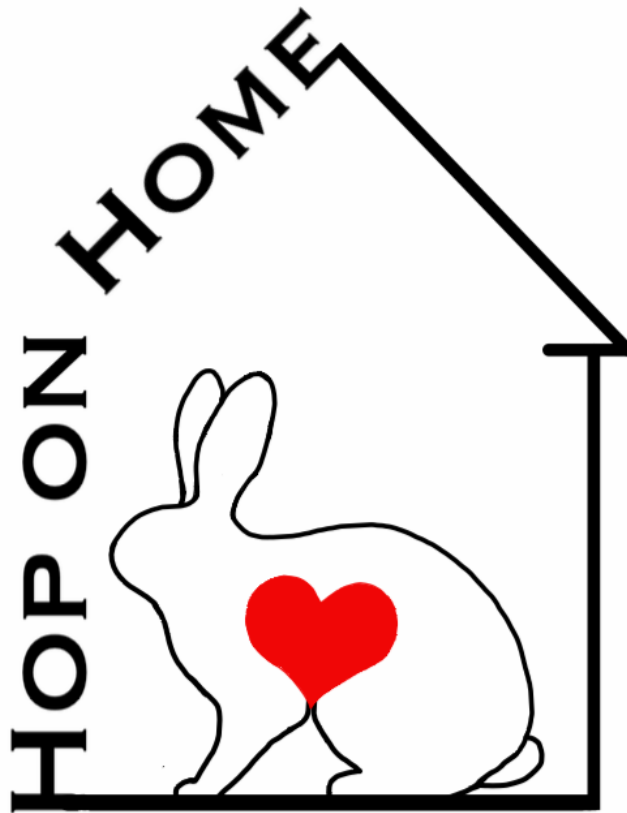


**NOVEMBER 19, 2023**

**HOP ON HOME RABBIT SANCTUARY  
23 ST. JOHNS DR GANSEVOORT NY 12831**

# **ANNUAL REPORT**

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**T**he mission of Hop on Home Rabbit Sanctuary inc is to shelter and care for abandoned and relinquished rabbits in NYS.

We are established in Gansevoort NY and are a 501c3 nonprofit. We are considered to be a public charity. We service the capital region on NY and beyond.

## HOP ON HOME RABBIT SANCTUARY

Our board is comprised of:



Shelby Wimet-Himmelrick President. She oversees the daily operations, education and veterinary care.

Sharon Sheffer is Vice President focuses on daily operations, implements various computer programs and contracts.

Gayle Wood Secretary who handles the recording of the meeting minutes and adoptee and donor contacts.

Katelyn Burrello Treasurer who manages finances and works with corporate sponsorships.

Jennifer Burkey is a board member with a focus on community outreach and grant writing.

## HOP ON HOME RABBIT SANCTUARY

We humbly started with a simple mission and a tangible goal to help rabbits. A need was not being addressed sufficiently in the community and rabbits were being abandoned and let go into the wild to fend for themselves. A domestic rabbits brain isn't the same as a wild rabbits brain and the fight or flight center has been diminished . This causes domestic rabbits to easily succumb to predators. People were feeling at a loss as to what to do with this type of pet. There wasn't a rabbit specific facility to care for these exotic pets if someone no longer could or wanted to care for their rabbit. Rabbits are the 3rd most abandoned and relinquished pet after cats and dogs but where do you take them when you need help?

Our goal started at a community level, offering foster placement to rabbits in need in our surrounding community. We expanded to servicing the county and then the capital region. We are now in such demand we now service beyond the capital region extending to the entire state. For extreme hoarding cases upon request we will help surrounding states. Our adoption services extend throughout NY, Vermont, New Hampshire, Massachusetts, Connecticut, New Jersey and Pennsylvania. In 2020 we started with a single foster home and at our peak season had 25 foster homes to take in rabbits in need. In 2021 we opened a 1500 sq ft adoption center and in 2022 continued to grow and doubled our adoption space to 3289 sq ft. In 2023 we turned our focus to expanding outreach into the community to bring further awareness and education on the species.

Foster homes and volunteers are the backbone of our organization. Currently they serve to give rabbits a chance at a home until adoption. Rabbits are cared for and socialized to be great family pets. In the future they will serve for socialization and handling for litters. The hands-on interaction of a foster home turns a shy standoffish rabbit into a flourishing rabbit with personality and love to give to a human family.

In 2020 we implemented our education program called bunnies and books to educate youth on rabbit ownership and care. Youth are the future owners of any pet and it is important to educate them on the species and required care before they consider getting a pet whether in the family or as they grow into adulthood. Making a change today with youth will have a positive effect in the future in how rabbits are looked at as pets and what people's expectations are of ownership. Bunnies and books started with 2 libraries in the county. During covid we had limited access to more libraries, however, with the adoption

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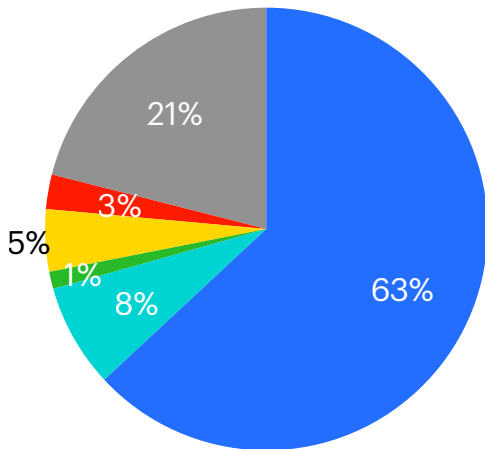
center opening we were able to bring programming to youth at the adoption center. If we are servicing the region we plan to educate the region.

In 2020 we were able to have two adoption events safely, and successfully place rabbits. In 2021 we opened our first adoption center allowing for adoptions daily. In 2022 we expanded our adoption center to offer more adoptive bunnies to be available for meeting potential adopters. In 2023 we have not only had daily opportunities for adoption at the adoption center but have actively participated in adoption events around the region.

The region has embraced us and looks to us as a resource for help. We gladly fulfill our mission to help rabbits in need. We look forward to expanding our programs to educate rabbit owners to reduce abandonment and relinquishment in 2024. With the region behind us with continued support we are sure to succeed.

## FINANCIAL HIGHLIGHTS

- veterinary
- animal supplies
- office
- overhead for adoption center
- fundraising
- rent

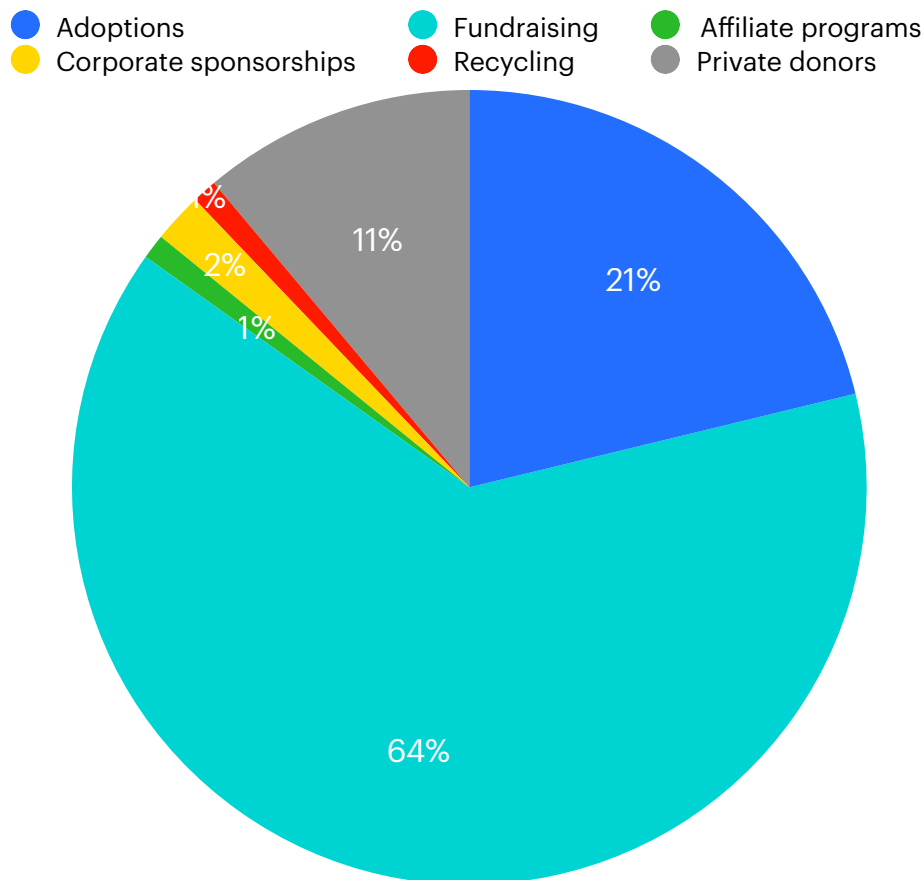


## BREAKDOWN OF EXPENSES

In 2023 we focused our goals into 2 main areas of finances 1) the care of the rabbits and 2) the daily operating cost of the adoption center. Our expenses for 2023 were estimated to be \$89,760 and our actual expense came in extremely close and slightly under at \$88,551. Expenses for care of rabbits is broken down in to veterinary care which include medical visits, treatments and surgery as well as nutritional expenses and litter needs. Daily operating costs cover expenses such as rent, insurance, garbage removal, electricity, wifi and maintenance upkeep.

## BREAKDOWN OF INCOME

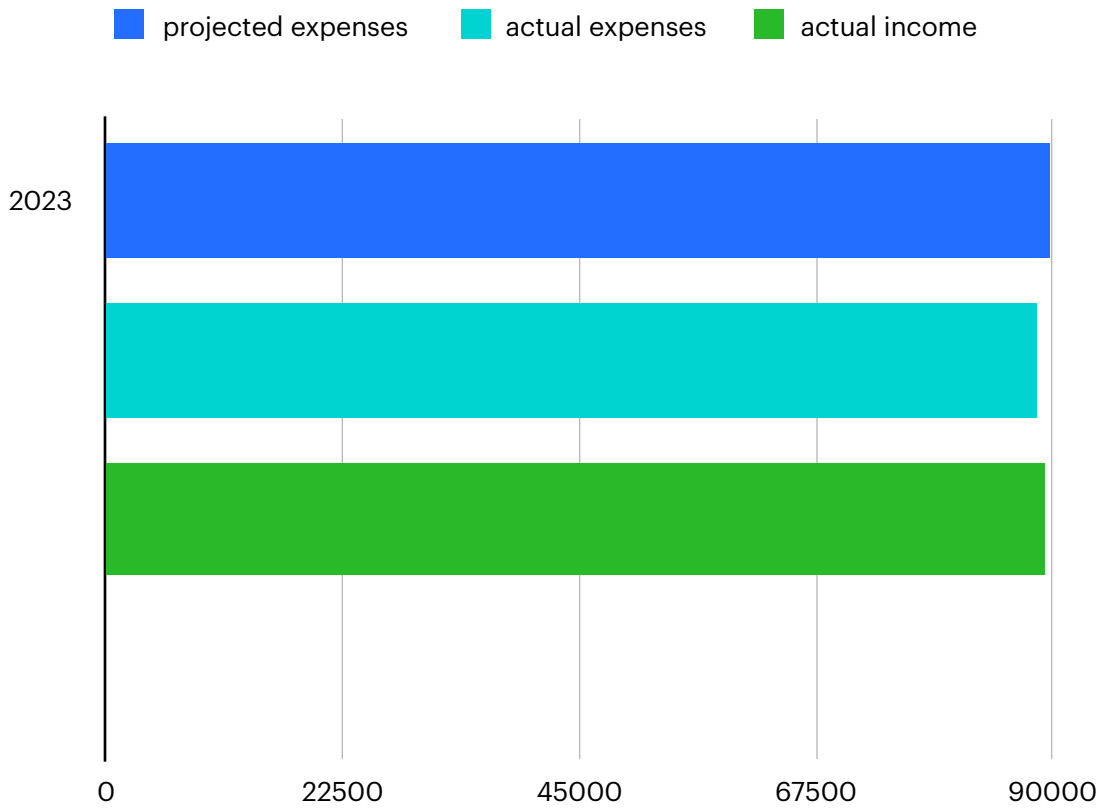
To reach our goals in 2023 we had a diversified strategy for revenue. We are donation based. We do not have set adoption fees. We believe there is a quality home in every economic demographic and having set fees isn't necessary. Donations within the public's budget balances out. A senior with a fixed income may make a lower donation than that of a professional couple but we have seen the donation average balances out and we find two quality homes. Adoption donations go to associated veterinary costs for the rabbits. Fundraising remains our number one source of income throughout the year which is broken down for all expenses. Our private donor allows for a boost to help with veterinary expenses through the year for continued quality care. Corporate sponsorships, affiliate programs and recycling fill in any funding gaps.





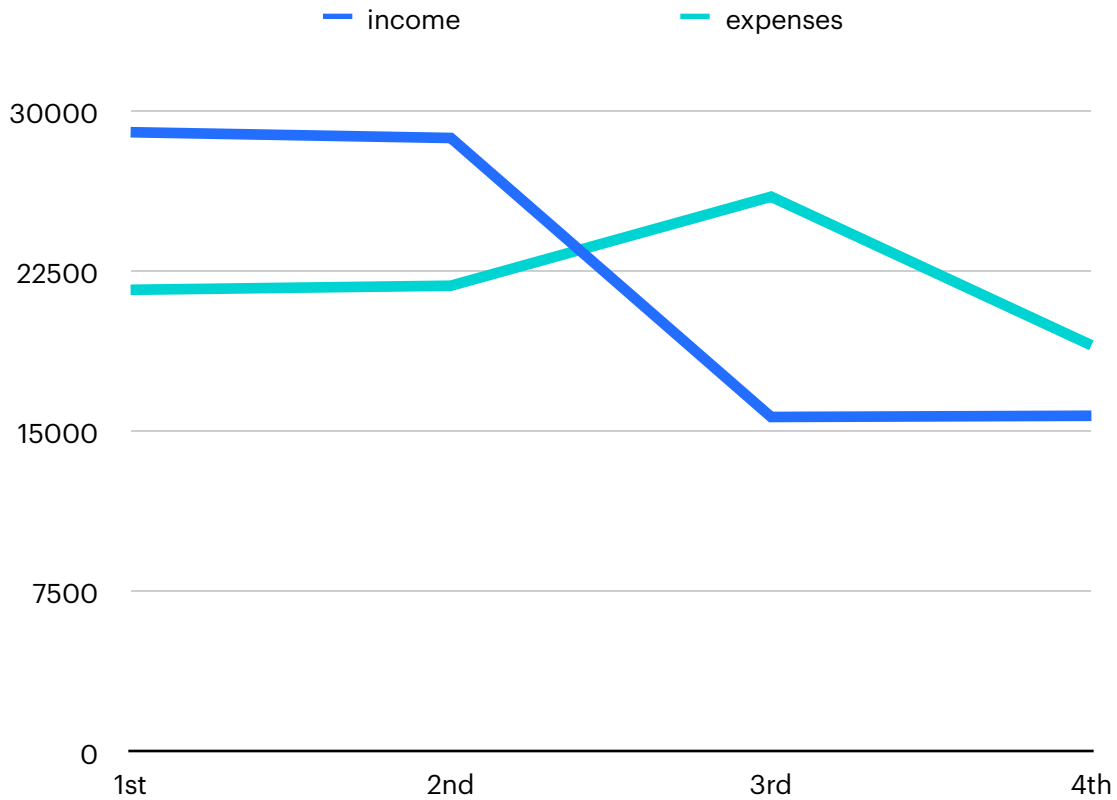
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Our budget in 2023 was quite precise with projections, actual expenses and actual income. Our projected expenses were \$89,760 for the year. Our income was \$89,232 and our expenses were \$88,551.



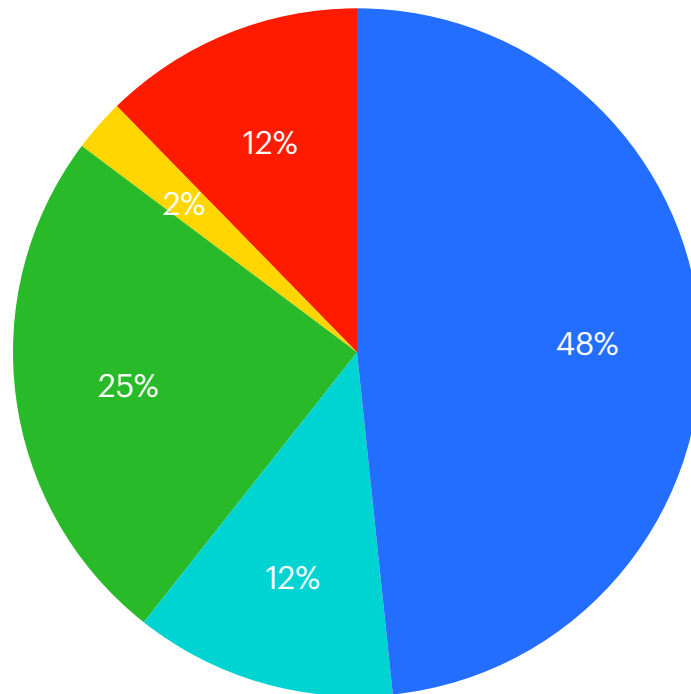
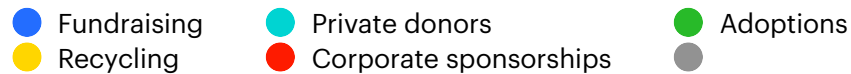
## HOP ON HOME RABBIT SANCTUARY

We find we raise the most income 1st and 2nd quarter and have a surplus of funds while 3rd and 4th we raise less income and have higher veterinary expenses in part due to more adoptions days in those quarters as well as an increase in surrenders those quarters. The surplus we see in 1st and 2nd quarter covers the higher expenses we see in the 3rd and 4th quarter.



## STRATEGY

Our 2024 strategy is for a projected budget of \$81,300. We will continue to be diversified with our approach to income. Our goal for adoption donations will be \$20,000, Private donors \$10,000, fundraising \$39,300, Corporate sponsorships \$10,000 and our continued recycling program bringing in \$2,000. While we don't fit the criteria for most animal related grants due to having rabbits and not cats or dogs we are focusing on applying for grants with the intention of any acquired being allocated for an education center which is much needed which potentially could house the sanctuary as well.



How can you help with this strategy? You can become a monthly reoccurring donor through our website, you can participate at fundraising events, you can donate your professional services and items, and continue to recycle.

## PERFORMANCE AND OUTLOOK

In 2023 we had 246 adoptable days and 264 rabbits adopted. We do not adopt two weeks before or after any major holiday because we have the philosophy that pets aren't presents but a family decision. Thus, the smaller adoption window than a normal calendar year. We are in the unique situation of helping a species that has a holiday associated with it so we must be very diligent in adoption placements for forever homes verses impulsive holiday decisions. Our highest surrender month is August, 4 months after



Easter when 8 week old babies and now full grown and larger as well as at the age they need to be spayed and neutered, children are heading back to school and parents don't want to care for the rabbit they brought into the home.

This year we had 183 rabbits that we took in which is less than the previous years numbers and we attribute this to heaving a waitlist to surrender most of the year. The contributing factor to the waitlist is foster homes having less ability to take in multiple rabbits and most surrenders being of multiple rabbits at a time.

## HOP ON HOME RABBIT SANCTUARY



We have two different types of volunteers currently. Foster families and adoption center volunteers. We have anywhere from 70-90 adoption center volunteers at any given time of the year. We have on average 25 active foster families at any given time with families availability changing with seasons, kids sports, college schedules and travel.

This past year we focused on expanding outreach and education. We spend 77% of weekends through the year at scheduled events we have been invited to from festivals to

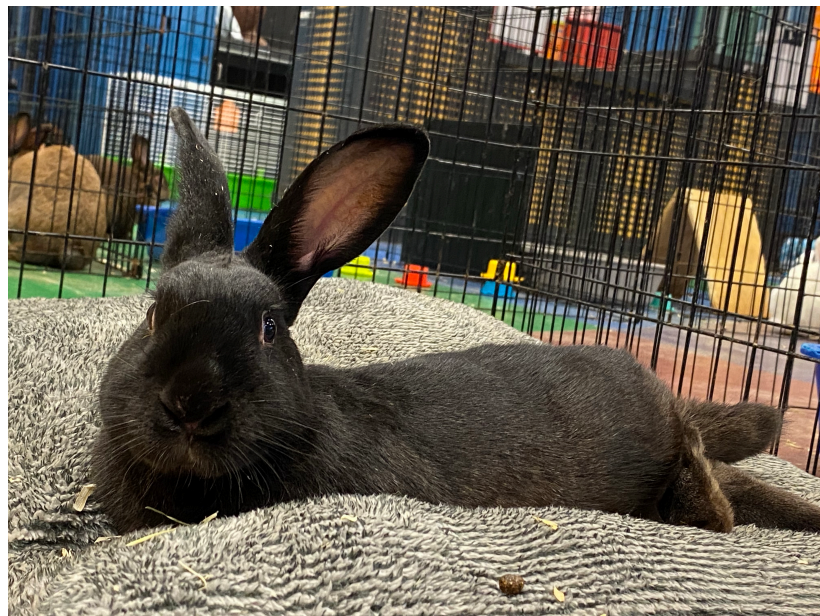
## HOP ON HOME RABBIT SANCTUARY

adoption events to stores that would like to host us to share information on our organization or even career fairs for youth.



## HOP ON HOME RABBIT SANCTUARY

Our medical expenses are our number one expense because we believe in top notch care for all rabbits. This year we have treated ailments including cancer, e. Cuniculi, torticollis, tumors, infections, bites, internal parasites, external parasites, respiratory infections, dehydration, muscular issues and polyuria. Of course we continue to spay and neuter rabbits age and health appropriate before adoption.



2024 will be an exciting year for us with 5 yrs of helping rabbits in need. We will continue to have our adoption center in the Wilton mall to bring exposure from foot traffic to the plythe of the rabbit. We will have a new monthly recycling day in which recycling can be dropped off the second Saturday of each month to the adoption center. We will expand on our educational outreach in schools, and extending more educational programs to families with rabbits and potential adopters alike. Our first program focusing on observing behavior and handling will be offered in January. Bunnies and books will continue and we hope to continue bunny yoga for adults and children. We will continue to look for an educational center that can be a focused location separate from the adoption center to fit our needs as we continue with growth. We will expand on volunteer education for optimum knowledge and efficiency from each volunteer. We also will continue to look into funding for the community for medical expenses related to their rabbit. We would love to be able to provide financial help to those that need veterinary services and their only alternative to help their rabbit is to surrender them. If we can provide a way for a family to keep their pet and help restore its health that would be a wonderful addition to our efforts.





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