



2020 Stakeholder Report

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@SkagitAnimalsinNeed



@sain_horse_rescue



A Message from The Board

It is too obvious to say that, like everyone else, our year was significantly impacted by the COVID-19 pandemic this year? Our Annual Tack Sale – our major fundraiser – was cancelled, as was our participation in the many events we typically attend. We held our monthly Board and Committee meeting virtually. But like everyone else, we made the best of it.

During our 2020 Strategic Planning Retreat, we mapped out new ways we could bring our resources and expertise to bear in our community, elevating ways to *prevent* animal cruelty and neglect. In that vein, we launched SAIN's *Animal Assistance Program*, intended to provide temporary funding for feed, vet, and farrier care for people who find themselves in economic straits. We have not had as many people apply for relief through that program as we thought there might be (see page 4 for details), but we believe the program will grow as more people become aware of it.

We also launched a *Foster-to-Adopt* option for our adoptable animals. We believe this will attract both more foster homes and more potential adopters – with adopters being able to “try the animal out” at home to see if it's a good fit all around, with little risk.

We maintained our [Guidestar Platinum](#) rating for organizational transparency and our [Global Federation of Animal Sanctuaries](#) verification.

As we go forward into 2021, we are energized about the year ahead and look forward to expanding our reach, investing in prevention, and building allies.



Our Mission

To prevent and respond to animal cruelty and neglect in support of animal control and law enforcement.

Our Volunteer Board of Directors

SAIN is an all-volunteer 501(c)(3) nonprofit organization, managed by a volunteer Board of Directors (who manage the bulk of SAIN's activities) and supported by task- or initiative-specific volunteers. While in our program, SAIN animals are cared for in volunteer foster home placements where SAIN funds their food, medical care, and training needs.

- U Karla Strand, Chair
- U Samantha Cabaluna, Vice-Chair & Marketing
- U Janette Walker, Secretary & Marketing
- U Megan Galbreath, Treasurer
- U Cassandra Carr, Operations Manager
- U Kelly Bush, Grants Coordinator
- U Laurin Brown, Volunteer Coordinator



Strategic Plan Development & Execution

The Board met in January (pre COVID shutdown) and mapped goals we believe will help SAIN fulfill its mission, along with specific steps to achieve in 2020. We divided our framework into three areas: Expand Reach, Invest in Prevention, and Build Allies. Below is a summary of our work toward those goals.

U Expand Reach

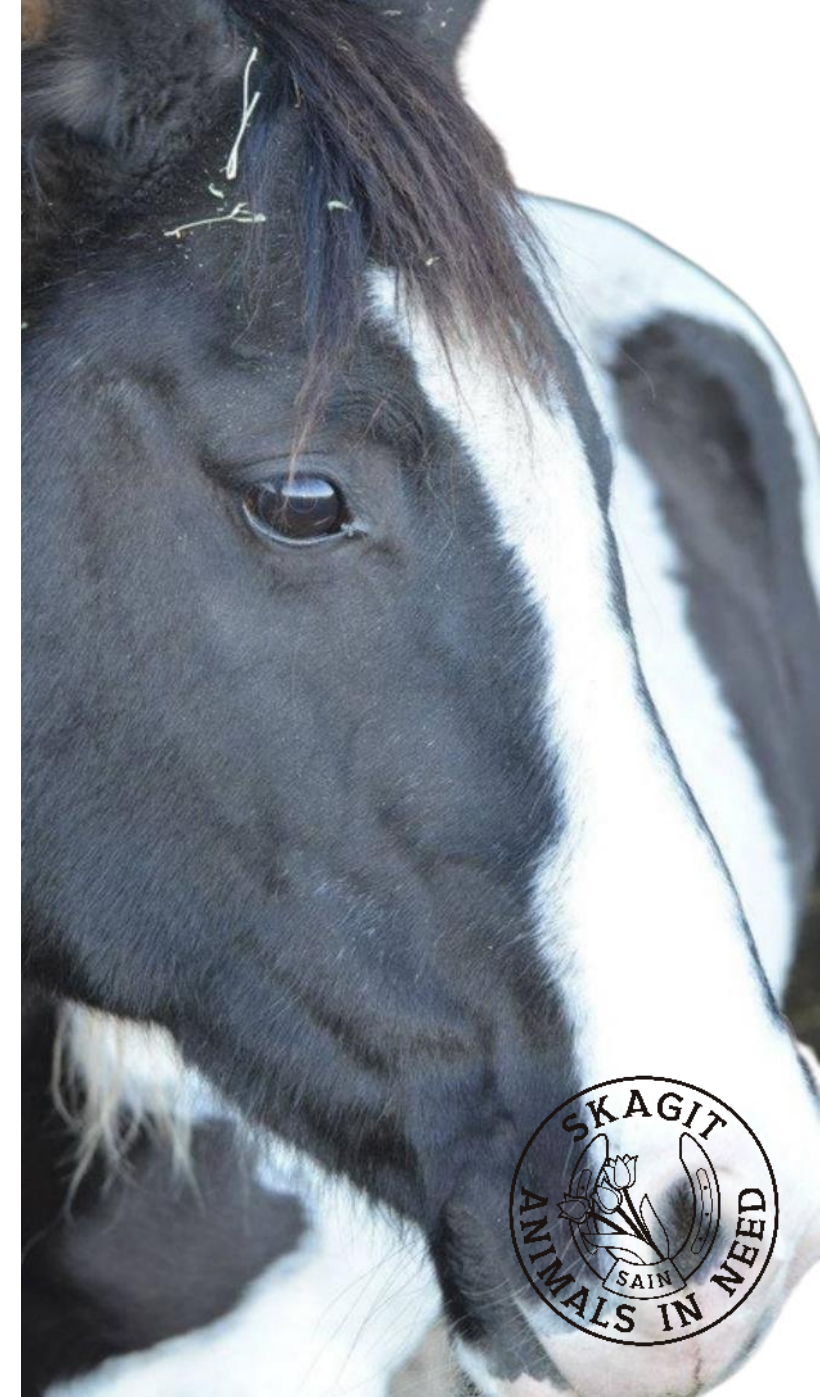
- U Drafted an Introductory Presentation to be used in meetings with local law enforcement and animal control agencies outside of Skagit County to investigate whether we can be of service to animals in other local areas.
- U Developed a list of agencies it made sense to contact and made contact with agencies. However, because of COVID restrictions, no meetings were held. But all have an invitation to reach out to SAIN if need or interest arise. We will re-prioritize meetings when we are able to do so.

U Invest in Prevention

- U Established an **Animal Assistance Program** to provide temporary support for feed, vet, and farrier care to people in financial straits, with the goal of preventing the situation from worsening to abuse or neglect. We have promoted the program heavily. In this initial year, we supported three owners/animals, funding two surgeries (one dog, one cat) and providing feed for one horse.
- U Drafted a **Domestic Violence Support Program** intended to provide temporary shelter for animals belonging to victims of domestic violence who need this in order to be able to extricate themselves from an abusive situation. We are in the process of launching that program.

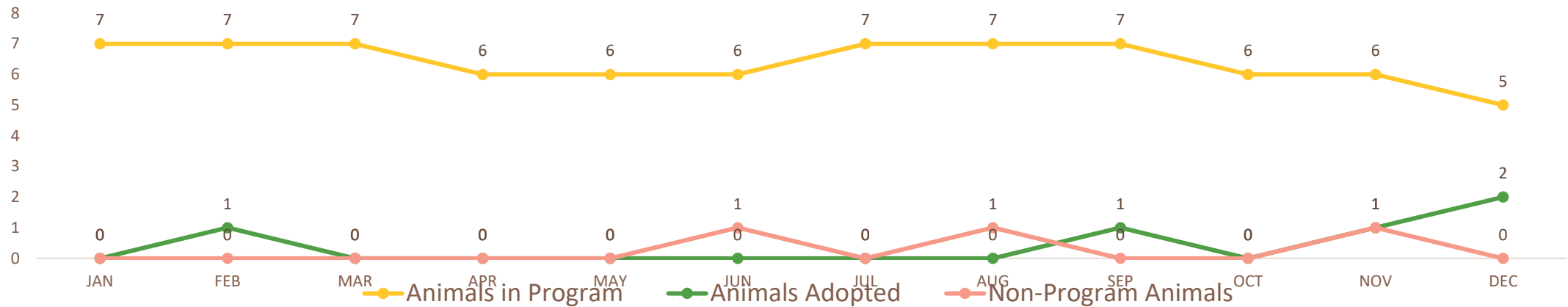
U Build Allies

- U We developed a list of organizations in the region who do similar or allied work and made contact with them. The goal of this effort is to create connections so that we can support each other and coordinate where it makes sense.
- U Although contact has been made, site meetings have not been held due to COVID restrictions.



Census

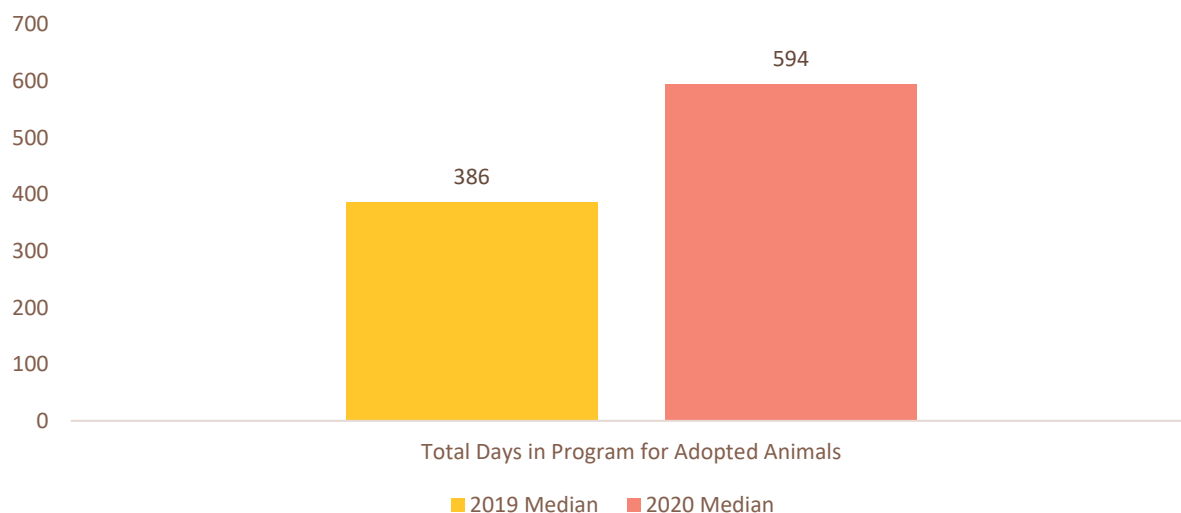
On average, we had six animals in our program in any specific month. While we track and trend this data, the number of animals in our program is a statistic that is not within our control and depends on actions taken by Skagit County Animal Control. Additionally, we supported three animals outside of our foster/rehabilitation program.



For a pandemic-affected year, being able to place 4 horses and a goat in forever homes was gratifying. Especially since 3 of the horses were senior, companion-only animals.

Days in Program

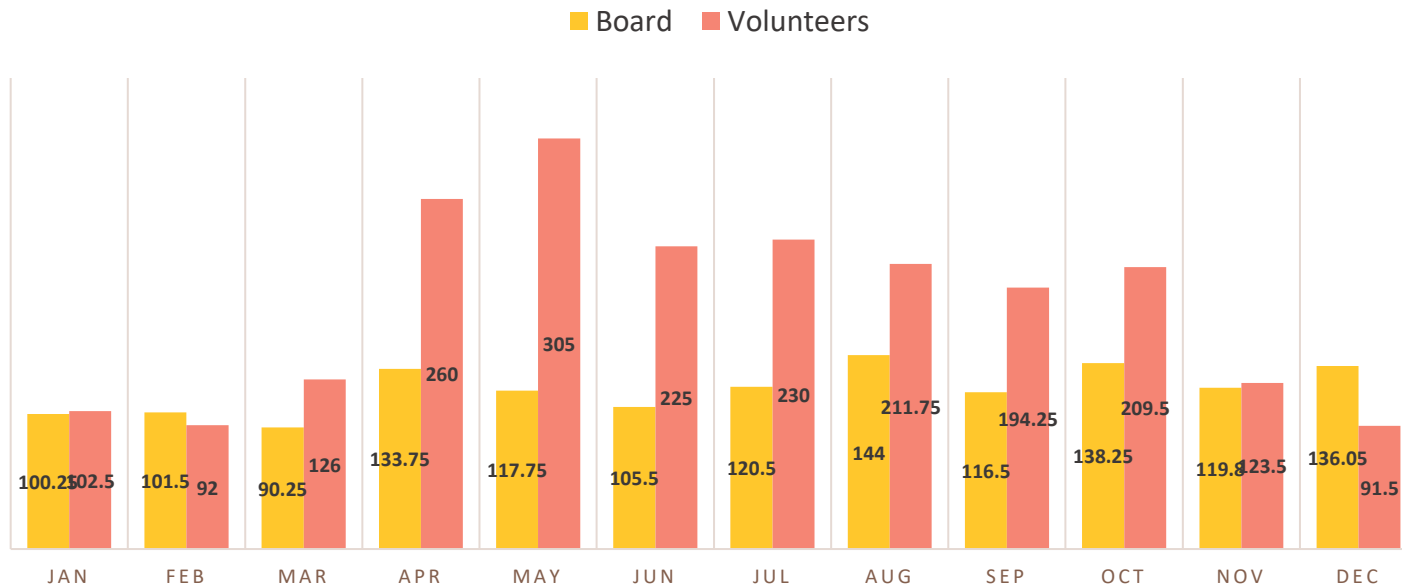
- U Total Days in Program (which is inclusive of assessment and rehabilitation) from intake to adoption is an important metric for us to track. The faster we can assess and get an animal into adoptable condition, the sooner they can move into a stable, forever home. While we can increase visibility and promotion of adoptable animals, we don't ever want to rush them through rehab, especially when they come to us with significant physical or behavioral problems.
- U The numbers below represent Total Days measured only for animals that have come into our program and then been formally adopted.
- U Our rise in median this year was driven by two factors:
 - U The pandemic year
 - U Adoption of a senior companion horse who had been in our program since 2017.



7 Volunteer Engagement

- U As an all-volunteer organization, volunteers are the life-blood of our organization. These volunteers transport horses and other livestock, load and unload hay and grain, attend fundraisers and events, train horses, participate in committee work and continue to help SAIN fulfill the organization's mission.
- U Other than foster homes, COVID's wide ranging impact had an effect on our ability to deploy our volunteers, too. Since all events were cancelled, we didn't have those volunteer hours. However, we still had dedicated Board members and Fundraising and Events Committee Members (including the Tack Sale Task Force members) who invested significant time during 2020.
- U We racked up **3595** total volunteer hours in service to SAIN in 2020. Valued at Washington State's 2020 minimum wage of \$13.50, that's **\$48,533** worth of work – though much of this work would be compensated at a much higher rate in the real world.

2020 SAIN VOLUNTEER HOURS



2021 Marketing Performance

- U SAIN's Facebook community grew from 3038 to 3727 followers (+23%)
- U Our 104 posts reached more than 330,000 accounts and generated more than \$2000 in donations.
- U We launched an Instagram account and built it to 240 followers
- U 2700 Website visitors and more than 10,000 pageviews
- U We increased our newsletter subscribers from 172 to 249 (+45%)
- U Delivered 8 newsletters to our subscribers with a very strong average open-rate of 43%
- U Earned 16 stories in the local media, 13 in local digital outlet Skagit Breaking, and 4 in more traditional media.



Q13 August 2020 "Annie" and BOD Member Cassandra Carr featured on Limelight Pet Project "Patrick" was also featured in the fall.

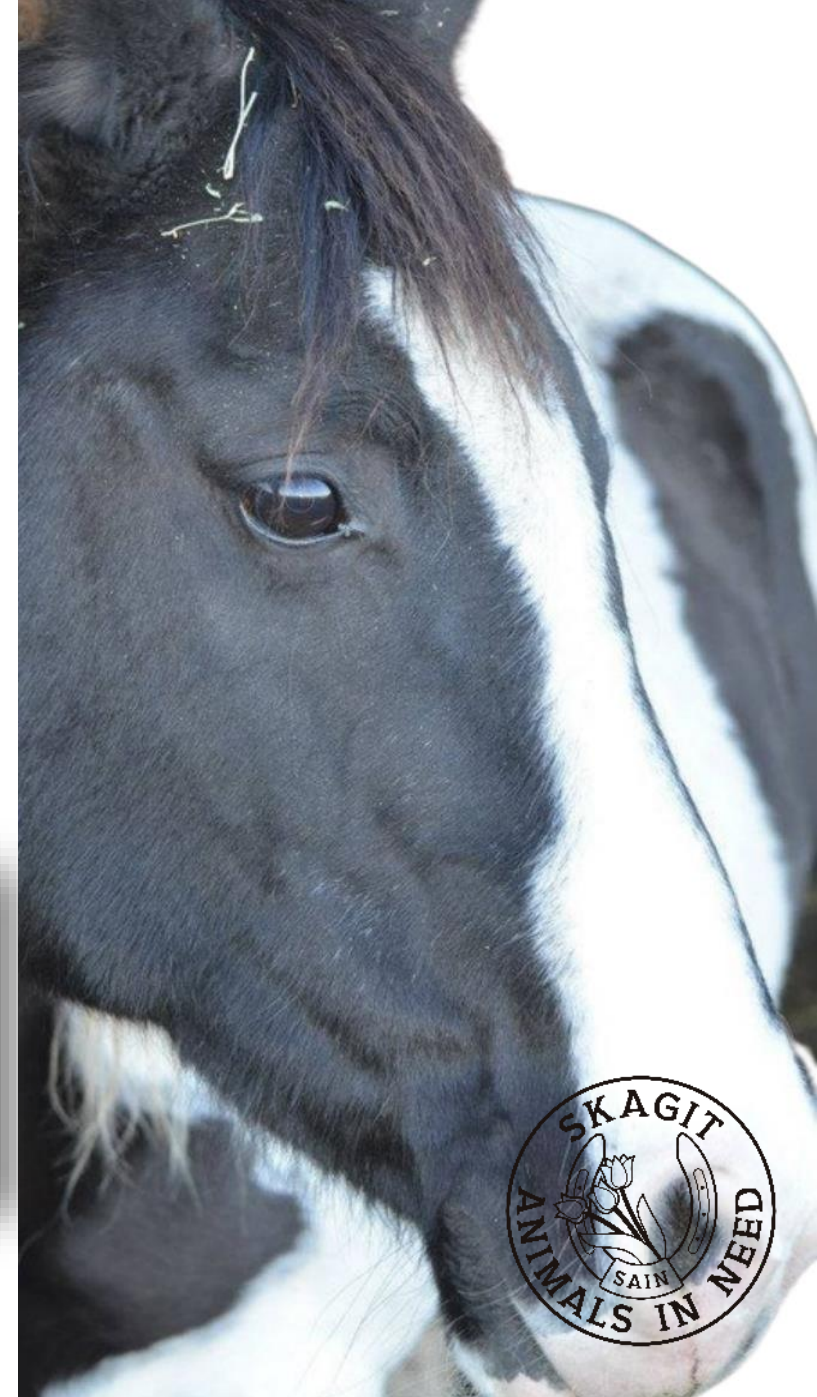


Skagit Valley Herald April 2020 story on Animal Assistance Program



KGMI Radio December 2020 Interview with Board Member Samantha Cabaluna about SAIN and AAP

<https://kgmi.com/podcasts/skagit-animals-in-need/>



Thank you for your support!

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