



Happy Endings

.....
A Destination

.....
Pets Helping People

.....
Protecting Animals

We call it Lollypop Love

2007 Annual Report



Lollypop Farm



Mission

Lollypop Farm, the Humane Society of Greater Rochester, is committed to building lifelong bonds between people and animals through education, community outreach programs and the prevention of cruelty.

Vision

We envision a time when our community celebrates the human-animal bond; embraces the mutual benefits therein; and treats all fellow beings with care, compassion and respect.



President's Message



Food, water, and shelter are what sustain and nourish the animals in our care. Similarly, our staff, volunteers and donors are what sustain Lollypop Farm.

Our paid employees number some 75 people strong and they are the most committed crew of individuals I'll ever know. They care sincerely and compassionately for each and every animal who comes through our doors. If our employees are caring, kind and compassionate they are only rivaled by our unpaid staff—our volunteers.

Volunteers at Lollypop Farm outnumber our staff 7 to 1. That's nearly 800 volunteers to 75 employees. To say our volunteers are the life-blood of our organization would be underestimating their contribution. Volunteers are involved in every aspect of our business from fundraising and foster care to dog walking and education. They are hands-on, seven days a week, to help save animal lives.

And of course you, our donors, make everything that we do at Lollypop Farm possible. Without your unfailing support the animals in our community would certainly suffer. We are grateful for your support.

Alice Calabrese Smith
President and CEO

Board Chairman's Letter



Over the past year we have been thrilled with the many accomplishments of Lollypop Farm, the Humane Society of Greater Rochester. Lollypop Farm is a mainstay in our community, and a place of happy memories for so many. Perhaps this is why the *Democrat and Chronicle* readers voted us best charity in 2007.

Financially, we continue to stay committed to our history of strong stewardship. As an organization that is primarily funded by private donations we realize the importance of maintaining your trust and spending your donations wisely.

Of course, what has and will continue to be our overriding mission is saving the lives of animals. Our law enforcement efforts, humane education, adoption and behavior programs must continue to be primary focus areas as we work to complete our important mission.

On a personal note, as I complete my time as Chairman of the Board of Directors, I extend a big thank-you to our staff and volunteers, whose love of Lollypop Farm and seemingly unending dedication to the animals is inspiring.

Michael Leone
Chairman of the Board

Pictures in this report feature animals adopted from Lollypop Farm as photographed by their guardians. Photographs were featured in our first-ever Portraits of Love Photography Exhibit in August 2007.

Programs & Services

Adoptions and Admissions

As an open-admissions shelter, Lollypop Farm accepts any animal who is brought to our door. No animal is denied admission for any reason—age, breed, species, health, physical ailment or temperament.

In 2007, 12,998 animals were admitted to the shelter. While Lollypop Farm serves primarily Monroe County, these animals were surrendered from communities in the surrounding counties as far-reaching as the eastern side of the state and Pennsylvania. Our largest area of concern remains the high number of cats that are admitted every year from Monroe County. 2007 brought us 8,088 cats of all ages, highlighting the overpopulation issue that continues in the Greater Rochester community.

Even as Rochester faces an overpopulation of cats, one area where Lollypop Farm is excelling is in the adoption of dogs. Lollypop Farm is one of seven facilities in the country selected as a destination shelter in the PetSmart Charities' Rescue Waggin' transport program. This unique program moves adoptable dogs from shelters with high pet overpopulation to shelters like ours, where adoptable dogs are more in demand. Since partnering with the program in September 2006, Lollypop Farm has found homes for over 250 dogs that would have otherwise been euthanized in another area of the country.

Our adoptions again showed an increase last year. In 2007, 6,800 animals were adopted into new, loving homes. Through special adoption events and promotions, weekly Pet of the Week listings in local media, and the high-traffic PetSmart adoption location, the visibility of animals in need of homes is resulting in increased adoptions.



Asilomar Dog & Cat Statistics 1/1/2007 to 12/31/2007

The Asilomar Accords set forth guiding principles for animal welfare organizations to work together to save the lives of all healthy and treatable companion animals. Asilomar data enables all organizations that shelter animals to utilize the same statistical record keeping and facilitate accurate comparisons. The terminology used in this table is in accordance with the definitions prescribed by the Accords. *Please note that these statistics report numbers for dogs and cats only.*

	Dogs	Cats	All Total
A BEGINNING SHELTER COUNT 1/1/2007	97	280	377
INTAKE (Live Dogs & Cats Only)			
B From the Public	2831	8062	10893
Healthy	1443	5966	7409
Treatable - Rehabilitatable	538	806	1344
Treatable - Managable	284	403	687
Unhealthy & Untreatable	566	887	1453
C Incoming Transfers from Organizations within Community/Coalition	0	0	0
D Incoming Transfers from Organizations outside Community/Coalition	494	70	564
Healthy	445	35	480
Treatable - Rehabilitatable	49	35	84
Treatable - Managable	0	0	0
Unhealthy & Untreatable	0	0	0
E From Owners/Guardians Requesting Euthanasia	171	176	347
Healthy	0	0	0
Treatable - Rehabilitatable	0	0	0
Treatable - Managable	0	0	0
Unhealthy & Untreatable	171	176	347
F Total Intake [B + C + D + E]	3496	8308	11804
G Owner/Guardian Requested Euthanasia (Unhealthy & Untreatable Only)	171	176	347
H ADJUSTED TOTAL INTAKE [F minus G]	3325	8132	11457
I Adoptions	1839	3915	5754
Healthy	1214	3328	4542
Treatable - Rehabilitatable	589	431	1019
Treatable - Managable	18	78	97
Unhealthy & Untreatable	18	78	97
J Outgoing Transfers to Organizations within Community/Coalition	0	0	0
K Outgoing Transfers to Organizations outside Community/Coalition	57	8	65
Healthy	11	0	11
Treatable - Rehabilitatable	27	4	31
Treatable - Managable	18	4	22
Unhealthy & Untreatable	0	0	0
L Return To Owner/guardian	210	431	641
DOGS & CATS EUTHANIZED			
M Healthy (Includes Owner/Guardian Requested Euthanasia)	9	376	385
N Treatable - Rehabilitatable (Includes Owner/Guardian Requested Euthanasia)	209	2005	2214
O Treatable - Manageable (Includes Owner/Guardian Requested Euthanasia)	20	339	359
P Unhealthy & Untreatable (Includes Owner/Guardian Requested Euthanasia)	1133	1146	2279
Q Total Euthanasia [M + N + O + P]	1371	3866	5237
R Owner/Guardian Requested Euthanasia (Unhealthy & Untreatable Only)	160	152	312
S ADJUSTED TOTAL EUTHANASIA [Q minus R]	1211	3714	4925
T SUBTOTAL OUTCOMES [I + J + K + L + S]	3317	8068	11385
Excludes Owner/Guardian Requested Euthanasia (Unhealthy & Untreatable Only)			
U DIED OR LOST IN SHELTER/CARE	27	143	170
V TOTAL OUTCOMES [T + U]	3344	8211	11555
Excludes Owner/Guardian Requested Euthanasia (Unhealthy & Untreatable Only)			
W ENDING SHELTER COUNT 12/31/2007	89	224	313

Law Enforcement and Cruelty Investigations

The Law Enforcement Department is tasked with enforcing New York State's animal cruelty laws, investigating cases of neglect, and when possible, educating the public on proper animal care. A third full-time investigator was added to the staff in 2007 to assist in fielding the 939 cases ranging from reports of mild neglect to criminal acts of intentional cruelty. The results produced 2,027 field visits, 277 surrendered/impounded animals, and 26 arrests.

Veterinary Medicine and Services

Lollypop Farm's veterinary clinic provides an extraordinary level of service to all the animals who come through our doors. In 2007, a third veterinarian was added to the staff in a part-time capacity to maintain the standard of care in our high-volume operation. The clinic is also staffed by five veterinary technicians and two veterinary assistants.

The veterinary clinic examines all animals surrendered by their owners, seized by the investigations department, or transferred from other animal welfare agencies. All animals entering the shelter are thoroughly evaluated and provided the necessary vaccinations.

Lollypop Farm continues to combat pet overpopulation by spaying and neutering all dogs, cats, and rabbits prior to adoption. In the course of the year, our three veterinarians performed 4,675 spay/neuter surgeries. Our veterinarians also perform specialized orthopedic and soft tissue surgeries to help animals previously considered unadoptable. Partnerships with the Animal Rehabilitation Center of Rochester and TheraVet Acres Rehabilitation and Fitness enables the full recovery of many animals with severe injuries requiring weeks and months of physical therapy.

Foster Care Program

Another way that Lollypop Farm strives to save the lives of even more animals is through foster care. Thanks to the 124 volunteers participating in 2007, this program provided in-home care for 1,001 animals recovering from illness or injury, for orphaned kittens and puppies, and for mother cats and dogs with their offspring.

Farm Yard

As one of the few humane societies in the northeast that admits and adopts farm animals, Lollypop Farm is in a fortunate position to offer these unwanted animals a safe, caring environment while they await new homes, while also providing a unique experience to visitors. Each year, over 150,000 visitors take advantage of the Farm Yard Petting Area and Walk, which offers educational displays to help people of all ages learn more about the many different farm animals we care for: horses, cattle, goats, sheep, pigs, emu and fowl. We adopted 127 farm animals to loving homes last year.





Community Outreach Programs

Reflecting our mission of building lifelong bonds between people and animals, the following programs are focused on enhancing the relationship between pets and people.

Pet Assisted Therapy

In 2007, 52 volunteers partnered with 58 therapy animals—dogs, cats, rabbits, and even a mini-horse—made 270 visits to 114 facilities in the Greater Rochester community. These pet partner teams brought the joy of interacting with a pet to over 6,000 residents of nursing homes, hospitals, children's centers and mental health facilities.

Pet Peeves Behavior Help Line

Pet Peeves provided behavior and advice and support to 1,010 families with dog or cat concerns—part of our efforts to preserve the lifelong bonds between people and animals.

Seniors-for-Seniors

Adopters sixty years of age or older opened their home to 141 dogs and cats six years of age or older through this program that waives the adoption fee.

Dog Obedience Classes

There is no better way to build a relationship with your dog than by attending one of our popular puppy, basic, advanced, or agility classes at Lollypop Farm. Over 1,200 people and their dogs did last year alone.

Pets Are Welcome (P.A.W.)

Finding a rental property that allows pets doesn't have to be a challenge with our P.A.W. list, which includes more than 200 local properties.

Veterinary Pet Assistance

Veterinary assistance was provided to 76 people and their pets who would have otherwise been unable to afford the associated costs of care.

Pet Loss Support

In recognition of the integral role pets play in many of our lives, Lollypop Farm offers monthly support sessions for those grieving the loss of a beloved pet. Ten sessions in 2007 helped 68 people mourn the passing of their companion animal.

Spay/Neuter Incentive Program (S.N.I.P)

Helping to end pet overpopulation by providing financial assistance, S.N.I.P. subsidized the spaying and neutering of 937 dogs and cats in 2007.

Humane Education

Educating the community about compassion for animals is a key element of our mission. Our Humane Education programs are focused on fostering kindness, caring, compassion and respect for all animals from an early age through the following activities.

Summer Farm Camp

Our popular summer camp program welcomed 406 children aged four to twelve for hands-on interactions with animals and humane education activities.

Age-appropriate Tour Programs

Welcoming groups of all ages into our shelter, we hosted 1,500 people in our tour programs on the topics of basic pet care, dog bite prevention and pet overpopulation, as well as the history and services of Lollypop Farm. Eight new educators joined the ranks of volunteer educators who lead all of the tours.

Girl Scout Badge Program

During the 2006-2007 school year, 20 Youth Leaders completed over 600 hours in a leadership position. Working on their Animal Try-It or Pet Care Badges, 33 Junior troops with 357 girls and 18 Brownie troops with 170 girls participated in the program.

Humane Education Professional Development

Representing 31 schools from the Rochester City School District, 61 teachers attended our Humane Education Professional Development program, enabling them to take a humane curriculum back to their students.

Other educational exhibits at the shelter help promote respect for all animals. The newly-installed Education Alley features a display depicting opportunities for working with animals, along with interactive displays on farm animals to learn about their biology. The Take C.A.R.E. Cats! Learning Center and Cat Myth Posters continue to be popular for children and adults alike to learn about cats as part of the family, and to explore interesting aspects of cat nature through hands-on activities.

Volunteers

Lollypop Farm depends on the dedicated and generous people who give of their time each year to help care for the animals and run shelter operations and events. In 2007, a total of 792 people contributed 42,454 hours to Lollypop Farm.

Our volunteers work within 30 different job descriptions every day of the year to support the staff in carrying out the mission of Lollypop Farm. Volunteers assist with every aspect of Lollypop Farm from direct animal care to staffing the Pet Assisted Therapy program to staffing special events to manning our reception desk and phones. Lollypop Farm counts on these volunteers and their special concern for the welfare of the animals that we care for. On behalf of those animals, we are grateful to all.



Lollypop Farm gratefully recognizes **individual donors** who contributed \$500 or more during the period January 1 through December 31, 2007. Their generosity enables Lollypop Farm to pursue its mission of building lifelong bonds between people and animals through education, community outreach programs, and the prevention of cruelty.

Chairman's Club

The Chairman's Club is a recognition program to express appreciation to those who provide leadership and commitment to Lollypop Farm with annual contributions totaling \$1,000 or more. In grateful recognition of their dedication and concern for animals.

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 WFKL 93.3 Entercom Radio

\$1,000-\$2,499
 Alpha Dog Marketing
 ALSTOM Signaling Inc.
 ASPCA
 Bank of America
 Bernice Barbour Foundation, Inc.
 Brown & Brown Insurance
 Canaltown Insurance Agency
 Citigroup Matching Gift Program
 Clix Portrait Studios
 Elizabeth F. Cheney Foundation
 ExxonMobil Foundation
 Family First of NY Federal Credit Union
 First Niagara Branch — Perinton Branch
 Harris, Chesworth, O'Brien, Johnstone, Welch & Leone
 Lowe's Charitable & Educational Foundation
 M&T Bank Charitable Foundation
 Mark and Bobbie Hargrave Clarity Fund
 Med-Scribe
 Penfield Community Television
 Post Resch Tallon
 Rochester Midland Corporation
 Saints & Sinners
 Schering Plough Home Again
 SoyBoy Organic Tofu
 Supercuts
 Sutherland Global Services, Inc.
 UCB Manufacturing
 Walmart Foundation
 Wambach Farm Market
 Westside Imaging Center
 Fred & Floy Willmott Foundation
 WUUF 103.5 Big Dog Radio
 Xerox Corporation
 Zaretsky and Associates, Inc.

\$500-\$999
 ADP
 Alesco Advisors LLC
 Alpha Phi Omega, Mu Lambda Chapter
 Clare Bridge Home
 Cold Noses Pet Sitting
 Greece Grange No.311
 JPMorgan Chase Foundation
 Matching Gift Program
 Lake Ontario Parrot Head Club
 Mr. Shoes Eastside Cafe
 Paychex
 Pet Saver Superstore
 PetSmart Henrietta
 Pharaoh's Hairum
 Quick Dry Carpet Care
 RBS Greenwich Capital
 Schieven Family Endowment Fund
 St. Paul Travelers Foundation
 St. Pius X Church Federal CU
 Marguerite Traphagen Foundation
 Verizon Wireless
 Victor Senior High School
 Student Council
 West & Co. Jewelry
 The Westport Fund
 Women's Club of Pittsford

Fiscal Year Ending June 30, 2007

Year Ending:	June 30, 2006	June 30, 2007
Support		
Gifts & Donations & Bequests:	1,823,001	1,891,778
Donor Designations (United Way):	206,877	218,781
Memberships:	150,628	109,344
Total Support:	2,180,506	2,219,903
Revenue		
Program Revenues:	1,195,325	1,246,213
Board Authorized Transfer & Assets Released from Restrictions	500,000	500,000
Total Revenue:	1,695,325	1,746,213
Total Support & Revenue:	3,875,831	3,966,116
Expenses		
Program Services		
Shelter:	2,012,264	1,487,601
Clinic:	—	600,323
Farm:	269,658	254,633
Law Enforcement:	266,381	280,652
Other Programs:	536,868	545,758
Total Program Services:	3,085,171	3,168,967
Supporting Services		
Total Mgmt & Fundraising	710,795	781,841
Total Expenses:	3,795,966	3,950,808
Surplus from Operating	79,865	15,308



Fiscal Year 2006-2007 Officers

Chairman of the Board, Michael Leone

Vice Chairman, Steven Hess

Secretary, Tina Power

Treasurer, Peter E. Pape

Board of Directors

John Bartolotta
Vice President & Group Manager
M&T Bank

T.C. Lewis
Principal
Greentree Capital Management

Rosemary Bergin
Department of Political Science
University of Rochester

Christopher Linares
Hickey Freeman

Martha Britt
Vice President, Human Resources
Eastman Kodak Company

Robert Mann
Mann's Jewelers

Donald Chesworth
Attorney

Harris, Chesworth, O'Brien, Johnstone,
Welch & Leone, LLP

Laurie Mark
Vice President
Northwest Savings Bank

Gloria McDermott
Community Volunteer

Carol Silver Elliott
President & CEO
Career Development Services

Kristen Miranda
13WHAM TV

David Friedlander
RPD Mounted Patrol

Amiel Mokhiber
Amiel's Original Submarines

Steven Hess
Retired

Patrick O'Flynn
Monroe County Sheriff

Janet Kellner
Retired

Peter E. Pape
The Riverside Group

Michael Leone
Attorney
Harris, Chesworth, O'Brien, Johnstone,
Welch & Leone, LLP

Tina Power
Certified Public Accountant
PAETEC Communications Inc.



Humane Society of Greater Rochester

99 Victor Road
Fairport, NY 14450

Pet Peeves Behavior Helpline
585 295.2999

General Information
585 223.1330

Fax: 585 425.4183

Animal Cruelty Hotline
585 223.6500

info@lollypop.org

www.lollypop.org