



secondhand
hounds®

**2022
Annual
Report**

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Message from the Director

2022 was an amazing year of growth and sustainability for Secondhand Hounds. We not only saved 7.5% more animals, but we were also able to see 23.8% more appointments through our Veterinary Center, distribute over 261,000 pounds of dog and cat food through our food shelf, and provide veterinary services for 1,106 animals on tribal land.

In addition to achieving these increases, we also focused on sustaining our current programs by solidifying processes, establishing new management systems, and refreshing our foster onboarding process. We are proud of these accomplishments and are excited to continue building a rescue our community trusts and Secondhand Hounds will continue to be innovative, future-focused, and eager to fill needs throughout our community. We look at rescue in a holistic way with the goal of ending animal homelessness and the euthanasia epidemic in the United States. Without a multi-faceted approach to animal rescue, we will never save them all - the overarching goal for animal rescues and shelters across our country.

Keeping pets with their loving families when they fall on hard times, providing spay and neuter surgeries to under serviced areas, and rescuing thousands of animals from high kill shelters are just a few of the ways Secondhand Hounds is working toward that goal.

You, our community, is what makes all of this possible. Without our donors, our volunteers, our fosters, and our adopters, we would not be the biggest animal rescue in Minnesota. We would not be able to say yes to hospice animals, neonatal babies, and pets who have been abused and neglected. We would not have been able to grow exponentially on an annual basis in our 13 years of existence. Thank you for believing in Secondhand Hounds - where we are now, and where we are going. Thank you for an incredible 2022. We cannot wait to see what comes next.

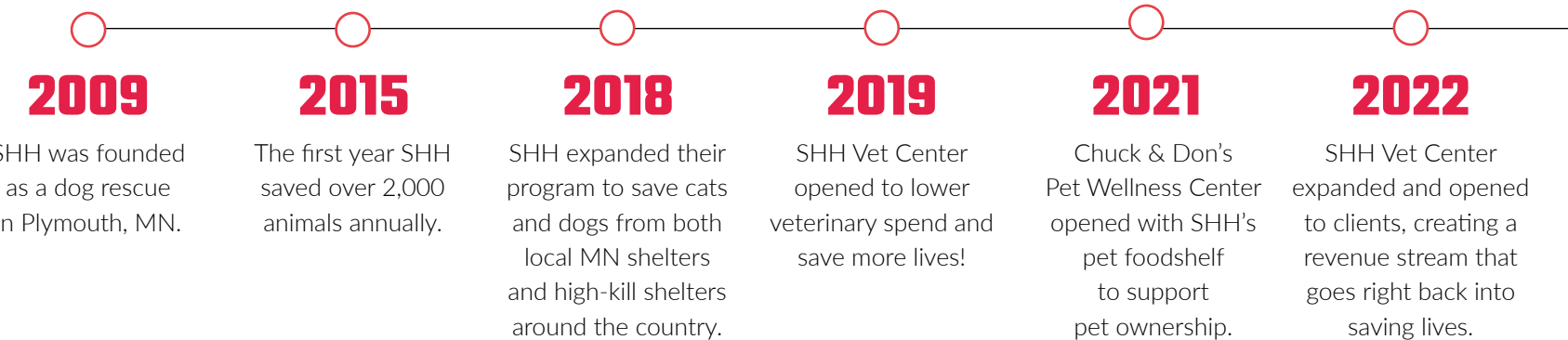
With gratitude and love,



Rachel Mairose

Organization History

Secondhand Hounds was founded in July of 2009. When it was founded, the goal was to save a hundred animals per year. Rachel was 7 months pregnant and had been married for just over a year when she decided it was a great idea to start a nonprofit. Everyone warned her that having a newborn and starting an animal rescue was a recipe for disaster, but the heart wants what the heart wants, and she never looked back. What was a one woman show is now a staff made up of dozens of strong, passionate, caring women and a team of tireless, compassionate volunteers and fosters who do their best every single day to save more lives. And save lives we do - as of today, we have saved over 26,000 animals! Not only that, but Secondhand Hounds now has multiple programs to fulfill needs in our community. Our overarching goal is to say yes to every animal in need. We cannot wait until the day we can say we have achieved that goal!



Mission & Vision

We rescue animals.

We commit to our animals through adoption, rehabilitation, and hospice care.

We inspire change.

We strive to:

Accept all animals truly in need.

Become the nation's largest, most effective, and best funded animal rescue.

End animal homelessness.

2,407
animal
intakes

20



22

4,991

animals fed through
the pet foodshelf

1,665

dogs
adopted

440

cats
adopted

19

hospice
animals

75

fighter fund
animals

67

neonatal
animals

2022 Statistics: **Veterinary Care**

veterinary spending

2017: over \$1.1 million

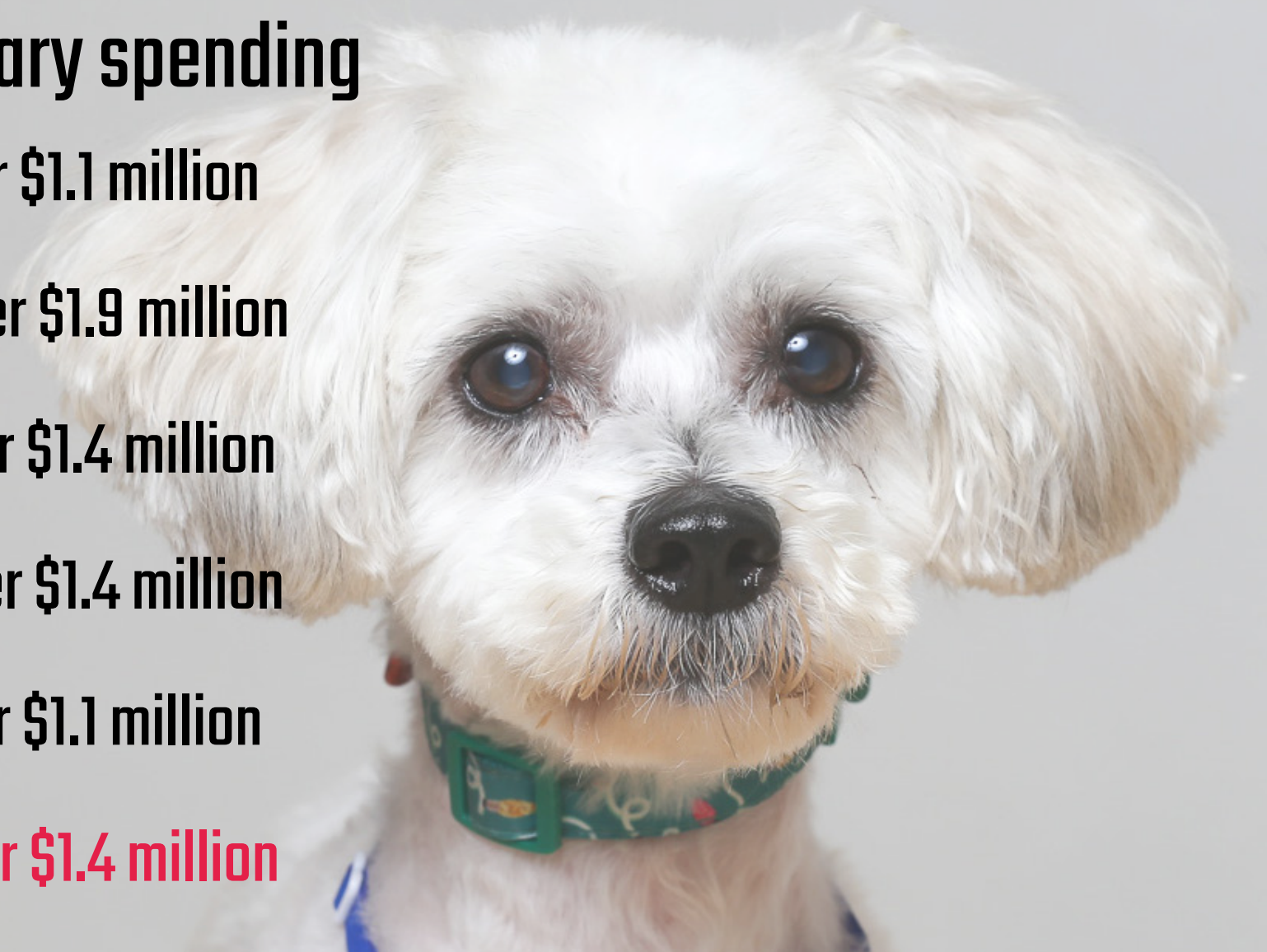
2018: over \$1.9 million

2019: over \$1.4 million

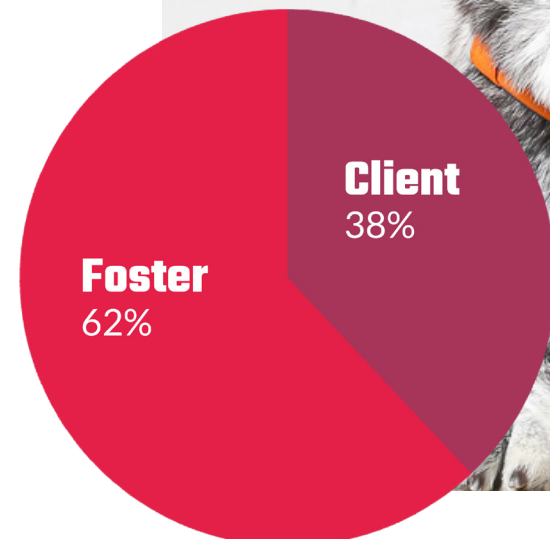
2020: over \$1.4 million

2021: over \$1.1 million

2022: over \$1.4 million



2022 Secondhand Hounds **Veterinary Center** Stats



5,653
appointments

1,038
procedures

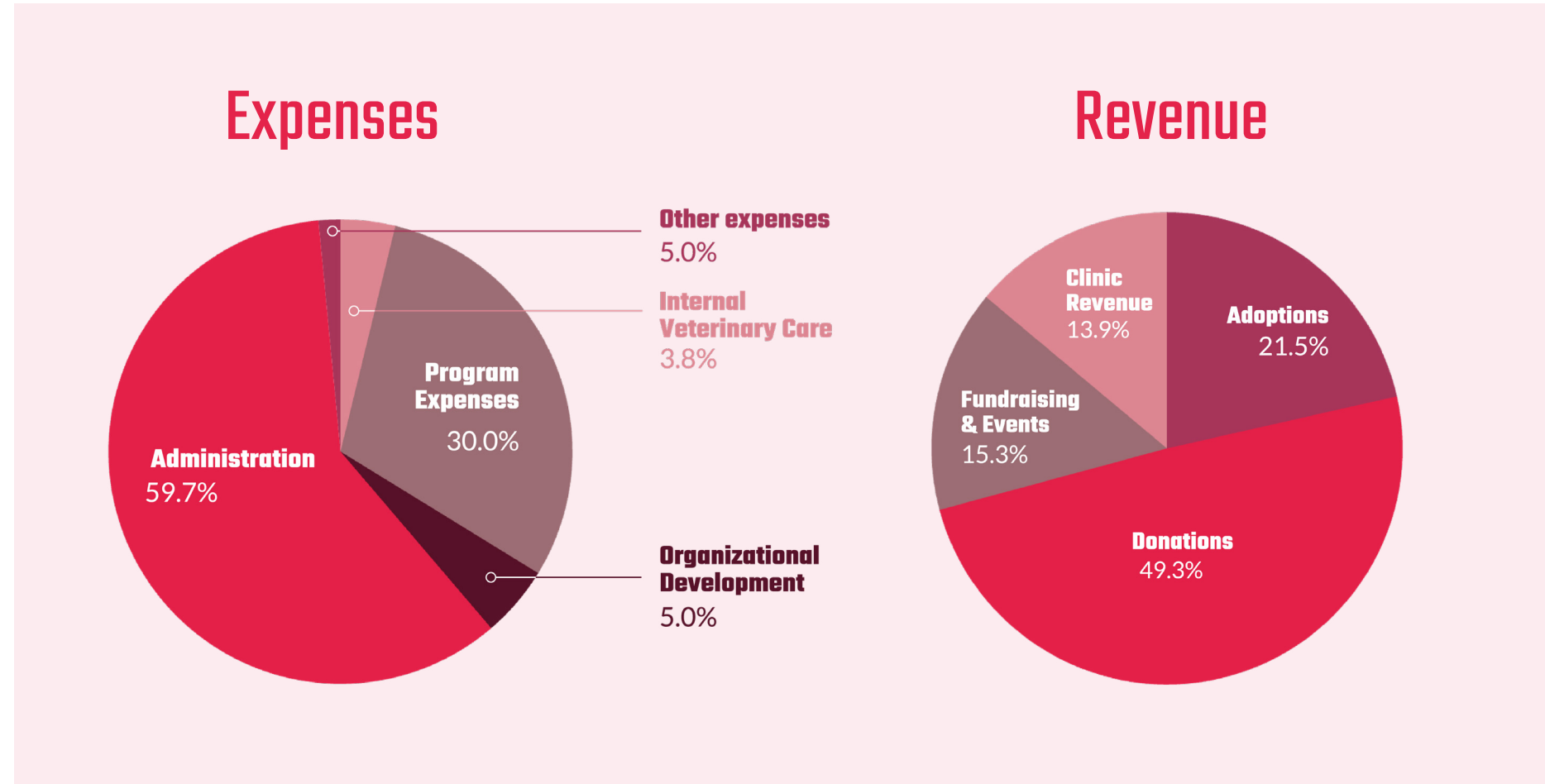
945
spays & neuters

178
heartworm treatments



The Minnesota Charities Review Council’s Standards of Accountability state that at least 70% of an organization’s annual expenses should be for program activity with not more than 30% for management, general, and fundraising expenses combined.

Secondhand Hounds directed 70.2% of our expenses back into programming for the animals and our community.



2022 Financials

Revenue

Adoptions	1,050,553.54
Donations	2,416,143.02
Fundraising & Events	747,488.60
Clinic Revenue	681,802.11
Total Revenue	4,869,560.41

Expenses

Internal Veterinary Care	173,079.35
Program Expenses	1,364,061.17
Organizational Development	226,718.01
Administration	2,719,515.52
Other Expenses	69,156.81
Total Expenses	3,933,215.23
Net Income	655,134.00



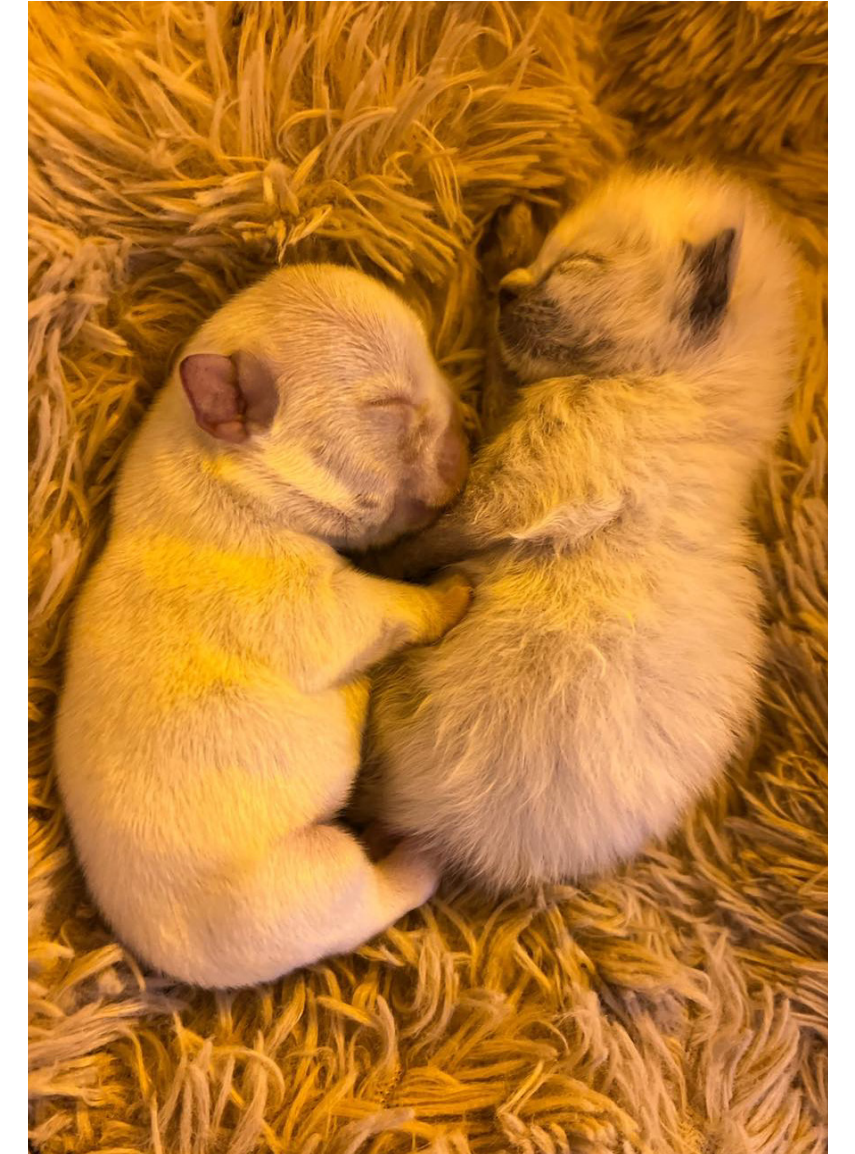
Highlighted Programs

Since Secondhand Hounds was found in 2009, it has been our mission to fulfill needs in our communities. We are proud to say that we now have a flourishing programs department, which keeps growing each year. Our programs allow donors to dedicate their life-giving funds to a specific program they feel connected to. We are proud of our programs and cannot wait to see them grow!



Neonatal Program

In 2017 Secondhand Hounds welcomed two adorable cleft palate English Bulldogs into our Fighter Fund program. Over the next 2 years we were asked to take on a few cleft palate puppies and came to find what a huge need there was in the Midwest for special needs neonatal puppies and kittens. Almost all of these puppies would have been euthanized at birth due to their defects, but these special puppies, and one adorable kitten, have gone on to make amazing family members in fantastic adoptive homes. In early 2019, the Neonatal Program was officially born! Today the program welcomes not only cleft palate puppies and kittens, but also other special needs and newborn orphans. Since 2019 we have worked to spread awareness across the midwest and rescue puppies and kittens from 6 different states. Secondhand Hounds' "Tiny Warriors" continue to inspire us with their resilience and we look forward to saving their lives in 2023!



Consignment Cats

Secondhand Hounds is not limited to just canines... we love our feline friends too! The Consignment Cats Rescue Program is dedicated to the care and well being of 125+ cats within Secondhand Hounds at any one time. We work with shelter partners throughout the country to rescue cats from high kill shelters, support them with veterinary care and a loving foster home, and help them find their forever homes. In 2022, 440 cats were adopted by families who love them! That is a 8% increase in the amount of cats adopted though SHH from 2021. One of those kitties was Chum... a sweet adult cat who was found as a stray. Our Cat Rescue program allowed us to say YES to Chum and give him the TLC he so desperately needed. Chum is currently living with his foster family working on recovery and hoping to find his forever home!



Forever Loved: Hospice Program

In the spring of 2015, Secondhand Hounds started to receive multiple requests for elderly, unadoptable dogs in shelters. We could not let these senior and terminally-ill dogs live out their final days in a cold, lonely shelter. So, we started the Forever Loved Hospice Program. This program relies on hospice foster homes to open their hearts to dogs who will not ever leave. They take these dogs in as their own, and love them fiercely until it is their time to pass. Secondhand Hounds covers all of their medical bills and also provides each animal with special food, an orthopedic bed, and medicine for pain, eye, ear, dental, or other issues as needed. When the time comes for them to cross the Rainbow Bridge, these sweet souls are surrounded by the people (and animals) they love. In 2022 we continued to say YES and rescued 19 hospice animals. We also created a foster coordinator position that is dedicated to this program and will



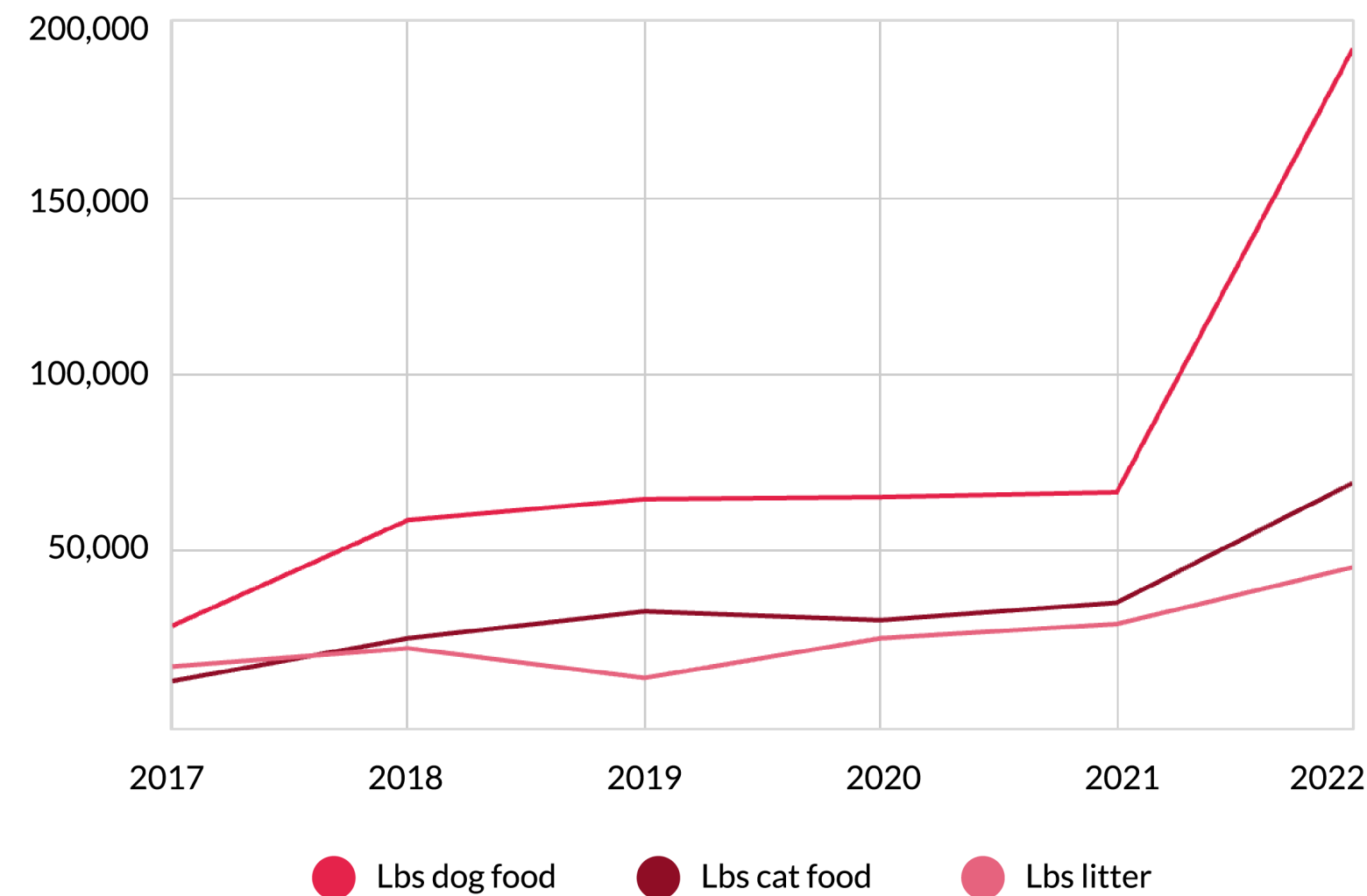
Secondhand Hounds **Community Outreach & Resources**

At Secondhand Hounds, we truly believe in the power of paying it forward. We have been fortunate enough to have the best volunteers, fosters, donors, and supporters, which has allowed us to grow quickly and effectively. Our community outreach programs focus on supporting pet ownership in our community and mitigating pet surrenders- keeping pets with the people who love them.

In 2022, we made huge strides with our outreach programs. We piloted our first respite foster case. Respite fostering allows pet parents who need to take time to deal with mental health emergencies, housing insecurity, addiction treatment, or domestic violence situations find a safe place for their pets while they focus on themselves. SHH is one of the first organizations in Minnesota to pilot this type of program and we truly believe this is the future of rescue. We look forward to partnering with other organizations in MN in 2023 to expand our respite fostering program.

Supporting pet ownership in our community means coming to the table with an open mind and compassionate heart. We do that at our Minneapolis pet food shelf, distributing over 307,084 pounds of food and feeding 4,991 animals in 2022. We do that with our tribal partners, participating in dozens of veterinary clinics throughout the state to bring vet care to places that don't have access. We do that with our Secondhand Hope program, bringing pets into assisted living homes where people are not able to have their own pets. Pet ownership is diverse and complicated and fulfilling. We look forward to continuing to find ways to work with our community to keep pets with the people who love them in 2023.

Food Shelf YOY Distribution



Board of Directors

Rachel Mairose, EXECUTIVE DIRECTOR

Chris Clark, CHAIR

Courtney Myers, VICE CHAIR

Cally Swanson, SECRETARY

Angela Bickett, TREASURER

Andrea Lahouze

Jaime Shriver Ribcuic, DVM

Jason Oswald

Lisa Byrne

Lisa Lehman

Mike Strommen

Nicci Johnson

Renee Main

Tracy Call

Joshua Hanson

Nancy Korsah



Staff Members

Leadership Department

Rachel Mairose, FOUNDER AND EXECUTIVE DIRECTOR

Tashina Schumacher, CHIEF OF STAFF

Tanya Schulte, DIRECTOR OF MEDICINE

Carrie Openshaw, DIRECTOR OF PROGRAMS

Gina Larson, DIRECTOR OF OPERATIONS

Maggie Schmitz, DIRECTOR OF MARKETING

Programs Department

Anitra Francis, SMALL DOG BREEDS FOSTER COORDINATOR

Summer Hedlund, LARGE DOG BREEDS FOSTER COORDINATOR

Jen Swanson, CONSIGNMENT CAT FOSTER COORDINATOR

Beth Citurs, DOG TRAINING & OWNER SURRENDER COORDINATOR

Teri Woolard, NEONATAL FOSTER COORDINATOR

Jenn Sharkey, FIGHTER FUND FOSTER COORDINATOR

Jordan Phillips, INTAKE & TRANSPORT COORDINATOR

Programs Department cont.

Anne Quinn, INTAKE VOLUNTEER TRAINER

Kaitlin Groeneweg, IN-OFFICE ANIMAL CARE COORDINATOR

Debra Ingram, KENNEL CARD ADMINISTRATOR

Jessica Standard, IMAGE UPLLOADER

Brianne Bosanko, IMAGE UPLLOADER

Outreach Department

Kate Sobraske, OUTREACH PROGRAM MANAGER

Eileen Hill, HOSPICE PROGRAM COORDINATOR

Taylor Smith, INTERNATIONAL PROGRAM COORDINATOR

Carrie Openshaw, RESERVATION OUTREACH COORDINATOR

Beth Citurs, COMMUNITY EDUCATION COORDINATOR

Madelyn Pennings, FERAL CAT OUTREACH COORDINATOR

Lauren Miller, LOST ANIMAL COORDINATOR

Gayle Boje, SECONDHAND HOPE PROGRAM COORDINATOR

Jenn Sporcich, PAW SCOUTS PROGRAM COORDINATOR

Megan Yee, FOOD SHELF VOLUNTEER COORDINATOR

Heather Williams, FOOD SHELF INVENTORY COORDINATOR

Development Department

Ann Brusseau, DEVELOPMENT COMMUNICATIONS MANAGER

Sally Brandt-Wangensteen, DATABASE ADMINISTRATOR

Operations Department

Peg Becall, OFFICE & VOLUNTEER MANAGER

Erica Fuller, OPERATIONS ANALYST

Katie Chaffins, ACCOUNTING SPECIALIST

Logistics Department

Jennifer Schroeder, LOGISTICS MANAGER

Emily Hawk, DOG ADOPTION COORDINATOR

Emily Rohady, CAT ADOPTION COORDINATOR

Lynnea Prusansky, VOLUNTEER ADMINISTRATOR

Jenn Sharkey, FOSTER ADMINISTRATOR

Kaylee Chase, FOSTER ANIMAL VETERINARY CASE MANAGER

Reena Jackson, FOSTER ANIMAL VETERINARY CARE ASSISTANT

Julia Godfrey, MICROCHIP COORDINATOR

Tim Whalen, VEHICLE COORDINATOR

Diane Duan, SCHEDULING COORDINATOR

Heidi Berle, FOSTER ORIENTATION COORDINATOR

Marketing Department

Kiana Eystad, SOCIAL MEDIA MANAGER

Celeste Burau, MERCHANDISE COORDINATOR

Brittany Arneson, DIGITAL MEDIA SPECIALIST

Donni Torres, PUPPY PARTY COORDINATOR

Stephanie Hodel, NEWSLETTER EDITOR & MULTIMEDIA DESIGNER

Larkin Scholla, SOCIAL MEDIA ENGAGEMENT ADMINISTRATOR

Katie Anderson, SOCIAL MEDIA ADMINISTRATOR

Elisa Sanborn, SOCIAL MEDIA ADMINISTRATOR

Vet Center

Emily Rohady, PRACTICE MANAGER

Dr. Tanya Schulte, LEAD VETERINARIAN

Dr. Erin Kuhn, VETERINARIAN

Dr. Erika Mueller, VETERINARIAN

Dr. Jamie Dean, VETERINARIAN

Maggie Libman, CVT, LEAD VETERINARY TECHNICIAN

Abbey Dockendorf, CVT, SENIOR VETERINARY TECHNICIAN

Jo Anne Sebanc, CVT, CERTIFIED VETERINARY TECHNICIAN

Vet Center cont.

Jesse Lanns, CVT, CERTIFIED VETERINARY TECHNICIAN

Sarah Kurtz, CVT, CERTIFIED VETERINARY TECHNICIAN

Melissa Kepler, CVT, CERTIFIED VETERINARY TECHNICIAN

Jenna Ziebarth, CVT, CERTIFIED VETERINARY TECHNICIAN

Jen Swanson, VETERINARY TECHNICIAN

Ashley Holtan, VETERINARY TECHNICIAN

Haeree Park Lang, VETERINARY ASSISTANT

Blair Posusta, VETERINARY ASSISTANT

Kylea Johnson, VETERINARY ASSISTANT

Kelsey Brown, VETERINARY CENTER RECEPTIONIST

Tracey Rothnem, VETERINARY CENTER RECEPTIONIST



Online Engagement

156K

FB & IG
FOLLOWERS

173K+

FB & IG MONTHLY
INTERACTIONS

65K

TIK TOK
FOLLOWERS

975K

TIK TOK
LIKES

Top Markets

8% MPLS 3% SLP
7% STP 3% BLOOM

Demographics

 86%  14%

2.2M

Annual Reach

500K

Annual Profile Visits

70K

Newsletter
Subscribers

38%

Newsletter Open
Rate

Contact Information

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