



No Kill Louisville - Financial Report

July 1, 2011 to June 30, 2012

Mission Statement - Through the support and creation of programs and services, collaboration, and advocacy, No Kill Louisville will build a community where no adoptable pet or feral cat is killed.

Regarding this report:

The below numbers and information were taken from our tax report submitted to the IRS and handled through an outside accounting firm. Please note, the firm placed all advertising items under "management expenses" rather than the specific program or need it was used to support.

As part of the No Kill model, public relations and advertising is a key component because it is the only way to reach the public that are not already mired in the animal welfare world. This is a lifesaving necessity. For this reason, we see advertising as support of program services rather than an administrative cost.

INCOME

Gross Receipts - \$173,815

Total revenue carried over after program expenses and services paid out - \$18,980

- Revenue breakdown
 - Fundraising events - \$22,377 (net income after expenses)
 - Government grants - \$24,175
 - General (public) donations/contributions - \$126,225
 - Sale of goods (t-shirts, stickers, etc) - \$1,038 (net income after expenses)

SERVICES TO COMMUNITY AND NKL GENERAL EXPENSES

Simplified Breakdown - total \$154,835

- Veterinary Fees - \$97,210
- Supplies - \$10,483
- Rescue Expenses - \$6,265
- Event Expenses - \$2,700 (does not include advertising)
- No Kill Conference - \$7,698
- Other Expenses - \$675
- Management & General Expenses - \$29,804 (includes the advertising)

TOTAL Paid Out (services and support expenses) Total - \$154,835

Direct program services expenses (vet fees and more) - \$125,031

- **Hope Fund - \$72,216**
Amount paid to area vets for special medical care of homeless pets
- **Spay/Neuter program (includes 28 Days of Spay) - \$17,522**
Funds paid to increase the number of cats and dogs spay/neutered with an emphasis on helping low income families and those caring for cat colonies
- **Pet Food Bank - \$10,243**
Provides pet food and other supplies for low income families and those caring for cat colonies to help lower the number of pets in our shelter system and keeping those pets off "death row" and with the families who love them
- **Other program services - \$17,352**
Includes miscellaneous animal needs such as transport fees, special foster program or adoption needs, etc.
- **No Kill Conference - \$7,698**
Sent volunteers to attend conference for education on continuing No Kill efforts and improve upon current work

Additional expenses for program services support - \$29,804

- **Advertising - \$12,584**
Sharing latest homeless animals up for adoption; spay/neuter programs such as 28 Days of Spay; advertising for Million Mutt March; and more.
- **Office expenses - \$12,351**
Includes printing cost for pet advertising, brochures for the pet food bank and booths at events, fundraising letters, general office supply needs - including monitor for free computer - bumper stickers, postage for thank you letters and fundraising letters, and other office needs as they arise over a 12 month period
- **Direct administrative costs - \$4,869 (approximately 2.5% of gross receipts)**
 - Insurance - \$3,666
 - Legal fees - \$408
 - Accounting (taxes) - \$795

Balance of assets/funds carried over - as of June 30, 2012 - \$18,980

Our Vision

We envision our community as a place where no adoptable pet or feral cat is killed, regardless of resources, economics, and politics.