

JANUARY 1 2023

**HOP ON HOME RABBIT SANCTUARY INC.
23 ST. JOHN'S DR. GANSEVOORT NY 12831**

ANNUAL REPORT

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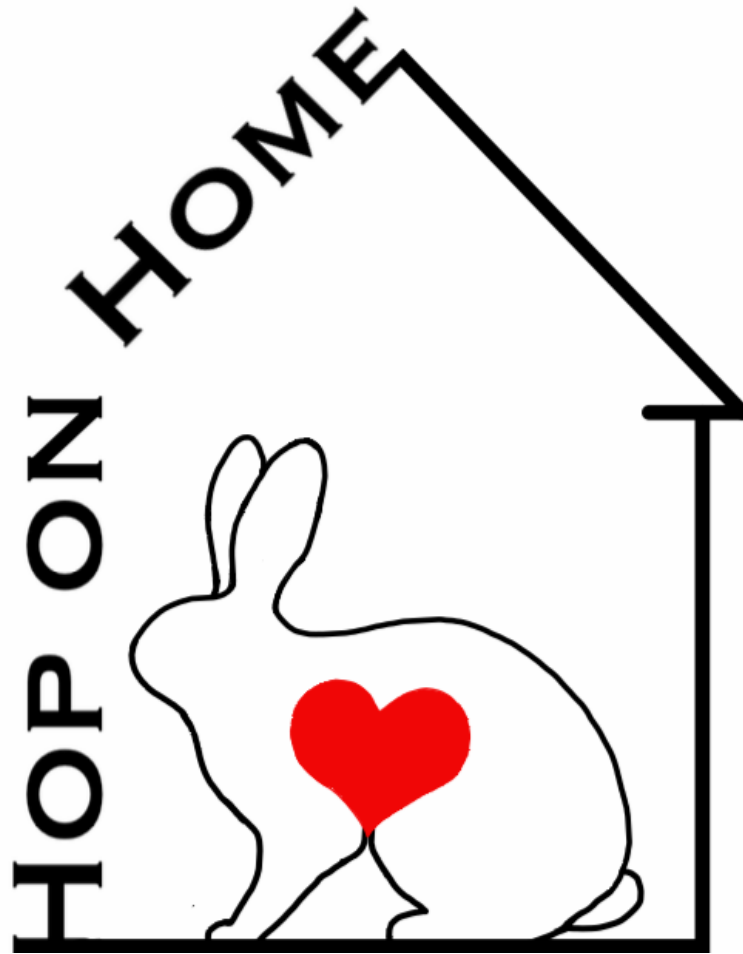
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The mission of Hop on Home Rabbit Sanctuary inc is to shelter and care for abandoned and relinquished rabbits.

We are established in Gansevoort NY and are a 501c3 nonprofit. We are considered to be a public charity. We service all of NYS.

BOARD OF DIRECTORS

Our board is comprised of:



Shelby Wimet-Himmelrick President/CEO oversees the daily operations

Sharon Sheffer Vice President handles daily operations and contracts

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

Marilyn Preissler Treasurer who focuses on the finances.

Judy Sorano Director of Land Acquisitions focuses on town board issues and contractors.

GROWTH

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 mechanism 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 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 service all of NYS. Foster homes and volunteers are the backbone of our organization. Currently they serve to give rabbits a chance at a home until adoption. They 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 the last quarter of 2021 as construction of the facility had not moved forward due to covid the board decided that a location was needed to continue to move forward and expand. This last year we have opened our adoption center in the Wilton mall in Saratoga NY and outgrew our space so we had to expand across the hall to a 3300 sq foot space. Being in a public location has really allowed the community to see our organization and be educated on the species and what we do to help them.



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In 2022 our bunnies and books program stayed in house at our expanded adoption center. We continued with occasional bunny yoga classes for adults and children and even had a ballets with bunnies summer program.

In 2023 we will continue our bunnies and books program at our adoption center and now that covid restrictions have been lifted will be expanding to libraries all over the capital region.

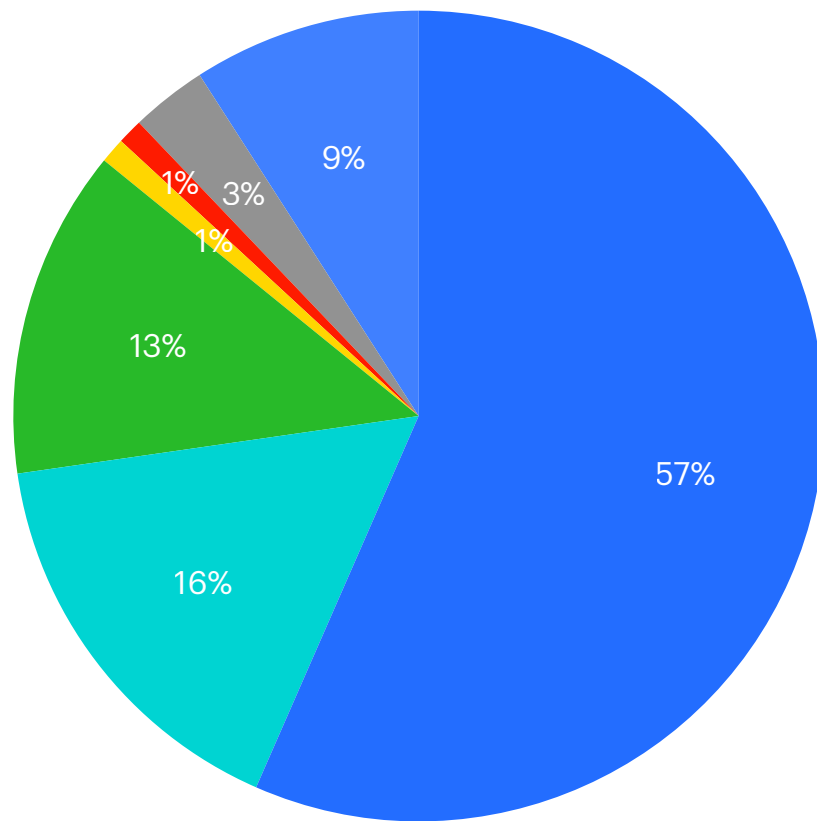
In 2023 which is the Chinese zodiac year of the rabbit we will be focusing on controlled growth and expanding education on the species into the community with free monthly educational opportunities and expanding our community outreach programs.



FINANCIAL HIGHLIGHTS

BREAKDOWN OF EXPENSES

● vet ● rent ● supplies ● wifi ● garbage ● office ● fundraising



HOP ON HOME RABBIT SANCTUARY

2022 definitely continued our expansion and with that came expansion of expenses. Our biggest expense can clearly be seen in veterinarian services. At 57% it is clearly an area that consumes more than half of our annual budget. To mitigate vet expenses the board has discussed giving adopters the choice to spay and neuter through their vet and provide proof or have adopter pay for the spay and neuter costs at adoption. The boards decision has not been finalized but it will be of great savings to implement this idea if passed.

Overhead for rent including heat and lights is our next biggest expense. Of course we can add garbage and wifi insurance to that list of overhead for the adoption center.

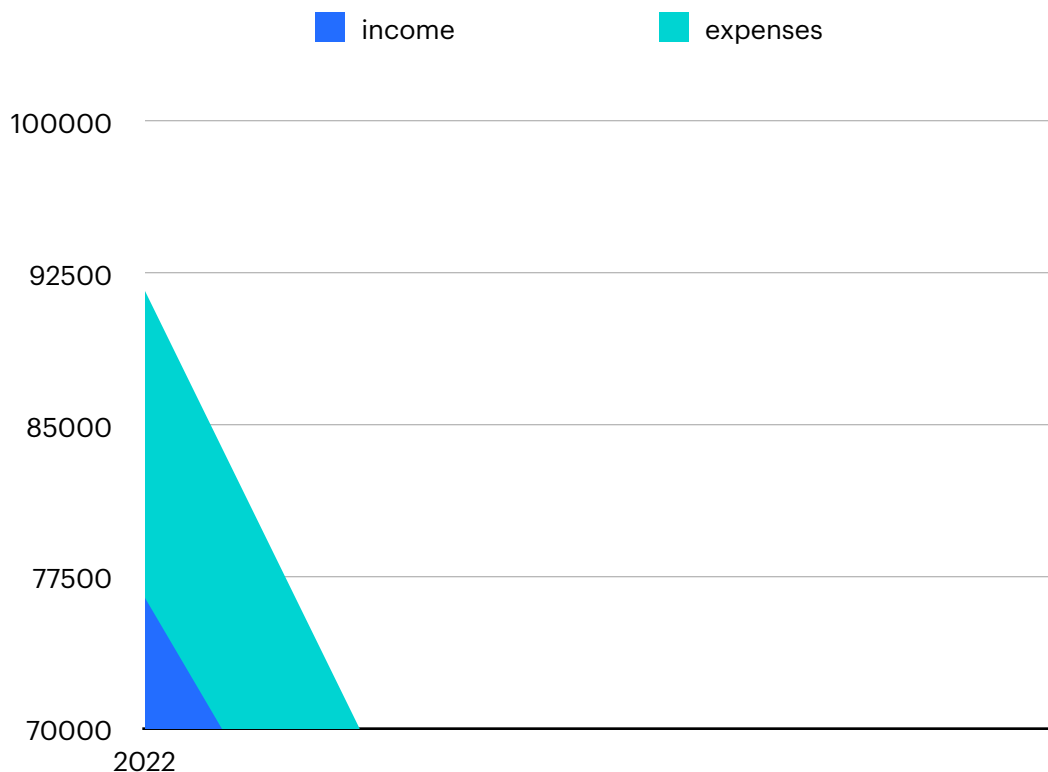
Supplies for care grow as the number of rabbits grow. In the 4th quarter we were able to connect with the Walmart warehouse and they are now providing veggies for the rabbits. This could lead to a reduction of supply costs by \$4800 in 2023.

Our smallest expense is simple office expenses.

BREAKDOWN OF INCOME

To reach our goals in 2022 we had a diversified strategy for revenue. As Covid evolved we re-evaluated our goals in each area as the quarters progressed. Our areas of revenue, stream from monetary donations, in-kind donations, fundraising, and recycling.

We found as restrictions were lifted summer travel expanded and this year we saw a decline in fundraising events in the summer do to previous years people taking advantage of being able to do something locally when travel wasn't an option. We will reevaluate our major fundraising events to see if we shall continue them in the summer months for 2023. We also saw a decline in our recycling program over the whole year. We also contribute this to the covid restrictions lifted and people going back to the office verses working from home. They are now consuming be ages at the workplace verses home during the work day. With that said our income for the year was 76469. While our expenses were higher than income we had sustained cash flow from previous years to sustain our efforts.



STRATEGY

For 2023 our strategy will be to reinvent the recycling program and look to businesses to support recycling now that employees are back in the office. We will reduce our supply costs by getting produce donated by a big box warehouse chain to cut supply costs. We will reevaluate veterinary costs and give adopters the option to use their veterinary office for spay and neuters. We have implemented a businesses for bunnies sponsorship program to become deeper rooted in the community and get support for those businesses. We will reevaluate and implement new fundraising options to mitigate the reduction in funds in the summer months where we see a reduction in fundraising activity.

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

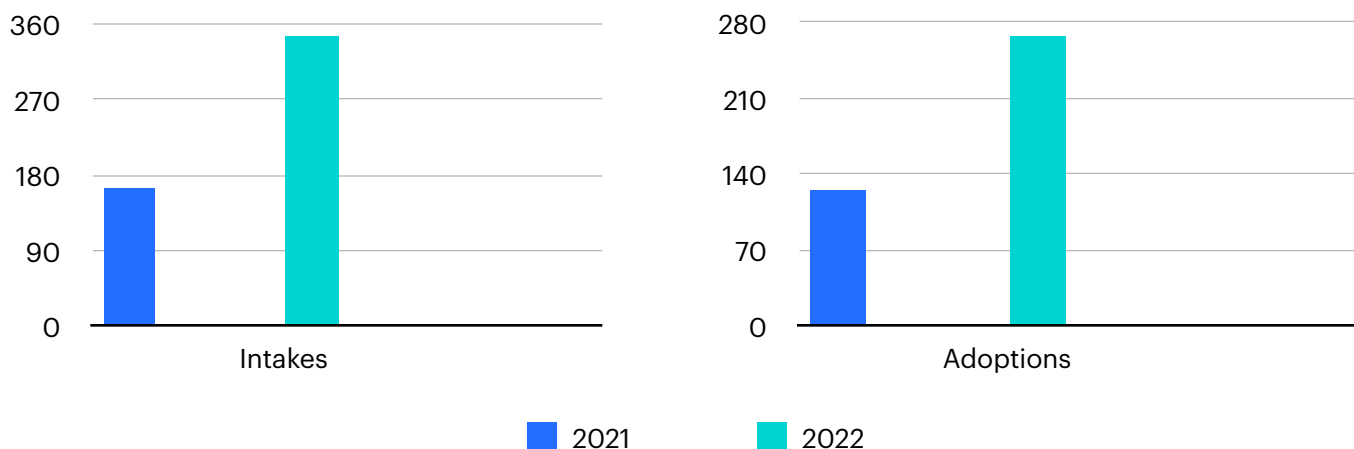
PERFORMANCE AND OUTLOOK

Hop on Home’s major milestones include historically being the first of our kind in our county. Going from servicing a region to servicing the entire state. We have opened a permanent adoption center location where not only do we do adoptions but offer programs as well. We took in 350 rabbits in 2022 which was spot on with our projection of doubling 2021 intakes which was 162.

Hop on Home has over 100 active volunteers that foster, transport, pick up donations, help with adoption clinics, recycling, community events, education and administration work. We had an average of 39 families throughout 2022. In 2023 we would like to raise that number to 50 consistent active families.

Hop on Home has a high level of performance. In 2021 162 rabbits were abandoned or relinquished and of that 124 were adopted, that is a 77% adoption rate. In 2022 we remained at 77% with 350 rabbit coming into the facility and 269 being adopted.

We project for 2023 to hold steady with consistency in the number of intakes not to exceed 400. While our major growth will be with in the community through our community outreach program reaching all age demographics to provide education.



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Adoption success

