.





United Way of Rochester:

Individuals can donate to Joyful Rescues via the United Way of Greater Rochester's Local Campaign. Donations can be made via payroll deductions and dedicated to Joyful Rescues. Our Designated United Way Donor number # 3313.



“ROC The Day”:

Powered by United Way of Rochester, this 24-hour day of online donating event is growing in popularity. This is the second year that Joyful Rescues participates in this event which is quickly becoming one of our top fundraising activities.



“iGive.com”:

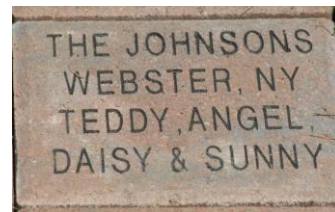
This new program will help Joyful Rescues every time someone shops at 1,773 of the most popular online stores and select our organization as the beneficiary. To participate, individuals must sign in at www.iGive.com and then select Joyful Rescues as their favorite charity.



“Buy a Brick” Program:

- What a PURRFECT Birthday, Mother’s Day, Father’s Day, Anniversary, Wedding, Memorial, Retirement, etc. Gift for ALL your animal loving friends & family!!
- Be a part of it! Dedicate a brick to your favorite canine, feline, human, business or family name...Whether over the rainbow or still among us... With an inscription of your choice.

- Our Walkway is being designed to provide attractive, meaningful and more stable footing for those who come to visit and tour our facility and improve ease & safety for staff and volunteers carrying animals to and from the buildings.
- The design also includes “A Place to Paws” brick wall / bench area for guests to sit and enjoy watching the dogs frolic beyond the fence! The walkway is now in and the bricks can be purchased at any time at www.joyfulrescues.org. Get your brick before it fills up!



“Sponsor a Pet” Program:

This program was created for those who cannot adopt now but are interested in donating to a specific pet awaiting adoption or to a group of pets of their choice (dogs or cats). The process is simple and can be found by visiting our website at www.joyfulrescues.org and selecting “Pets”.



Other Donations - “Wish List” Items, Birthday Presents, Donation Jars & Bake Sales:

Joyful Rescues is always in need of items for our adoptable pets. A complete and updated list is always available at our website: www.joyfulrescues.org under the “About” section. Instructions on when and where to drop off the items is also provided. Our “Donation Jars” program has been very successful. Jars can be found in several Olean and Monroe Counties businesses and offices.



5. Pet Adoption:

Joyful Rescues' thoughts regarding Pet Adoption:

- By adopting a pet, you are not only helping the pet you adopt but also others in or needing to come into rescue. Your adoption helps us to keep doing what we do to help animals stop reproducing and find quality homes for the homeless while providing them the best care we can.
- Think before you adopt! Just "loving animals" is not a good reason to adopt a homeless pet. Before you decide to bring a pet into your home, make absolutely sure that you have the time and can afford the care. A pet is a life time commitment and a loved part of your family. A pet is a MAJOR responsibility & expense.
- Each Joyful Rescues pet has been "thrown away" at least once and/or lived a horrific life so far. Pets are not disposable because your life has changed.
- Before you decide to bring a pet into your home, make absolutely sure that it will be a life time commitment. When our pets leave us, we want them to go to their forever homes.

Our Wonderful Team of Volunteers:

Joyful Rescues wouldn't exist without a wonderful and growing team of Volunteers. In addition to a group located near our main site in Cuba (NY), there are two main locations for our teams; Buffalo and Rochester. Each week, our teams of volunteers attend the weekly adoption days at the PetSmart locations in Buffalo and Webster along with a series of other events throughout the year showing dogs and cats, promoting Joyful Rescues' Mission & Vision and raising money for our organization. We at Joyful couldn't be more proud to have such a group of dedicated, loving and hardworking individuals. Thank you!



Rochester Team



Buffalo Team



Website “Pet Gallery”:

Joyful Rescues’ website www.joyfulrescues.org features pets currently available for adoption. The unique personalities of featured dogs, cats, puppies and kittens are captured in fun photographs, animated videos with voice over and biographies. The Pet Gallery is regularly updated.

Pet of the Week / Pets of the Month:

Each week, the Olean Times Herald Newspaper features one of the Joyful Rescues pets that is available for adoption. A short description of the pet along with a picture and a “Tip of the Week” is being published each Friday. The newspaper also published a monthly page where Joyful Rescues introduces nine adoptable pets that may have been in our care for a longer period so we can soon find them a wonderful home.

Social Media:

Joyful Rescues is very active on social medias; especially Facebook. Backed by a group of over 15,000 followers, our organization posts pictures of available pets, upcoming adoption and fundraising events, details regarding our transports from high kill shelters from the south, requests for items in need (“wish list”), etc. Our adopters and followers are also using our Facebook page to share their stories and provide status updates on their adopted pets.

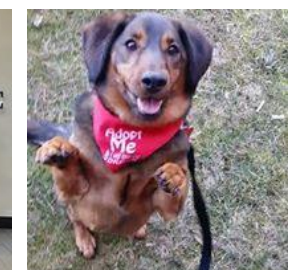
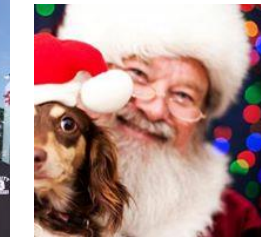
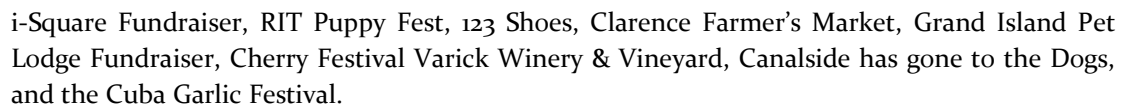
We recently launched a “Go Fund Me” page for a major improvement needed at Joyful Rescues. The fence that covers the 8 acres property has some areas that are broken and for the safety of the dogs, a plea for special funding was put into motion via “Go Fund Me”. It was very successful and we will certainly be leveraging this media in the future.

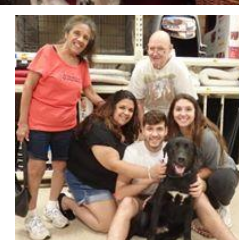
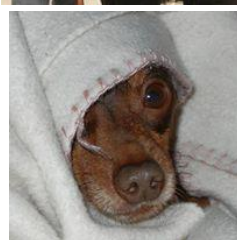
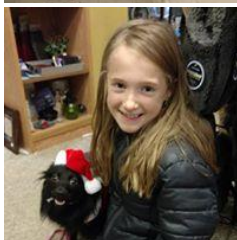
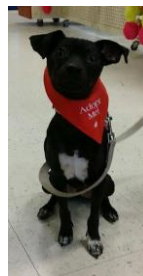
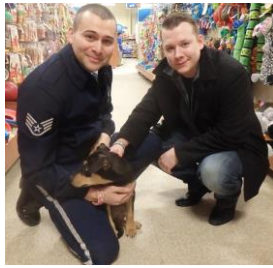


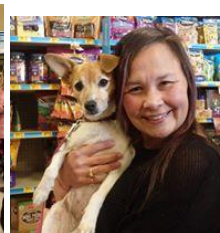
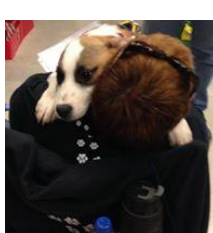
Pet Adoption & Awareness Days:

Throughout the year, Joyful Rescues is showing adoptable dogs and cats every Saturday at the PetSmart locations in Buffalo and the one in Webster (unless specified otherwise on our website). In addition to showing at PetSmart, there are many special events where Joyful Rescues shows dogs and cats and / or reaches out to our population to promote our mission, vision, pet adoption, neuter & spay program and speaks against puppy mills.

Some of the special events where we have been involved in the past year include the following; Ellicottville Fall Festival, Artful Gardener Annual Cabin Fever, Anthropologie, Pet Supplies Plus,



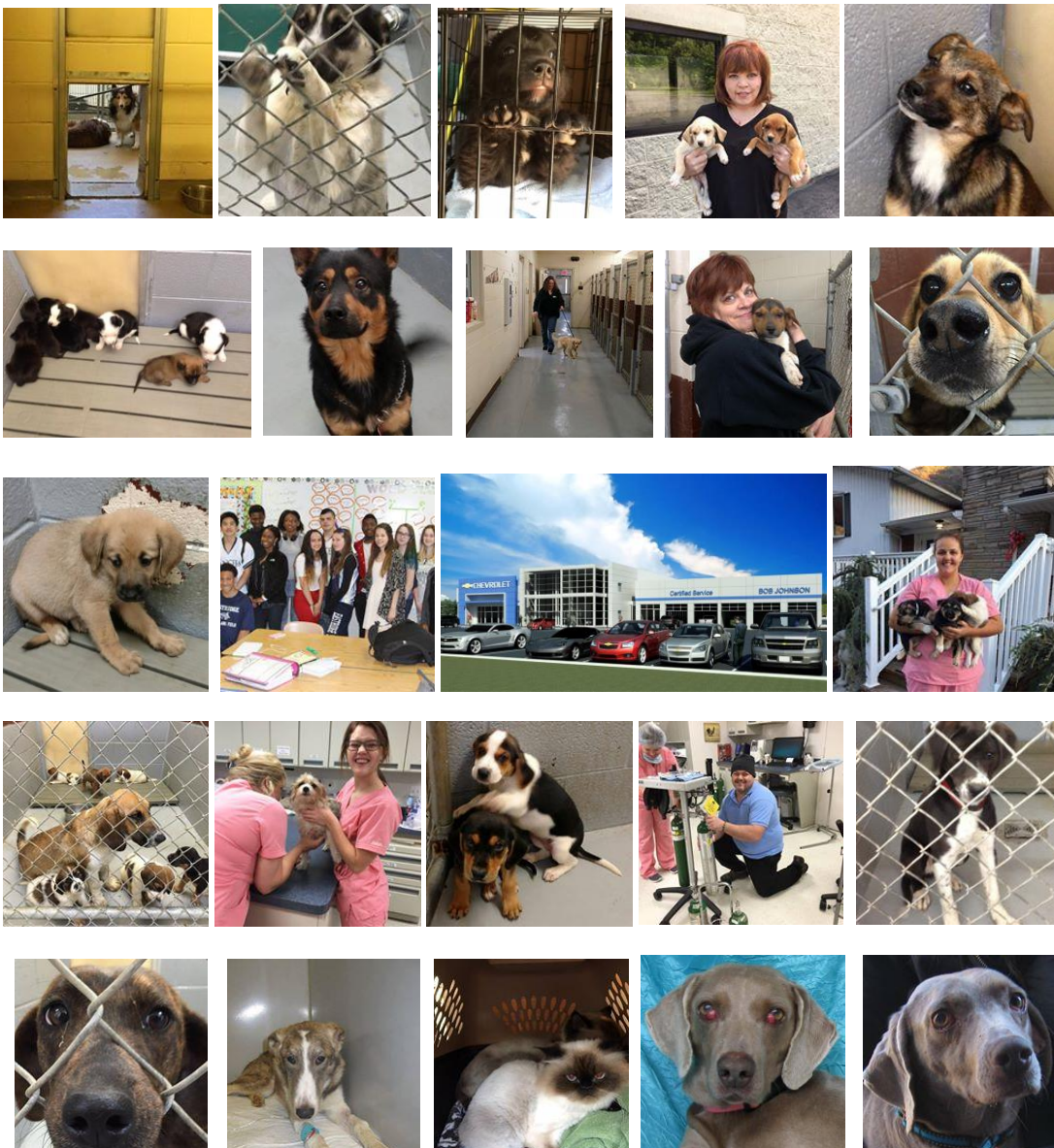


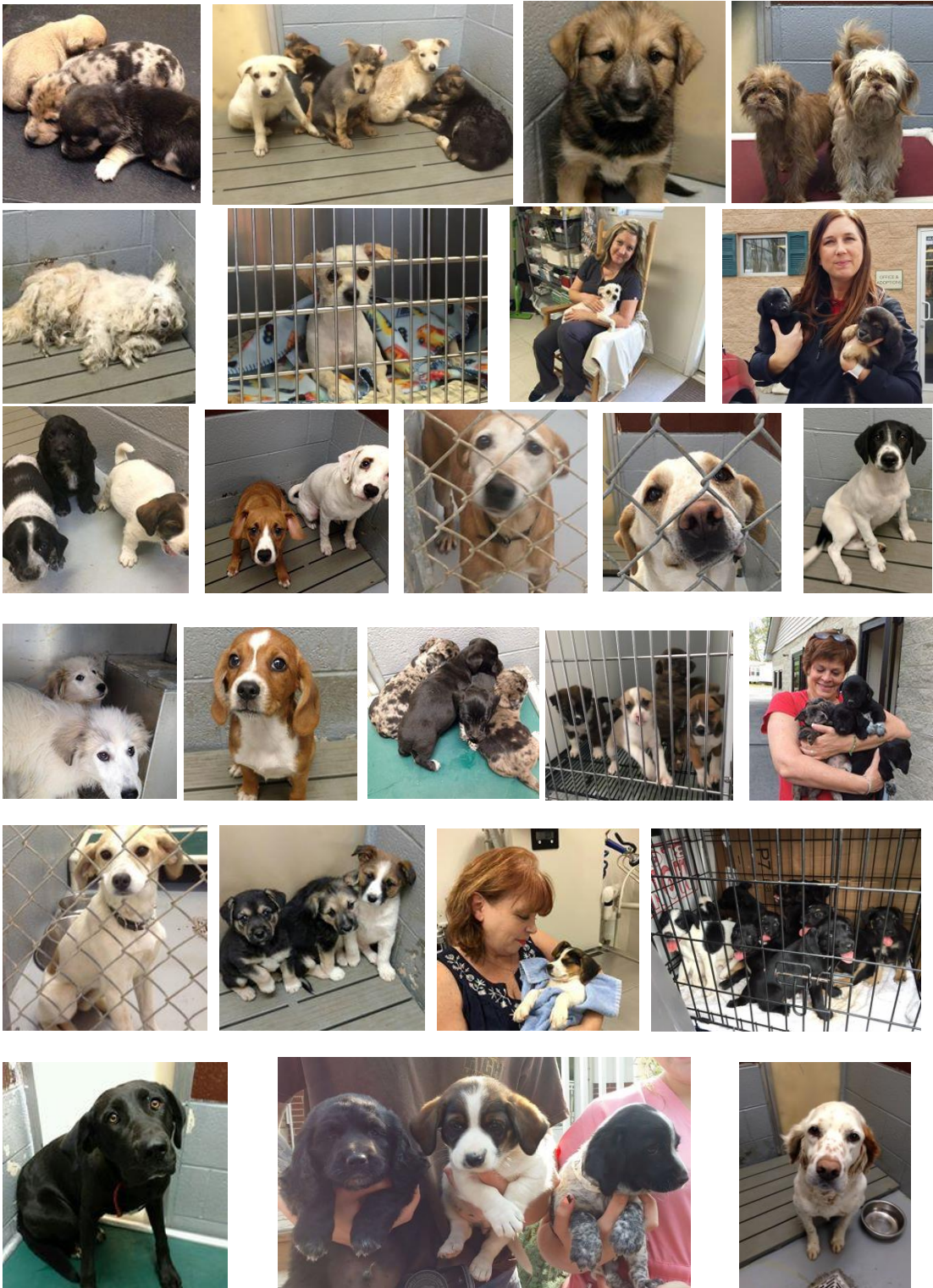


Transports from “High Kill” Shelters from the South:

One critical part of our Mission is to save adoptable pets from being euthanized and find them loving forever homes. To that effect, we continue to partner with the Humane Society of the United States and local Animal Controls in the South (primarily in Virginia) by coordinating transports to “save” numerous dogs and puppies from being euthanized due to space or funding issues often experienced at those “high kill shelters”.

In the past twelve months, over twenty-five Transports were sponsored by our generous donors, adopters and volunteers which contributed to save over 300 dogs, puppies, cats & kittens. Thank you for your kind and generous support!





Fostering Opportunities:

- Do you think you have what it takes to be a Foster Mommy and/or Daddy? Joyful Rescues only has a small housing facility for overflow. We bring animals into our own homes to foster & provide them with all the comforts of home until we find their perfect match.
- The animals we rescue come in all shapes, sizes, ages & temperaments. Some have been abused and have not been socialized while some are just a victim of circumstance – a move, a family illness, master's death... Some animals will need more care & attention than others.
- All we ask of our foster parents is to provide love, attention & the best care possible to our pets until they find their forever home. Some transport maybe necessary as well – to vet appointments, etc. It isn't always easy, as animals are a big responsibility & need guidance and training – fostering should not be taken lightly. Please keep in mind, potential parents will visit your home to meet the animals & adopt from there. Will you be able to say goodbye?

Pilot for Paws:

- Pilots N Paws is a group of volunteer pilots willing to transport adopted pets or pets in need. www.pilotsnpaws.org is an online discussion board. It's a place for pilots to find animals in need of a ride.
- Joyful Rescues has had several pets fly in from high kill shelters and “fly home” since February 2009. Thank you PNP!!!



6. Education & Community Outreach:

Puppy Mills Awareness:

- Joyful Rescues stands for “*MAKING ADOPTION YOUR ONLY OPTION*”.
- Before you purchase a puppy from a pet store, a newspaper ad or off the internet, do some research on Puppy Mills. Beware of Pet Dealers! Joyful Rescues is proud to be rescuing puppy mill dogs that would otherwise be shot or killed in some other inhumane way. We do not &

- will not pay a breeder to take their dogs but will take them off their hands to find them a true home full of love.
- Puppy mills are nothing new. These mass dog-breeding operations have been around for decades. They continue to thrive because they prey on unwitting consumers who are smitten by too-cute-for-words puppies in pet store windows and on fancy websites. But, behind the friendly facade of the local pet shop, the pastoral scenes on a “breeder’s” website, or the neighborhood newspaper ad, there often lies a puppy mill. These canine breeding facilities house dogs in shockingly poor conditions.
 - Life is particularly bad for “breeding stock”, dogs who live their entire lives in cages and are continually bred for years, without human companionship and with little hope of ever becoming part of a family. These dogs receive little or no veterinary care and never see a bed, a treat or a toy. After their fertility wanes, breeding animals are commonly killed, abandoned or sold to another mill. The annual result of all this breeding is hundreds of thousands of puppies, many with behavior and/or health problems.
 - Several hundred thousand puppies are shipped cross-country to be sold in pet shops, but many are sold via newspaper classifieds or internet sites and are often accompanied by false claims such as “we’d never sell puppies from a puppy mill” or promise that the puppies are “home raised”, “farm raised”, or “raised with kids/grandkids”. The ploys of the puppy mill are designed to dupe well-intentioned family into buying a puppy and keeping the engine of cruelty working overtime.
 - There are still thousands of puppy mills that need to be shut down for good. We need your help to do exactly that: Stop puppy mills. Help stop puppy mills by spreading the word about these horrible practices.

Spay/Neuter Awareness & Program:

- Joyful Rescues believes that the main thing you can do to help the over population of unwanted animals is to have ALL your pets spayed and/or neutered.
- PLEASE do not add to the overwhelming population of homeless pets.
- By adding more, you are keeping many homeless or allowing them to die in shelters. Also, by adopting from a rescue or shelter you are rescuing an already homeless animal versus encouraging the breeding of more.
- Unfortunately, MANY purebreds find themselves without loving homes just the same as our mixed friends. 25% of animals in shelters are purebred and yes, are killed just like a “mutt”.
- Look for a breed specific rescue group if you feel you must have a purebred.





Tuxedo's K9 Dog Training Camp:

Joyful Rescues has been partnering with Mark Patrick, owner of Tuxedo's K9 Training Camp, for several years now. Some of the services include obedience training services, dog day care and dog boarding. Please visit www.tuxedosk9.com for more information.



A Day in a Dog's Life at Joyful Rescues...

