



Corporate & Community Partnerships

Saving lives and supporting families in Baltimore

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Organization Information

Baltimore Animal Rescue and Care Shelter (BARCS) **Tax ID: 86-1130456**

Our Board Leadership

Alicia L. Shelton (Chair)

Esq., Zuckerman Spaeder LLP

Kathy Harvey (Past Chair)

Founder and President, Harvey Agency

Dr. Jay McDonnell, DACVIM (Vice Chair)

Veterinary Neurology and Imaging of the Chesapeake

Katherine Turner (Treasurer)

Financial Software Consultant, Kaufman, Hall & Associates LLC

Joe De Francis (Secretary)

Retired, former CEO of the Maryland Jockey Club

Eric Bernthal

Retired Attorney, Lantham & Watkins; Former Board Chair, Humane Society of the United States HSUS

Frank D. Boston, III

Esq., Law Offices of Frank D. Boston, III

Jennifer Brause

Founder and Executive Director, BARCS

Dr. Letitia Dzirasa

Baltimore City Health Commissioner

Don Rae

Partner of Saul, Ewing, Arnstein & Lehr, LLP

Janice Silvers

Retired Special Education Teacher

Julianne Tarver

Esq., Maryland Legal Aid

About BARCS

Once nicknamed the “underdog,” BARCS has been working tirelessly to make big strides for Baltimore’s homeless animals. Guided by compassion and dedication to our community, we have cared for more than 170,000 animals since our inception in 2005 along with thousands more that we have prevented from becoming homeless and having to enter our doors.

Formally run by the Baltimore City Municipal Animal Shelter, animal sheltering in our city was understaffed and lacked critical funding. This led to frustrated employees, poor husbandry practices (with a 2% save rate), dismal customer service, a badly maintained building and astonishingly low adoption rates.

However, in 2005, BARCS was founded as a private nonprofit to take over the city shelter and to be a safe haven for animals in need. Lifesaving doubled in our first year despite taking in an annual average of 12,000 animals. Each year, with the growing support of our community, BARCS is able to save more lives. By 2018, our save rate was 90%.

In the years since our founding, BARCS has made major strides within our organization and our surrounding community. We have hired new staff members, created a volunteer program, established a medical care program to care for sick and injured homeless animals, and developed a foster program. We have improved the shelter adoption program and expanded to include off-site adoptions, established working relationships with other local animal shelters and animal rescue groups, and increased the community’s awareness of the shelter and the needs of our animals. Today, BARCS provides animal care and adoption services, spaying and neutering for animals in our adoption program and greater community, public education and outreach, resources for families with financial instability so they can keep their pets, and so much more.



Our Initiatives at a Glance

BARCS is an open-admission shelter, meaning we accept and care for all animals in need regardless of health, history of abuse or neglect, age or temperament. This includes dogs, cats and small companions pets, along with farm animals, wildlife and exotic animals. As a 501(c)3 nonprofit organization, BARCS fills the role of animal sheltering and care for Baltimore City. We are an essential service to our city, operating as a safe haven and community resource 365 days a year—every year since 2005. We uphold this unwavering commitment to the animals we serve through private donations from our community and beyond.

While the primary goal of our mission is to find positive outcomes for homeless animals, BARCS is so much more than an adoption facility:

- We are an emergency triage for sick, injured, abused and homeless animals
- We are among the largest comprehensive pet owner resource centers in Baltimore
- We have kept thousands of animals out of our shelter by directly aiding families in crisis
- We are a progressive leader in the national animal welfare community
- We provide employment and volunteer opportunities to hundreds of people in our community



Every Penny Counts

BARCS has focused the majority of our funding on animal care and programs that support saving lives. Since our inception, BARCS' fundraising expenses percentage has remained lower than the industry standard (<20%). This year, our fundraising expenses were just 2%, meaning that for every \$1 you give to BARCS, \$0.98 funds essential programs, supplies and staffing to save lives in our community.



Under Our Roof...

10,000

animals, including cats, dogs, wildlife, farm animals, exotic animals and small companion pets, enter BARCS each year

At BARCS, our numbers are more than just statistics. Every single one is a life saved, an hour volunteered or a member of our community receiving resources. And that's what BARCS is all about: thousands of individual moments, choices and successes that make up the bigger picture.

How we give them second chances



110,000

veterinary exams and follow-up exams are done each year



6,000

spay and neuter surgeries are performed each year to prevent unwanted litters



3,000

owned animals receive vaccinations through our public clinics each year



30,000

volunteer hours are donated to care for our animals and enhance our programs

Partnerships with BARCS

BARCS is looking to develop mutually beneficial relationships with corporations and local businesses that are passionate about our mission and will work with us to make a difference in the lives of homeless, neglected and abandoned pets. **By including a corporate partnership with BARCS in your philanthropic, marketing or community relations budget, you are not only enhancing your brand, you are also making a difference in the lives of thousands of homeless animals throughout our community.**

BARCS has been a proven nonprofit leader in the Baltimore community for more than 15 years. We are a well-known and respected animal welfare organization. Connecting your business with us means that you will be reaching a dedicated audience in the hundreds of thousands, both enhancing your brand and letting people know that you support a cause they care about.



“Being a corporate partner with BARCS is the best and easiest decision we could have made. We’re proud to let our clients know that we support such a vital organization, and in turn, they let us know that they are proud to be our customers!” -Kathy Harvey, Founder and President of Harvey Agency

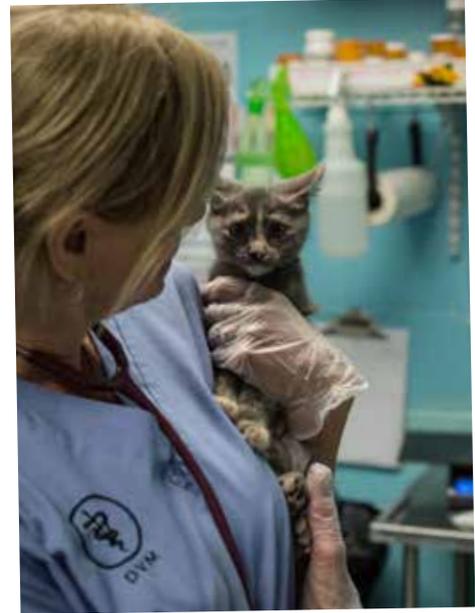


AREA OF IMPACT

Lifesaving Medical Care Programs

As an open-admission shelter, every animal is welcome at BARCS, and every animal gets the care they need. The health and wellbeing of animals in our shelter is an essential part of our mission. From specialized medical needs and emergency cases to vaccinations and spay/neuter surgeries, running a high volume, in shelter medical program is an enormous effort. Our in house fund provides ongoing medical care for 10,000 shelter animals each year, and our Medical Care Program allows us to begin treating animals the moment they arrive at our shelter.

Partners for this program are interested in: Animal care, professional veterinary staffing, medical equipment, saving lives, direct impacts on individual animals, curbing pet overpopulation



Support This Program

Critical programs in need of support:

Medical Care Fund, Franky Fund, additional veterinary staff funding, Spay and Neuter Program, Community Cats (TNR: Trap, Neuter, Return) Program

Annual cost to BARCS: \$2,500,000

Lifesaving investment opportunities range from \$5,000-\$100,000





AREA OF IMPACT

Community & Family Support Programs

BARCS is committed to the mission of keeping families together. When animals who have permanent homes receive the resources they need, they don't end up homeless in our shelter. And fewer homeless animals is the ultimate goal of animal welfare! Most issues surrounding animal welfare in Baltimore City, including neglect, abuse and homelessness, stem from a lack of resources in our community. BARCS has several programs designed to empower our community to better care for their pets: intake prevention with low-cost or free resources; low-cost and free community vaccine days; free TNR services for outdoor cats; and free training and behavior advice. These lifesaving programs are working to help pet owners in need receive the care and attention their animals need, making it much less likely for them to give up their animals.

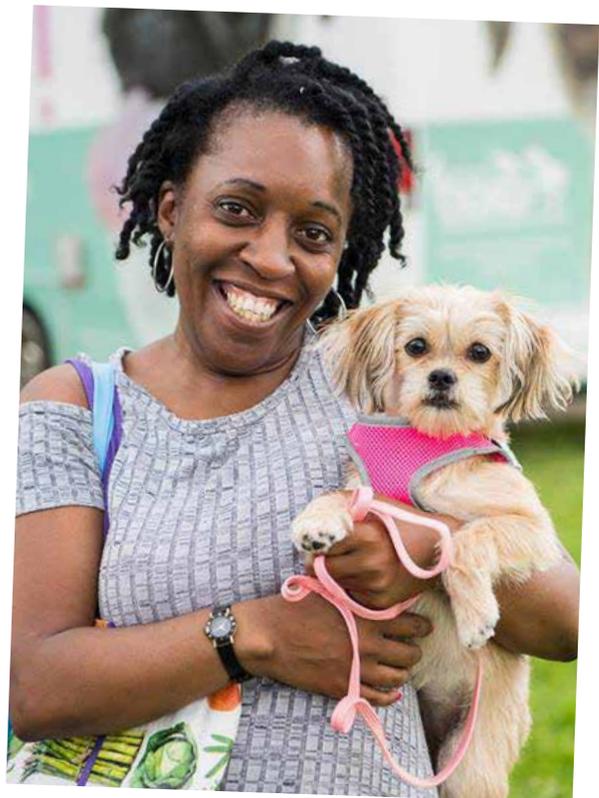
Partners for this program are interested in: Families, supporting lifelong homes for animals, intake prevention, statistical impacts, youth, low-income support, underserved neighborhood support, COVID impact on families

Support This Program

Critical programs in need of support: Monthly low-cost veterinary clinics for all; special neighborhood-focused free veterinary clinics; connecting animals to our youth through BARCS' reading program; high school vocational training program

Annual cost to BARCS: \$500K with critical expansion to \$1M by 2022

Lifesaving investment opportunities range from \$2,500-\$100,000



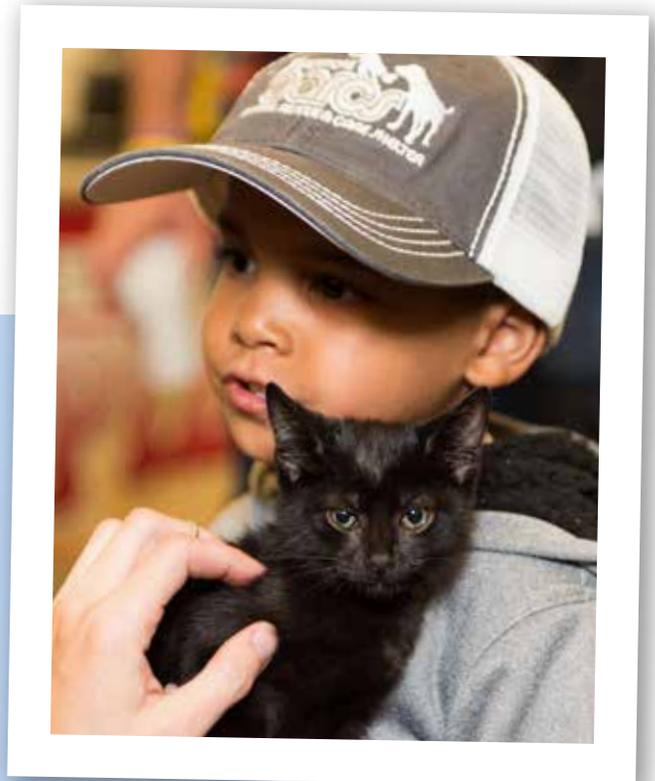


AREA OF IMPACT

Adoption and Lifesaving Programs

At BARCS, we believe that every animal is unique. For this reason, we have a number of lifesaving programs to benefit the animals in our shelter. Starting with the basic needs of housing and feeding animals to specialized behavior and training plans, our shelter programs aim to enrich the lives of the animals who enter our care. We believe that every animal deserves a second chance and betterment along the way. From traditional family home adoptions to our Working Cat Program and from foster homes to our traveling BFF Waggin', BARCS always strives for innovative ways to find positive outcomes suited to each individual animal that enters our shelter.

Partners for this program are interested in: *Animal care and adoption, promotional opportunities, animal care and transportation equipment, direct impacts on individual animals, curbing pet overpopulation*



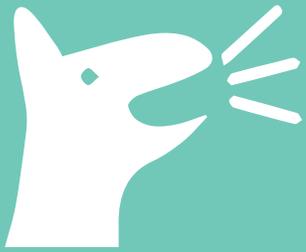
Support This Program

Critical shelter programs in need of support:

Supporting adoption fees for adoption programs that benefit senior animals, active duty, veteran and first responder adopters; animals with ongoing medical care and animals who need non-traditional adoptions; support of our traveling adoption van, the BFF Waggin', and its accompanying adoption events

Annual cost to BARCS: \$1,500,000

Lifesaving investment opportunities range from \$2,500-\$100,000

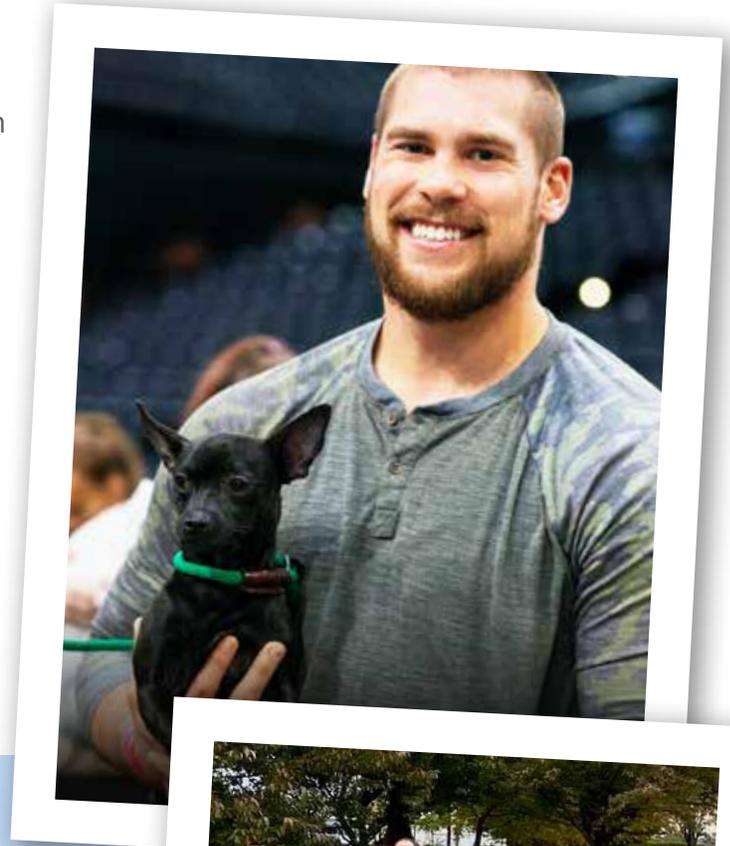


AREA OF IMPACT

Signature and Community Events

BARCS' annual signature events are a fantastic marketing opportunity for your business! Our highly anticipated events receive widespread attention from Baltimore's broadcast and print media, providing a unique and inexpensive way for you to reach out to the over one million pet owners in the Baltimore/Washington region. Businesses can choose to support our events at a variety of levels, with benefits like your company's logo on advertising materials and virtual event opportunities.

Partners for this program are interested in: Tickets and VIP experiences, promotion and traditional advertising, facetime with the public, employee engagement



Support This Program

Annual events sponsorship opportunities:

BARCStoberfest (fall); BARCS gala-style Dog Wedding (winter); Canine, Feline, Drink Wine (spring); Pawject Runway (spring, proceeds split with Show Your Soft Side); and BARCS seasonal bingo events

Signature events support: BARCS' General Fund, the care of homeless animals and community resource programs

Lifesaving investment opportunities range from \$500-\$20,000

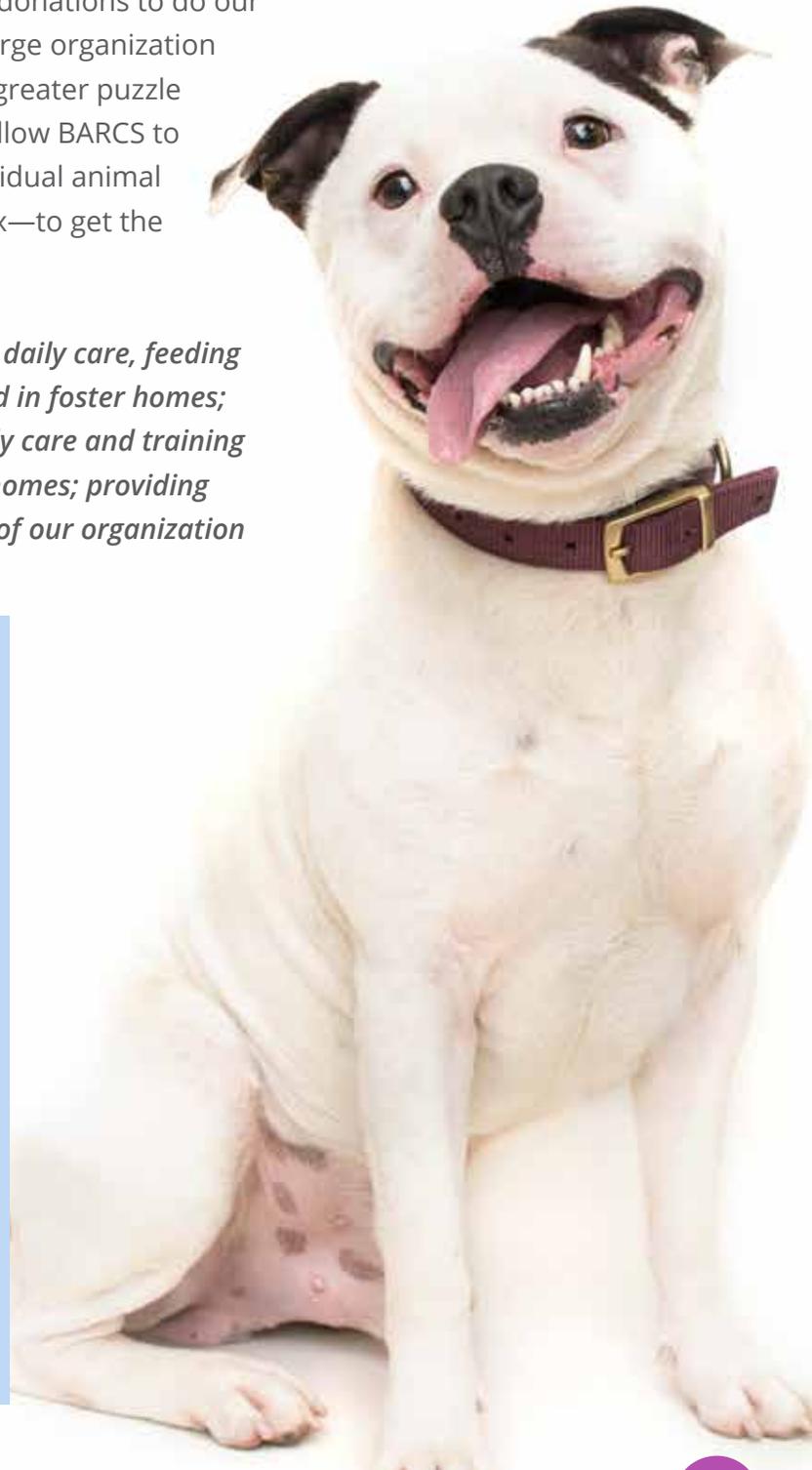


AREA OF IMPACT

General Donations to Our Mission

We are a private nonprofit that relies on generous donations to do our lifesaving work for homeless animals. BARCS is a large organization with many programs and pieces that make up the greater puzzle of saving lives. General, non-restricted donations allow BARCS to do what we are best at: giving each and every individual animal what they need—no matter how simple or complex—to get the second chance they deserve.

Partners for this program are interested in: *The daily care, feeding and enrichment of the animals housed at BARCS and in foster homes; supporting programmatic staff who provide the daily care and training of the animals; the placement of animals into new homes; providing resources to owners; the overall foundational work of our organization*



Support This Program

Shelter and Campus Signage:

Walking trail marker: \$2,500 each

Kennel cage signs: \$2,500 each

Lobby Paw Signs: \$5,000 - \$50,000

Other Corporate Collaborations

Service Days

Lunch and Learn Visits

Office Donation Drives

Networking and Happy Hour Events

Save Lives with Us

BARCS can customize sponsorships to specifically meet your company's philanthropic portfolio and/or marketing objectives. A variety of opportunities are available to help heighten visibility, enhance your public image, reach target markets, communicate key marketing messages and grow your customer base—all while providing vital support to BARCS and enabling our lifesaving work to continue.

The opportunities can include:

- Recognition on BARCS' website
- Customized social media promotion
- Photo ops with BARCS representative and pets
- BARCS signature event sponsor recognition
- Event tickets for staff and clients
- Employee engagement opportunities
- Cross-promotional events

Please contact:

Tami Gosheff, *BARCS Corporate and Donor Engagement Manager*
tgosheff@barcs.org

“On any given day, BARCS cares for 250 or more dogs and cats in the shelter and an additional 2,000 animals in foster care each year. The Orioles have helped to raise more than \$320,000 for BARCS over the last eight years through our partnerships.” -*Baltimore Orioles speaking to Baltimore Sun*

Our Major Corporate and Community Partners





Corporate & Community Partnerships

Financial Report Fiscal Year 2019/2020

BARCS focused the majority of our funding on animal care and programs that support saving lives. Since our inception, BARCS' fundraising expenses percentage has remained lower than the industry standard (<20%). This year, our fundraising expenses were just 2%, meaning that for every \$1 you give to BARCS, \$0.98 funds essential programs, supplies and staffing to save lives in our community.

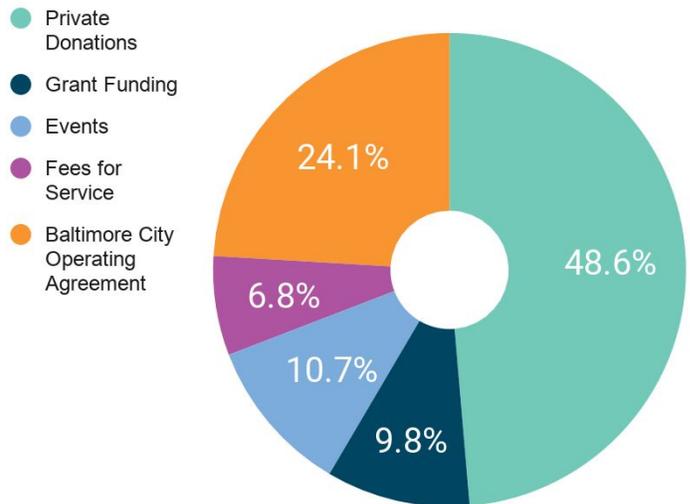
Revenue

- Revenue Private Donations: \$2,548,686
- Grant Funding: \$515,170
- Special Events: \$559,617
- Municipal Operating Agreement: \$1,260,836
- Fees for Service:
 - Pet Adoption: \$92,588
 - Baltimore City Pet Licenses: \$112,585
 - Public Clinics: \$15,519
 - Other: \$134,280

Total Revenue: \$5,795,095

Additional In-Kind Revenue: \$555,814

Revenue Sources FY 2019/2020

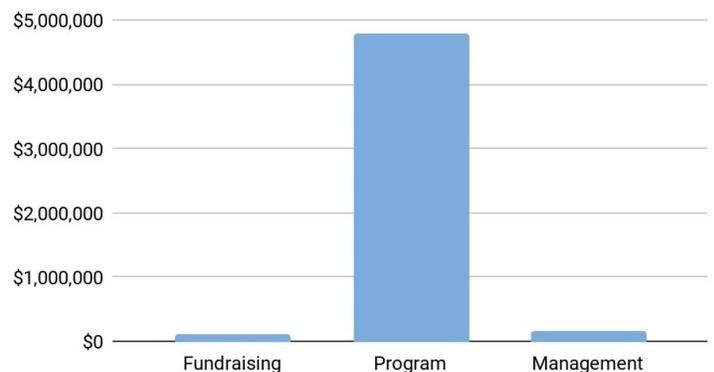


Expenses

- Staff Salaries and Benefits: \$3,610,446
- Animal Care, Food and Supplies: \$215,267
- Animal Medical Expenses: \$893,497
- Fundraising and Management: \$105,061
- Restricted Expenses: \$65,357
- Administrative: \$172,766

Total Expenses: \$5,618,208

Revenue Compared to Expense Types: FY 2019/2020





Corporate & Community Partnerships

Media and Marketing Reach

BARCS has been a proven nonprofit leader in the Baltimore community for more than 15 years. We are a well-known and respected animal welfare organization. Connecting your business with us means that you will be reaching a dedicated audience in the hundreds of thousands, both enhancing your brand and letting people know that you support a cause they care about.

Social Media

Facebook Likes: 150,000
Facebook Subscribers: 151,000
Average Reach Per Post: 35K - 65K
Annual Reach: 5 Million

Instagram Likes: 34,000
Average Reach Per Post: 15K - 20K
Annual Reach: 360,000 Unique Accounts

Our Website

Unique Visitors Per Month: 72,000
Pageviews Per Day: 7,700 - 10,000
Average Time Spent on Site: 5:30:00

Mailing Lists

Number of Emails Contacts: 60,000
Number of Mailing Households: 49,000

Statistics updated as of March 2, 2021



Save Lives With Us: give@barcs.org

www.barcs.org