

DECEMBER 22, 2021

HOP ON HOME RABBIT SANCTUARY INC.

ANNUAL REPORT

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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 charity. We service all of New York State.

Our board is comprised of:



Shelby Wimmet-Himelrick President/CEO oversees the daily operations

Sandy McKeever Vice President focused on grants and website. However due to change in family dynamics she resigned her position at the end of the 3rd quarter. Her position will be filled in the first quarter of the new fiscal year.

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.

Sharon Sheffer joined the board in the fourth quarter and handles issues of daily operations and our computer system.

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 in 2021. 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 stay on track as we waited for construction to continue. As the fourth quarter ends we not only have a public location but construction has once again continued and we look forward to the building completion in mid 2022. Our current open location is leased to coincide with the permanent buildings construction.

In 2021 we continued our bunnies and books education program 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 implementing our program. We have been able to adapt our program with one library during this time of Covid. We look forward to continuing that program in our new location as well as expanding to more libraries once Covid is on the decline. If we are servicing the region we plan to educate the region.



In 2021 we started our Bunny yoga program for youth and adults. We started the year with a 4-8 yr old class and a tween class. Since, we have added teen and adult classes with two different yoga instructors. In 2022 we are looking to offer bunny yoga weekly verses monthly.

safely, and successfully place rabbits into forever homes. In 2022 we are looking to have monthly adoption clinics at our newly opened location.

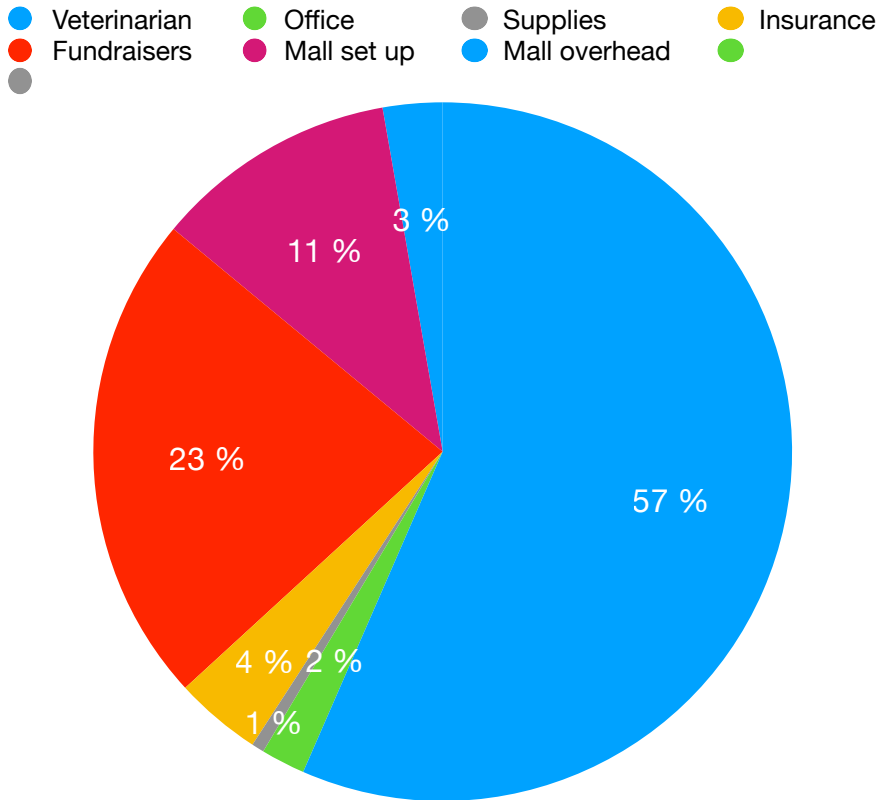
In 2021 we were able to have quarterly adoption events

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 are excited for the potential of our current new location as well as the foot traffic it brings as well as looking forward to completing our building in 2022 and expanding our programs to educate rabbit owners to reduce abandonment and relinquishment. With the region behind us with continued support we are sure to succeed.



FINANCIAL HIGHLIGHTS

BREAKDOWN OF EXPENSES



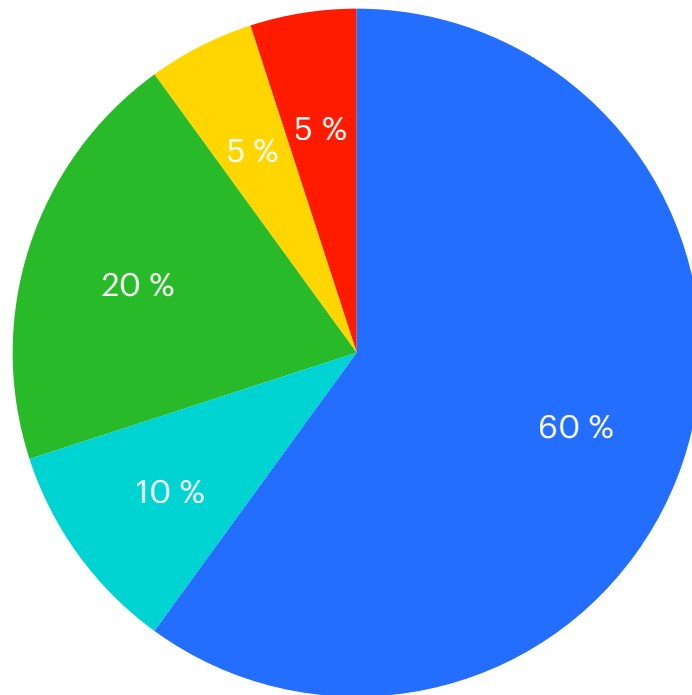
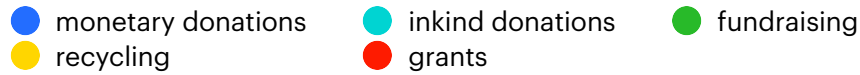
2021 definitely had an expansion of expenses compared to 2020. Our biggest expenses can clearly be seen in rabbit care and veterinarian services. At 57% it is clearly an area that consumes more than half of our annual budget.

While this graph shows the expenses for our fundraisers, through gracious sponsors these associated costs with running fundraisers have been offset. So while it looks like a large expense we have mitigated the costs. Due to unforeseen back log of construction we took the steps to open a temporary location until the permanent facility is complete. We carefully made purchases that we can use in the permanent structure so while mall

set up used a portion of our budget unexpectedly we are able to deduct that from our capital project expenditures as these are items we would have bought for our capital project. Our smallest percentages of expenses come from business related expenses and supplies for the rabbits. Being able to work remotely and to work electronically in a paperless fashion has cut down on office expenses. When it comes to care of the rabbits we regularly get in kind donations to ease costs associated with the daily needs of the rabbits.

BREAKDOWN OF INCOME

To reach our goals in 2021 we had a diversified strategy for revenue. With Covid we re-evaluated our goals in each area as the quarters progressed. Our areas of revenue, stream from monetary donations, inkind donations, grants, fundraising, and recycling.

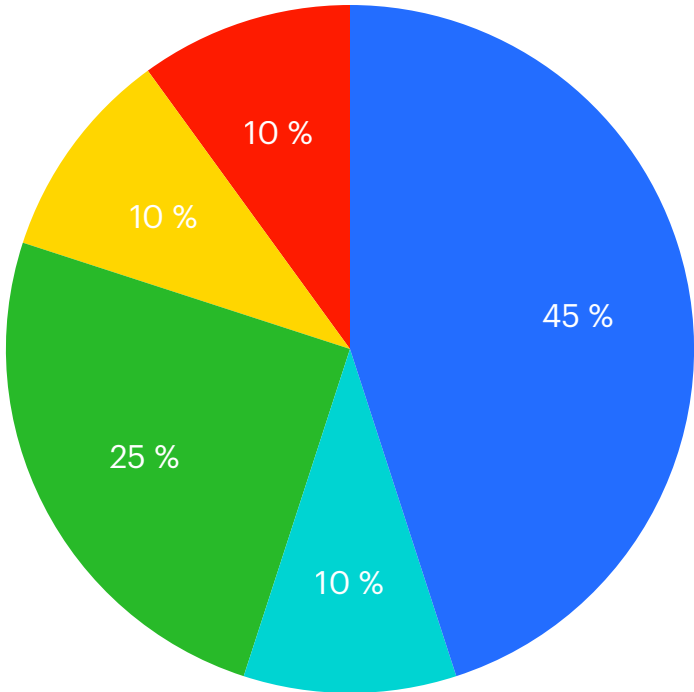


Trends in 2021 showed a higher percentage of funds raised in 2021 compared to 2020. In 2021 we focused on one larger fundraising event each quarter as our focus. First quarter we held an online auction, second quarter a Brooks Bbq, third quarter a 5K and fourth quarter a funpasta fundraiser. In 2022 we plan to continue these efforts.

STRATEGY

For 2022 we will set goals of 45% monetary donations, 10% grants, 25% fundraising, 10% inkind donations, and 10% recycling. This strategy will allow for covering daily operating expenses and medical care. Daily operating expenses are projected at \$10,800 and medical expenses \$22,000. For an overall operating budget of \$32,800.

- monetary donation
- inkind donation
- fundraising
- grants
- recycling



BREAKDOWN OF PROJECTION

To make these goals happen we need monetary donations to equal \$14,760, fundraising to equal \$8,200, grants to equal \$3,280, inkind donations including professional labor to equal \$3,280 and recycling \$3,280.

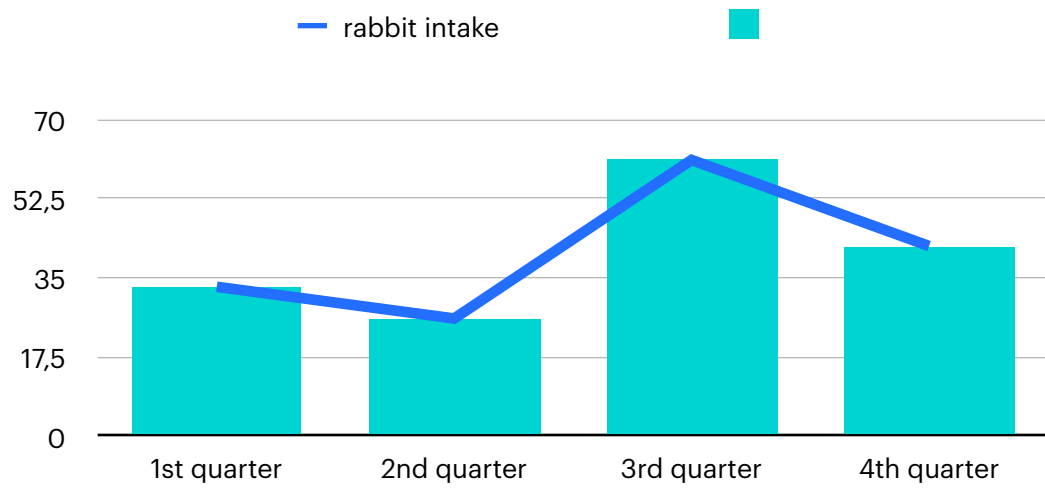
How can you help with this strategy? You can become a monthly reoccurring donor through our website, you can participate in the round up program, you can participate at fundraising events, you can donate your professional services and items, and continue to recycle.

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 opened a temporary location to compensate for construction being back logged from covid. We took in 162 rabbits in 2021 and are currently projecting doubling that number in 2022.

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 40 families throughout 2021. In 2022 we would like to reach 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. As shown in the chart below you can clearly see 3rd has the highest intakes due to unwanted births and relinquishment of "Easter bunnies". In 2022 we expect to have 365 rabbits come in if not more. Spay and neuters continue to rise and now we have rhvd2 vaccines being offered to every rabbit 4 weeks and older.



In 2022 we look forward to completing and working from our permanent location. We also look forward to potentially keeping our mall satellite location as an easy access location to offer our bunny yoga, learning about lagomorphs education courses and our bunnies and books programs for youth.



