



Charming  
PET RESCUE

*Where pets find their happily ever after.*



**Help us make room  
for 600+ more  
happily ever afters...**



Capital Campaign  
2025-2027

## Where pets find their happily ever after...

At Charming Pet Rescue, we've always been a small team with big dreams, and together we've saved more than 8,000 animals since 2015.

**Our Mission:** We rescue, rehabilitate, and rehome abandoned dogs and cats—especially those at risk in overcrowded shelters—focusing on family-friendly pets who are ready to become beloved companions. At Charming Pet Rescue, we're where pets find their happily ever after.



### The problem?

We have to turn away 80+ pets each week due to space and staff limitations.

### The Opportunity: Save 600+ More Pets

In just a few years, we've nearly doubled the number of animals rescued. With your help, we can do it again—and more.

## Your Support will Help Us:

- **Purchase the property** where our rescue is located
- **Create a dedicated Adoption Center** with space for veterinary care and additional animals
- **Expand kennel space by 50% for dogs and more than double our property cat capacity**
- **Hire more team members** to support the additional workload that will come along with our growth
- **Launch a marketing campaign** to reach more adopters and supporters



## Our Impact

Charming is taking in more than **20% of dogs and 4% of cats in Bexar County** of all the rescues without a government contract. (Shelter Animals Count)



### Intake Figures 2024

1,066 Dogs

127 Cats

### Outcomes 2024

Adoptions: 1,218

Returned to owner: 17

Transferred to another rescue: 43

Died while in care: 15

Euthanized (medical/behavioral): 28

Escaped from foster or rescue: 4

## Our Growth

### 2024 Form 990:

- Revenue: \$735,651
- Expenses: \$689,496

### 2023 Form 990:

- R: \$603,406
- E: \$512,542

### 2022 Form 990:

- R: \$488,059
- E: \$501,155

### 2021 Form 990:

- R: \$324,754
- E: \$310,498

## Our Team

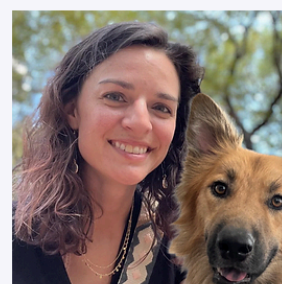
We have 3 full time staff and 9 part time staff, along with a team of around 60 volunteers who keep our rescue running smoothly every day by providing the best possible care to the pets in our care.



**HILARY  
WOODWORTH**  
Director



**JENNIFER  
DAVIS**  
Assistant Director &  
Adoption Coordinator



**KRISTIN  
SMITH**  
Assistant Director &  
Foster Coordinator



## Capital Campaign

With our capital campaign, we aim to raise \$600,000 to go toward: purchasing the property, making property improvements, growing our team, and paying for a marketing campaign to increase our visibility in the community.

### Capital secured: \$85,000

- \$25,000 grant from Hirko Family Fund
- \$60,000 private donations toward the capital campaign

### Capital Campaign Budget: \$600,000

- \$455,000: Downpayment (25%) for property purchase.
- \$50,000: Sound barrier wall behind rescue back yards.
- \$5,000: Back yard kennel installation.
- \$50,000: Property improvements to fit space to rescue needs.
- \$30,000: Additional staff
- \$10,000: Marketing budget for billboards, ads, and planning.

## Join Us

**Donate. Share. Believe in more happily ever afters.**

Every dollar moves us closer to a future where no family-friendly pet is left behind.

*...and they lived*

*happily ever after*







## Building Plan

