



## **ANGUILLA ANIMAL RESCUE FOUNDATION** **ANNUAL GENERAL MEETING**

**Wednesday, March 23rd, 2022**

**Roy's Bayside Grill, Sandy Ground**

**Present: AARF Members** - Johanna Pasila, Denise Graves (remote), Suzie Donahue, Jackie Pascher, Adrienne Guide, Estelle Slade, Brigid Arcand, Vanessa Croft, Josefin Maestriperi, Carol Gilbert, Kim Gifford, Evelyn Carleton, Mary Ann & Michael Jarvis

**Non-Members** - Amber Ashely Parker, Taylor Yang, Dekha Swanston, Dalisha Jacobs, M. O'Grady, Savannah Croft, Adam Trudgeon

### **1. Welcome: Johanna Pasila**

The President of AARF and Chair of the Annual General Meeting (AGM) opened the meeting at 4.37 pm and welcomed the AARF members and participants to the meeting.

The Chair recorded that the notice of the AGM was sent out on 6 March 2022 and a further reminder on 17 March 2022. The AARF bylaws require that notice is sent out at least 21 days in advance, which deadline was passed. However, the notice and the reminder were sent to all members and there had been no objections to holding this AGM and the Board had therefore concluded that the AGM can proceed as scheduled. There were no objections by the meeting.

The Chair further recorded that the meeting constituted a quorum.

### **2. Acceptance of Agenda**

The Agenda for the meeting was accepted. The motion to accept was made by Jackie Pascher and seconded by Vanessa Croft.

### **3. Approval of Minutes of the 2021 AGM**

The minutes of the March 2021 AGM were approved by the meeting, with no changes. The motion to approve was made by Brigid Arcand and seconded by Vanessa Croft.

#### **4. A few words by the President**

2021 was a good year for AARF and as you will hear in the reports, we show record numbers in many areas, in particular the very essential fundraising and spay & neuter program. With Brigid in charge of Second Chances our thrift store has thrived. She has a great team of volunteers at the shop and the profits they generate are extraordinary. Suzie, my VP and AARF mentor, continues to run our spay & neuter program and I believe we had an all-time high on numbers of surgeries last year!

2021 was my first year as president of this rescue organization and it has been a privilege. I took over after Denise who ran AARF for two years in a great way, never hesitating to also stick her head out when needed. It is easy to take over as the chair of an organization when things are running smoothly. That said, also AARF has been affected by the continuing pandemic, not the least since our non-government funded organization depends heavily on our Anguilla animal loving supporters overseas who, them too, have been impacted financially and with regard to their presence on island. But we have continued to arrange small scale fundraising events and we did a big Go Fund Me campaign with great results, that has allowed us to continue to run our various programs, keep our shelter open and even run a pet food voucher program to assist local pet owners. Jackie was the excellent driver of that program and headed this successful project that we will hear more about in her report.

Vanessa is one of the Board members that is doing her AARF volunteering as a second (or third) full-time job and is the one to thank for finding so many local homes for cats and dogs despite these having been trying times for many Anguillian families. Vanessa also works closely with international adoption organizations – in particular Fly to Freedom Dog Rescue – which organization we are very grateful was established after AARF terminated its own international Puppy Express program in 2019, because they continue to adopt and find wonderful homes in the US and Canada for dogs that we cannot find local homes for.

Vanessa – together with our awesome secretary Adrienne who is the one keeping the Board members in line and making sure we never miss a deadline – are also working hard on moving AARF's administrative work into a more digital sphere, which is one of the goals for 2022.

Mark is not here today, but his continued contribution from the US and for our US organization AARC should not be forgotten.

I also want to take this opportunity to thank Morlens Veterinary Clinic. As you know the shelter is located in the facilities of the clinic and Morlens manages the day-to-day operation of the shelter and takes care of all our shelter animals. The work we do is not an easy one, nor is the work as the only veterinary clinic on island and we are grateful for our continued partnership and working together towards our common goal of welfare of cats and dogs in Anguilla.

With this little intro I will give the word over to our priceless treasurer Estelle who is the one that keeps all our numbers and dollars in order.

## 5. Treasurer's Report: Estelle Slade

### AARF

#### Treasurer's Report – Key Indicators

##### Year Ending 31<sup>st</sup> December 2021

○ <b>General</b>		
<b>Donations</b>	1 <sup>st</sup> January to 31 <sup>st</sup> December 2021	\$ 5,639.48
	<i>1<sup>st</sup> January to 31<sup>st</sup> December 2020</i>	<i>\$ 3,794.05</i>
○ <b>Fund Raising</b>	1 <sup>st</sup> January to 31 <sup>st</sup> December 2021	\$52,028.57
	<i>1<sup>st</sup> January to 31<sup>st</sup> December 2020</i>	<i>\$19,254.14</i>
○ <b>Total Income</b>	1 <sup>st</sup> January to 31 <sup>st</sup> December 2021	\$63,756.94
	<i>1<sup>st</sup> January to 31<sup>st</sup> December 2020</i>	<i>\$29,440.89</i>
○ <b>Net Income</b>	1 <sup>st</sup> January to 31 <sup>st</sup> December 2021	\$ 13,725.34
	<i>1<sup>st</sup> January to 31<sup>st</sup> December 2020</i>	<i>\$(13,691.30)</i>
○ <b>Expenses</b>	Average Monthly Expenses 2021	\$ 4,169.30
○ <b>Added to</b>		
<b>Designated Funds</b>	1 <sup>st</sup> January to 31 <sup>st</sup> December 2021	\$51,331.68
	<i>1<sup>st</sup> January to 31<sup>st</sup> December 2020</i>	<i>\$42,508.35</i>
○ <b>Spent from</b>		
<b>Designated Funds</b>	1 <sup>st</sup> January to 31 <sup>st</sup> December 2021	\$46,558.34
	<i>1<sup>st</sup> January to 31<sup>st</sup> December 2020</i>	<i>\$44,292.34</i>

- Total funds raised, held and disbursed by AARF are made up of what we call, “The General Fund” and “The Designated Funds”. Essentially, designated funds have been created by donors for a specific project or need, and they are topped up with ongoing donations from new and regular AARF supporters, either through PayPal, through our US bank account, or locally. Where our supporters do not express a preference as to how they would like their donations to be spent, the money will be placed in the general fund, which is used almost entirely for the day-to-day running of the AARF shelter, including veterinary fees, boarding fees, shelter maintenance and shelter management. Also put into the general fund are the proceeds of the Second Chances Thrift Store, and money raised from one-off fundraising events and campaigns.
- The amount of non-specified donations added in 2021 increased marginally in comparison with the previous year, due to more private contributors preferring that the money they remit be used for general shelter maintenance and management, rather than for one of the designated funds. In 2020, more donors nominated one of the specific funds, and of course, we act solely upon the donors’ instructions. However, in July 2021, we recognized

the need to raise money for shelter expenses and made the decision to launch what became another successful GoFundMe campaign, following the one initiated in October 2019, and we will consider launching a similar campaign as the need arrives. Our target of US\$25,000 was achieved in early February 2022, and last year's fund has now been deactivated. It was heart-warming to see regular contributors and supporters digging ever deeper to support this special campaign, and equally heart-warming were the many small contributions from people who were moved in some way to respond to our plight. Anguilla animal lovers, we thank you all.

- Fundraising efforts in 2021 included the island's favorite thrift store, once again fully operational despite the pandemic, a Spa Day hosted by the Ferryboat Inn and a very successful Yappy Hour event held at Anguilla Salt and Sands. We also received a generous collection at one of the Saturday morning yoga sessions run by Sammi Green that was held at Roy's, and these efforts between them generated more than \$27,800. A further \$6,000 was raised through merchandise sales, membership dues, adoptions of pets, and private donations. All these collections were used for the general running of the shelter.
- It is becoming increasingly clear that although we now have some funds available to spend on important specific projects, regular fundraising drives are needed not only to generate funds needed to run the shelter, but also to raise the profile of AARF, and to spread the word about the valuable work carried out by our volunteers. The relative success of the fundraising events held in 2020 and 2021, despite the island's challenges has encouraged us to run several more fundraisers in 2022, including so far this year, our collaboration with Elvis' Bar and Restaurant for the Superbowl Event. The lynchpin of our fundraising efforts, the year-round Second Chances Thrift Store continues to provide us with much of the day-to-day funding needed for the shelter, whilst at the same time providing a genuine service of the supply of new and gently-used donated items to the larger community.
- Since 2013, we have paid, and continue to pay, a monthly shelter management fee to Morlens Veterinary Clinic. This annualised expenditure, plus some additional shelter maintenance costs represents 38% of AARF's total annual expenses for 2021, with veterinary fees for the treatment of AARF animals accounting for another 55%. Thus, only around 7% of the total operating expenses of AARF in 2021 was for non-veterinary related items, and was principally spent on education, advertising and marketing, website maintenance and business licenses, including the vital annual fees of maintaining our US-registered company AARC and bank accounts. 2021 returned an operating surplus of just over \$13,700, with some \$46,600 of the general fund being spent on vet fees, shelter maintenance and shelter management, The average cost of our operations now runs at around \$4,200 per month, which does not include the disbursements from the special funds.
- The cost of providing care for Anguilla's animals is, of course, much greater than the \$46,600 spent from the general fund, and it continues to be supplemented by disbursements from the spay and neuter programme, and other designated funds.

- Moving on to those designated funds – those funds set up for a specific purpose, and not part of the general running costs: in addition to the income of \$33,800 highlighted above as operating income, plus the funds from the GoFundMe campaign, all of which is used towards the general running costs of the shelter, the cost of merchandise for resale, business expenses, etc., a further \$51,300 was donated by supporters of specific projects, such as the spay and neuter programme, the West End feeding station, the shelter improvement programme and the education programme. From those combined funds, a total of \$46,500 was disbursed in 2021, the details of which will be given in separate reports. It should also be pointed out that the numerous coin boxes on show in stores and key points throughout the island, and emptied frequently, and all funds collected are put directly into the spay and neuter programme.
- It can therefore be summarised that a total of \$93,100 was spent in the calendar year 2021 directly on the treatment and care of Anguilla's rescue animals, all thanks to the generous support of Anguilla's friends and supporters, and of course to my tireless colleagues on this board.

The financial report for 2021 was approved by the meeting.

### **US Directors' Report**

Without a US Corporation, and an associated bank account, many of the donations and much of the funding highlighted above would not be possible.

The US directors handle our bank account transactions, deal with compliance issues associated with the US Corporation, namely the Anguilla Animal Rescue Corporation (AARC), and they also interact with those organisations and individuals who donate to us via AARC.

Amongst the organisations they deal with are our US bank, PayPal, through which most of our donations are channeled, US Federal and State governments, and also corporations who have matching donation programs, and all other entities that have registered AARC as a certified non-profit entity, since up-to-date certification is needed to allow donations to be sent to AARF via AARC. These include Amazon Smile, America's Charities, Benevity, Bonfire, Guidestar, Network for Good, and YourCause.

This vital US Director function is being carried out by Mark Baumwell and Suzie Donahue.

6. Committee Reports




6.1 Communications: *Vanessa Croft*

OVERVIEW

**SOCIAL MEDIA**

**STRATEGY AND PROMOTIONS**

**MARKETING TOUCHPOINTS**

-  increased reach
-  increased interaction
-  newsletter



## **AARF'S PLATFORM**

# **ABOUT 5,000 TOTAL FOLLOWERS ON FB & IG**

We use the platform to find and engage with customers, drive adoptions and donations through advertising and promotion, gauge target audience trends, and offer support.

## **MARKETING**

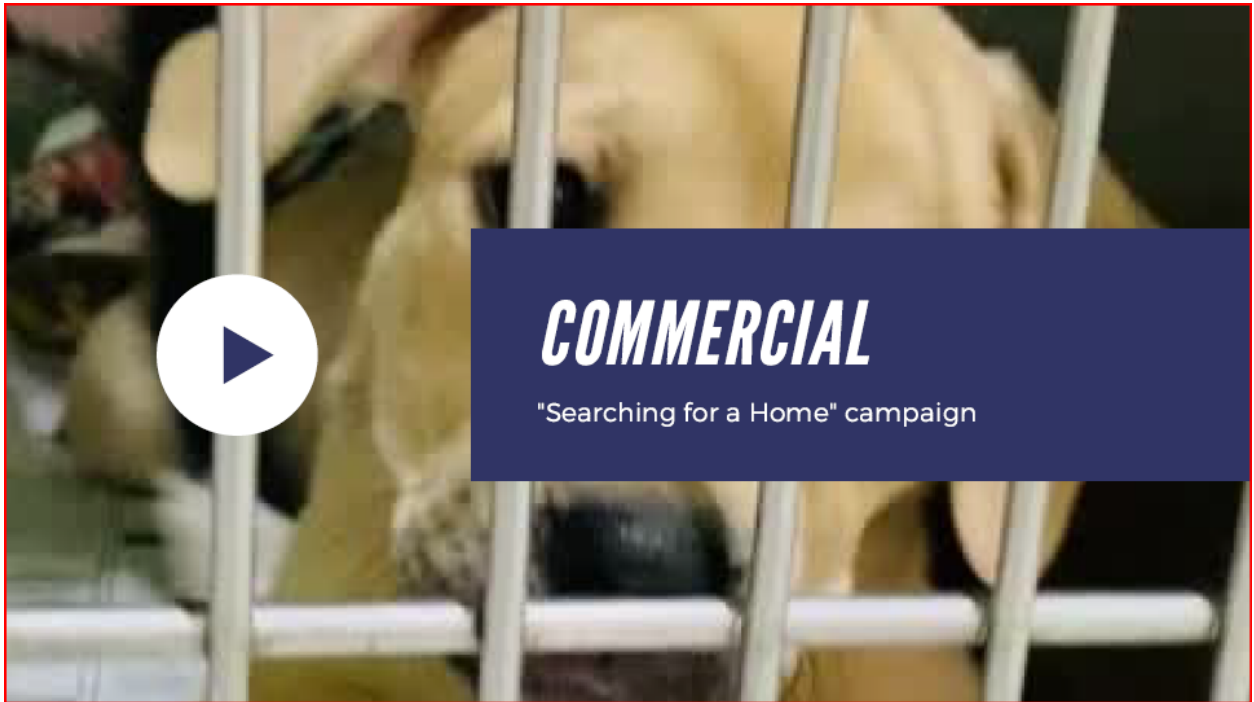
### **BRANDING EFFORTS**



This year, we settled on using the modern iteration of the logo. It will feature on all merchandise and branding going forward.

### **SOCIAL MEDIA CAMPAIGNS**



- My BFF
- Spay/Neuter
- Various events
- Searching for a Home
- Go Fund Me
- Hurricanes & Your Pets
- Free Kitten July



***COMMERCIAL***

"Searching for a Home" campaign

***@AARFANGUILLA***

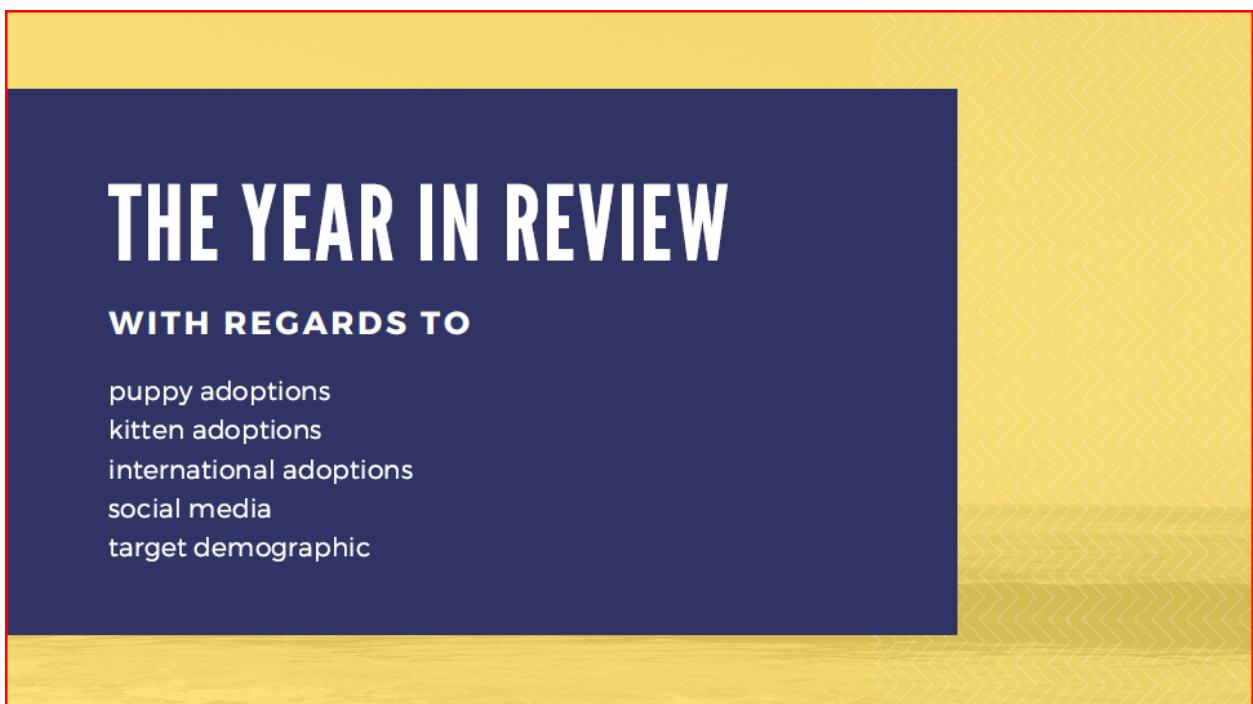
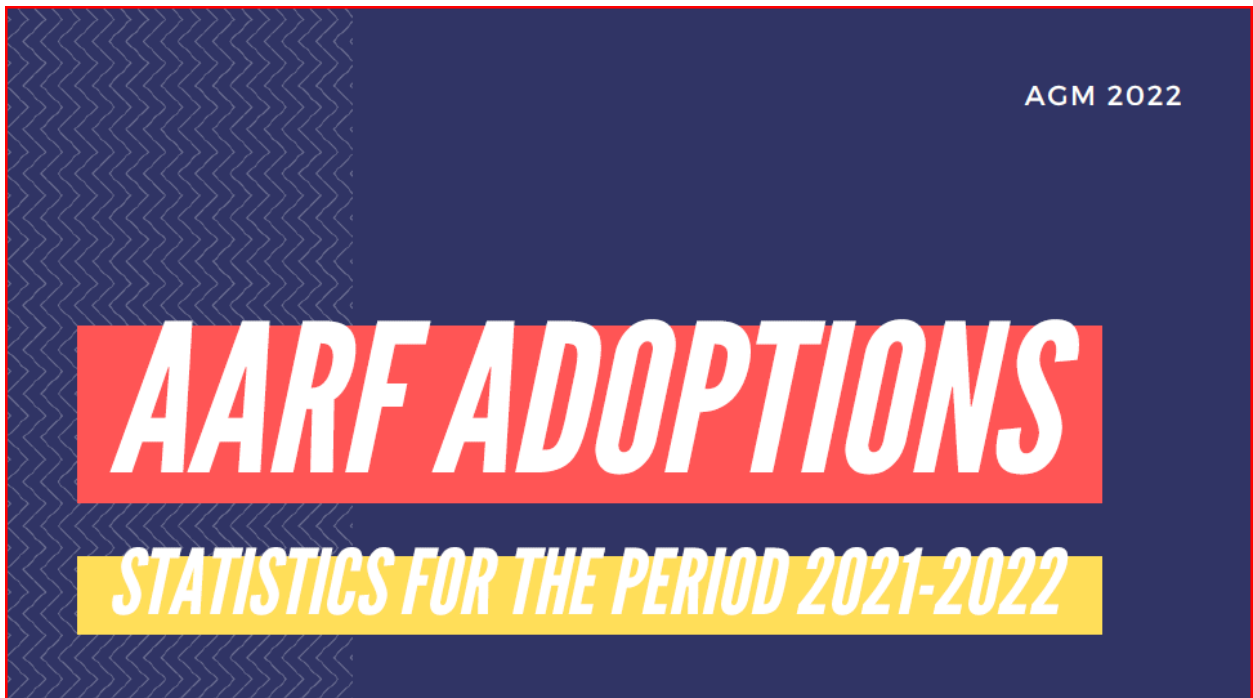
 

**FACEBOOK** **INSTAGRAM**

A yellow rectangular area at the top contains the text "@AARFANGUILLA" in white, bold, italicized capital letters. Below this, a dark blue rectangular area contains two white circular icons: the Facebook 'f' logo on the left and the Instagram camera logo on the right. Below each icon, the words "FACEBOOK" and "INSTAGRAM" are written in white, bold, capital letters.



## 6.2 Adoptions: *Vanessa Croft*



***KNOWING OUR TARGET  
DEMOGRAPHIC HAS  
ALLOWED US TO TAILOR  
HOW WE PRESENT THE  
ANIMALS FOR ADOPTION***

**FOOD FOR THOUGHT**

## ***TRACKING LOCAL INTEREST***



### **SEEING PETS AS PRODUCTS**

Although it may seem a bit sterile to see the cute animals in the shelter as products, it has helped in that viewing their marketability and making preemptive decisions allows us to cut costs and streamline the adoption process.



## **IDENTIFYING PUPPIES FOR INTERNATIONAL ADOPTION**

Reviewing the data on adoptions from the previous year, I was able to ascertain which puppies would be most likely to find homes locally and which would be better to funnel straight into the international adoption network.

## ***DATA ON LOCAL DOG ADOPTIONS***

### ***AESTHETIC***

Dogs which are solid brown, black or brown/black point were not popular picks for local adoptions.

### ***AGE***

Dogs older than 16 weeks were not popular picks for local adoptions.

### ***MALE***

27 dogs adopted

### ***FEMALE***

37 dogs adopted

# DATA ON LOCAL CAT ADOPTIONS

## AESTHETIC

Cats which are fully black or fully grey tabby are adopted at a lower rate.

## AGE

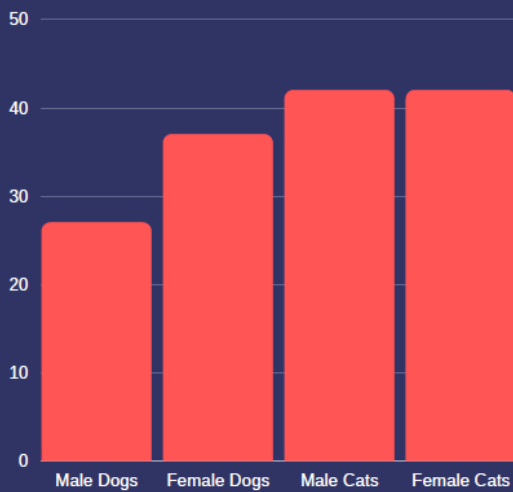
Cats older than 12 weeks were not popular picks for local adoptions.

## MALE

42 cats adopted

## FEMALE

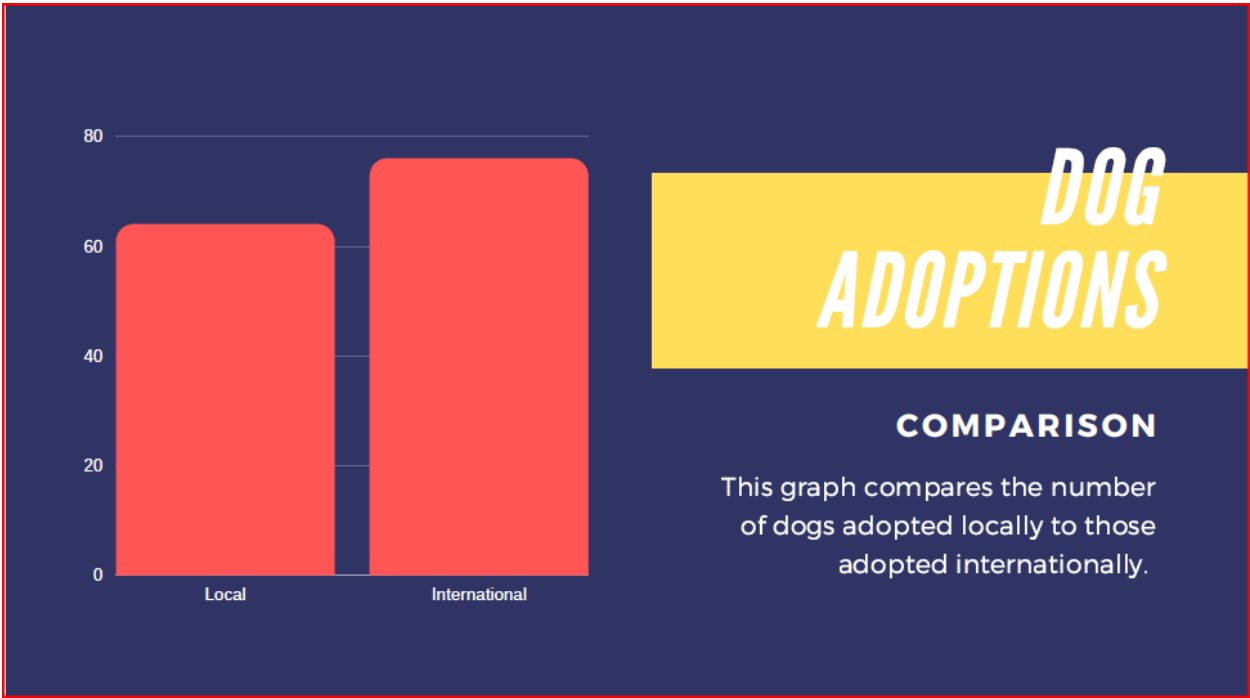
42 cats adopted



## LOCAL ADOPTIONS

### COMPARISON

This graph compares the number of animals adopted locally by gender and type.



# 2 CARGO FLIGHTS

## OCTOBER 2021

A flight was organized via a joint effort between myself and the Fly to Freedom organization which took 12 adult AARF dogs.

## FEBRUARY 2022

A second flight was organised which took 6 AARF adult shelter dogs.

## ??? 2022

Future flights will occur pending fundraising efforts.

## AREAS OF CONCERN

General health and wellbeing of the dogs in the shelter environment continues to be an area for improvement.



## SUGGESTIONS

More careful attention to cross contamination.  
Giving dogs their second vaccination,

# *RE-IGNITING THE FOSTER PROGRAMME*

CONNECTING ANIMALS WITH PEOPLE



Fostering continues to provide us with good exposure in the community while also alleviating the strain on the shelter.

# ***SPECIFIC FOSTER CATEGORIES***

## **NEONATAL KITTEN**

Foster parents are experienced in caring for nursing kittens who are still dependent on the bottle.

## **KITTEN/CAT**

Foster parents have a space in their house equipped for housing kittens or cats for socialisation purposes.

## **NEONATAL PUPPY**

Foster parents are experienced in caring for nursing puppies who are still dependent on the bottle.

## **PUPPY/DOG**

Foster parents have a fenced yard/safe space, permission from homeowner and are experienced in dog training.

### **6.3 Shelter: *Suzie Donahue***

#### ***AARF Shelter***

In 2008, 14 years ago AARF officially opened our shelter to all abandoned, unwanted, sick and stray dogs, cats, puppies and kittens at no charge. Our current shelter committee – Johanna, Vanessa and I partner with Morlens Veterinarians and the clinic staff and follow established protocols to determine the best solutions for these surrenders. It isn't always an easy task and we invite all of you to visit the shelter and volunteer a few hours of socialization time with our shelter animals. Vanessa and Johanna have shared other information about the shelter in their reports.

#### ***Johanna Pasila additional comments:***

#### **Medical Students Sunday Shift:**

At the shelter we run various volunteer programs, most of which have been suspended since the pandemic, but one that continues to thrive is our Medical Student Sunday Shift Program. The clinic is closed on Sundays, which means that the shelter is closed as well, and the shelter animals would only get their basic maintenance if it was not for the medical students that come in week after week – nowadays even on exam weeks – to socialize and play with the puppies and kittens and take the bigger dogs on long walks to the beach. This program has been running for three years and smoothly continues to attract wonderful volunteers even though the students finish their terms and new students come in. The shift leaders in the beginning of the year were Rachel Brennan and Liam Patterson, and the program is currently lead by Belinda “Lindy” Smith. (Some of the medical students are also present here today.) Having a good



relationship with the medical students on island has also proven hugely beneficial in other areas of our work since they often offer to help with fostering and with transportation of dogs for international adoption. So, I want to extend a big thank you to all medical students!

## **6.4 Spay-Neuter: *Suzie Donahue***

### **2021 Spay /Neuter**

I am pleased to announce that in 2021, AARF completed a total of 523 spay/neuter surgeries at a cost of \$36,700.00. As chairperson of this project since we began 18 years ago, we have happily seen the interest and participation in our program grow each year.

Completing these surgeries would not be possible without the donations of our supporters. I'd like to recognize Becky & Stuart as they have continually assisted with generous donations for many years. Additionally, 3 other couples Pam & Tom, Jean & Bill and Chris & Sue also have given generously large donations to keep this program going strong, as well as many other supporters. Their generosity along with the veterinarians including Dr. Patrick Vanterpool who helped me with the organization of our first clinic and our current vets Dr. Garry Swanston, Dr. Sade Swanston and Dr. Orissa Singh and the staff at Morlens Veterinary Clinic have made it possible for AARF to sponsor surgeries for almost 5,000 dogs and cats in Anguilla at a cost of more than \$285,000.00 since our program began in 2003.

2022 has started off well and we have already completed a free spay/neuter month that actually lasted 6 weeks with 104 surgeries that will help us to meet our goal of 550 this year. We plan in 2022 to sponsor a total of 3 free clinics as well as offer low-cost surgeries during those months that we are not offering free clinics.

Additionally, all adopters receive free surgeries when their puppies or kittens are around 6 months old.

We also wish to include our thanks to all those responsible pet owners who participated in our spay/neuter clinics. Thank you.

## **6.5 Education: *Johanna Pasila***

The Education Committee had great plans for the year, but unfortunately many of them we were unable to execute. School visits were limited by restrictions due to the Covid pandemic, as were field trips and junior volunteer programs at the shelter. But we are in the process of restarting all of these programs and thereby remain hopeful for this current year.

We have however been working on new ways to try to reach the community, and raise awareness. We are updating the format of educational material that can be distributed in paper and digital form, including educational videos that can run on social media and the TV screens that are located in official buildings such as the post office and the port waiting areas. We have also been using the ad function on Facebook and Instagram as a way to reach Anguillians that do not already follow the AARF social media sites with our educational posts and event marketing. The next big thing you will see is our first Billboard campaign that should be up within the next weeks.

We also continue to submit material to the local newspaper The Anguillian and thank them for their continued support by letting us run our educational columns free of charge.

As we believe that interacting with and educating the next generation of pet owners is one of the most efficient – and scalable – ways to try to improve the pet owning culture and animal culture in general – where such room for improvement still exists – I take the opportunity to invite anyone interested to volunteer for a school visit. All material and instructions will be provided and the actual visit takes no longer than an hour of your day. (The challenge is usually in scheduling and preparation.) The more volunteers we have doing school visits, the more classes and students we can reach.

Lastly, I would like to remind everyone that we should not underestimate the value of education that we all do in our day-to-day interactions. In a small community like ours in Anguilla the one-on-one conversations we have with persons around us in which we can raise awareness of animal welfare, the work of AARF and the work of our partners Morlens Veterinary Clinic and the Department of Natural Resources spread like rings on the water.

## **6.6 Policies & Procedure: *Denise Graves, presented by Johanna Pasila***

It was not necessary to make changes this past year to our AARF governing documents.

AARF continues to monitor the expected return of Dolphin Discovery - a matter that doesn't strictly fall within the objectives the work of this organization, but where the Board feels we have a moral obligation to voice our continued opposition. A position statement from AARF was not written this year awaiting further details from the government.

## **6.7 Membership (including Pet Food Voucher Program): *Jackie Pascher***

### **Membership**

Our membership for 2021 was 38 members. Our membership prices are \$10 for a single person and \$25 for a family. We sent our renewal notices for 2022 and we are still getting payments through PayPal and from people on island.

### **Pet Food Voucher**

During the Pandemic with so many hospitality industry employees not working due to Covid we realized people were having trouble being able to provide food for their dogs and cats. We started soliciting donations and reaching out to the grocery stores. As a result, the Pet Food Voucher program was launched in October 2020. We had agreements with Best Buy stores and J. W. Proctors to accept the vouchers. Vouchers were distributed by Board members, at our Second Chances Thrift store, the Shelter at Morlens. Vouchers were also given to Cardigan Connor to distribute in his constituency.

At the end of 2021 we had distributed vouchers with an approx. value of \$4,200 USD.

## **6.8 Fundraising & Second Chances: *Brigid Arcand***

Second Chances Thrift Shop has been operating three days a week with the exception of the COVID lockdown through the past year. We have a terrific and dedicated volunteer staff that keeps this fundraising arm of AARF running smoothly. As a result, donations and sales have increased, as has awareness of our mission to raise funds for AARF. Last year, we managed to double the sales number of the previous year.

We now have a Facebook page and an Instagram page, managed and handled by our volunteers. Please look for us on social media and like and share our posts.

Once again, I'd like to throw a big happy shout out to all of our volunteers for their hard work and dedication to making the shop an ongoing success. Their creativity, generous enthusiasm and positive attitudes make the shop fun and innovative, despite our limitations.

Three fundraising events were held last year by Glenna Steele, our former Fundraising Chair. A Super Bowl event was held in February at Elvis' Beach Bar, A Spa Day at the Ferry Boat Inn in July, and Yappy Hour at Anguilla Sands and Salts in December. A video that runs on a loop on an iPad has been placed at the desk at the Four Seasons, encouraging donations. I'd like to thank all of these organizations for their support.

I'd also like to say thank you to Rick Vandervoort, for his help with the coin collection boxes on the island. Rick has been instrumental in getting the boxes emptied, and maintained. He has also found a source for new and very adorable boxes.

We have recently put together a fundraising committee to better boost the number of events and ideas for events for the upcoming year. I would like to thank Josefin Maestriperi for volunteering to take the helm of this all-volunteer committee. We look forward to increasing the volume and scope of fun events on the island. This year we have held two successful events – the Super Bowl at Elvis and a Barks and Barre Event at Retreat AXA. A Yoga with Sammi event is scheduled for April 2<sup>nd</sup>, and a Wine Tasting is taking shape at Vanburn Brookes' home in Sandy Hill Bay, scheduled for May 28th. We also have garnered some great raffle prizes from our supporters, including a one-day free rental of a Moke! This committee is gathering some steam, and we welcome new volunteers to provide the knowledge, assistance and energy to make this a success.

## **7. Election of the Officers and members of the Executive Committee**

The Chair noted that the membership shall at each AGM elect the members of the Executive Committee, which shall be responsible for the management of the affairs of AARF until the next AGM. Members in good standing can submit their nominations before the next AGM.

The following nominations had been received before the AGM:

- **President: Johanna Pasila**
- **Vice President: Brigid Arcand (New)**
- **Secretary: Adrienne Guide**
- **Treasurer: Estelle Slade**
- **Members at large (2): Vanessa Croft (New) and Josefin Maestriperi (New)**

- **Directors (permanent positions): Suzie Donahue and Denise Graves**
- **US Directors (permanent positions): Suzie Donahue and Mark Baumwell**

It was recorded that all nominees had accepted their nominations and meet the required qualifications in the bylaws.

The Chair noted that since all candidates were running unopposed the AGM could elect them by show of hands unless there were any objections to their election. There were no objections to election of the candidates as nominated.

The Officers and the Executive Committee were unanimously elected by the meeting.

The President thanked the meeting for the confidence.

## **7. Discussion / Other Business**

The AGM having elected the Executive Committee for 2022 the President appointed the following persons as the Chairs of the Standing Committees:

- **Policy and Procedures: Denise Graves**
- **Membership: Jackie Pascher**
- **Education: Johanna Pasila**
- **Communications: Vanessa Croft**
- **Adoption: Vanessa Croft**
- **Fundraising Events: Josefin Maestriperi**
- **Shelter: Vanessa Croft**
- **Spay and Neuter: Suzie Donahue**
- **AARF Thrift Shop, Second Chances: Brigid Arcand**

The Executive Committee approved the President's appointment of the Chairs for the Standing Committees.

## **8. Question / Answer Session**

The process of adopting internationally was discussed following a question by Adam Trudgeon.

## **9. Adjournment**

The Chair adjourned the meeting at 5:40 pm