

2023 ANNUAL RECAP

#1FUR1IMPACT

OUR MISSION HELPS ANIMAL-ASSISTED PROGRAMS SURVIVE, THRIVE AND SPREAD HEALING POWERS TO PEOPLE IN NEED. 1 FUR 1 FOUNDATION CURRENTLY OPERATES IN CA, MI, OH, FL, TN, SC, NC AND NJ.



2023 TOTAL IMPACT STATS

- **71,753** first responders, medical staff, veterans, children and seniors with disabilities have benefited from 1 FUR 1's free animal assisted programs.
- **91** certified therapy animals (dogs, mini-horses and mini pig) worked last year to bring therapeutic healing to people in need.
- **4,955** animal assisted activity (AAA), therapy (AAT) and virtual (ARE) sessions have been done at hospitals, hospice, long-term care facilities, assisted living communities, courthouses, victim service agencies and offices.
- **159** U.S. facilities received free animal assisted services across eight states.



2023 GOALS REVIEW

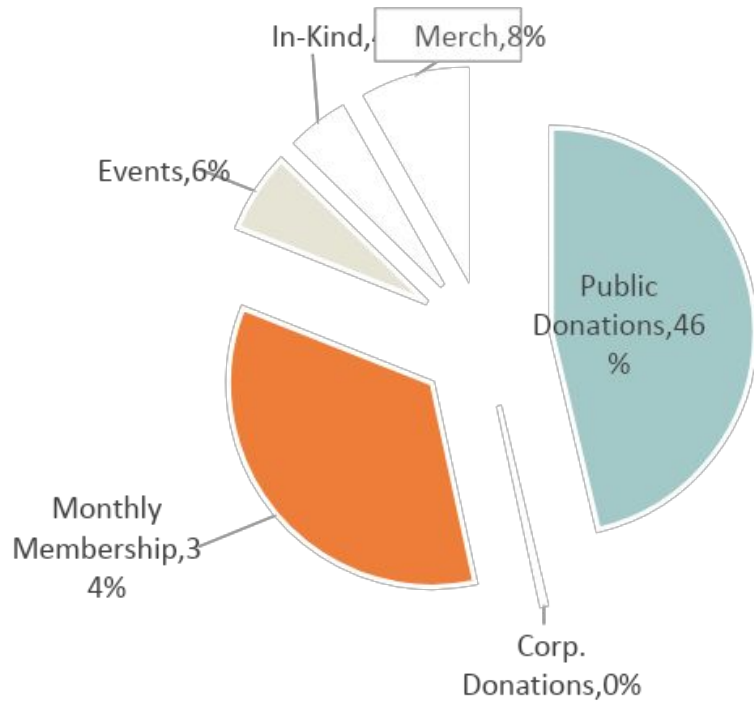
2023 RECAP:

- ✓ Create fundraising strategy —————•————→ Launched 1fur1impact club
- ✓ Implementation new technology —————•————→ Launched 1fur1impact.org reporting technology
- ✓ Launch public field surveys —————•————→ Ready for use but under utilized by partners
- ✓ Re-open online shop at 1fur1.org —————•————→ Sold new 2024 desk calendar
- ✓ Improve impact data analytics —————•————→ New fast and improved data capture & reports
- ✓ Enlist new experts as quest speakers —————•————→ New guest during Leadership meeting
- ✓ Recruit new volunteers & mentors —————•————→ Not complete

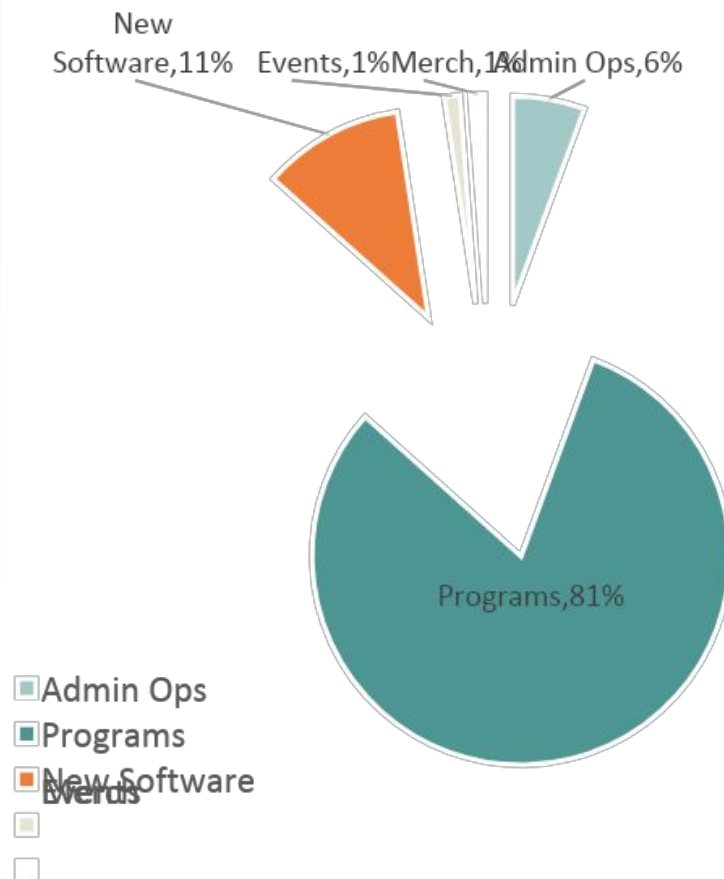
1. Donations Declined 1.7% — the First Downward Trend in Dollars Since 2012
2. Though Individual Giving Decreased, Other Giving Types Saw Gains
3. Donor-advised funds (DAFs) experienced growth in the total amount of grants headed to nonprofits for most of the largest grantors — a notion that pushes back on the perception that many DAF owners are holding onto the money designated to their DAFs.
4. 62% of Americans Are Unaware of the Fact that Giving Is Declining
5. Donors Who Stopped Giving Said Wealthier People Should Give Instead
6. Salary Competition Was the Main Barrier to Employee Recruitment and Retention
7. Nonprofits Average Nearly \$6,000 in Fundraising per Email Campaign or about \$1.11 per email contact
8. Almost Half of Younger Donors Are Likely to Scan a QR Code on Direct Mail Appeals
9. The Post-Pandemic Slump for Peer-to-Peer Fundraising Ended, With a 19% Boom
10. Monthly Giving Rose 11% and Accounted for Nearly a Third of Online Giving
11. 70% of Nonprofits Struggle to Get Board Members to Participate in Fundraising Activities
12. 29% of Taxpayers Took a Tax Deduction for Charitable Contributions in 2020
13. Our Earliest Indicator of 2023 Shows Giving Is Continuing to Trend Downward

FINANCIAL TRANSPARENCY

Deposits



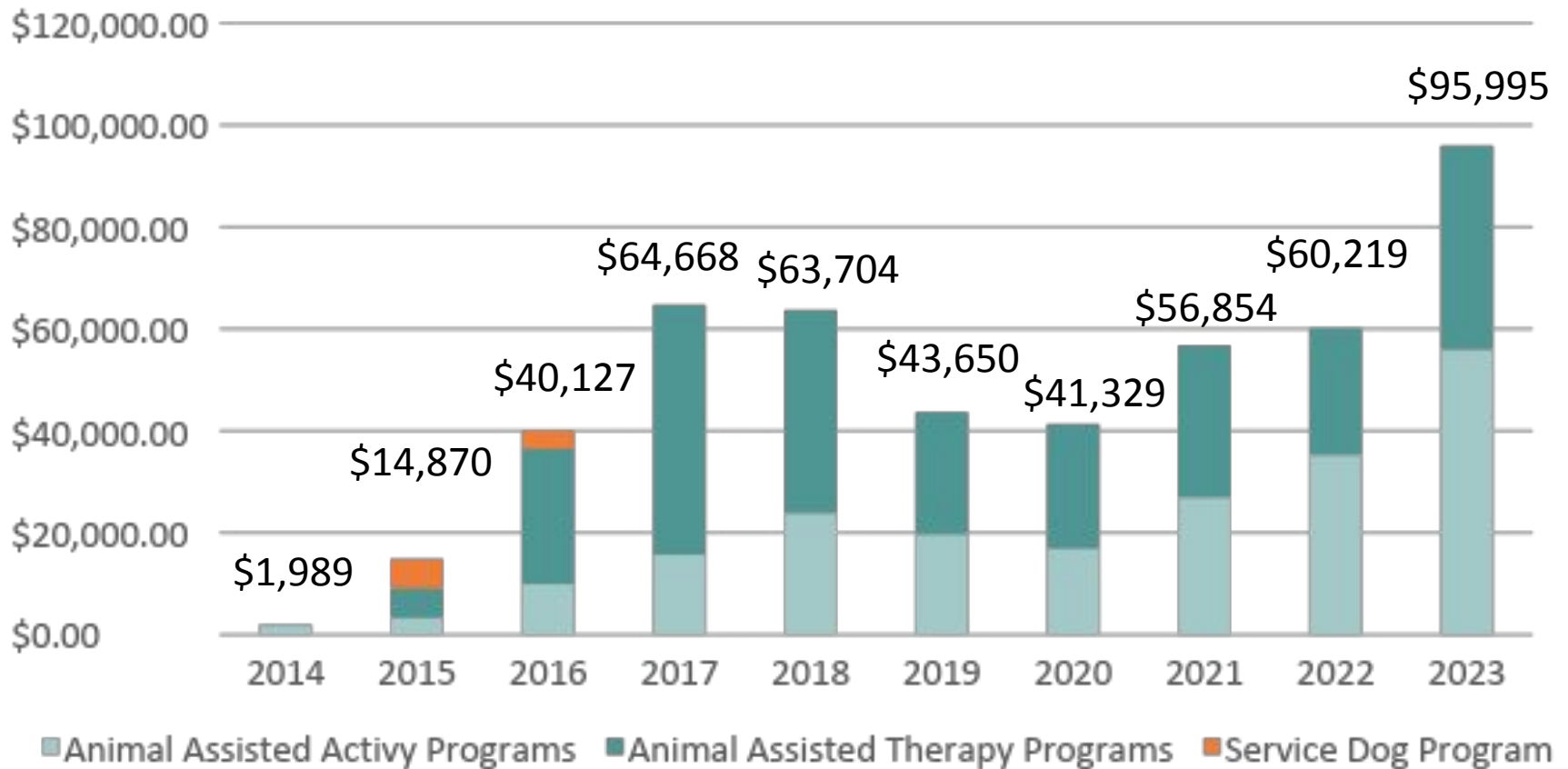
Debits



GRANT GIVING SUMMARY

1 FUR 1 Foundation has provided **\$483,405**

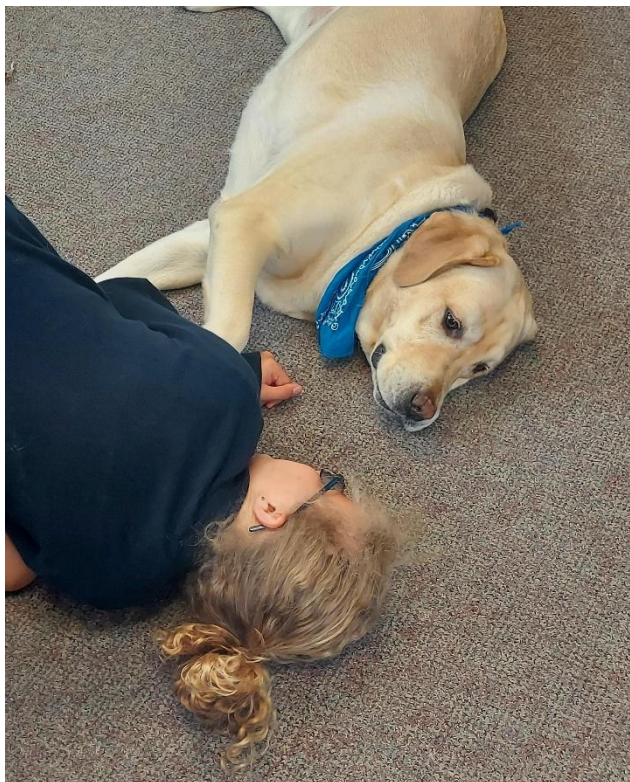
in grant support to animal assisted service programs since we started in August, 2014!



YEAR TO DATE IMPACT

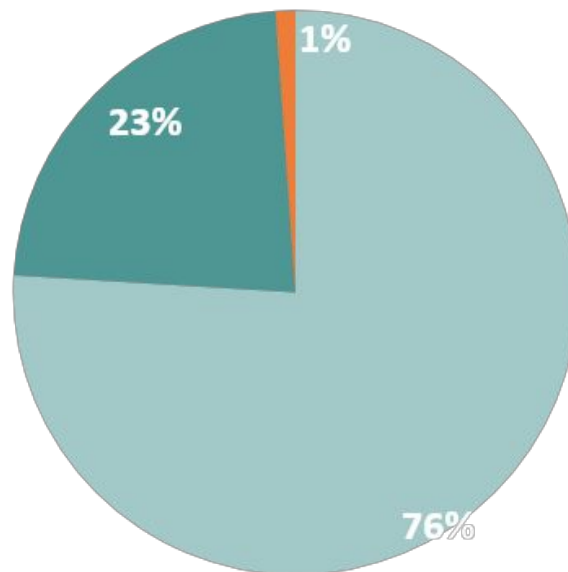
During 1 FUR 1's lifetime **237,731** people were impacted by our free animal assisted service programs since we started in August, 2014!

2023 was our biggest year to date where 1 FUR 1 touched the lives of 71,753 people in need of alternative healthcare by offering free animal assisted therapy and activity sessions. That's 69% above our annual target of 42,500.



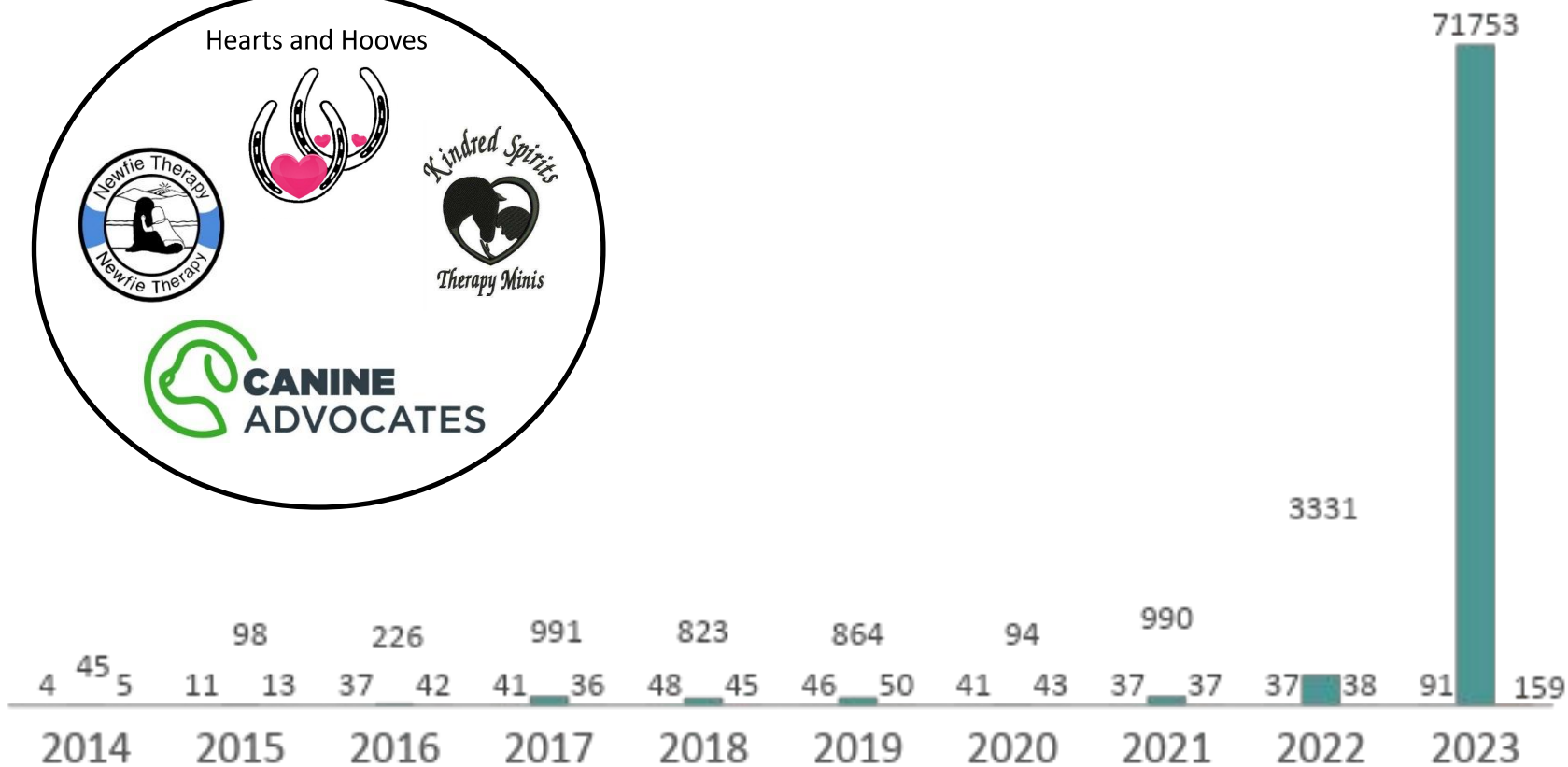
2023 Total Sessions by Type

■ AAA Sessions ■ AAT Sessions ■ ARE Sessions



YEAR-OVER-YEAR IMPACT

■ Distinct Working Animals ■ People Served Per Month ■ Distinct Facilities Visited



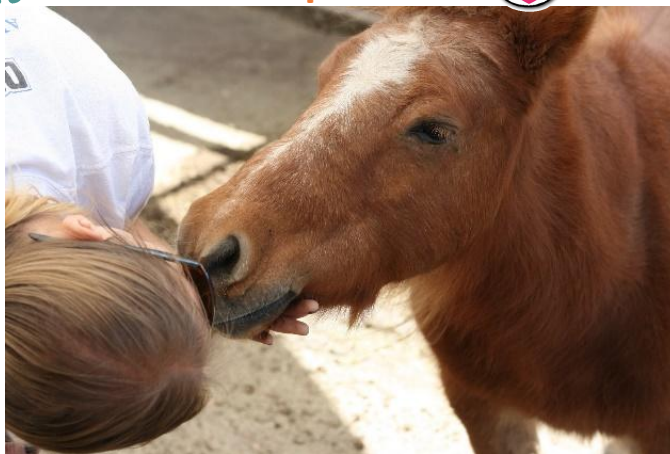
IN MEMORIAM

1FUR1 & OUR PARTNERS FOUNDING MEMBERS

RIP Ripley 4/24/07 – 8/22/22



RIP Chips 2023



RIP Manny 2019



RIP Dolan 2019



RIP Amos 2020



RIP Phoebe 2018



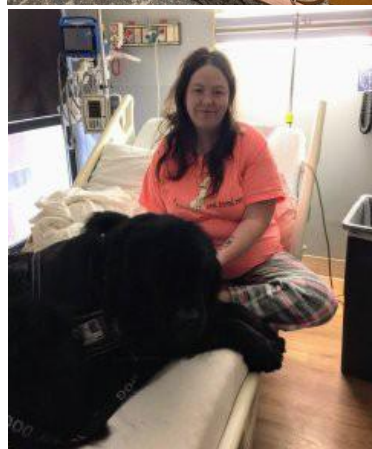
A YEAR IN REVIEW



Each of 1 FUR 1's program partners overcame challenges and seized opportunities which led to exceed our annual impact goal of 42,500 people impacted by 32% and deliver noticeable operational growth. Such as:



Canine Advocates program merges with Care House of Oakland County securing its future and possibility for expansion nationwide.



Hearts and Hooves Therapy transitioned from a single operator to a leader managing 8+ therapy mini horse teams and (METSA) Miniature Equine Therapy Standards Association consultant and evaluator.

Hearts and Hooves



Newfie Therapy doubled the number of working dog team and received 1MM end of life donation which is designated for the build of the first ever Wellness Center (name TBD)



Kindred Therapy Minis doubled the facilities visited each month while securing integration with American Red Cross as the official (and only) Emergency Response Team with therapy mini horses.



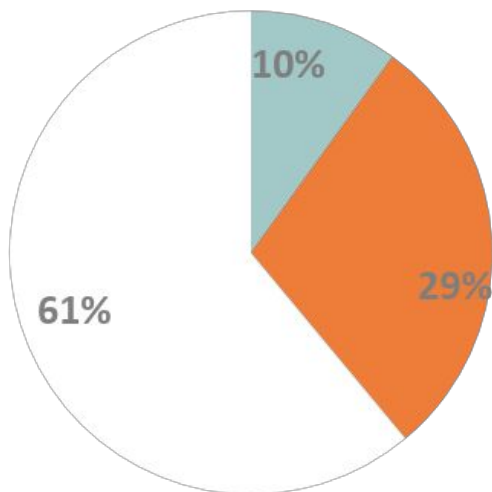
AAA GRANT PROGRAM PERFORMANCE



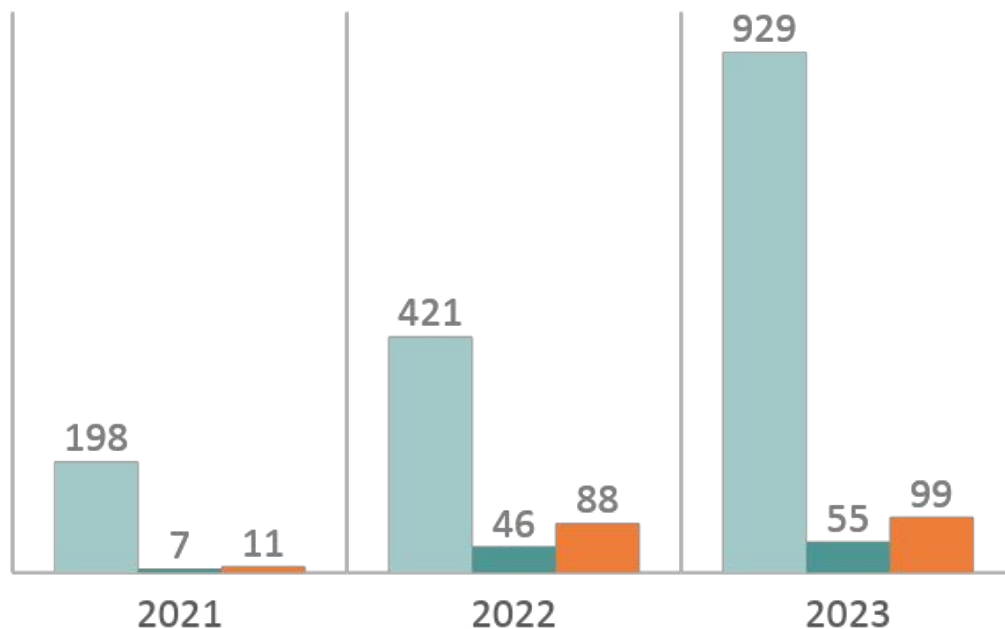
MOST GROWTH YEAR!! Healing first responders and medical staff dealing with combat fatigue, burn-out and stress at work. Achieved 180% above goal for people impacted and completed sessions but that's not all...got \$1MM donation!

MEDICAL STAFF SERVED TO DATE 99,730

■ 2021 ■ 2022 □ 2023



■ AAA/ARE Sessions ■ Working Animals ■ Facilities

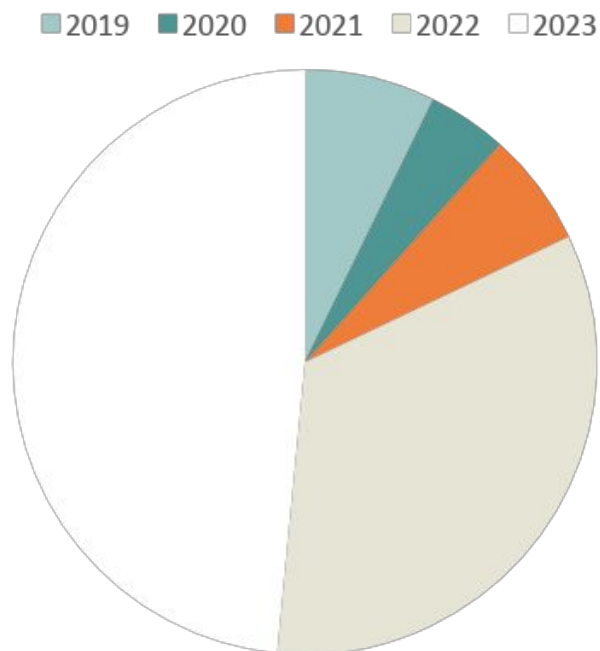


AAA GRANT PROGRAM PERFORMANCE

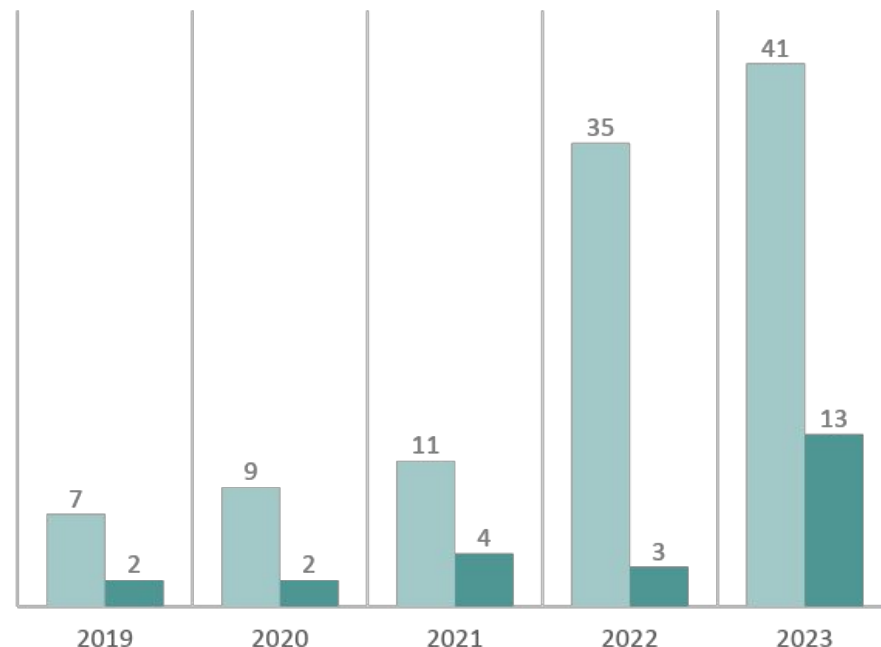


BIGGEST IMPACT YEAR TO DATE!!! Helping veterans and seniors with disabilities receive animal-assisted intervention as an alternative care plan. The 4 mini horses (Brodie, Picasso, Cavi and Elmer) were the busies they ever been by delivered most sessions ever and 140% above goal for people impacted.

Veterans & seniors Impacted To date 4,631



AAA Off-Site Sessions Facilities



* Kindred Spirits Therapy Minis were operational 12 months out of the year in 2022.

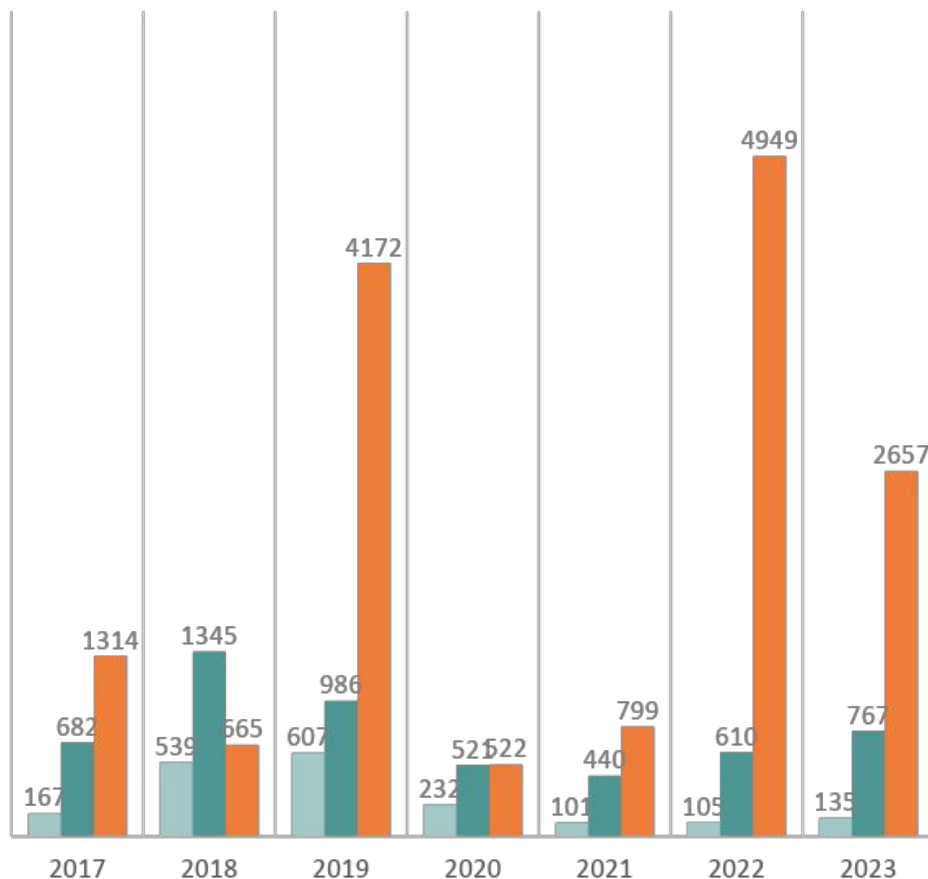
AAT GRANT PROGRAM PERFORMANCE



REVITALIZED BRAND!!! Helping child crime victims go through the judicial process in MI & OH. Optimizing internal protocols and established support staff at CH while attaining 133% above goal for community contacts this yr.

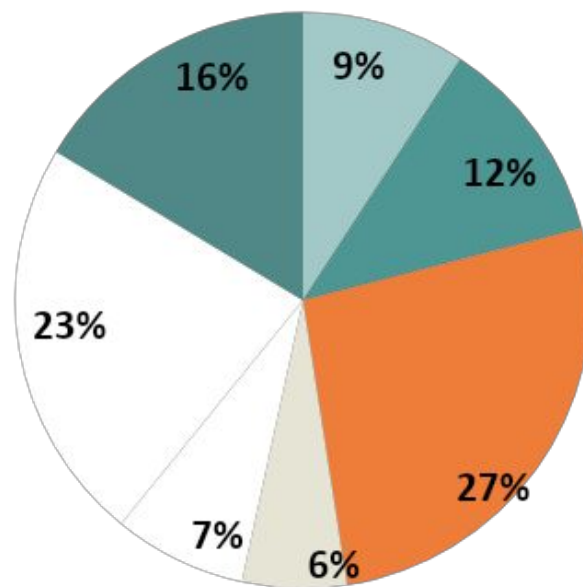
■ Court Appearances:
 ■ Victim Interviews:
 ■ Community

Contacts:



crime Victims served to Date 21,744

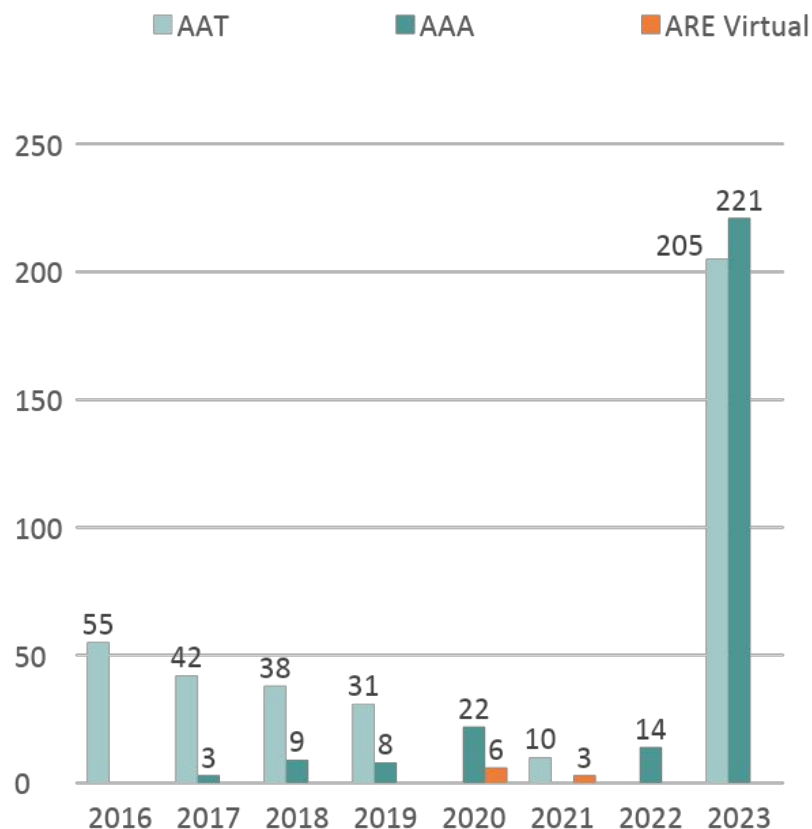
■ 2017
 ■ 2018
 ■ 2019
 ■ 2020
 ■ 2021
 ■ 2022
 ■ 2023



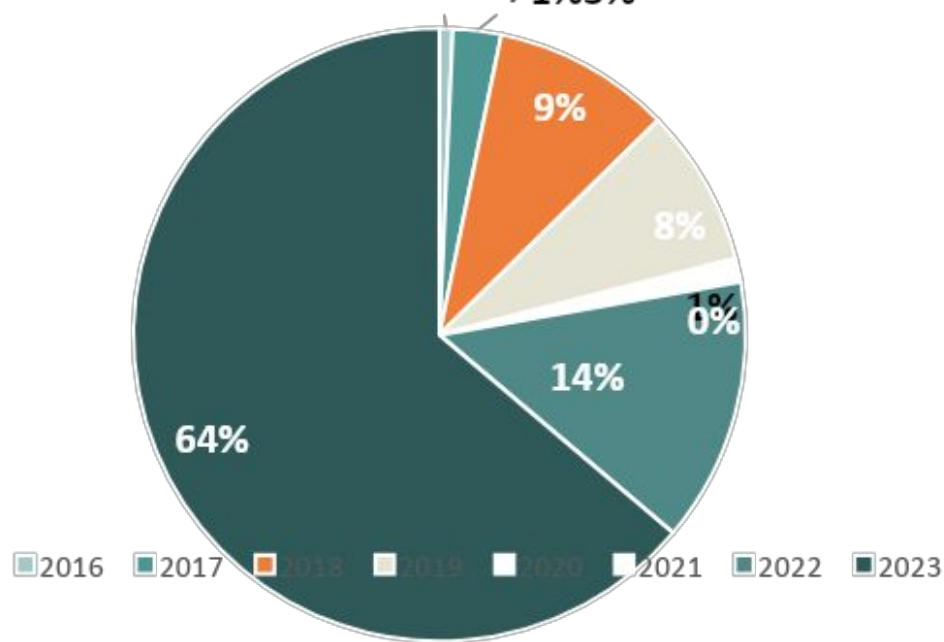
AAT GRANT PROGRAM PERFORMANCE



EXPANDED SERVICE AREA & TEAMS!!! Helping medical students, children with Autism and hospital patients overcome challenges with encouraging therapy mini horses and a mini pig. Onboarding 5 new therapy teams for total of 15 therapy mini horses across SoCal while almost doubling the facility visited this year was a huge growth year for HHT!



CHILDREN WITH DISABILITIES SERVED TO DATE 7,873%



* Hearts & Hooves started operating in March of the year in 2022.

2024 PLANNING

Key Dates:

- ☐ Feb 8th - 2024 Goal Setting
- ☐ Feb 22nd – 2024 Event Calendar Plan
- ☐ August – 1 FUR 1 Birthday Party
- ☐ October – Photo Contest for Calendar

What's Next :

- ☐ New & improved 1 FUR 1 grant process for newcomers
- ☐ Corporate partnerships focus
- ☐ At least one in-person event per partner in 2024 sponsored by 1 FUR 1
- ☐ Start Meta Live events series/collaboration with each partner
- ☐ Recruit new guest speakers, volunteers & mentors
- ☐ Refocus on obtaining impact field surveys

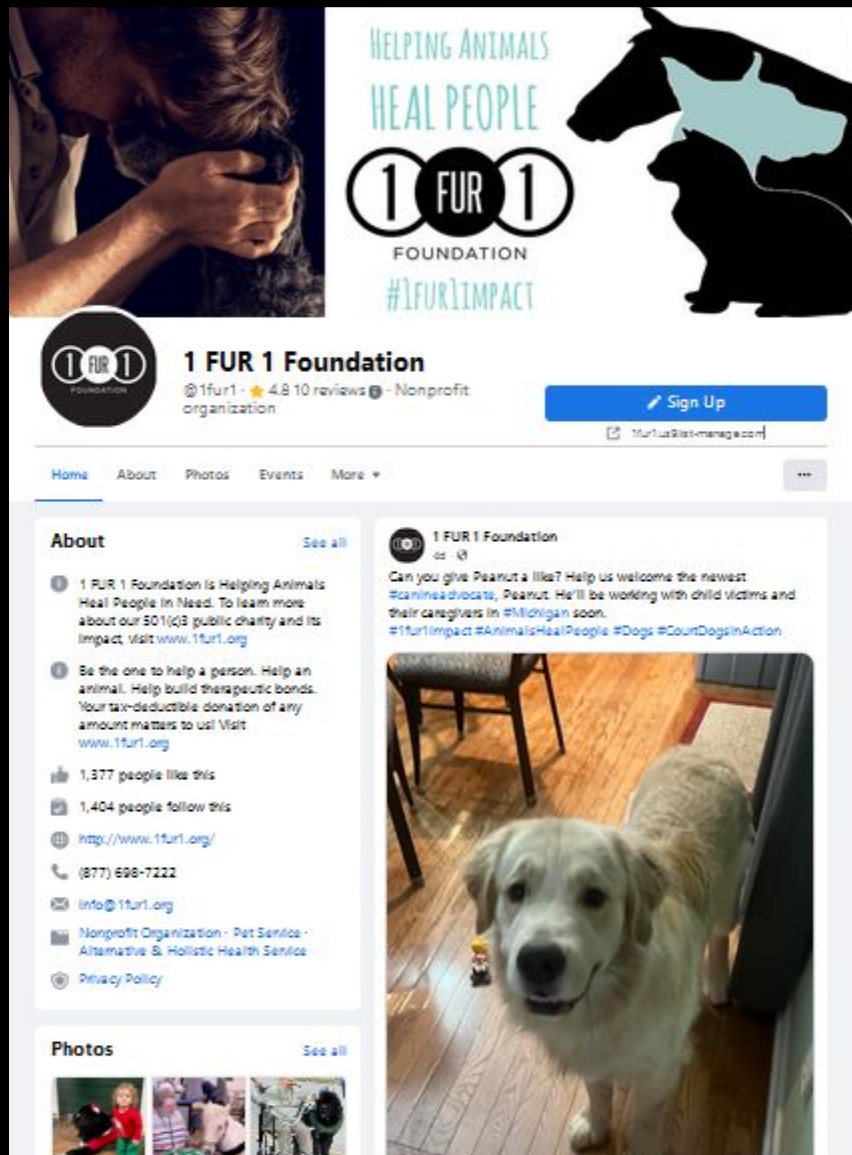
Celebrating Together



All Year Long



THANK YOU!



HELPING ANIMALS
HEAL PEOPLE

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1 FUR 1 Foundation
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