



2023

Annual Report





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# From Our President

At Hearts & Bones Rescue, we have always valued our ability to evolve with the rapidly changing animal welfare industry. 2023 was certainly no exception as we experienced many sector-wide headwinds, including persistent shelter overcapacity and illness, lower adoption demand, and the increasing cost of veterinary care. However, with your support, we pivoted and made several exciting changes throughout the course of the year, and I'm proud to have watched us overcome these obstacles.

We have a lot to celebrate as we look back on 2023. We welcomed new staff members, renewed our focus on foster-based care at our rescue base in

Dallas, expanded our adoption programming, and doubled down on rescuing the most vulnerable shelter populations. Going forward, these changes will increase our impact and give us more tools to provide additional resources to the communities we serve. I hope that, as you read through this annual report, you'll see the impact that you have had on this lifesaving work.

As we look ahead of 2024 and beyond, I wanted to express my gratitude. Your continued support ensures that animals in some of the most overburdened, overcrowded shelters in the country get the best care and a second chance at a forever home.

Whitney Fang





# 2023 Snapshot



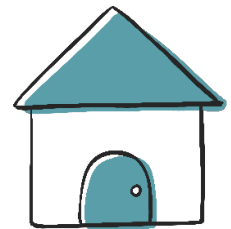
**792**

Lives saved



**755**

Adoptions



**791**

Foster homes



**985**

New donors



**97**

Monthly donors



**22**

Rescue & Shelter  
Partners





# Year in Review



## Our Shelter Partners

We remain committed to working with shelter partners with larger lifesaving gaps. Our shelter partners continued to struggle with record high intakes throughout 2023, often seeing upwards of 50-100 animals come through the doors on a daily basis.

Thanks to our growing community of fosters, adopters, and donors, we were able to welcome approximately 66 dogs each month which frees up space in our shelter partners' facilities to save more lives each day.

We are, as always, indebted to our shelter partners and ever grateful for their support of our mission. Our lifesaving efforts would not be possible without their efforts.

### Spotlight: Dallas Animal Services

Dallas Animal Services (DAS) has been a core shelter partner since our inception. In 2023, we further expanded our partnership by working with the top transfer partners for the shelter to save more lives together. By leveraging our collective expertise, resources, and networks, we are able to significantly increase the number of animals transferred out of

DAS to find loving families. In 2023, Hearts & Bones was their #2 transfer partner for DAS, rescuing 462 dogs, and representing 11% of all rescue pulls.

We are ever grateful to the dedication of the DAS staff, who have been invaluable in introducing us to so many wonderful animals that have found amazing forever homes.

Our Shelter Partners	Dogs Rescued
Dallas Animal Services	462
SPCA of Texas	96
Tri-City Animal Shelter	34
Ardmore Animal Care, Inc.	24
Humane Society of Cedar Lake	23
Athens Animal Rescue Shelter	17
Animal Care Centers of NYC	12
Other	67







## Our Transport Program

Texas has the highest rate of shelter animal euthanasia in the entire country. Through our transport program, we provide support to Texas where shelters face a more significant overpopulation issue than the Northeast. In 2023, we ran 18 transports from Texas to New York with an average of 41 dogs per transport. As part of this, we expanded our partnership with Dog Is My Copilot, transporting 255 dogs across 7 flights.

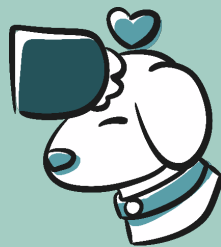
### Supporting At-Risk Populations

We strive to take in as many at-risk dogs as we responsibly can to provide them with the specialized care and support they need while awaiting adoption. In 2023, we brought added support to our shelter partners by increasing our intake of their most at-risk populations—senior dogs and young families.

In 2023 we welcomed:



58 dogs  
over 60lbs



48  
senior dogs



17 nursing moms &  
their 77 puppies



## Spotlight – Dream

Talk about a transformation! Dream (now known as Mofongo) first arrived at Dallas Animal Services last June with a gunshot wound to her chest and the bullet still in her body. Fortunately, vets were able to remove the bullet and get this pup the urgent medical care she needed, but we knew she'd need a cozy place to recover before she was ready to find a forever family.

We set her up with an amazing foster home where she could enjoy plenty of TLC while she recovered. She made the trip to NYC a few weeks later and was quickly adopted.

Now, her life is filled with an endless supply of cuddles, treats, and chew toys.

**Her adopters told us:** “We wish she could tell us more about her life before she got to Brooklyn, because we know she went through so much at such a young age! Thankfully, she now just gets to relax in her one bedroom apartment. We feel so truly lucky that Mofongo is our dog and we are so grateful to Hearts & Bones for bringing her into our life. She is perfect and has changed our lives for the better in every way. Thank you!”



## Spotlight – Colorado Litter

We met Mama Palisade and her adorable babies Breckinridge, Denver, Dillon at Dallas Animal Services when they were just a few weeks old. Unable to be adopted by the public and at high risk for contracting disease in the shelter environment, new mamas, and their young puppies are among the most urgently in need of rescue.

Our motto has always been ‘no mama left behind’, so of course we rescued the whole family, brought them to NYC, and found them all loving forever homes. **Dillon even got to star in the Puppy Bowl!**





# Happy New Beginnings for our 12 Long Stay Pups

We are committed to our dogs and fosters no matter how long it takes to find them their perfect family. Congratulations to all of the pups who found homes in 2023 after more than 120 days in our care!



**Milo**

431 days



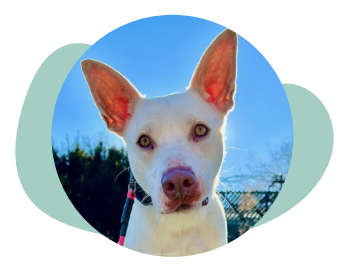
**Mopsa**

311 days



**Boyd**

302 days



**Luna**

286 days



**Joey**

269 days



**Gidget**

234 days



**Maddie**

229 days



**Bella**

199 days



**Aurelia**

177 days



**Alex**

164 days



**Quavo**

138 days



**Rudolph**

123 days

## Foster-to-Adopt

Last year, we opened our foster-to-adopt program to all of our dogs newly arriving in NYC with the goal of more quickly finding them well-matched forever homes. This shorter foster-to-adopt option gave our adopters a few days to see how the dogs settled into the city before making it official. As a result, we saw 198 dogs successfully adopted through our foster-to-adopt program in 2023, a 52% increase over 2022!

It's our continued hope that these new foster-to-adopt opportunities will encourage those who have been on the fence to take that first step forward towards adoption, while removing any added pressure on the potential adopter and the dog should it not be the best fit.



Congratulations to all the dogs who found their homes through our foster-to-adopt program in 2023!



Cappuccino



Knicky



Cousin Greg



Zuzu



## Setting Our Dogs Up For Success

Our commitment to supporting the unique medical and behavioral needs of every dog who enters our care means knowing when professional intervention is needed. In 2023, we expanded our network of trusted training partners and sponsored 42 training sessions with fosters and their foster dogs in the city. We utilize these partnerships to provide 1:1 behavioral support to the dogs who need it—just as we would call the vet if they needed medical support. Additionally, we sent several dogs that needed more guidance to board & train facilities with our partners at Personal Paws and 3for3 Dog Training. This training proved to be invaluable to some of our foster dogs to develop the critical skills they need to be successful in their adoptive homes.



**Moxie**

Moxie had a rough start to life that left her extremely fearful and reactive. We knew she needed dedicated training support to succeed in her future home, so we enrolled her in a board & train program with our partners upstate. We're thrilled to say that she graduated with flying colors and has been thriving in her forever home!



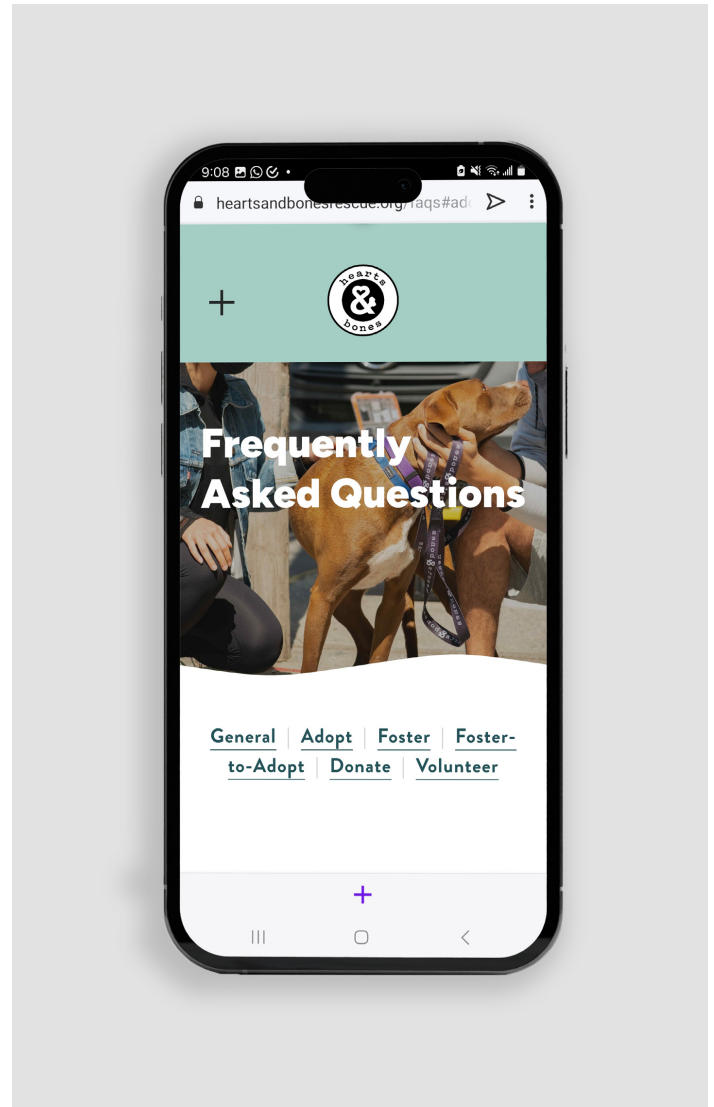
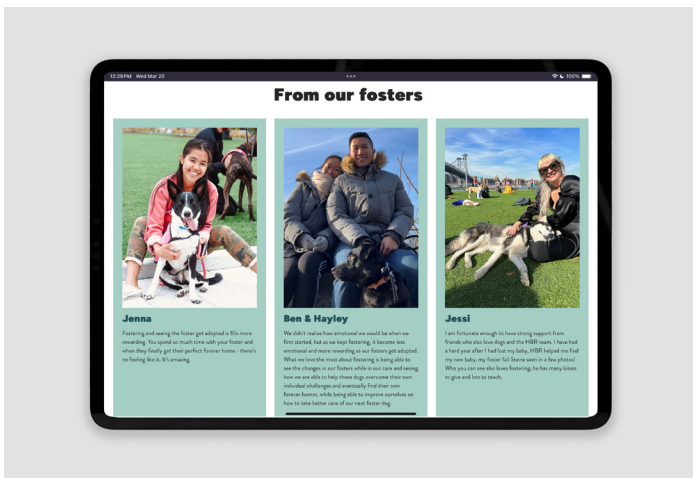
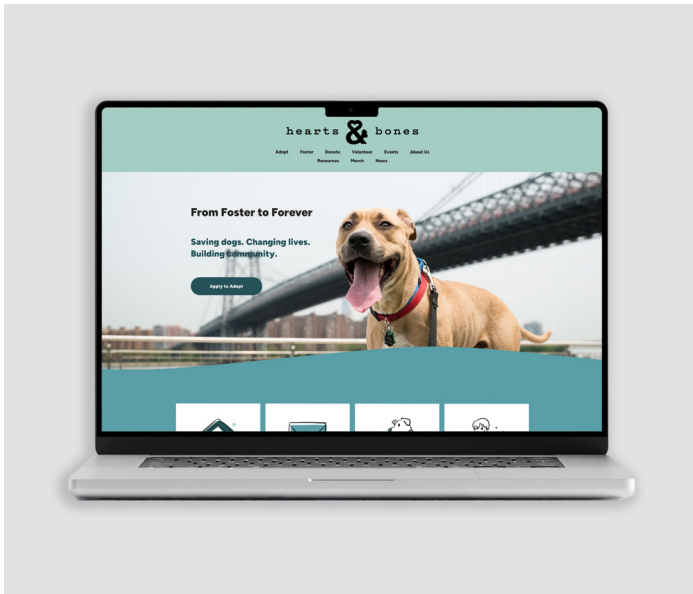
**Bella**

At 9 years old, our sweet senior Bella was regularly overlooked because of her age. It didn't help matters that she struggled with leash reactivity, so we set her foster up with training sessions to get her on the right track.



**Mopsa**

Mopsa (now known as Ojo) positively adored people but struggled around her fellow canines, which made it challenging for her to find the right adopter. We arranged training sessions for Mopsa as part of her foster-to-adopt to help build their relationship and help manage her reactivity before her adopters made it official!



## A New Look for HBR

After introducing new brand guidelines in early 2023 to provide a more consistent look when engaging our community, we launched dramatic improvements to our “face to the world”—our website! With support from our volunteer designers, our website now features a new user-friendly interface that makes it easier for interested adopters, fosters, volunteers, and donors to learn more about our organization and dogs. The new site is truly a one-stop-shop for those who want to become more involved.

Our new hosting platform also offers more sophisticated analytics, which will support improved reporting and data-driven updates to the site going forward.

Since launching the site, we’ve already seen an increase in the number of fosters, adoption applications, and donations.



“Live with Kelly and Mark”



## In the News

In 2023, our digital reach and media opportunities continued to grow, enabling us to bring rescue to new audiences at both the local and national levels. Thanks to several media partnerships across social networks, television, online media, and print, we were in the news and sharing our stories all year long.

“What Happens Live”  
with The Dogist



“Broadway Barks”  
J. Harrison Ghee



## Hearts & Bones Rescue’s Reach



Instagram  
74,000+ followers



Facebook  
17,000+ followers



TikTok  
3,000+ followers



Email  
17,000+ subscribers

## Grants & Fundraising

Hearts & Bones has always been focused on building a financially sustainable rescue model that allows us to increase the number of lives we save and provide the best medical care for the dogs who need it.

In 2023, we grew our fundraising program through engaging digital campaigns and by strengthening our relationships with grantmaking organizations.

2023 was our most successful year of fundraising ever, and we continue to be blown away by the generosity of our community! Through successful digital campaigns, we engaged more donors than ever before, all coming together to make our rescue mission possible.

We received:

**2071**  
online donations from

**1449**  
individual supporters

Online giving  
**+38% YoY**

## Medical Sponsorships:

Medical care is one of the biggest costs rescues face, and we are incredibly grateful to the 15/10 Foundation and the Emma and Georgina Bloomberg AMC to the Rescue Fund for collectively providing over \$20k in funds to cover the costs of major medical care for 4 of our dogs in 2023.



Jigsaw



Kingston



Maude



Lucy Gray





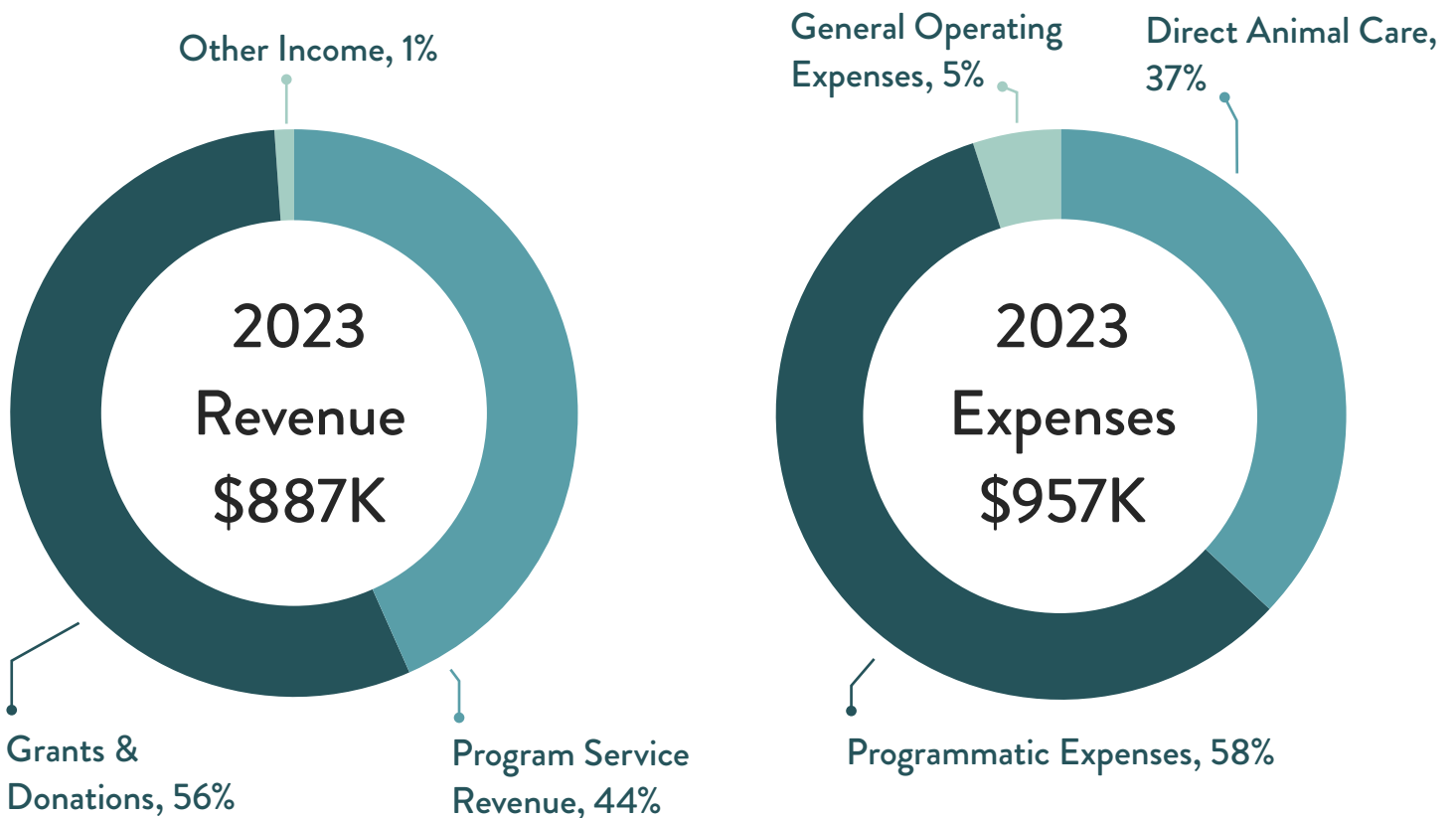


## Financials

Every dollar donated to Hearts & Bones Rescue makes a lifesaving impact on animals in need. In 2023, 95% of the organization's expenses were allocated to direct animal care and rescue-related programs. With this transparency, donors can feel confident that their dollars are being used where it matters the most.



## Overview of 2023



## Supporters



### \$1,000-\$4,999

Athletes for Animals  
Broadway Barks, Inc.  
Don Bilson  
Sam Block  
Jesse Burros and Jill Weiskopf Charitable Fund  
Rachael Burton and Michael Abrahams  
Jack Butler  
Wenli Cai  
Alejandro Castro  
Sheamus Dalton  
Kendra Decious  
Amanda Diller  
Jazmin de la Guardia and the Franca NYC Team  
Bob Gynn  
Beth and Fred Harrison  
Deborah Landau  
Donations in memory of Shannon Legg  
Jessica Lok  
Rosie Maese  
Robin Muir  
Paula Pou  
Goofy Shih Memorial Fund  
Linda Schurr  
Lone Pine Foundation, Inc.  
Michelle Snodgrass  
Joshua Stine and the Dog Spa Team,  
in memory of Jonathan Blanco  
Gena Tadewald  
Verisk Analytics on behalf of Erin  
Hunkemoeller's volunteerism  
Sophie Vershbow  
Tony Yu and William Zhou



### \$5,000-\$9,999

Elias Friedman, The Dogist



### \$10,000-\$25,000

15/10 Foundation  
Best Friends Animal Society  
Jennifer and Thomas Greenlee  
Justine McCarthy and William Golden  
Weinberg Family Charitable Fund



### \$25,000-\$75,000

Louis B. and Mary Ratliff Animal  
Welfare Fund at The Dallas Foundation



### \$75,000+

The Rees-Jones Foundation







# Our Partners & Special Thanks

Our partners are central to our lifesaving mission. We are grateful to these industry experts for being a crucial part of each rescue dog's success in their foster and forever homes. Thank you!

## Rescue & Shelter Partners

Animal Care Centers of NYC  
Ardmore Animal Care  
Athens Animal Rescue Shelter  
Austin Pets Alive!  
Collin County Animal Services  
Dallas Pets Alive!  
Dallas Animal Services  
Denton Animal Services  
Fort Worth Animal Care and Control  
Garland Animal Services  
Humane Society of Cedar Lake  
Irving Animal Services  
Mesquite Animal Services  
Operation Kindness  
Rain or Shine Rescue  
Sherman Animal Shelter  
SPCA of Texas  
The Golden Project  
Tri-City Animal Shelter  
True North Rescue Mission

## Dog Training

3for3 Training  
Cognitive K9  
Dog Training Beyond  
GoodPup  
Kapooch Dog Training  
Personal Paws  
Urban K9

## Health & Vet Care

All Creatures Vet Hospital  
Animal Medical Center  
Banfield Pet Hospital of Lakewood  
Bond Vet  
CHEW Animal Clinic  
CityVet  
Dallas Veterinary Surgical Center  
Heart of Harlem Veterinary Clinic  
Instavet  
Isla Veterinary Boutique Hospital  
Mazie's Mission  
Operation Kindness  
Pet Mechanic  
Pure Paws Veterinary Care  
Small Door Vet  
Stone Creek Veterinary Hospital  
URvet Care  
Veterinary Emergency Group of Chelsea  
Vinegar Hill Vet Group

## Adoption Event Partners

Acme Dog Run  
Barrow's Intense Tasting Room  
Bohemia Realty  
Boris & Horton – Williamsburg  
Catherine Violet Hubbard Animal Sanctuary  
Champers Social Club  
Dogtopia  
Domino Park  
Feste  
Go Doggy Daycare  
Gran Torino  
Hester Street Fair  
Lucky Dog Refuge  
NY Dog Spa & Hotel

Office of Brooklyn Borough President Eric Adams  
Park Place Motorcars  
Petco Love Foundation  
Pig Beach – Astoria  
Win Son Bakery



## Special Thanks

### Our Board of Directors

Whitney Fang  
Kevin Zhu  
Andrea Brainard  
Michael Thomas

### Photographers

The Dogist  
Michelle Garcia  
Saketh Kalathur  
Jason Kilgore  
Cat O'Brien  
Heather Quercio  
Alexia Roemmers  
Chelsea Schizzano

### Design Team

Sabrina Lee  
Julia Oh

Special thanks to Sabrina Lee who helped design our 2023 Annual Report



# Our Team



**Whitney Fang**  
Executive Director



**Jackie Perro**  
Vice President of NY  
Rescue Programs



**Alicia Ayers**  
TX Foster Program  
Coordinator



**Hannah Berman**  
Adoption Program  
Coordinator



**Emily DeFelice**  
Foster  
Program Manager



**Alicia Figueiredo**  
Development Manager



**Katherine Hieber**  
Marketing Manager



**Isabella Hubbard**  
TX Medical Coordinator



**Stephanie Klami**  
NY Foster Program  
Coordinator



**Amy Kantrowitz**  
Operations Manager



**Romina Raglianti**  
Adoption  
Program Manager



**Dekota Wiseman**  
NY Medical  
Coordinator



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