

# Annual Report 2011

## A Message from The Board of Directors

The year 2011 was an exciting one for the MVA Hope Foundation. Hope provided an additional 100 financial awards to deserving pets and their owners compared to the prior year. This was made possible by the tireless efforts of many animal lovers in the Rochester area who offered their time, talents and money resulting in an increase of \$30,000 in donations compared to 2010.

Pets that benefitted from Hope awards were provided assistance with the following services: diagnostic testing and therapeutics for kidney, liver and bladder disease; surgery for bladder stones, spaying and neutering, tumor removal and open chest surgery to correct a vascular anomaly (persistent right aortic arch); imaging including radiographs, ultrasound and MRI; specialty services with surgeons, cardiologists and neurologists; and dental procedures such as prophylaxis, tooth extractions, intraoral radiographs and periodontal therapeutics. All of these have improved the quality of life of both the pets we have helped and the owners who provide for their care. Hope has received many heartwarming letters of thanks from grateful recipients.

Assistance to the MVA Friends of Ferals cat spay and neuter program allowed this group to surgically sterilize 369 cats this past year. A grant from the Wilma J. Maibaum Foundation was instrumental in the ongoing success of this program. For the first time since numbers have been kept by Rochester's humane shelters, there was a decrease in the number of surrendered cats in 2011 versus 2010. We hope that with continued support we can see this trend maintained in the future.

MVA Hope's support of local continuing education was evident in a series of lectures for veterinarians and technicians that were supported by the MVA Hope's Duncan Fund. In 2012 the Duncan Fund will help to launch a series of online webinars and educational opportunities for local veterinary technicians. MVA Hope Foundation thanks the Karch family for their wonderful generosity.

The year 2012 will bring more pets and owners requesting assistance, the need for advanced medical technology and the training to utilize it, the continued struggle to control the feline overpopulation problem in Monroe County, and a new name—Rochester Hope for Pets. This name change will provide better public recognition of what we do. Our goal continues to be to provide "hope" to pets and animals in our region. Thank you for your past support, and please keep MVA Hope Foundation as a part of your philanthropic endeavors.

Warm Regards,

Paul R. Black, DVM  
President



Giving hope to pets and families in need

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2816 Monroe Avenue  
Rochester, NY 14618  
585-271-2733 ext. 89  
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## New Name, Same Mission: Rochester Hope for Pets

The MVA Hope Foundation has grown tremendously in the past three years, and the best way to continue on that growth path is to increase awareness of our organization among members of the greater Rochester community. Up until now, the name MVA Hope Foundation has served our organization well. However, as our foundation continues to grow, it must be able to make itself easily known among community members. To help achieve this goal, the board decided to seek a name that better explains our purpose.

The name change is needed for a couple reasons. First, while MVA is part of its founding, very few people outside of Monroe Veterinary Associates will understand what the MVA part of the name means. Also, the name MVA Hope Foundation mentions nothing about pets — which is our sole reason for being. Our organization needs a name that speaks to us and exactly what our purpose is.

Changing a name is not an easy task as many people in the community do know our name. However, there may be confusion about exactly what we do unless they have taken extra initiative to research us or have received an award. Making it easier for someone to understand what we do from the start will not only make us easier to remember, but will also help attract more interest in our organization.

To identify a new name, the Foundation hosted a contest in the months of December 2011 and January 2012, through which more than 50 entries were submitted. Using the submissions as a starting point and taking into account the MVA Hope Foundation's brand, image and mission, the board made a decision on the new name in February 2012: Rochester Hope for Pets, which was submitted by Sue Hansen.

Moving forward, our organization will begin to phase this new name into the community. Although change is always challenging at first, we are confident that the new name, Rochester Hope for Pets, will allow our organization to grow even larger, allowing it to become more prominent and to help more pets.



## Statement of Financial Income and Expense

January through December 2011

	<u>Jan - Dec 11</u>	<u>Jan - Dec 10</u>	<u>\$ Change</u>	<u>% Change</u>
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
<b>Donation Income - Unrestricted</b>	68,918.26	47,675.94	21,242.32	44.56%
<b>Donation Income - Restricted</b>	34,820.03	12,237.73	22,582.30	184.53%
<b>Other Types of Income</b>	767.08	459.51	307.57	66.93%
<b>Special Events Income</b>	<u>31,863.83</u>	<u>24,949.47</u>	<u>6,914.36</u>	<u>27.71%</u>
<b>Total Income</b>	<u>136,369.20</u>	<u>85,322.65</u>	<u>51,046.55</u>	<u>59.83%</u>
<b>Expense</b>				
<b>Awards and Grants</b>	65,998.27	40,011.45	25,986.82	64.95%
<b>Administrative Expenses</b>	16,937.91	15,957.89	980.02	6.14%
<b>Misc. Fundraising Expenses</b>	<u>9,865.02</u>	<u>11,557.95</u>	<u>-1,692.93</u>	<u>-14.65%</u>
<b>Total Expense</b>	<u>92,801.20</u>	<u>67,527.29</u>	<u>25,273.91</u>	<u>37.43%</u>
<b>Net Income</b>	\$43,568.00	\$17,795.36	25,772.64	144.83%

**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.

## *THANK YOU TO OUR GENEROUS DONORS*

**\$5,000+**

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 Monroe Veterinary Associates  
 Mr. & Mrs. Graham Smith

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## *THANK YOU TO OUR GENEROUS DONORS*

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***We appreciate  
your support!***

## 2011 HIGHLIGHTS

	2009	2010	2011
Number of Awards to Pet Owners	61	144	242
Amount of Awards to Pet Owners	\$12,786	\$32,063	\$57,444
Feral Cats Spayed/Neutered	90	362	369
Continuing Education (Duncan's Fund)	\$850	\$1,435	\$2,392

### FINANCIAL AID REQUESTS, APPLICATIONS AND AWARDS

We are happy to inform you that in 2011 the MVA Hope Foundation granted awards totaling more than \$57,000, which reflects a 78% increase over the total awards granted last year. This allowed us to assist 242 pet owners and their animal friends. More than 250 inquiries and/or requests for applications came into the office via telephone and the web-site.

### PROGRAMS AND FUNDS

#### Duncan's Fund



Duncan's Fund was created in 2008 by the Karch family in memory of their cherished pet Duncan. The donations, as requested by the Karch family, are used to fund continuing education opportunities for our staff and local veterinarians. The donations are also used for facility improvements to include advanced technological equipment. We are honored to be the beneficiary of their generosity and

commitment to veterinary medicine.

#### Feral Cat Program

In 2011, we continued our efforts to help control feral cat overpopulation and reduce the spread of infectious diseases in the area. Spay and neuter clinics were held at Bayview Animal Hospital, Canandaigua Veterinary Hospital, Companion Animal Hospital, Irondequoit Animal Hospital and Stone Ridge Veterinary Hospital. Individuals who brought feral cats in for the clinics were encouraged to make a donation. The Hope Foundation, through a grant from the Ralph G. and Wilma J. Maibaum Foundation, matched each donation up to \$15 per cat. In 2011, 369 feral cats received spay/neuter services and vaccinations. We matched more than \$5,800. Information from Monroe County Humane Society Shelter and Rochester Animal Services (Asilomar Advanced Animal Statistics) shows a decrease of 2 – 13% in the number of unwanted cats in shelters and a reduction of euthanasia of unwanted cats of between 5 – 11% in the first three quarters of 2011 compared to 2010.

This year, the Ralph G. and Wilma J. Maibaum Foundation granted us an additional \$1,000 to assist us with our feral cat spay and neuter programs. We are grateful for their continued support.

### FUNDRAISING

The 4th Annual MVA Hope Foundation Golf Tournament (our largest fundraiser) was held at Victor Hills Golf Club on Sunday, September 18, 2011. This was our biggest event yet, as more than 100 golfers participated. Our major sponsors supported us again this year, and we had many wonderful volunteers. It was a gorgeous day for golf and a great time was had by all! We raised more than \$10,500. The 5<sup>th</sup> Annual MVA Hope Foundation Golf Tournament is scheduled for Sunday, September 16, 2012...we hope you'll join us!



Another successful event this year was the VSES 3rd Annual Dog Walk-a-Thon, held on Saturday, June 18 at Ellison Park. Over 50 walkers raised more than \$7,000. VSES also hosted Hope's Winter Bazaar on Saturday, December 3 at Carmen Clark Lodge in Brighton Town Park. This event consisted of a rummage and craft sale, silent auction and more. Some fabulous musicians shared their talents and

## 2011 HIGHLIGHTS

even Santa was there. Approximately \$1,000 was raised at the bazaar.

As more people have become aware of the MVA Hope Foundation, a few local businesses and organizations have chosen us to receive donations from their events. We participated in the first ROC the Day, an on-line day of giving sponsored by the United Way. More than \$1,100 was donated to the MVA Hope Foundation during that 24-hour period.

Additional fundraising events held in 2011 included:

- \* A New-to-You Sale at the Animal Hospital of Pittsford on May 25 (profit \$500)
- \* Dough Raiser with Uno Chicago Grill on February 16 (profit \$350)
- \* Sale of reusable bags with the MVA Hope Foundation logo (profit \$900) and Bands for Hope sales (profit \$1,500)

MVA employees continue to donate a chosen amount each week through an employee payroll deduction contribution program. Our vehicle donation program is still in place. Donations of automobiles, boats and other vehicles are made through Vehicle Donation Processing Center, which can be contacted by telephone or through a link on our website.

In addition to our major fundraisers, MVA's artistic and creative employees held various fundraisers at their hospitals throughout the year. There were photo contests, several different types of raffles, many handmade pet toys, treats and supplies, bouquets and holiday decorations. Many pets were photographed in Halloween costumes!

Employees are collecting coins, donating deposit refunds from cans and bottles, recycling ink and toner car-

tridges, sending proofs of purchase and donating to wear jeans or special scrubs. Clients have donated books handmade crafts, cards and jewelry to sell.

We are always amazed and very grateful of the dedication of MVA staff members and clients to the Hope Foundation. Their continued support and endless enthusiasm helps us keep growing.

### VOLUNTEER LUNCHEON

Our continued success and growth would not be possible without our dedicated volunteers. On Tuesday, October 25, we celebrated our devoted and talented volunteers at a luncheon held at Sakura Garden. More than 40 people attended and enjoyed a tasty meal cooked table-side. We are very appreciative of our volunteers' continued enthusiasm and hard work on behalf of the MVA Hope Foundation.

**Check out the  
"Tails of Hope"  
on our website**

### MARKETING

Our main marketing goal in 2011 to increase community awareness about the MVA Hope Foundation was accomplished through various efforts, such as online improvements, increased communication with media sources and advertising.

In 2011, the MVA Hope Foundation expanded its online presence to include a Facebook page. As of February 8, 2012, we have 150 fans who occasionally engage with us on the

site. Also online, we have added "Tails of Hope" to our website.

From March 1, 2011 (when we began tracking website traffic) to December 31, 2011, mvahopefoundation.org received 3,609 visits and 2,796 unique visitors (meaning of our total 3,609 visits, 813 were repeat visitors). Our most popular pages, besides the homepage, were About Us, Events and Tails of Hope. Our top five referral sites were, in descending order, mon-roevets.com, humanesociety.org, vetspecialistsofrochester.com, facebook.com and 13wham.com. Online traffic surged after the Frenchy story



aired on 13WHAM, and of those who visited that day, 89% were new visitors and the average time on site was over 2 minutes (a fairly high amount of time; most average time on site is around one-and-a-half minutes).

In addition to online measures, the MVA Hope Foundation expanded awareness in both print and broadcast media throughout the year.

MVA Hope Foundation  
2816 Monroe Avenue  
Rochester, NY 14618



Giving hope to pets and families in need

### MVA Hope Foundation Upcoming Events

*Saturday, June 16, 2012*

*4th Annual Dog Walk-A-Thon*

*Ellison Park - Orchard Grove Shelter*

*Sunday, September 16, 2012*

*5th Annual MVA Hope Foundation Golf Tournament*

*Victor Hills Golf Club*

For the latest event information, visit our website  
[www.mvahopefoundation.org](http://www.mvahopefoundation.org)  
or like us on Facebook!!

*We hope to see you there!!*