

## 2010 Priorities & Ideas

### **Animal-Kind International Year-end Report 2010**

The 2010 Annual Report is organized in line with the AKI mission: *to raise visibility of the work of AKI partner organizations with the aim of connecting people, and donating funds and supplies to our partners.* Highlights from 2010 are described below.

It has been a busy and successful year for 2010—and most importantly, because of AKI contributions, our partners have been able to do so much more to help animals. Our contributions have supported spay/neuter, emergency and regular vet care, humane education, staff salaries, shelter supplies (food, bowls, blankets, etc.), food and other supplies for street dogs and cats, and horse care supplies and food. We have provided this support in 7 countries: Honduras, Jamaica, Armenia, Bosnia, Uganda, Ghana, and Namibia (South Sudan—we sent humane ed material; Botswana received no support). Of note, AKI donations support the salary of animal caretaker Mary at the Uganda SPCA and purchased a freezer for Save the Animals' shelter in Yerevan, Armenia.

#### Raising Visibility

- 1) Articles: Ben Swan (Santa Fe New Mexican) wrote an article about AKI in the September issue. Kristin, volunteer writer for Best Friends, finished the series on AKI partner organizations with Botswana and Bosnia. High Desert Dog had a small article about our Global Giving project.
- 2) We have kept the website up-to-date with information about our partner organizations, with a new Supporters' page, and with a new Planned Giving page. We have new Namibia, Honduras, Jamaica, and Bosnia pages, and a nice new addition to the Armenia page (regular stories and photos written by Ovsanna about dogs at the Save the Animals' shelter). We will soon have an updated Uganda page. Deb continues to get our updates on the site within 24 hours of receipt.
- 3) Social networking sites: We've kept up the sites we started in 2009: Facebook over 1070 "fans," Facebook Causes, and Goodsearch. In 2010, we added Goodshop (part of Goodsearch).
- 4) We used GlobalGiving as our charitable giving platform. We have had 3 projects posted on the GG site during 2010.
- 5) We continue to use the internet marketing company, Vertical Response (VR), at no cost. We've sent out newsletters every 2 months, except in the fall, we sent an additional newsletter in October. Newsletters also get posted to the AKI facebook page and the AKI causes page.
- 6) We have two photographs in Larry Lindner's/Nicholas Dodman's book, Good Old Dog. The photos are attributed to AKI, and our website is included in the book.

#### Connecting People

- 1) Victoria, a British Airways flight attendant, continued to carry dog and cat food and other supplies to Deborah in Jamaica for use in her community animal welfare project. Victoria is training to run a marathon and will collect donations for AKI.
- 2) Sarah, an AKI donor, travelled to Uganda summer 2010, and carried supplies and T shirts for Haven staff, and gave a cash award to the USPCA. Sarah continues to donate on a monthly basis to AKI for Uganda SPCA.
- 3) Myra sends monthly contributions for Armenia and also sent money specifically for purchase of a freezer by Save the Animals-Armenia.
- 4) Zina, who visited Uganda in spring 2010, is sponsoring a fundraising campaign for Uganda SPCA to help them purchase land for a new shelter. AKI designed the thank you letter, and will receive the contributions.
- 5) Nicole, had a yard sale to raise money for Jamaica and Honduras, and she also carried items to donate to USPCA when she went to Uganda in the summer of 2010. She is planning another yard sale in 2011 to benefit AKI.
- 6) Received emails from a start-up group in the UK that wants to support shelters in poor countries, and they would like to help Save the Animals-Armenia's shelter.
- 7) During 2010, we received about 45-50 queries to volunteer with an AKI organization; asking for help with an animal found on the street or a cruelty case in an AKI country; or a request with help to get a dog or cat into or out of an AKI country. This is about the same number we received in 2009.

### Donating Funds and Supplies

While the connections above have resulted in donations of supplies and funds, we also get donations that are not directly related to people-to-people links. Highlights of these follow:

- 1) We continue to get regular donations of suture material.
- 2) Board Member Jean, vet student Nova, and others have donated expired veterinary medicine.
- 3) Hartz has re-iterated that they will send flea/tick products when needed.
- 4) Mark donated 3 Awesome African Wildlife books (written by Sarah Powdermaker) to AKI, which we are using as a fundraiser-the top 3 AKI supporters of 2011 will receive a book.
- 5) Larry is donating a few copies of Good Old Dog and another book he wrote about puppies.
- 6) We get monthly donations from five AKI supporters.

7) Kelsey and Nicole put birthday wishes on the Facebook causes page, and we also have a Holiday Wish on the FB causes page.

### General

1) We had agreed we would not add any more partner organizations during 2010—we remained with 9 countries/10 organizations through 2010.

2) Erika in Namibia has continued to make cotton bags, placemats, and other items with an African theme, and Diana, a volunteer fundraiser, continues to sell them for us. (100% of Erika's sales go to the SPCAs—she donates time and material).

4) In accordance with our board meeting of 6 May 2010, we have a new expenditure tracking form (developed by Board Member Emily). Our partner organizations fill the form out on a semi-annual basis and submit to AKI.

5) Our volunteer bookkeeper, Signe, keeps our books in good order.

6) Site visits: Uganda SPCA, Ghana SPCA and Horse Project  
Macedonia: Heart for the Animals

### For 2011:

We will make the website more interactive.

We will add additional AKI partner organizations (approved by the board in the Annual Board Meeting) and we will drop Botswana SPCA and SOS Sarajevo as partners.

**STAY TUNED FOR INFORMATION ABOUT OUR NEW PARTNER ORGANIZATIONS!**