

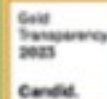
BRIDGING THE GAP FOR PEOPLE AND PETS

Serving with and for our Central Appalachian community since 2016, our pet-owner support programs continue to keep families together, prevent companion animal overpopulation, and increase access to veterinary care. We remain committed to thoughtful community engagement and strive to create a better life for all people and their pets.



FRIENDS OF RUSSELL COUNTY
ANIMALS

2022 IMPACT REPORT

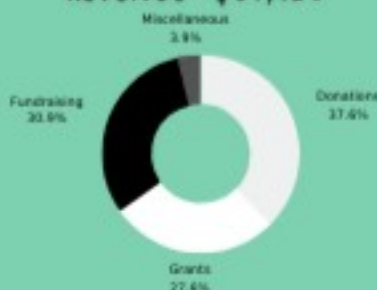


BECAUSE OF YOUR GENEROUS SUPPORT...

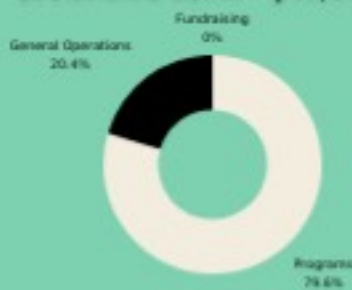


"EMPATHY IS THE STARTING POINT FOR CREATING COMMUNITY AND TAKING ACTION. IT'S THE IMPETUS FOR CREATING CHANGE." -MAX CARVER

REVENUE: \$39,420



OPERATING COSTS: \$46,571



79% INVESTED IN PROGRAMS TO PROVIDE THE GREATEST IMPACT ON HOMELESS & UNWANTED PETS

20.4% UTILIZED TO INCREASE OUR IMPACT ON THE LIVES OF MORE PEOPLE & PETS

GROWTH STRATEGIES FOR 2023-2024

- **Communication:** More frequent eblasts & increased social media posts to generate more program interest & prospective donors
- **Technology:** Increased use of automated systems to gather & measure results
- **Experience:** More frequent participant feedback for program evaluation & planning
- **Capacity Building:** Additional leadership development activities for FRCA & community nonprofits



A SPECIAL THANKS TO OUR VOLUNTEERS, VETERINARY PARTNERS, DONORS, AND THE CONTINUED SUPPORT OF HUMAN ANIMAL SUPPORT NETWORK, PETCO LOVE, AND GREATER GOOD CHARITIES.



Major contributors for people and pets:

Deborah Fersch
John & Mary Sue Adams
Dr. Forest & Sherrie Swan
Sherri Kiser
David Evans

