

MVA HOPE FOUNDATION



Annual Report 2010

A Message from Dr. Paul Black

The MVA Hope Foundation's second year of existence was a successful one for both the foundation and the many pets, owners and feral cats that we were able to help in Monroe County. Donations came from a wide range of animal lovers through the MVA pet memorial program, Friends of Ferals donations, veterinary and pet honorariums, automobile donations and fundraisers in Monroe Veterinary Associates hospitals.

Many pets, who due to their owners' financial constraints, may not have received optimal care, were provided necessary diagnostic tests, therapy, surgery and dental procedures. MVA Hope funds allowed hundreds of feral cats to be neutered, vaccinated and released back into feral cat colonies to help to control cat overpopulation and reduce the spread of infectious diseases.

Through the Duncan Fund, a restricted fund dedicated to providing veterinary education and facility improvements, veterinarians in Monroe County have

participated in continuing education seminars presented by experts in many fields of veterinary medicine. This knowledge will improve the level of care that can be offered to owners and their pets in this area.

The 2011 goals of the MVA Hope Foundation are to offer assistance to more owners and pets in need, to continue to work to solve the problem of feline overpopulation and to help bring new technologies and knowledge to veterinarians in Monroe County. In short our "hope" is to provide pets and animals in this area with an improved quality and quantity of life. But, we need your help to accomplish these goals. Please keep the MVA Hope Foundation and the animals we assist in your charitable giving thoughts. Thank you for your support.

Paul R. Black, DVM
President

Board of Directors

Paul R. Black, DVM - President
Kent Burgess, DVM - Treasurer
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Jack Bloch, DVM - Member
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Profit and Loss
January through December 2010

	<u>Jan - Dec 10</u>	<u>Jan - Dec 09</u>	<u>\$ Change</u>	<u>% Change</u>
Ordinary Income/Expense				
Income				
Donation Income - Unrestricted	47,675.94	47,156.02	519.92	1.1%
Donation Income - Restricted	12,237.73	5,045.16	7,192.57	142.56%
Other Types of Income	459.51	194.35	265.16	136.43%
Special Events Income	<u>24,949.47</u>	<u>19,592.07</u>	<u>5,357.40</u>	<u>27.35%</u>
Total Income	85,322.65	71,987.60	13,335.05	18.52%
Expense				
Awards and Grants	40,011.45	16,116.41	23,895.04	148.27%
Administrative Expenses	15,957.89	4,693.68	11,264.21	239.99%
Fundraising Expenses	<u>11,557.95</u>	<u>8,200.47</u>	<u>3,357.48</u>	<u>40.94%</u>
Total Expense	<u>67,527.29</u>	<u>29,010.56</u>	<u>38,516.73</u>	<u>132.77%</u>
Net Income	17,795.36	42,977.04	-25,181.68	-58.59%

THANK YOU TO OUR GENEROUS DONORS

\$2,500+

Ms. Amy Karch
Monroe Veterinary Associates

\$1,000 - \$2,499

Dr. & Mrs. Paul Black
Butler Animal Health Supply
Merial Animal Health
Novartis Animal Health
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\$500 - \$999

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We're Forms

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*Thanks to all of you...we
were able to double our
awards to pets in need!*

THANK YOU TO OUR GENEROUS DONORS

Up to \$100

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MVA HOPE FOUNDATION OBJECTIVES

The MVA Hope Foundation's objectives support Monroe Veterinary Associates' vision to deliver the most advanced and comprehensive services and compassionate care to family pets in our local communities.

Donations to the MVA Hope Foundation support its objectives to:

- ◇ Provide veterinary care for local pets whose owners are financially limited.
- ◇ Assist other animal-related non-profit organizations in the area to provide care for homeless, exotic and feral animals.
- ◇ Provide new technology, training and research to advance health care for animals in the greater Rochester area.

2010 HIGHLIGHTS

FUNDRAISING

MVA Wide

Our major fundraiser again this year was the 3rd Annual MVA Hope Foundation Golf Tournament held at Victor Hills Golf Club on Sunday, September 19, 2010. More than 80 golfers participated. We had support from some major sponsors, as well as many MVA volunteers. Despite the rainy weather, a great time was had by all! We raised more than \$9,000. Get your clubs ready...the 4th Annual MVA Hope Foundation is scheduled for Sunday, September 18, 2011!

The VSES 2nd Annual Dog Walk-a-Thon was another big success this year. Over 30 walkers raised more than \$3,000. Our next VSES Dog Walk-a-Thon is scheduled for Saturday, June 18, 2011.

We began selling reusable bags with the MVA Hope Foundation logo on them at each hospital. Total sales of bags in 2010 were \$1,080.

In late summer we began an employee payroll deduction contribution program. MVA employees may choose to donate a certain amount each week through a payroll deduction.

We held a holiday card design contest with artwork submitted by children known by MVA employees. Many very creative drawings were sent in. Ten winning entries were chosen and assortment packs were put together and sold at each hospital.

Toward the end of 2010 we implemented a vehicle donation program through the Vehicle Do-

nation Processing Center. Donors are able to donate automobiles, boats, and other vehicles by calling the center or through a link on our website.

The MVA Hope Foundation cookbooks have sold out. Profits from this sale totaled more than \$3,000.

In-Hospital Fundraising

Talented and creative MVA employees continue to hold various fundraisers throughout the year. This includes several different types of raffles, many handmade pet toys, treats and supplies, and ornaments and other holiday decorations. There were even opportunities to have your pet photographed with Santa or learn self defense!

Employees are collecting coins, donating deposit refunds from cans and bottles, recycling ink and toner cartridges, sending proofs of purchase and donating to wear jeans or special scrubs.

Some staff members participated in the Rochester Marathon and had their sponsorships donated to the Hope Foundation. Others held a mini-golf outing and donated the proceeds.

We are constantly amazed and greatly appreciative of the dedication of the MVA staff members to the Hope Foundation. Their support and enthusiasm continues to help us grow successfully.

MEMORIAMS AND CONTRIBUTIONS

MVA doctors and staff continue to make donations to the Hope Foundation in memory of pets

who have passed away. This generates a monthly mailing of letters to the owners of these pets telling them about the donation and about the Hope Foundation. This process has helped to generate additional donations from these pet owners and their families who are touched by the generous act of their veterinarian and staff, as well as the mission of the Hope Foundation.

There have also been several memorial donations made on behalf of animal lovers who have passed away. Many individual donations have also been made as a thank you and in honor of a compassionate veterinarian or hospital staff.



MARKETING

In 2010 the MVA Hope Foundation website was created. Individuals are now able to find out about events taking place, make donations and contact us for information. Check out the website at www.mvahopefoundation.org.

We also did some radio and television advertising about the dog walk and golf tournament. MVA staff members tell about the Hope Foundation every chance they get. We have been in contact with some non-MVA veterinary hospitals to encourage them to participate in our fundraisers and request awards.

A list of e-mails of interested in-

dividuals and organizations was compiled. This was made possible with the help of the hospitals who contacted their clients and asked them if they would like to be on our e-mail list. Periodic e-mail updates are sent to these individuals and organizations telling them about special events and new fundraising programs.

VOLUNTEER LUNCHEON

On Tuesday, October 19, 2010, we celebrated our dedicated and enthusiastic volunteers with a hibachi luncheon at Sakura Garden in Pittsford. More than 35 people attended and enjoyed a delicious meal cooked table-side. Dr. Black spoke about the highlights of our fundraising efforts and events and presented each volunteer with a certificate. We are so grateful for everyone’s continued support and hard work on behalf of the MVA Hope Foundation.

Thanks to all of our hardworking, dedicated volunteers. They are worth their weight in gold!!

FERAL CAT PROGRAM

During 2010, spay and neuter clinics were held for feral cats at Bayview Animal Hospital, Canandaigua Veterinary Hospital, Companion Animal Hospital and Stone Ridge Veterinary Hospital. These clinics are staffed by MVA doctors and employees who volunteer their time. Individuals are

HOW YOUR DONATIONS HAVE HELPED		
	2009	2010
Number of Awards to Pet Owners	61	144
Amount of Awards to Pet Owners	\$12,786	\$32,063
Feral Cats Spayed/Neutered	90	362
Continuing Education (Duncan’s Fund)	\$850	\$1,435

encouraged to make a donation when they bring in cats for procedures. The Hope Foundation matches each donation made up to \$15 per cat. In 2010, we matched more than \$5,800 and 362 cats received spay/neuter services.

In December, 2010, the MVA Hope Foundation received a grant in the amount of \$2,700 from the Ralph G. and Wilma J. Maibaum Foundation to assist us with our feral cat spay and neuter programs.

FINANCIAL AID REQUESTS, APPLICATIONS AND AWARDS

We are pleased to report that in 2010 the MVA Hope Foundation granted awards totaling more than \$32,000 to assist 144 pet owners and their companions. This is double the awards granted in 2009! More than 30 requests for applications came into the office via telephone and the website. We are very excited that we have been able to extend awards to clients of both MVA and non-MVA veterinary hospitals.

OUR GOALS FOR 2011

Our goals for 2011 are to assist even more companion pets and feral cats and increase the community’s awareness of the MVA Hope Foundation. We plan to do this through continued communication and further enhancement of our website. Watch the website for “Stories of Hope”, which will feature pets and their owners who have been helped by the Hope Foundation. There will be additional new and exciting fundraisers. We hope to expand our efforts in working with non-MVA veterinary hospitals and other pet-oriented non-profit organizations.

We hope you’ll join us at some of our fundraising events and that you’ll continue to watch us and help us grow. We’re always looking for volunteers and creative new ideas. Please don’t hesitate to contact us. We and companion pets in need appreciate your continued support.

Thank you !

MVA Hope Foundation
2816 Monroe Avenue
Rochester, NY 14618



Giving hope to pets and families in need

MVA Hope Foundation Upcoming Events

Saturday, June 18, 2011

3rd Annual Dog Walk-A-Thon

Ellison Park - Orchard Grove Shelter

Sunday, September 18, 2011

4th Annual MVA Hope Foundation Golf Tournament

Victor Hills Golf Club

We hope to see you there!!

For the latest event information, visit our website at

www.mvahopefoundation.org

or like us on Facebook!!