



**furkids**  
RESCUE • SHELTERS • SANCTUARY

# 2020 IMPACT REPORT



# MISSION, VISION, HISTORY, FACILITIES, AND PROGRAMS OVERVIEW

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## Mission Statement

The Furkids mission is to rescue homeless animals; provide them with the best medical care and nurturing environment; and find them a forever home. Furkids heals the whole animal, restoring its health and spirit.



## Vision Statement

The Furkids vision is to imagine no unwanted or homeless animal in Georgia. Furkids will be a leader in animal welfare committed to reducing and eliminating euthanasia of adoptable animals in Georgia's kill shelters.



## An Organization Like No Other

After 15 wonderful years of lifesaving at our former Atlanta facility, 2020 marked a successful first year at the new nine-acre Furkids Headquarters and Cat Shelter in Cumming, Georgia. Our newly renovated administrative building contains temporary housing for 150 cats plus a medical suite, an adoption center, and office space. A key feature of the building is its numerous "catios," which allow the cats to go outside safely on our deck to enjoy the sights and sounds of a beautiful environment steeped in nature. Furkids Headquarters is so much more than just an animal shelter! The property is open to adopters and visitors who want to enjoy the natural beauty of woodlands, gardens, and water features created by the original property developer.

The Furkids no-kill dog shelter in Alpharetta, Georgia, known as "Sadie's Place," houses 65 dogs. The Furkids Adoption and Community Resource Center in Peachtree Corners, Georgia (opened February 2020) adopts out an average of 45 cats and kittens weekly. Furkids foster volunteers also use this facility to drop off/pick up foster pets and to receive basic veterinary care.

Plans are underway for Furkids to construct three new buildings at Headquarters: a cat shelter, medical building, and dog shelter. As a result, we expect our animal control intakes to increase by 50% in the first 6-12 months of opening all buildings and 100% in the first 24 months, bringing us from 3,000 rescues from kill shelters annually to 6,000.



## How Furkids Makes an Impact: Our Key Programs

### Furkids Rescue and Shelters:

In addition to the two Furkids shelters and the Peachtree Corners Adoption Center, Furkids operates 10 adoption centers in retail stores and maintains a robust network of 400 foster homes. Our cat shelter is one of the only shelters in Georgia with housing for FeLV+ and FIV+ cats. In 2020, the cat shelter adopted out 2,371 cats locally and transported 361 to out-of-state partners, while our dog shelter adopted out 972 dogs.

### Furkids Interstate TransFUR Coalition:

In 2018, Furkids launched an out-of-state transport program, known as the Furkids Interstate TransFUR Coalition, to rescue felines from kill shelters in Georgia, provide them with the best medical care, and transport them to shelter partners in northern states where there is often a shortage of pets available for adoption. During the height of the Covid-19 pandemic in 2020, the program expanded to include bringing in dogs from Puerto Rico and St. Croix, USVI. Furkids has saved and transported more than 2,600 animals through this program, resulting in a decrease in cat euthanasia rates by an average of 20% in our partner Georgia counties.

### Furkids Medical Program:

Furkids provides medical care to every animal that enters our shelters. Our onsite medical/surgical facility is staffed by two veterinarians and a team of veterinary technicians. All animals receive necessary surgeries (including spay/neuter), vaccinations, microchips, and other treatments as needed, to prepare them for adoption. Our medical team cared for 4,645 animals in 2020.



## COVID-19 IMPACT



By spring 2020, Furkids felt the impact of the Covid-19 pandemic with the temporary closing of our thrift stores (during which time we lost approximately **\$186,000** in sales) and the cancellation of our 18th Anniversary Gala in favor of a safer online event (resulting in a loss of approximately **\$150,000**). Though our stores eventually reopened, Covid conditions in October required us to move our annual Paws for Cocktails party online, again falling far short of normal revenue expectations.

Additionally, in the first months of the pandemic, Furkids saw a shortage of dogs for intake because county shelters were closed for several weeks. On the positive side, this allowed some of our longest-stay dogs to be adopted. It also inspired us to cast a wider net to shelters in other parts of Georgia and beyond to save animals in need of help.

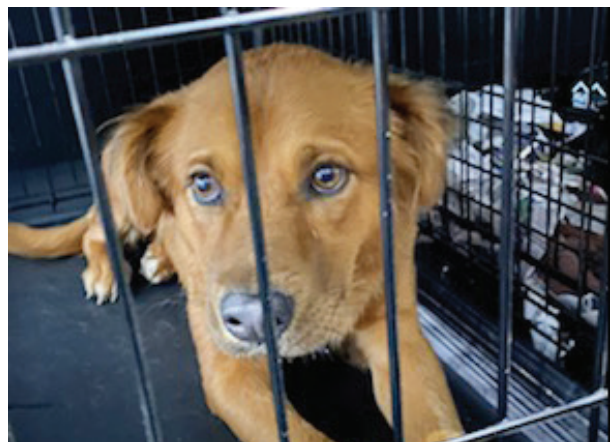
**Despite the challenges of Covid-19, Furkids has remained open for intakes and adoptions throughout the pandemic.** With the tireless help of our generous donors, volunteers, and staff who rallied to our cause, our doors have remained open. Though we've had to make some changes, such as implementing virtual adoptions and learning how to do online fundraiser events, **we never stopped saving lives.**

# FURKIDS IN THE ISLANDS: EXPANSION OF THE INTERSTATE TRANSFUR PROGRAM

**In 2020, the Furkids Interstate TransFUR Coalition expanded to the islands of Puerto Rico and St. Croix, bringing more than 170 homeless and abandoned dogs stateside.** In early 2020, Sam Shelton and her daughter Emily took a spring break trip to St. Croix, where they visited the St. Croix Animal Welfare Center. There they learned about the terrible plight of “street dogs” in the islands and wondered how Furkids might help. Upon returning, Sam learned from a volunteer about the similar conditions for dogs in Puerto Rico. Later, as the pandemic progressed, many local animal control facilities were temporarily closed, thereby reducing the pool of dogs for Furkids to rescue. Hence, the idea to begin bringing dogs from the island shelters to Furkids was born.

Upon arriving at Furkids, the island dogs received the high standard of medical care that all Furkids animals experience. Some were adopted locally, while others continued their travels to Wisconsin shelters through our TransFUR Program.

Throughout 2020, the islands were struck with earthquakes, economic hardship, and pure devastation. And in turn, pet abandonment there is at an all-time high. With limited shelter resources, the islands are overpopulated with dogs trying to escape almost inevitable death.



## In the coming months, we plan to expand the Furkids Interstate TransFUR Program in three ways:

- 1 Secure additional northern shelters to receive our animals.
- 2 Send more dogs and cats on our northern transports, as they are in high demand among our destination shelter partners. We are casting a wider net to help more animals in need, especially those negatively impacted by the pandemic. At Furkids, saving the lives of animals is our core mission—no matter how near or far!
- 3 Increase cat transports from biweekly trips to weekly trips.

# FURKIDS RESPONDS TO ANIMAL CRUELTY DURING THE PANDEMIC



Sugar Pie had been shot with buckshot and had lost the use of her leg – and she was alone and scared. With buckshot throughout her little body and struggling just to get around, Sugar Pie had very little hope of recovering. She was brought to Furkids on March 29, 2020, where the affected leg was amputated. She was adopted on June 27, 2020 and is healthy and happy in her new home. Sugar Pie is a survivor of the cruel abuse humans deliberately inflict on animals every day in Georgia. During Covid-19, Furkids observed a **300%** uptick in cruelty cases. Because we were able to remain open throughout the pandemic, we were able to devote lifesaving resources to many cases like Sugar Pie's.

# FURKIDS WELCOMES MRBEAST



**MrBeast is one of YouTube's biggest stars.** He is known for his stunts, tied to acts of generosity and philanthropy. In July 2020,

MrBeast and his company staged a big "Clear the Shelter" adoption event at our dog shelter. He promoted our Furkids pups throughout metro Atlanta with billboards, mobile ads on box trucks, flyers, and a radio and social media blitz. He also produced a video that was viewed over 80 million times, bringing worldwide attention to Furkids. Sure enough, within two days, our dog shelter was empty!

**As fate would have it, one of our dogs, Pinky Pye, was adopted by MrBeast and his girlfriend!** In a matter of a few weeks, Pinky went from a miserable, hungry puppy to a pampered, loved member of the MrBeast family. Congrats to Pinky, and thank you to MrBeast and his entire team, who made a huge difference for all the dogs in our shelter – especially Pinky Pye!



# PETCO NATIONAL FOSTER HERO AWARD AND HOLIDAY WISHES GRANT

Susan Struble, a foster volunteer at Furkids was recognized in 2020 as one of 22 National Foster Heroes by the Petco Foundation and BOBS from Skechers in celebration of National Foster a Pet Month in June. In 2013, Susan Struble and her family went to Furkids for a fun day socializing with the cats. Seven years later, Susan has fostered more than 1,200 cats and kittens, becoming a true hero to us at Furkids. Susan doesn't just foster cats and kittens, she focuses on medical cases that need extra care. Once her fosters are ready, she works to find them the perfect loving home through the Furkids Peachtree Corners Adoption Center and the Mall of Georgia PetSmart store. We are so proud of this amazing woman for her incredible commitment to saving some of the most fragile lives that come into Furkids.

In December 2020, Furkids received a \$5,000 grant through the Petco Foundation's Holiday Wishes program. Each year, Holiday Wishes invites adopters to share stories of how their pets have changed their lives to give the adopting organizations a chance to receive grant funding. Our winning story was written by Colleen, who gave a funny and touching account of how her adopted Furkid, Dooley, is her best friend AND a matchmaker! During a brunch with Colleen's friends, Dooley attracted the attention of Patrick, which led the two to strike up a conversation. Colleen and Patrick have now been married for more than four years!



# FURKIDS EXPANDS ITS RETAIL PAWPRINT



Furkids expanded its retail presence in 2020 with the opening of a fourth thrift store in Johns Creek and our first-ever temporary pop-up store, the Furkids Pet Boutique, to provide vital revenue for our lifesaving programs. Like our other thrift stores, the Johns Creek location carries home and office furniture; appliances; art; antiques; books; stationery and greeting cards; clothing and accessories for men, women, and children; collectibles; home accessories; lawn and garden tools; light fixtures; sporting goods; and much more. The Pet Boutique was located at the Collection at Forsyth and featured top-of-the-line pet beds, blankets, pet clothing, bags, and daily top steals and deals. All products were generously provided through a partnership with The Home Depot.

# 2020 HIGHLIGHTS

Furkids saved more than

**4,120**

homeless animals

Furkids cared for

**4,645**

homeless animals

**3,281**

animals spent the night in foster homes

**619**

animals in care at Furkids at the end of 2020

**3,344**

animals adopted to loving homes

**98.1%**

live release rate

**2,371** cats adopted  
**972** dogs adopted  
**1** rabbit adopted

**46** animals returned to their owners  
**361** animals transferred for adoption in northern shelters



To learn more about Furkids lifesaving efforts and how you can help, please visit:

**furkids.org**

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