



Charming
PET RESCUE



where stray pets go to find
happily ever after...



**Help us save
600 more lives
each year!**



Capital Campaign
2025-2027

Where stray & abandoned pets go to find happily ever after...

At Charming Pet Rescue, we've always been a small team with big dreams. **Our Mission** is providing rescue, rehabilitation and new loving homes for dogs and cats that have been abandoned on the street and in high kill shelters.

Our director, Hilary, began Charming Pet Rescue in 2015 as an in-home, no-kill rescue with a few kennels and a lot of passion. Since then, we've completed several projects around the property to improve care for all of our animals during their (hopefully) short stay with us. We have a strong, dedicated team with hearts ready to grow and save more lives!

We have nearly doubled the number of animals we've been able to rescue from **650** in 2021 to **1,268** in 2023.

What makes us unique?

We're the only dog rescue in the area that has dogs free roam the main yard of the rescue to greet visitors, play, and spend most of their time out of kennels. We also have a Cattery where many of our cats are able to be loose in the building to interact with visitors and each other. All of our dogs get out of their kennel spaces for play time and interaction every day. Our team knows our animals extremely well, and we're able to help potential adopters find the best fit for their home and lifestyle. With more than 2/3 of our animals residing in foster homes, we have the real experience of the rest of our pets in homes to share with adopters.

Finding the perfect match

We rescue family-friendly pets that are good with kids and other animals. Finding the right fit for our animals is our #1 priority with our adoptions, and our success is reflected in our extremely low return rate of 6% for dogs and 3% for cats. In comparison, the average return rate for shelter dogs is 16.3% and cats is 4.2%.

Extra vet care

We work hard to ensure our animals' adoptability by getting dentals for senior pets with rotting teeth and by having pets groomed as needed.

Transport

About 25% of our adopted dogs are transported out of Texas to their new homes. We've even transported a handful of cats.

Since opening in 2015, we've found homes for more than **7,900** dogs and cats.



Our Impact

According to Shelter Animals Count, The National Database for reporting of shelter pets, our rescue organization is taking in **25% of dogs and 13% of cats in Bexar County** of all the rescues without a government contract.

Intake Figures 2023

1,047 Dogs (including 152 seniors over 7 years - 14.5%)

344 Cats

Outcomes 2023

Adoptions: 1,226

Returned to owner: 21

Transferred to another rescue: 24

Died while in care: 13

Euthanized for medical/behavioral reasons: 39

Escaped from foster or rescue: 4



Our Growth

Our budget and savings have grown substantially year to year. Our revenue was up 124% from 2022 to 2023. We also had \$41,368 in net assets at the end of 2023, and now we've saved \$85,000 specifically for our capital campaign. We're able to pay our bills, and now we're prepared to make some big changes to grow.

2023 Form 990:

- Revenue: \$603,406
- Expenses: \$512,542
- Net assets: \$41,368

2022 Form 990:

- Revenue: \$488,059
- Expenses: \$501,155
- Net assets: \$20,980

2021 Form 990:

- Revenue: \$324,754
- Expenses: \$310,498
- Net assets: \$34,076

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

Our Limits

Due to limited space at the rescue, we're turning away around 80 animals every single week. Our team members are juggling multiple roles and often forced to focus on solving problems rather than building long-term solutions. With our Capital Campaign goal of \$525,000, we'll be able to allocate resources to:

- Purchase the property where the rescue is located to utilize the house for an adoption center, space for the team to work, a vet to come work onsite as needed, and to provide additional space for us to take in pets.
- Transform the back yard of the home into another kennel yard for dogs.
- Add 4 additional part time staff to focus on our pets' needs and care for the additional animals we're able to take in, as well as provide the opportunity to increase adoption hours for visitors.
- Improve the rescue layout to best suit staff and visitors.
- Reduce noise pollution from the back yard dogs to the neighborhood behind us.
- Launch a marketing campaign to increase awareness about the rescue and increase adoptions.



Capital Campaign

With our capital campaign, we aim to raise \$525,000 to go toward: purchasing the home, making property improvements, growing our team, and paying for a marketing campaign to increase our visibility in the community.

By accomplishing these goals, we will be able to increase space for dogs on the property by nearly 50% and more than double the space for cats at the rescue. The majority of our animals reside in foster homes, but by increasing rescue space capabilities, growing our team, and utilizing a strong marketing campaign, we will be able to save a projected 50% more animals each year.

That's an additional 600+ lives saved every single year!



We need the help of the generous, animal-loving businesses and individuals in our community to raise the rest. Every need we've had in the past has been met and surpassed by our incredible followers from food to vet bills to the construction of our Cattery.

Capital Campaign Timeline

Capital secured: \$85,000

- \$40,000 saved by the rescue from donations
- \$25,000 grant from Hirko Family Fund
- \$20,000 from The Big Give

Capital Campaign Budget: \$525,000

- \$113,750: Downpayment (25%) for home/property purchase.
- \$341,250: Pay off loan.
- \$30,000: Sound barrier wall behind rescue back yards.
- \$5,000: Back yard kennel installation.
- \$25,000: Home improvements to fit space to rescue needs.
- \$10,000: Marketing budget for billboards, ads, and planning.

PHASE 1: \$113,750 (by June 2025)

- Plan and implement marketing strategies to increase awareness and adoption rate to reduce pet time spent at the rescue.
- Obtain a home loan with the 25% downpayment for the home/property.
- Hire 1 additional staff member.

PHASE 2: \$70,000 (by December 2025)

- Home improvements to fit space to rescue needs.
- Sound barrier wall behind rescue back yards.
- Back yard kennel installation.
- Hire 2 additional staff members.

PHASE 3: \$341,250 (by December 2027)

- Pay off the home loan early. This will be an ongoing fundraiser during this time where any money raised goes directly to the loan.
- Hire 1 additional staff member.

Donation Incentives

\$75,000+ donation: 4 available for at least 7 years

- Company sign or individual's name on the 150' fence in front of the rescue. (10'x2.5')
- Logo or donor name featured on the homepage and recognition page on our website.
- Logo or donor name featured on a sign as you walk into the rescue.

\$40,000+ donation: 4 available for at least 5 years

- Company sign or individual's name for one of the 4 dog yards of the rescue or on Cattery or kennel building.
- Logo or donor name featured on the homepage and recognition page on our website.
- Logo or donor name featured on a sign as you walk into the rescue.

\$20,000+ donation: 7 available for at least 5 years

- Company sign or individual's name in one of the rescue rooms in the house:
 - Cat rooms 1, 2 or 3
 - Meet and greet room
 - Office
 - Veterinary room
 - Kennel room
- Logo or donor name featured on the recognition page on our website.
- Logo or donor name featured on a sign as you walk into the rescue.

\$10,000+ donation: 4 available for at least 3 years

- Company sign or individual's name in one of the outdoor meet and greet areas or smaller buildings:
 - Main or large meet and greet
 - Intake building
 - Blue nursery for seniors or puppies
- Logo or donor name featured on the recognition page on our website.

\$5,000+ donations: 7 available for at least 3 years

- Company sign or individual's name in one of the 7 main yard kennels.
- Logo or donor name featured on the recognition page on our website.

\$1,000 donations: 38 available for at least 3 years

- Company sign or individual's name on one of the middle or back yard kennels.

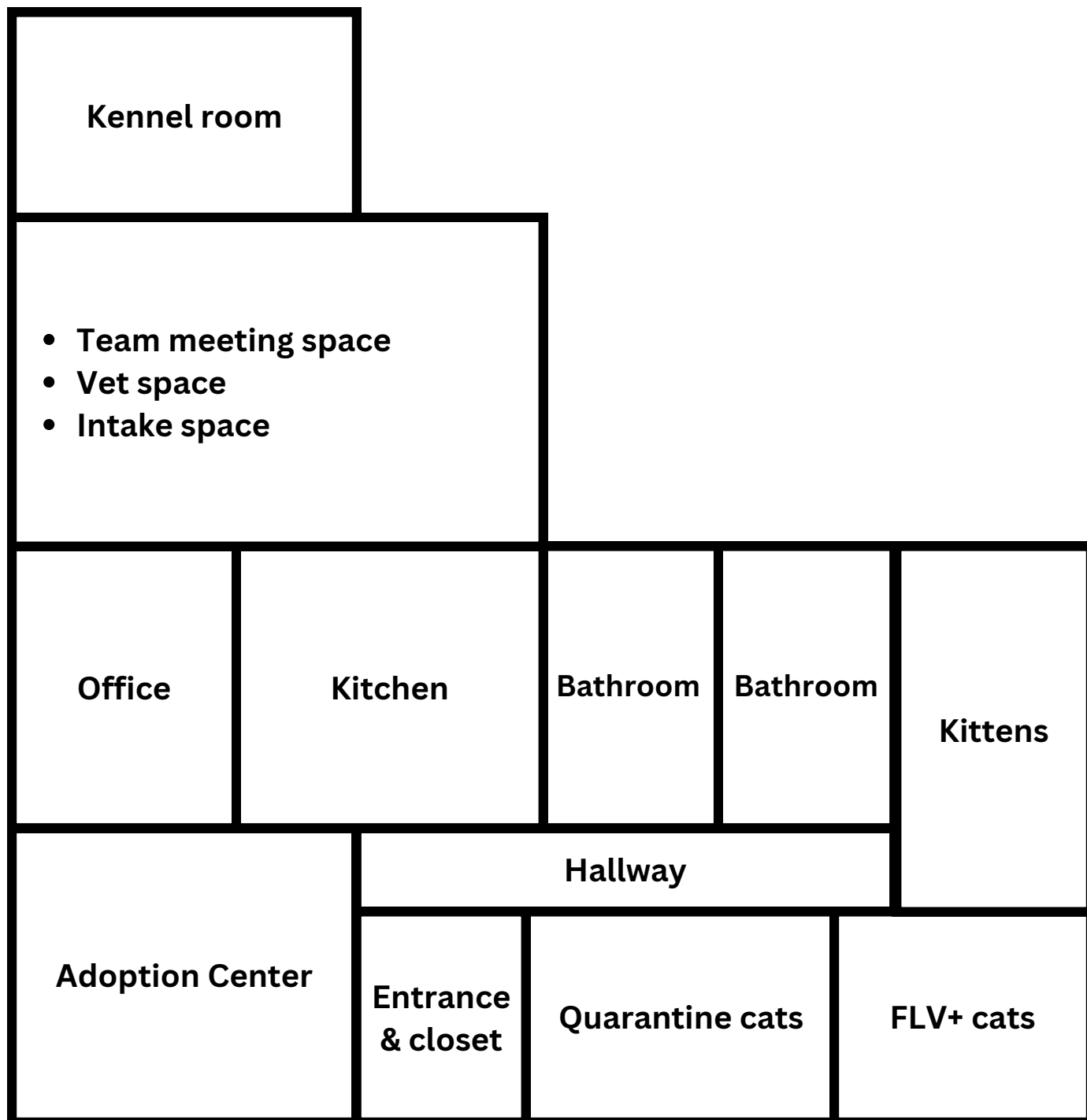
\$500 donations: unlimited for at least 3 years

- Colorful plastic square as part of wall art throughout the home and rescue property with "in memory of" or "thanks to [name or company]" laser engraved on it.



House Plan

House Layout





House Plan

Front Room

The front room of the house will serve as Adoption Center for potential adopters to spend one-on-one time interacting with a particular pet. Some comfortable seating and a fresh coat of paint will complete the room.

Fundraising Art Display:

While visiting another non-profit, we saw a beautiful display of acrylic tiles laser engraved with quotes, so we will decorate the space with tiles similar to those available for donors to purchase for \$100 apiece with our cost to make them being around \$10 and space for 50 to be displayed.



Image is a design mockup

Kitchen

The kitchen refrigerator will hold our supplies for intaking animals and any shots, medications or foods that need to be refrigerated. Will also organize all of our medications and first aid supplies for the animals.

Dining area

The dining area will house 2 desks along with file cabinets for all of our paperwork and shelves for our office supplies.



Living room

The living room will serve multiple purposes:

- Team meeting space
- Exam table for any vet visits to the rescue
- Scale for weighing animals for intake



Images are design mockups



House Plan

Back room

The back room leading to the backyard at the house will be additional indoor kennel space for dogs that are older or that need to be mostly indoors.

Bathroom

The bathroom will be available for public use as well as for staff and volunteers. It also has a large bathtub where we can more easily bathe dogs.

3 Bedrooms

The 3 bedrooms will serve as an extension of the Cattery, so each room will have a different purpose.

- Quarantine room for 3-5 cats experiencing illnesses
- FLV+ room for 5-7 cats
- Kitten room for 10-12 kittens



Images are design mockups



House Plan

Backyard:

The space for feral cats will be completely separated from the main part of the backyard by secure fencing. The rest of the backyard will be set up like the current big yard with space for 14 kennels.

Former intake building:

With the old intake building no longer needed, it can be used as our grooming space for animals who need more extensive grooming when they come in.

Former office:

The trailer will be removed from the property to make space for 2 additional kennels.

...and they lived

happily ever after

