

PEACEAnimals
Annual Board Meeting
November 25, 2014
Noon, PV CST

Attending: Brischa Borchgrevink (Associate), Gretchen DeWitt (Associate & Board President), Amy Welch (Treasurer).

By phone: Norma Kafer, Matt Messner, Neil Sechan, Candace Shaw.

Minutes taken by: Amy Welch

FINANCIAL REPORT – January through October 2014

- \$899,699 MXN Donations – Jan thru Oct 2014 (approx. \$80,000 USD)
- Clinic week is approx. \$1,800 USD per week
- Balance Sheet and Profit/Loss in DropBox
- Alice Morgan-Edith Goode Trust - US Humane Society donation last week - \$2,750 USD (1 week clinic + \$1,000 USD for future trailer)
- \$1,700 USD received through PayPal, yesterday to support a clinic week
- Balance in US and Mex is approx. \$30,000 USD, which INCLUDES \$1,700 US PayPal donation and Alice Morgan funds (\$1,000 USD in fund for trailer).
- All but two board members have contributed (“give or get”) for 2014. If you have not yet donated, please let us know when we can expect your check, which will enable us to make plans our 2015 clinics.

Sterilizations: Average over 109.7 per surgery week

For the one-year period from June 19, 2013 to June 19, 2014, there were 39 PEACEAnimals clinics.

Total sterilizations per clinic week in DropBox. Please note that euthanasia rate on report submitted by Paulina Stettner is approx. 90% aborted fetuses in cats and dogs.

Funding: The request to board members to “give or get” \$3,000 USD annually amounts to \$15,000 USD. This represents approximately 20% of funds needed to run the clinics, and is very helpful.

In the future, board membership dues are paid January 1. Any new members added after Jan 1, will have membership dues pro-rated for the balance of that calendar year.

Foundations: In November, we received \$2,700 USD from the US Humane Society. \$1,000 of this money is earmarked for a mobile clinic.

Humane Society International: Our grant application was sent in August for \$15,300. Grants are awarded in May.

Marchig Foundation (Scotland): Application for \$10,000 sent in August. Grants to be awarded late February or early March.

Summerlee Foundation: Application for \$15,300 sent in September. Grants awarded in early January or February.

Other Foundations: Fondation Brigitte Bardot (every 2-3 years) and WWW (every 3 years) WWW grants are awarded every three years so we cannot request funds until 2016.

Brigitte Bardot will consider assisting with purchase of a mobile unit. No second grant will be given.

Gretchen researching other foundations in search of those who will award grants to charities with operations outside the U.S. and also specifically in Latin America.

Possible sources for funding, other than board donations, individual donations and grants:

- Fundraising events (two scheduled for December in Puerto Vallarta that will pay for two clinics)
 - In January or February there will be another movie night with picnic supper at Villa Balboat in Puerto Vallarta to pay for one more clinic week.
 - Matt and Neil recommended Gretchen plan a powerpoint presentation for a fundraising event in Ashland this coming summer. They will plan the event and anticipate it will be a successful one.
- Community-organized raffles, bake sales, garage sales, direct solicitations, etc. to fund a given town or colonia.
- Business partnerships, i.e., percentage of profits donated to PA with links and logo on PA website and in blog.
- Social networking via Facebook – Candace offered to meet with Gretchen and Paulina to review methods and possibilities.

Living Trusts: Would anyone like to take this on? Gretchen not comfortable with this task.

Matt and Neil volunteered to get information on how this works with the Humane Society in Ashland, where they have been very active.

Internet Resources: www.GoFundMe.com, etc. (others?)

Candace successfully raised funds for one clinic (22,000 MXN) via this website.

T-shirt sales: Not a big money-maker but nice for visibility. We have no venue for selling and need to conserve funds at this time. After the meeting, Norma emailed Gretchen suggesting a partnership with Crazy Shirts.

From Norma: “I received a catalog from Crazy Shirts this afternoon. They have those cute cat tee shirts that you can find in Hawaii. Maybe we could partner with them to donate a small sum if people bought the kitty shirts. I’m thinking mariachis cats, or something unique to Mexico with the cats. The bad cat with a sombrero. Just a thought. You can go to **crazyshirts.com** to look at the kitty tee shirts. Worth a try, if we don’t ask... They participate with Portraits of Hope which has a half-page spot. Does anyone have artistic abilities? I can see them in my mind but couldn’t translate to paper. See what you think.”

Gretchen will ask her artist cousin if he would do the art for this if we go forward on this.

(www.bradfordoverton.com)

Additional board members to “give or get” 3k annually? If each existing board member could add on one more board members, our board dues would be doubled to \$30,000 USD. Remaining amount to be raised to fund one year’s clinic would be approximately \$40,000 USD.

Mobile clinic: Brigitte Bardot was helpful in putting Gretchen in touch with ANDES, a mobile spay/neuter program in D.F. The foundation helped with the purchase. Gretchen has emailed Ford Motor Co. for information on costs and is waiting for a response. Advantage of having a mobile clinic means giving the team access to impoverished areas where the need is so great and where there are no government buildings, businesses or private homes in which to operate. A mobile clinic is also a great way to raise visibility for the clinics.

Electronic Newsletter: Candace suggested blog be sent out in electronic newsletter form instead of teaser and link. As system exists now, it is a 20%-25% open rate on approximately 1,800 emails. Gretchen posts blog link on a dozen animal rescue FB pages and gets 350-500 clicks a week.

Gretchen moved to adjourn the meeting and Brischa seconded at 12:50 PM, CST.