

Hearts & Bones Rescue

2019 Annual Report





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Letter from the President

2019 was a year of growth for Hearts & Bones Rescue. In our third year as a volunteer-run rescue, we focused on building out the infrastructure of the organization to expand upon our life-saving goals. This included growing our volunteer staff to over 50 individuals across multiple states. We also grew our foster base exponentially, a key determining factor in allowing us to increase our lifesaving impact.

I feel privileged to be a part of the Hearts & Bones family. We are exactly that - an extended family of unique individuals that are united due to a shared passion of rescuing animals. Over and over again, I am repeatedly humbled by the community of people that have come together for this shared vision, which, in 2019, brought Hearts & Bones to new heights.

In January, we kicked off the year by uniting our Texas and New York teams in Texas to save over 70 dogs together over the course of a long weekend. We kept that momentum going throughout the year and began working with new shelter partners to ensure we were helping where the need was greatest. We also continued to make a special effort to help the dogs that need us most - we closed out the last month of the year by rescuing three nursing families and three dogs in need of emergency surgery, all of whom are now living happy lives in their forever homes!

Thanks to our incredible rescue family, Hearts & Bones saved the lives of over 500 dogs in 2019. Since our inception in mid-2017, we have facilitated over 1,000 rescue stories. We started out with only a few people and big dreams. None of this would be possible without each and every volunteer, foster, adopter, donor, and supporter.

Now, we have even bigger goals for 2020 as we continue to grow the organization and our life-saving mission. There's more work to be done, particularly in Texas, where the lifesaving gap is the second largest in the United States. We're raising our hands to continue working towards ending the unnecessary euthanasia of companion animals and hope to continue to do our part in creating these meaningful, life-changing rescue stories. Together, we can change the lives of even more dogs and the people who love them.

Sincerely,



Whitney Fang

By the numbers

560 Lives saved

460 Dogs adopted

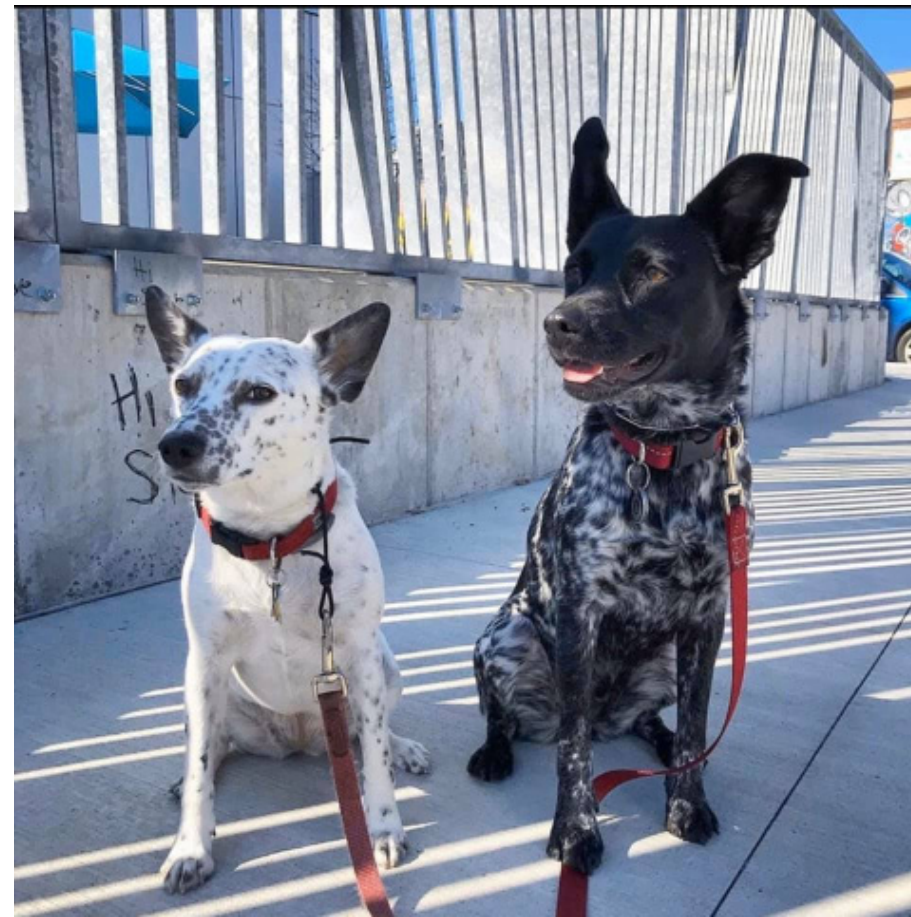
74 Dogs transported to partner rescues

270+ Active foster homes

100+ Volunteers

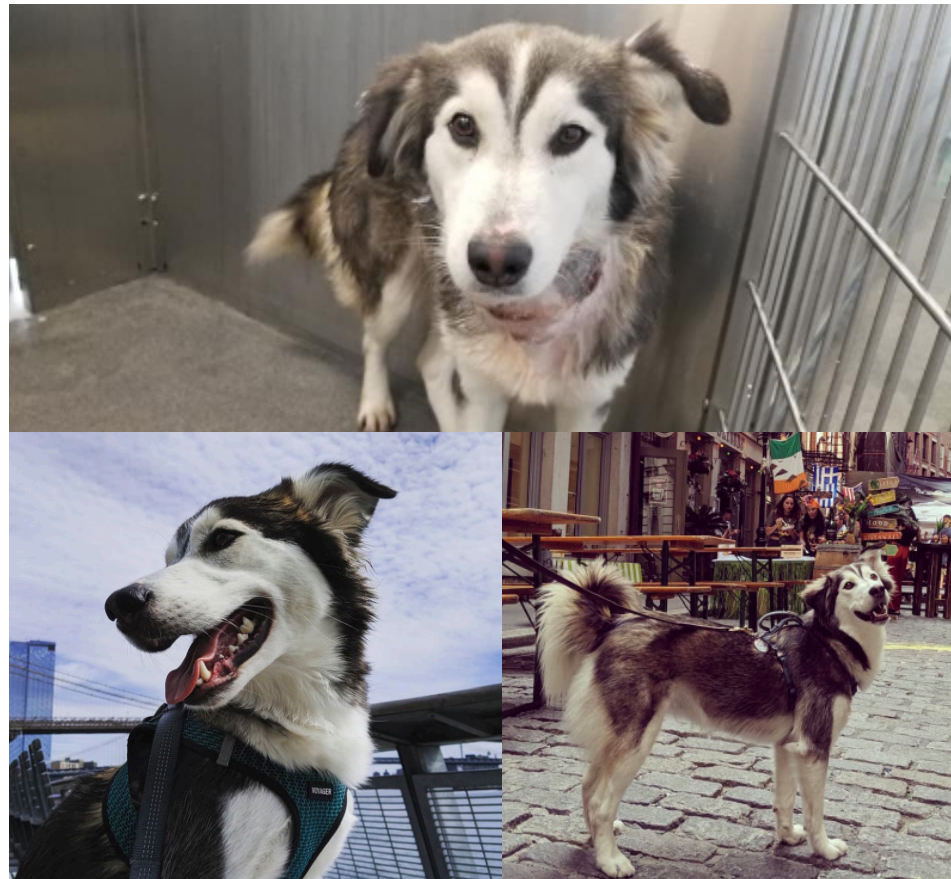
26 NYC adoption events

8 Texas adoption events



Rescue Transformations

Hearts & Bones makes a special effort to rescue the dogs who need us most, regardless of age, breed, or medical condition. Every single dog we rescue is incredibly special to us, but there were some very special pups in 2019 who really stole our hearts. Thanks to loving foster homes, our wonderful veterinary partners, our donors, and their adopters, all of these dogs were able to make incredible transformations and live the happy lives they deserve!



CLAIRE FOY

We rescued Claire in January, when she came into a shelter in a pretty sad state. Her previous owners had left a collar on her that was so tight, it had become embedded in her skin and had to be surgically removed. Despite the neglect she suffered, she showed us nothing but love. And after traveling to NYC and spending some time in a wonderful foster home, she found her loving parents Katherine and Jon! She's now named Luna and has an amazing life full of adventures, snuggles and a whole lot of love.



SAOIRSE RONAN

When we saw Saoirse in a Texas shelter in January of 2019, our hearts shattered. Found as a stray, she was extremely emaciated, losing hair, and terrified of everything. But we knew that with medical care and a loving foster home, she could become her true happy self. Saoirse came to NYC and spent several months with dedicated fosters who helped her get healthy and more comfortable in the world. Finally, in May, she was adopted by the wonderful Diana and David! They named her Harley and gave her the time she needed to continue to open up, began taking her on adventures, and she celebrated her 1st birthday in August! In their words: "We couldn't imagine our lives without this sweetest girl and love her so much."



KERMIT THE FROG

In November, we visited the injured ward of Dallas Animal Services and rescued 3 dogs with serious leg injuries. Kermit was one of those pups - a young lab mix with a badly broken leg that he couldn't put any weight on. After a round of tests and x-rays, our veterinary partner determined he had likely been hit by something, and the damage was too extensive to save his leg. Thus Kermit became a tripod, and was finally able to enjoy life pain-free! This smiley guy quickly charmed his way into a forever home up in Maine and is truly living the dream life. Now named Salty, his parents shared this update: "Salty is truly living his best life up in Maine! He has brought an unbelievable amount of joy and love into our lives. Our hearts bust for this special dog. We can't thank you enough for changing our lives with this wonder pup. We are forever grateful."

No Mama Left Behind

We have a motto at Hearts & Bones: no mama left behind. Hundreds of nursing and pregnant mother dogs enter shelters every year, and their options for positive outcomes are often limited. Unable to be adopted out to the public and at a very high risk for disease in the shelter environment, mothers and their young babies are among the most at need in our country's shelter system. Saving a family is very costly and a lot of work, but we're dedicated to saving as many mothers and pups as we can. Meet just a few of the families we rescued in 2019!



THE BRADY BUNCH

Over the summer, a beautiful speckly mama was found as a stray with her 6 babies - 3 boys and 3 girls. We sprang into action to save the whole family and asked our social media followers to choose their names! The overwhelming choice was perfect: mama Carol Brady and her babies Marcia, Jan, Cindy, Bobby, Greg and Peter. The whole family found loving forever homes this year, and Carol even got an adorable mirror-image sister!



THE MCCALLISTER FAMILY

At the beginning of December, we received an urgent call from our partner Dallas Animal Services: they had just found a nursing mother and her days-old babies out in the cold. Mama was emaciated and the pups were so cold the shelter staff placed them into socks to warm them up as quickly as possible. Luckily, we were able to immediately rescue them and place them in a loving Texas foster home to receive urgent medical care. This family needed round the clock care and extensive treatment, but we are happy to report that they made an amazing recovery! We named them after the McCallister Family from Home Alone, and mama Kate, Kevin and the whole crew spent the holidays in a loving foster home, before finding their forever homes in early 2020.



MACARONI AND HER CHEESE PUPS

As the year was coming to a close, we learned of a very pregnant chihuahua in need at a Dallas shelter. The shelter environment is no place to give birth, and we quickly rescued sweet mama and placed her in a loving foster home. A few days later, she gave birth to 5 beautiful babies! We named her Macaroni and her babies Parmesan, Gouda, Cheddar, Mozzarella and Feta. They all joined their forever families in early 2020!

In the News

Throughout 2019, we focused on growing awareness of our mission and introducing rescue to as many new people as possible! Thanks to several media partnerships and a uniquely adorable pup named Salvador Dolly, we were in the news and sharing our stories all year long.



NETFLIX DOGS

Hearts & Bones was featured in an episode of the Netflix docu-series DOGS, released at the very end of 2018. As people continued to stream our episode throughout 2019, we connected with a whole new international network of supporters inspired by seeing behind-the-scenes of our rescue mission!



TODAY SHOW ADOPTION

To celebrate National Pet Day on April 11th, we worked with the Today Show and our wonderful adopter Erin to surprise her kids with their new rescue pup on live TV! We hope this magic moment showed people across the country that when they're ready to add a pet to their family, adoption is the way to go.



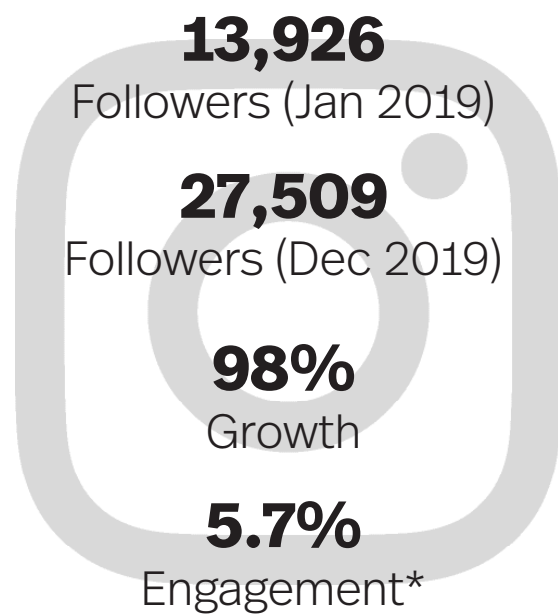
SALVADOR DOLLY "THE MUSTACHE PUPPY"

The face that broke the internet – we had no idea how many places this pup's mustachioed mug would show up when we rescued Dolly and her family from Dallas Animal Services in July! We shared our photo with popular Instagram account @WeRateDogs, and once they posted her, she took off! Dolly was featured in The Colbert Report, Good Morning America, People Magazine (online and print!), The Dodo, local news outlets across the country, and various popular blogs. Her viral fame helped us tell an incredible number of people about the benefits of fostering and adopting, and grew our community to new heights!

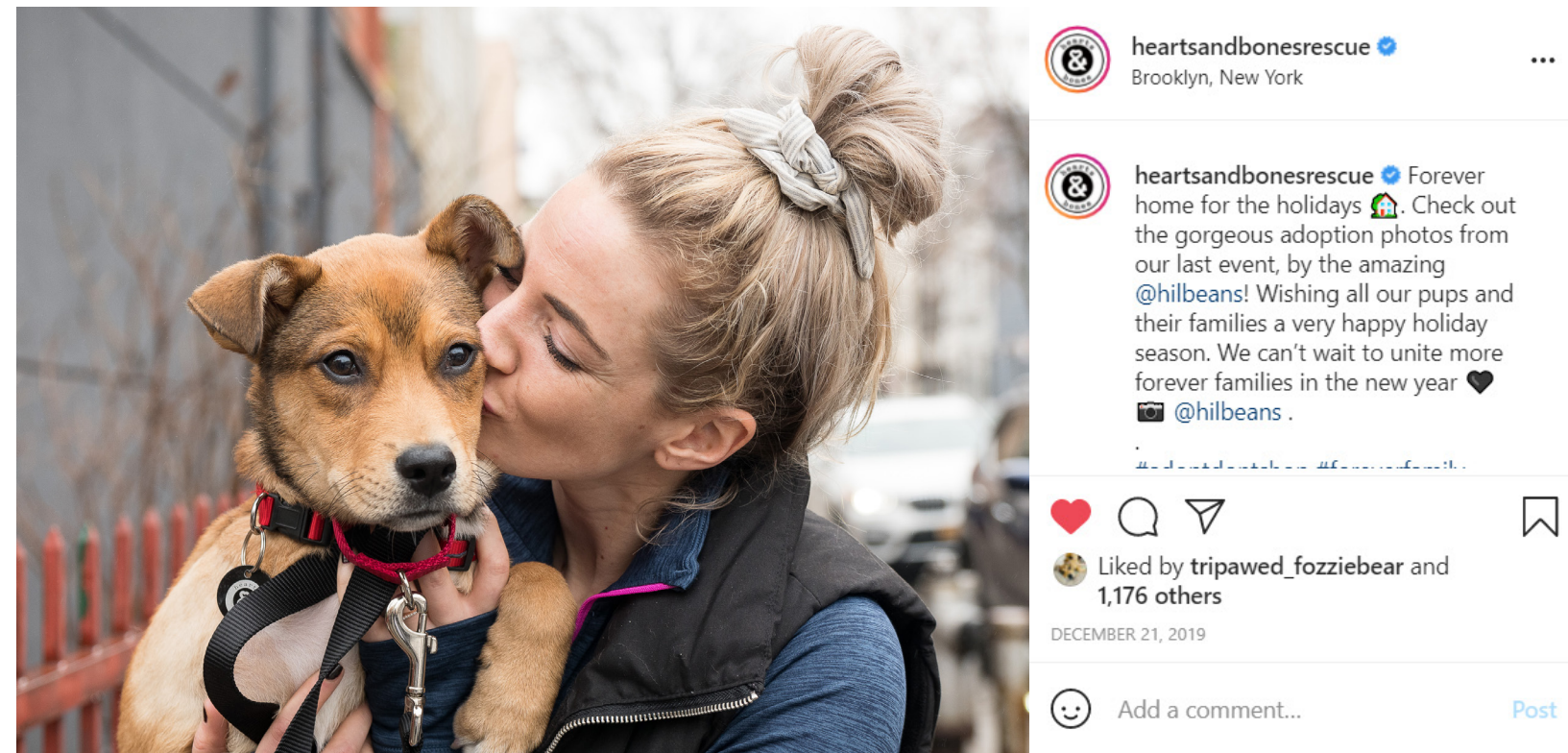
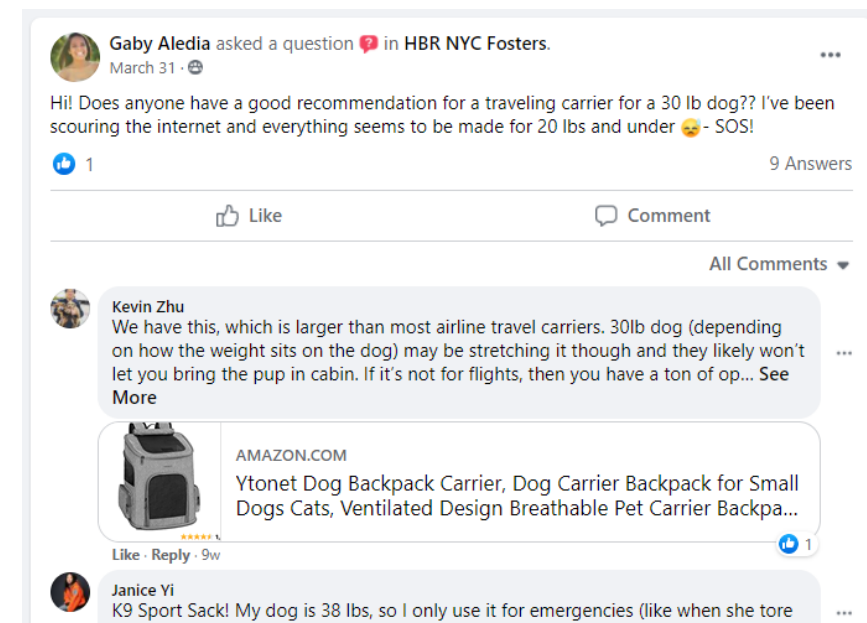
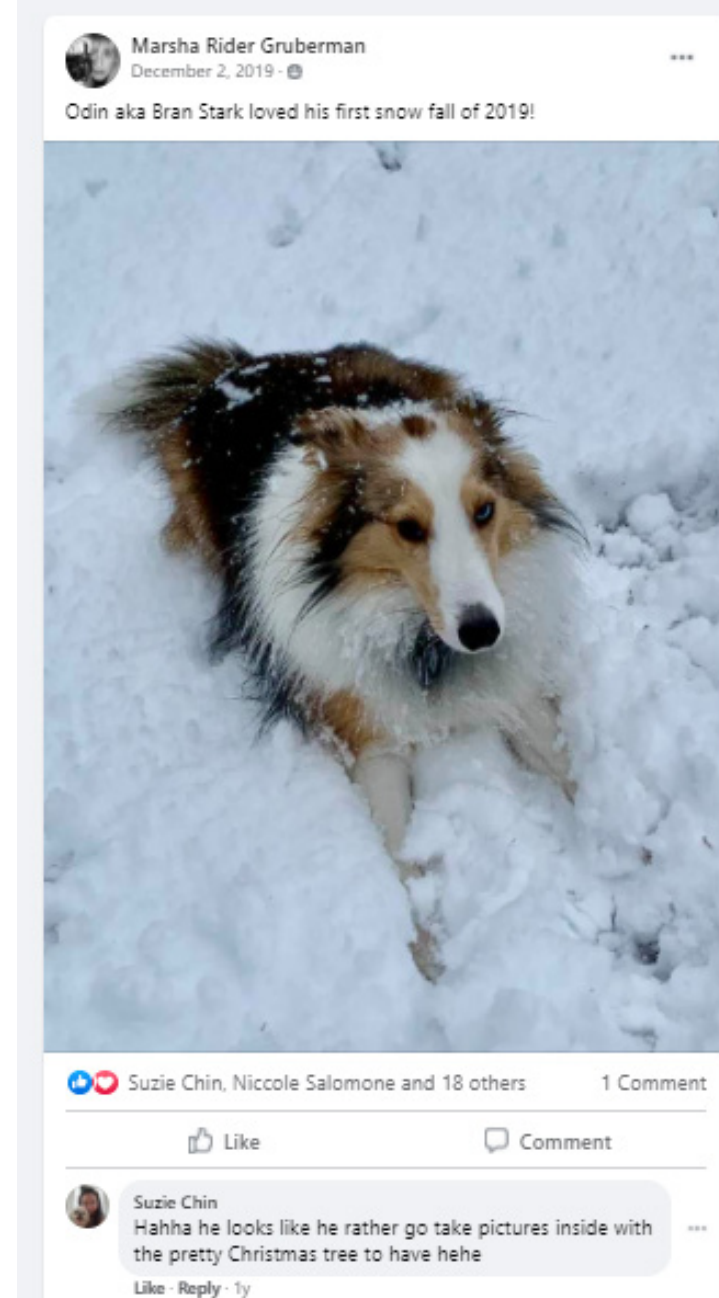
Community

Our private Hearts & Bones foster and adopter Facebook groups have become vibrant, informative, and fun digital communities for our fosters and adopters. With over 700 adopter members and over 500 foster members, our community shares adorable photos, celebrates milestones, seeks advice, and provides helpful tips every single day. Adopters of our litters even use the group to coordinate reunions!

Social Media Growth



*more than double the industry standard



Rescue Trips

Rescue trips have always been an integral part of Hearts & Bones' DNA. As a dual-city organization, we feel it's so important to bring our New York staff members down to Dallas to experience rescuing dogs first hand. Bringing our Texas and NY teams together also allows us to share best practices across the organization, while having all hands on deck to save as many dogs as we can over the course of a few days.

RED CARPET RESCUE

We kicked off 2019 with an awards-season themed rescue in January, naming all our newly rescued pups after actors and actresses. Five of our NYC volunteers/staffers flew down to Dallas and joined our Texas team in visiting shelters to rescue 58 DOGS over a long weekend!

BEST FRIENDS NATIONAL CONFERENCE

In July, our NYC and Texas teams united again for the Best Friends National Conference in Dallas to learn everything we could from this incredible national lifesaving community. When we weren't in sessions, we were at the shelters! We made connections with new rescue partners and helped them rescue dogs from the Dallas shelters as well.



Fundraising & Grants

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 2019, we grew our Fundraising program by running engaging digital campaigns, hosting fun community events, and strengthening our relationships with grantmaking organizations.



over \$100k raised

to support our life-saving efforts

DIGITAL FUNDRAISING

Hearts & Bones used our growing social following to raise funds to support our rescue work. By connecting our audience with our daily life-saving work and sharing our most in-need rescues, we raised over \$38,000 in individual digital donations.

COMMUNITY EVENTS

In 2019, we hosted our very first series of community fundraising events to bring our rescue family together while raising money to save more dogs in need. From happy hours with Moët Hennessy throughout Manhattan, to our Hearts & Scones Brunch at The Springs in Brooklyn, to Trivia Night at Come Back Daily, we were able to raise lifesaving funds and have fun doing it!

STRUTT YOUR MUTT

In 2019, Hearts & Bones joined Best Friends Animal Society's annual fundraising walk for the very first time! We brought together an amazing group of fosters, adopters, and supporters to strut their stuff with their mutts in NYC. Over 90 people supported our team and donated more than \$3,500 to help us rescue more dogs in need!

GRANTS

In 2019, Hearts & Bones was incredibly fortunate to receive two life-saving grants. First, we received a \$5,000 grant from Maddie's Fund at the Best Friends National Conference in July. Having just rescued a large family in need of medical care, this grant could not have come at a better time!

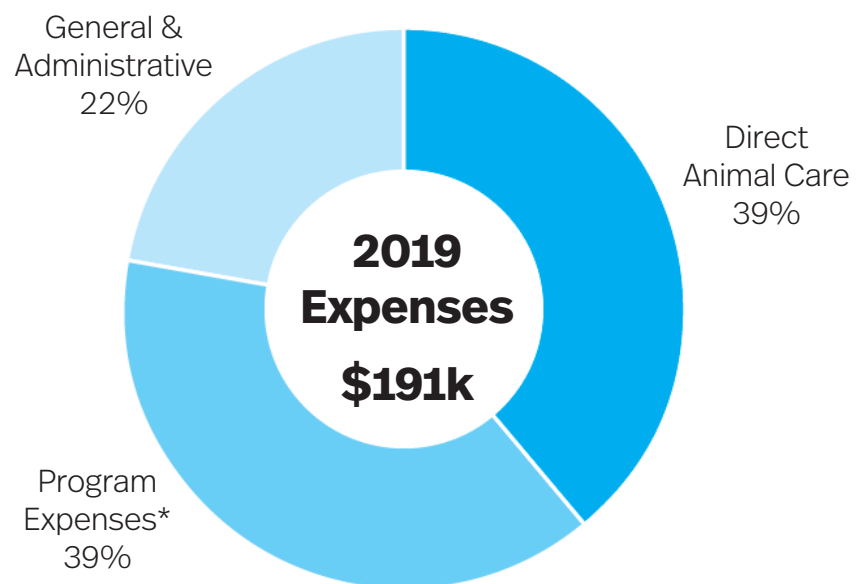
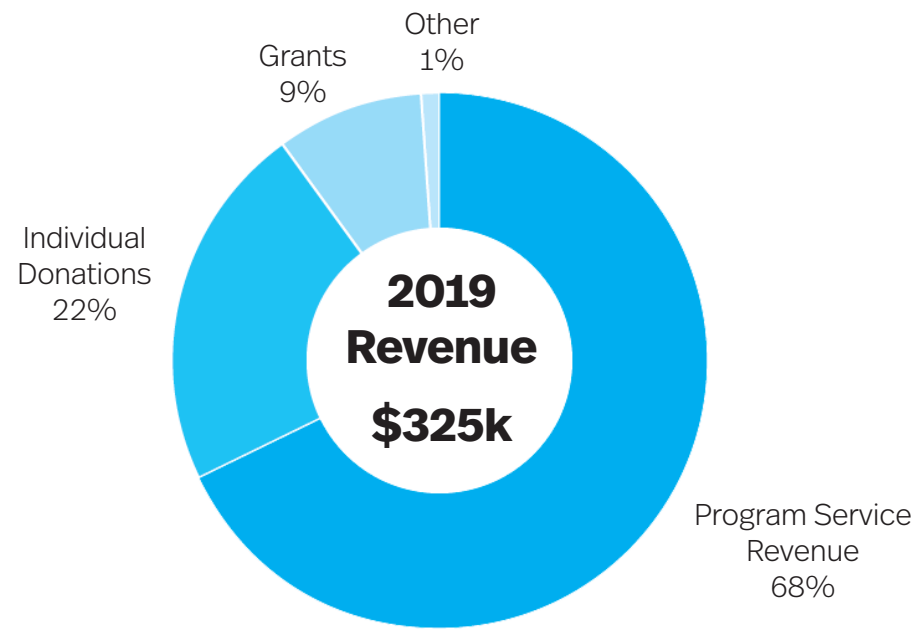
At the end of the year, we received a \$25,000 grant from the Petco Foundation as part of their Holiday Wishes campaign. Our adopter Sydney shared her moving adoption story about how her Hearts & Bones pup Bruno helped her leave an abusive relationship and start a new life and dog walking business. This generous grant helped us dramatically increase our number of transports in early 2020 and continue to grow our life-saving impact.

Thank you Maddie's Fund and Petco Foundation for supporting our lifesaving work!



Our Financials

88% of our spending is allocated to our adoption programs, foster program, and direct animal care. With this transparency, donors can feel confident that their dollars are being used where it matters the most.



*Program expenses includes costs of growing and supporting our foster and adoption programs

Our Board of Directors



Whitney Fang



Anna Blumberg



Kevin Zhu



Allison Seelig

hearts & bones

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