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2017-2018 ANNUAL REPORT



Photo by Teresa Berg Photography



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At Operation Kindness We're All About Happy Pets and Happy People



Operation Kindness is more than just the original and largest no-kill shelter in North Texas. Because of you and your on going support, Operation Kindness is the place "Where Happiness Begins." Together we care for and love homeless animals until that wonderful moment when a happy pet goes home with a happy person.

As I relish these joyful moments, I'm mindful of the work and care goes into making sure every pet has all their needs met. For some, updated vaccinations, nutritious food and loving care will give them a new lease on life. But for most, chronic or emergency medical conditions and special needs require a larger investment of time and resources.

Take Reggie, a beautiful one year-old Great Pyrenees that suffered from severe hip dysplasia requiring two corrective surgeries and about 12 weeks of recovery. Hip dysplasia is an abnormal formation of the hip socket that in its more severe form can eventually cause crippling lameness and painful arthritis of the joints. Basically Reggie had the hips of a 10-year-old dog. He is representative of the hundreds of animals last year whose lives were saved or at least greatly improved thanks to our medical team.

In this annual report we're celebrating the tremendous accomplishments we have attained together, especially this past year's 5,088 adoptions. Since our founding in 1976, Operation Kindness has saved the lives of more than 100,000 homeless animals. This feat was accomplished by the Operation Kindness community of faithful donors and passionate volunteers and staff.

One of the most exciting moments this past year was the ground-breaking on our new medical wing. Because Operation Kindness is committed to providing homes for as many homeless cats and dogs as possible, a strategic plan has been developed to increase the number of life-saving surgeries, daily capacity and, ultimately, the number of animals adopted. This plan is funded by the \$12,200,000 Build. Save. Love. capital campaign. Please check out the capital campaign story on page 13.

Our other stories share moments of foster happiness, donor compassion and lives saved because our faithful supporters were generous in giving the funds we need to provide medical care, behavior training, nutritious food and clean, safe shelter to homeless animals that would not otherwise survive.

Thank you for helping us make more happy pets and happy people!

James Gibson
President of the Board of Directors
Operation Kindness

Volunteer Spotlight: Carie Silvestri

Carie Silvestri is a long-time donor and volunteer to Operation Kindness. After being introduced to the shelter when her parents began volunteering in the early 2000s, Carie brought her newlywed, animal-loving husband, Rob, into our community as well!

Carie has worn many volunteer hats during her time with Operation Kindness, including board member and co-chair of the annual Canines, Cats and Cabernet event.



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Like many volunteers, Carie has also adopted several pets through Operation Kindness – including a German Shepherd named Max. It was this pup that inspired one of Carie's biggest projects in support of Operation Kindness.

Upon meeting Max, Carie learned he'd been surrendered by his previous family due to behavioral issues. Carie said he had a talent for escaping from his crate and tearing up things around the house. He just didn't understand the rules yet, and needed some training to find his way.

Carie's experience raising and caring for Max made her think about the many pets who remain homeless because of behavior problems. When he passed away in 2015 at the age of 11, she established a fund – the Max Fund – to help other animals and their new forever families with their transition. Carie understands the time and expense that goes into training a dog, and wants to provide resources to those families that may not have extra funds allotted for training.

"There are so many good dogs that are returned [to Operation Kindness] because they are not fixable," Carie explained. "We're not trying to get dogs in and out – we're trying to get them to good homes."

Within the first six weeks of starting the Max Fund, Carie raised \$10,000. So far, the program has helped 55 dogs and their families. She hopes her efforts will inspire others to take a risk on a pet that needs a little extra training.

Thank you, Carie and Rob, for your passion and generosity on behalf of pets in need of a little extra support!



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Judy Holleman

Saying her heart for homeless animals is as big as Texas just doesn't do Judy Holleman justice. When asked how long she's been volunteering for Operation Kindness, Judy couldn't remember precisely and figured it must have been when she acquired her first Operation Kindness T-shirt and that was early in 2000.

Judy was employed as an administrative assistant at Forney Corporation when she read a newspaper article about Metrocrest Services, the local social services charity, providing food during the holidays. She wondered if those people had pets and if their pets needed food too. Metrocrest suggested she donate the pet food to Operation Kindness. Judy went into action clipping coupons, purchasing pet food and delivering it to the shelter.

Now a veteran volunteer, Judy has learned how to do a little bit of everything at Operation Kindness and in her 18 years, she's done it all. First she had a heart for walking and loving on the small heart-worm-positive dogs. "And there were a lot of them back then," she says. But her favorite job? That depends on the day. Sometimes it's working at the Client Services desk; other days she's coordinating the grooming program and ensuring new comers get the buff and polish they need to look their best for potential adopters; or she's providing a sizable donation for the Development team to use during North Texas Giving Day. "But my biggest thrill is holding up that paddle during the Fund the Mission time at Canines, Cats and Cabernet," says Judy. That's because she knows those animals came to us neglected, injured, ill and now are receiving life-saving medical treatment and love.

Assessing for Perfect Matchmaking

At Operation Kindness we strive to make as-perfect-as-possible pet matches so at the end of the day we have more Happy Pets and Happy People in our world. One of the essential components to our success is our Training and Assessing Behavior Team (TAB). These volunteers work closely with our staff animal behavior coordinators to learn key things about each dog's personality, temperament and behavior. The goal is to glean the right information that will help each pet establish a solid relationship with their soon-to-be-adopter.

"We're very fortunate to have several teams of dedicated assessors. Thanks to their efforts, we're able to learn about an animal quickly and develop their behavior treatment plan which results in a faster adoption" explains Amber Jester, Director of Operations.

Together volunteers Ron Beiswanger and Bailey Davenport, one of the TAB Teams, have assessed more than 400 dogs in the past couple of years for Operation Kindness. "We use a variety of tests, stressors and play toys to help us see a dog's full personality and to figure out what motivates them," says Bailey. With that information, the team creates a treatment plan that's followed by the staff in their daily activities with the dogs. After an adoption, the team that developed a dog's plan is available to give the new adopter personalized training tip and a consult if needed.

Thanks to volunteers like Jodi Venturoni, Deborah Knight and Vera Schweizer who help manage the assessment program.



Travis got his happy adoption in thanks to the TAB program. This five-year old American Pit Bull often growled when he was petted. Amber said "that's because he was overwhelmed and fearful of interaction. He didn't have trust and was uncertain what would happen next." With a customized training plan, the staff and volunteers who worked with Travis taught him that interactions are fun and pleasant. Those interaction tips were passed on to Travis new family and now he's a spoiled love bug.



Our Thanks to David Schad

Operation Kindness is well-known for our superb animal care and adoption services, but we're a community favorite because of our lush, flowering landscape and wooded walking trails that make up part of the 4-1/2 acre adoption center. Humans and dogs happily walk, play and find a "love connection" amongst the bridal wreath spirea and azaleas. The man behind our "botanical garden" is David Schad.



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For more than a decade, David has been a vital Operation Kindness volunteer. He first began giving his time in 2006, when he had just retired and wanted to give back to the community. "I really enjoy the animals here, so it was a natural fit," he says of his relationship with Operation Kindness.

All spring and summer long, David is planting and tending beautiful flowers and fragrant shrubs like gardenias. The dogs especially enjoy all the different scents and textures as they walk along the trails. Spending time in a beautiful, fragrant garden helps de-stress the dogs and stimulate their senses.

David also helps manage off-site adoption events. "Being an adoption counselor is very important," says David, "because you're bringing happiness to a family and a safe, secure home for the animal."

He says this role has been especially rewarding because he knows the animals he places will have safe, loving forever homes for the rest of their lives — and he knows from experience! David has three dogs at home — Scotty, a Scottish terrier, Sandy, an Airedale terrier, and Mimi, a Cockapoo — two of which he adopted from Operation Kindness.

So many abused and neglected cats, dogs, puppies and kittens now have the love and comfort of a forever family because of David's efforts. Our sincere thanks go out to him for his generous partnership!



Building to Save More Lives

One of the most heart-breaking challenges facing animal welfare organizations is the sheer number of homeless animals needing help. In the eight counties that comprise North Texas as many as 200,000 dogs and cats are euthanized each year before they have a chance to find a new home.

As the original and largest no-kill shelter in North Texas, Operation Kindness is on the forefront of this issue. Yearly we rescue more than 5,000 dogs and cats, provided them with life-saving medical care, behavior support and adoption services. The impact this past year was 5,088 happy pets adopted into loving homes.

Operation Kindness serves as the “go-to” partner for 47 municipal shelters and rescues that have run out of space or don’t have the resources to provide the medical care a homeless animal urgently needs.

While we’re proud of setting new records for adoptions and the number of medical cases we have treated for the past five years, so much more could be done if we expanded beyond the hospital’s 1,200-feet of space that includes a surgical suite, two isolation rooms and a tiny treatment space.

The Build. Save. Love Campaign

We launched our capital campaign, Build. Save. Love. in 2017 to expand and improve facilities. Since every animal that comes through our doors receives medical care, our first priority and most critical need is to build a new medical wing. We broke ground in April 2018 and anticipate a grand opening by summer 2019.

Animal Health and Welfare

The health and well-being of every animal will be improved, in phase 1 of construction, in the new 9,200-square-foot state-of-the-art plus we’ll be able to rescue even more pets with illnesses and injuries. Separate isolation and monitoring rooms will help prevent the spread of illness between animals that are being evaluated, treated or recovering and will allow for more cats and dogs to be treated and rehabilitated. Certain to be a popular new feature of the new hospital are the outside porches so our patients can benefit from fresh air while they heal and recover.

Expanding Animal Spaces

Phase 2 of the expansion will consist of expanding Bear's Den, our large dog building. The new space will accommodate up to 54 dogs in large spaces and each space will include an indoor and outdoor section. The new Bear's Den will also have a separate section known as the "Zen Den" to provide a quiet environment to larger dogs while they receive behavioral support and training.

Phase 2 will also include the addition of two new cat community rooms and a second cat patio ("catio") will provide more fresh air and space for activity for up to 30 more feline residents.

Phase 3 will focus on improving our lobby area to better accommodate customers, creating a separate entrance for customers surrendering animals and expanding the Intake Department. Most animals spend at least a little time in Intake while they undergo their initial evaluations so decreasing the stress they feel coming into a new environment is a key goal. Expanding the space will help make each animal feel more comfortable while enabling the staff to rescue more animals at a given time.

Operational Efficiency

Increased efficiencies will be found with new cleaning and sanitation processes as well as better use of staff offices:

- State-of-the-art sanitation systems will be installed throughout the facility, allowing staff to spend more time focusing on the well-being of animals.
- A complete administrative office suite will be located on the second floor of the new medical wing and will include the office of the CEO, Controller, Human Resources, Development and Marketing departments. Additional meeting space and flex space for future staff growth will also be included.

More Happy Pets and Happy People

- Adoptions will increase by 35 percent
- Our daily capacity will increase by 24 percent, which translates into 50-70 more cats and dogs
- A new entrance with expanded parking to accommodate up to 100 vehicles

The new medical wing, the expansion of Bear's Den, our large dog area, plus the addition of new cat community rooms and cat patios will increase our overall capacity by 24 percent and 1,711 more animals will be saved each year.

Operation Kindness

is the oldest & largest no-kill animal shelter in North Texas, saving over **100,000 cats & dogs** since 1976.



A new **9,200 square-foot** medical facility will provide full medical evaluation to every single animal that arrives at Operation Kindness

Facility renovations will increase daily capacity by **50-70 more cats & dogs**

Campus improvements will **increase public visibility** and improve the visitor experience



4,889 animals were saved in 2017...

If you help us today,
1,711 more animals
will be saved each year





Making Our World Happier... One Pet at a Time

Vivian Trojack is enjoying the best of times – first an exciting high-visibility paralegal career with the largest pizza company in the world, Pizza Hut, and now in her retirement as one of Operation Kindness' go-to medical ambassadors.

"Having been in both the corporate and legal worlds was very satisfying, but now it's the little things that count, like cuddling an animal, taking a dog for a walk, and giving comfort and peace to a nervous new arrival," says Vivian. Vivian started her volunteer career with Operation Kindness almost two years ago walking dogs, especially the big dogs that don't get as much attention as the little guys. "I was especially fascinated by the cats and learning their personalities." When asked if the cats were cleaner than dogs, Vivian was jokingly emphatic, "NO!"

Her day starts at 8 a.m. and she gets into the work flow with the medical team with whatever is needed at the moment – from cleaning kennels and washing dishing dishes to soothing a dog on a respirator. "I take pleasure and affirmation in doing the work that frees up the medical staff. I'm basically a janitor, but I just love it!"

Why does she volunteer at Operation Kindness? "Because they are a no-kill shelter and because every day I see the lengths the staff goes to care for each animal. And I haven't met a volunteer yet who isn't here with the animals first in their mind, helping with real needs, and feeling they are fulfilling a higher purpose."



Vivian's dog, Abby

Rees-Jones Foundation

An informal interview with a Founding Board member.

Can you tell us a little about the Rees-Jones Foundation? And, can you tell us about your role at the Foundation.

The Rees-Jones Foundation was started in 2006 to help improve the lives of individuals primarily in North Texas. We have also developed a significant interest in select international projects. Through the love of Christ we are motivated to help improve the lives of those who are suffering or disadvantaged. The Foundation has five priority areas of giving: Human Services for Children, Youth and Families; Youth Development; Mental Health; Community Benefit which includes Animal Welfare; and International which is focused on providing needed medical care, clean water and justice for the oppressed. God has blessed us, and with every gift we strive to share His resources to uplift those who are suffering or in need. My role at the Foundation as a Founding Board member is to attend monthly Board meetings, go on site visits and try to stay knowledgeable & current with many of our grantees.

The Rees-Jones Foundation has had a tremendous impact on North Texas. Why is it important for the Foundation to give to Animal Welfare?

Animal Welfare is a cause for which we are driven to help not only out of our own personal love of animals but also their ability to provide companionship and comfort. I have always loved animals and often seen situations where I said – “If only I could help”. Animals give so much and they in turn deserve to be treated with love, compassion & respect and deserve to live happy, healthy lives. Whether the animal is an emotional support dog for a veteran with PTSD, a horse that provides animal assisted therapy for a child who has been abused, or a service dog that helps someone with a disability, they serve us selflessly and give us unconditional love in a way that oftentimes we can forget.

The Foundation gave \$100,000 to Operation Kindness in 2016 to support the Medical Hospital and medical procedures. What sparked such a generous gift?

As our first grant and the beginning of our relationship with Operation Kindness, we were driven to make the grant based on their mission to offer second chances to homeless pets to find them loving, forever homes. The dogs and cats that come through the shelter receive quality veterinary care, and it was particularly compelling that Operation Kindness provided medical care to any and all animals, even those dealing with injuries and illness and are much more difficult to treat. By offering these homeless animals the same level of care that we would offer our own pets at home, they are able to be adopted and live long lives in their new forever homes.

The Foundation is providing the Lead Gift for the Operation Kindness Capital Campaign. What are you looking most forward to in helping Operation Kindness expand its medical capacity with a new hospital?

I have a plaque in my office that reads – “In a perfect world, every dog would have a home and every home would have a dog”. I believe that the expansion of Operation Kindness is going to provide so many life-changing opportunities for unwanted animals through quality medical care and we are excited to be a part of that. We believe in your mission and look forward to watching it become a reality. It will have an amazing impact in the community and better the lives of thousands of formerly homeless dogs and cats.

Can you tell us about your pets at home?

We currently have three dogs in our home. Billie is a black lab who was in training the first six months of his life to be a service dog for a wounded veteran. Due to hip issues he had to be released from their training program and I was able to adopt him. Cisco is a five year old black lab mix and Mila is a mixed breed. Both were adopted from the SPCA. Our two sons and daughters-in-law have adopted dogs from shelters as well – two black labs and two yellow labs. It's safe to say that the love of dogs runs in our family and we are so happy to be a part of the life-saving work at Operation Kindness.



Integrity Runs in the Family and Through Their Pet Food

Operation Kindness is well-known for giving our homeless animals exceptional care and loving kindness. Good nutrition is often the best medicine so one of the key ingredients in our “recipe of kindness” is the nutritious diet our animals receive. For the past three years Muenster Milling has generously donated to Operation Kindness thousands of pounds of its superb grain-free dry dog food, and provided sample bags to adopters.

Muenster Milling is a rarity in an industry that is dominated by pet food companies run by private equity firms focused on profits. For four generations, the Felderhoff family has been all about continuous recipe improvement, growing their own millet and sourcing ingredients from area farmers. “We’re about getting an animal back to a natural diet like they would have in the wild,” says Chad Felderhoff, Vice President of Operations. “A healthier diet means less disease and fewer issues.”

Because integrity is a core to the Felderhoff family’s operation, they seek partners who likewise exhibit this core value. “Our food donation is an investment in Operation Kindness. We don’t have to question their integrity because we know the donation will be used to benefit the animals,” says Mitch Felderhoff, President of Muenster Milling. “We admire Operation Kindness’ outreach because they understand there is great need beyond Carrollton. That’s why they reach out to support so many other shelters and rescues. We know we can help so many more people and more animals by supporting them.”



Happy Neighbors and Happy Pets

Is it an overstatement to say the partnership between Operation Kindness and Pet Supplies Plus has always been destined for greatness? At the very least it's a partnership destined to promote happiness! Couple that with what franchise owner Caleb Lopez says about his business, "Pet Supplies Plus is all about helping pets live better lives so their people live better, happier lives," and you have the perfect happiness makers.

Caleb started his career with Pet Supplies Plus as a cashier. It wasn't long before this very entrepreneurial pet lover owned his first store in Atlanta. He soon decided the Dallas-Fort Worth Metroplex had much more opportunity so Caleb made his move in 2003. Now he and his business partners own and operate 18 area Pet Supplies Plus stores.

One serendipitous day, Sandi Laird, Director at Operation Kindness was at Pet Supplies Plus buying food for the shelter's dogs. Caleb had seen her in the store on a regular basis. He liked the shelter's mission to find loving homes for homeless animals so he decided sell us dog food and other products at cost. That kind act has led to many others. From being the presenting sponsor of our popular Dog Day Afternoon to providing 25% coupons in all adoption packets to sponsoring Hope Gala and Canines, Cats and Cabernet, Pet Supplies Plus continues to provide unparalleled support for our homeless animals.

Thanks to that fruitful partnership, Pet Supplies Plus purchased a new adoption trailer and persuaded Muenster Milling to fund the new van to pull it. Now we're able to take more animals into the community for adoption in a cool, safe environment. The latest brilliance is our cat adoption room in five Pet Supplies Plus stores. That idea alone has netted 300 homes for kittens and cats in the past year.

"We have a heartfelt-feel good story with Operation Kindness," says Caleb. "They don't hold back and they rescue everyone they can. And they even partner with other rescue groups to get the job done."

PET SUPPLIES
"PLUS"



Donation Drop-off Centers

- 2417 FM 423, Little Elm
- 1217 East University Drive, Denton
- 900 Lakeside Parkway, Flower Mound
- 200 South Mill Street, Lewisville



Sharing Our Businesses of Second Chances

No doubt you've noticed the purple donation bin at our campus or received a colored post card inviting you to donate your used stuff to Operation Kindness. Both of those efforts are in thanks to our partner Recycle2Support (R2S).

We give homeless pets a second chance at the best quality of life possible and R2S gives stuff a second life and donates funds back to us to care for our homeless pets."

When it comes to 'recycling' at R2S, it's far beyond just paper or plastic. "We take something you no longer want that could have a second life, repurpose it and then share the proceeds with charities in DFW" explains Tammy Wallace, R2S' Chief Operating Officer. They believe that recycling is their social responsibility and that if they can increase the percentage of textiles and clothing that gets recycled; then they can reduce our carbon footprint, save land-fill space and make a great community impact, including helping the homeless cats and dogs at Operation Kindness.

R2S accepts everything from clothing, shoes and jewelry to small appliances, electronics and small home décor. They don't accept soiled or damaged items, building materials, water heaters and such. A full list of what they do and don't accept is on their web site. After categorizing all the donations, those deemed to have resale value go to their thrift stores. Those that are not re-sellable are sent via a third-party to other countries to "find a home." It's much like old cars that are still running. Someone, somewhere else will benefit from using it.

Matt Kloeber, president and owner of R2S says they see two kinds of donors, "the one who wants to benefit a charity like Operation Kindness and they're pulling stuff out of their closet thinking 'I want to help the puppies and R2S will write the check! Or, the donor who is spring cleaning and wants feel like they've done a good thing by donating them to a company that will give funds to a local charity." The bonus is R2S makes it incredibly easy to drop off donations or have them picked up. You don't have to even be home because they will text when they've picked up.



2018

2017

adoptions	4,825	4,889
animals received care	5,043	5,090
spay/neuter surgeries	3,100	3,140
surgeries on 212 animals	702	363
exams	24,993	22,721
for medicine	\$202,000	\$174,000
meals served	324,000+	320,000+
volunteer hours	63,540	56,654
animals in foster care	1,567	1,323
kittens	711	
puppies	718	
cats	40	
dogs	98	



FINANCIALS

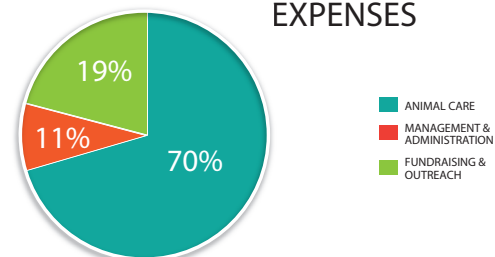


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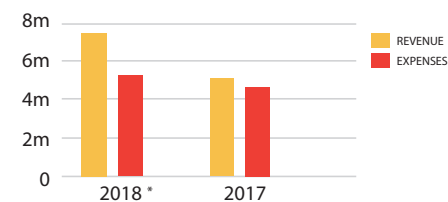
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EXPENSES



Revenue for 2017 & 2018



*Increased funds due to capital campaign.

SOURCES OF INCOME

