



FOR THE
LOVE
OF CATS



2023
ANNUAL IMPACT REPORT



OUR VISION

Our vision is a world where all cats' lives matter

OUR MISSION

To end the cruelty of pet over-population

Our programs include working with the community to sterilize stray, community and feral cats through TNR (trap-neuter-return), assisting the low-income public in need with low-cost spay or neuter, wellness, and emergency veterinary care along with other support programs to help people keep their pets.

LETTER FROM THE FOUNDERS



We proudly invite you to explore our first
For the **Love** of Cats Annual Impact Report!

2023 A YEAR OF COMMUNITY NEED.

For the Love of Cats helps people and cats in the community. We set traps almost every day for our TNR (trap, neuter, return) work. On other days, we are rescuing kittens or on the phone arranging veterinary care for people with sick or injured cats who cannot afford these extra expenses. *Every day, we are living our mission and vision.*

2023 has been a financially challenging year. Veterinary care and cat food prices have risen sharply. Housing costs are up, and living wages are down for underserved families. Pet abandonment is rampant. Shelters are over capacity. This means more people with cats in need are reaching out for help. We have met these challenges by helping everyone who has called, emailed, or texted us. There will be more challenges ahead for next year, but seeing all the work we have accomplished together this year gives us confidence that we will do even more in 2024.

We continue to build a foundation for sustainable operations at For the Love of Cats. Small nonprofits are often overlooked for legacy and major gift-giving because they lack a sustainable business plan beyond the founders' lives. Our Board of Directors is dedicated to the transformational change that gives For the Love of Cats the capacity to grow their invaluable programs for the benefit of the cats in need throughout our community long into the future.

In 2023, our supporter's generosity has allowed us to always say "yes" to everyone in need. We are very grateful to our supportive family of donors, fantastic staff, and wonderful volunteers. Together, we can celebrate an exceptional year of life-saving results. We have saved the lives of over 300 cats this year and helped so many families keep their furry loved ones healthy.

- JAN AND JIM RICH, FOUNDERS

UNIQUELY FOR THE LOVE OF CATS

Our programs have grown throughout the years to answer the community's needs. We started with our core program; TNR (Trap, Neuter, Return). We are the largest TNR cat non-profit in the county. For the Love of Cats is the only rescue group with a fund to help families with cats needing emergency or wellness veterinary care. Our Seniors for Seniors Program is also a unique county-wide adoption support program for senior cats. Our FGCU (Florida Gulf Coast University) Scholarship Fund promotes a career in veterinary medicine when there is a nationwide veterinary shortage, especially in the Naples area! For the Love of Cats is also the only rescue group in the county with a cat food bank for community cat caregivers.



Meet Marshall!

Marshall was a friendly community cat with an obvious problem with both eyes. Fortunately, his caregiver contacted us for help. We learned Marshall's eyelids were too long, causing an iris prolapse in his right eye. Marshall's right eye was removed with the surgical expertise of Harborside Animal Clinic and Animal Eye Guys. Luckily, his left eyelid only needed to be adjusted. As you can imagine, a community cat with one eye is not ideal. Marshall's caregiver stepped up in a big way by adopting him into her family as an indoor kitty. Marshall is an extremely sweet cat who loves attention and snuggles. He is safe and happy in his new furrever home.

2023 IMPACT RESULTS

SENIORS FOR SENIORS PROGRAM



12

Senior cats found furrever homes

Meet Diana and Cisco the cat!

Cisco is a 7 year old cat who hit the jackpot with his new mom, Diana, dad, and 3 cat siblings. Diana loves cats and has been a lifelong fan of felines. Cisco is adjusting well to his new home and is a snuggle bunny who will paw at his new mom when more attention is needed. He might be demanding, but extremely lovable.

TNR (TRAP, NEUTER, RETURN)



126 stray, feral & community cats TNR'd, preventing the suffering of over **800** kittens!

Willie was once scared, alone, and lost!

Willie is a loving, one-eyed boy who we found hanging out at a cat colony. His friendliness made us believe that he did not belong with this feral cat colony. We quickly captured Willie and took him to Domestic Animal Services (DAS), where we discovered he was microchipped! The value of microchipping cannot be understated. Willie's microchip information was up-to-date and as a result, Willie is now safe and back at home with his loving family!

2023 IMPACT RESULTS

HELP 'EM KEEP 'EM EMERGENCY PROGRAM



Saved **96** cats with life-threatening injuries or wellness issues

Meet Linus!

Linus was an injured kitten rescued from the middle of traffic on Golden Gate Parkway. We were able to help Linus' family through our *Help 'Em Keep 'Em program* by covering the cost of his leg amputation surgery. Linus is doing well, and his family brags he can do more things with three legs than a cat with 4 legs!

HELP 'EM KEEP 'EM SPAY/NEUTER PROGRAM



Helped **37** cats & their families by covering the cost of their spay or neuter surgery

COMMUNITY CAT CARE PROGRAM



Distributed over **6,000** lbs. of cat food feeding over **500** community cats

VOLUNTEER, DONOR & SOCIAL MEDIA

VOLUNTEER HIGHLIGHTS

45 dedicated volunteers contributed 6,500 hours by helping us with:

- 🐾 Event booths
- 🐾 Fostering
- 🐾 TNR Work
- 🐾 Feeding Community Cats
- 🐾 Vet Transportation



KEEPING UP WITH @FORTHELOVEOFCATSFL

- 🐾 5.2k followers on Facebook
- 🐾 1k followers on Instagram
- 🐾 363 subscribers on YouTube

2023 DONOR HIGHLIGHTS

- 🐾 62 New Donors
- 🐾 40 Monthly Donors
- 🐾 860 Total Supporters
- 🐾 \$8,345 Donated Gifts in Kind
- 🐾 56% Donor Retention Rate (Average Nonprofit Retention is 42%)



MEET THE BOARD



**JAN RICH, FOUNDER
PRESIDENT**

Jan was born in Ft. Worth, Texas and educated at the University of Illinois with an emphasis on math and music. Jan and her husband, Jim, founded Coffee Masters, Inc. in 1985. The company grew to 100 employees and over \$15M in sales before selling the business and retiring in 2002. The management, sales and marketing skills Jan possesses gives For the Love of Cats, Inc. the many resources needed to be a successful organization. Jan is the recipient of the 2005 Woman of the Year award from the Fort Myers News-Press and also the 2009 recipient of the Walter Turken Award from the Naples Humane Society.



**JIM RICH, FOUNDER
VICE PRESIDENT**

Born in Cleveland, Ohio, Jim started with a career as a vaudeville entertainer, at the age of 5, with his parents. Jim graduated from Northwestern University with a master's degree in music education and was a percussion major. Jim was a high school band director for 10 years at Hersey High School in Arlington Heights, Illinois until 1985 when he and Jan started Coffee Masters in Spring Grove, Illinois. Jim and Jan have always been animal lovers and after seeing the plight of the abandoned cats on Marco Island, they started For the Love of Cats in 2002. Jim enjoys playing the piano and boating.



**ANN DALY
TREASURER**

Ann is a Certified Public Accountant, Tax Director at CliftonLarsenAllen in their Naples office with over 25 years experience. Ann works with small businesses and individuals creating opportunity for growth. She has been volunteering with AVOW Hospice for 7 years and a Eucharistic Minister at St. Finbarr, Naples. She lives in Naples with her husband Frank and her 4 year old rescue cat Peanut. Ann is excited to help the Love of Cats continue to meet their goals while fulfilling their mission.

MEET THE BOARD



MELODY KAPPAUF
SECRETARY

When Melody moved to Marco in 1997 she began working at the Island Country Club, as the Events Director and then Director of Membership and Marketing. She was also involved in several of Marco Island's business forums, and was a founding member of the Membership Directors Association of Southwest Florida. She enjoys spending time with her husband and granddaughter, boating, reading, running, traveling, and loving on all of her rescued cats.



BOBBIE CONFER
BOARD MEMBER

Bobbie is a former executive of a large regional bank on Long Island, New York. While in New York, she was a director of a large historical society and active in numerous charitable events. Bobbie moved to Florida in 1996 at which time she became a Coldwell Banker Realtor. Her ties to the corporate community and professionals living in Marco and Naples, helps with fundraising events and TNR awareness in the community.



KIM MCINTOSH
BOARD MEMBER

Kim moved to Marco Island in 1985 after graduating from the University of Florida with a degree in Finance. She began her banking mortgage career at the National Bank of Collier County, the first bank on Marco. She has been active in the community with MIAAOR and was on the board of the Marco Island Chamber for three years and attended Leadership Marco in 2009. Kim is still involved in SouperBowl at Mackle Park and the Chamber Education Committee. She is an avid boater and loves the natural areas and the beach.

MEET THE TEAM



CASSANDRA NOCIFORA **PROGRAM SPECIALIST**

Cassandra was born and raised in Washington. The sunshine and beauty of SWFL brought her and her husband to Naples in 2011. As an educator for over 21 years and volunteer at Collier County Domestic Animal Services, she has a variety of experience. Working with For the Love of Cats is a perfect fit to combine Cassandra's passion for helping animals and their families, as well as her skills as a teacher and leader. In her spare time, Cassandra enjoys being in nature and gardening. She is the proud mom to three cats and two dogs.



CHARLOTTE HERBERT **DEVELOPMENT DIRECTOR**

Charlotte brings over twenty years of experience in association management, government affairs, and fundraising. She began her career in Washington, D.C., working on Capitol Hill and later as Vice-President of Government Affairs for Associated Builders and Contractors. Charlotte also did government affairs and fundraising work for the Delaware State. She retired to raise her boys and moved to Naples with her three rescue cats. You can find her volunteering at Collier County Domestic Animal Services in her spare time, enjoying Naples's outdoors, working out, or playing in the kitchen.



LINDA WYNNS **ADMINISTRATIVE ASSISTANT**

Linda and her family moved to Marco Island in 2003 to enjoy the Island lifestyle. A retired Media and Corporate Communications executive at an international investment bank in New York City, Linda brought her expertise to the Marco Island Area. Linda found For the Love of Cats which fulfills a life-long passion to work with animals in non-profit setting where she can share her creative side. In her spare time, Linda enjoys gardening, cooking, reading, crocheting, and walking their dogs and grand-pups.



DANIELLE CASSETTE **CREATIVE CONTENT SPECIALIST**

Danielle was raised in Tampa, and made her way down to SWFL to attend school at FGCU where she received her degree in Communication and Public Relations. She now currently resides in Bonita Springs. Danielle has a background in Graphic Design, Communication and has a great love for animals, making her a perfect fit to our team. She has a rescue cat named Rio. You can find Danielle enjoying SWFL, teaching dance, or spending time with her loved ones.

2023 PROGRAM IMPACT EXPENSES

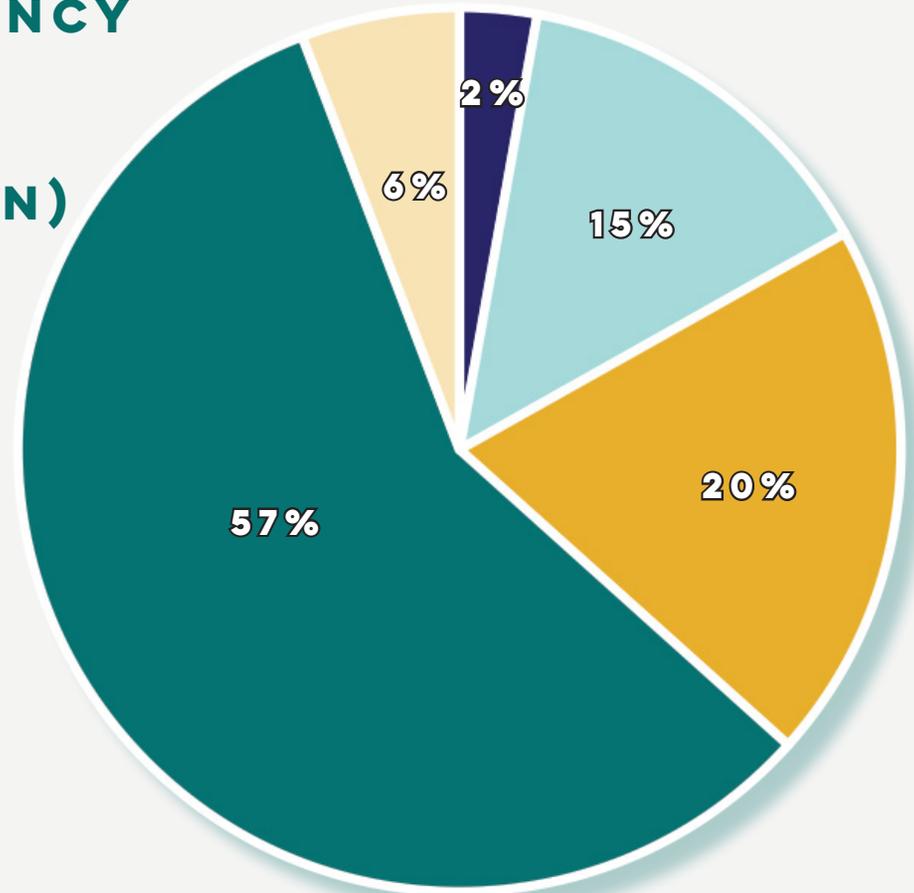
HELP 'EM KEEP 'EM EMERGENCY PROGRAM - \$109,986

TNR (TRAP, NEUTER, RETURN) PROGRAM - \$38,592

COMMUNITY CAT CARE PROGRAM - \$28,944

HELP 'EM KEEP 'EM S/N PROGRAM - \$11,578

SENIORS FOR SENIORS PROGRAM - \$3,859





2023 INCOME BREAKDOWN

INCOME BREAKDOWN

Local Donation Boxes - \$1,902

Public Donations - \$227,423

Program Donations - \$5,500

Business Donations - \$134

Fundraising Events - \$79,109*

Dividends and Interest - \$52,155

EXPENSE BREAKDOWN

Program Expense - \$192,959 (78%)

(The Industry Standard is 65%)

Administrative Expense - \$24,829 (10%)

Fundraising Expense - \$28,003 (12%)

*Our Catsino Night Fundraising Event
January 28, 2023 raised \$79,000 thanks to
134 wonderful supporters!

OUR GOALS FOR 2024

Our goals for 2024 are to help even more cats and kittens in need by expanding our public outreach events and developing more veterinary and community partnerships.

We also have many more behind-the-scenes projects that will help poise the organization to grow into our next level of sustainability. One such project is to add depth and experience to our board of directors. Another is adding a Development Director to improve our public affairs and outreach.

OUR PROGRAM GOALS ARE AS FOLLOWS:

- 🐾 **Our Help 'em Keep 'em Emergency and Wellness Program** expenses were twice what we spent in 2022. We anticipate that more families will be reaching out for help again this year. Veterinary costs have increased, and rents and condo assessments are increasing dramatically. Our goal is to continue to say "yes!" to everyone in need to keep furry family members where they belong; at home!
- 🐾 **Our goal for TNR (trap, neuter, return)** is to spay/neuter 200 free roaming cats and target specific communities as we did with Marco Island so we can curb the endless cycle of animal cruelty.
- 🐾 **Our Seniors for Seniors program** promotes a senior cat adoption with the reimbursement of adoption fees and a \$100 PetSmart gift card. We plan to add community engagement events to expand the visibility of this program and help seniors, both furry and human, add love to their lives. Our goal is to help adopt 15 senior cats in 2024.
- 🐾 **Our Community Cat Food Drive** distributed over 6,000 lbs. of cat food to community feeders last year. Our goal for 2024 is to expand to 2 Food Drive events to ensure these cats have enough food to last all year. More and more feeders are contacting us for help because pet food costs have greatly increased over the past several years.

With your continued friendship and support, we look forward to a year filled with the joyful faces of families we have helped and the purrs of cats and kittens that are healthy and loved.

WITH GRATITUDE

Looking back on 2023, we see our generous supporters behind every moment of impact and reason to celebrate

We are deeply grateful to everyone who made and continues to make, our mission possible. Throughout the past 21 years, our community has helped us *save the lives of over 43,000 cats and kittens*. Thank you for making our work — and this impact — possible, being by our side, and helping us finish 2023 strong. We have only the highest hopes for 2024.



THE STORY CONTINUES 2024

From the beginning, it's been our mission to help cats in need. When we set out on this journey 21 years ago, there were over 1,500 feral cats and kittens on Marco Island and the surrounding communities. Today, thanks to our incredible family of generous donors, there are less than 50 TNR'D cats in those communities. It's both a massive achievement and a too-small dent in our county's community cat overpopulation crisis. TNR works, and it will work throughout Collier County. There is a clear need to continue executing our proven model of collaborating with local partners to implement TNR, pay for emergency and wellness care, help give seniors a second chance at love, and help wherever we can with our neighbors in need. This work is far too important to provide it with anything less than everything we have, and we cannot do it alone. Join us as we turn the page into a new year — with continued impact and milestones to celebrate.

Together, in our community, we can turn the corner on animal welfare in our lifetime

