

**2013 Annual Report
For Paws of Ulster, Inc.
Presented to the Town of New Paltz**

This report is a summary of the activities of For Paws of Ulster, Inc for the year ending December 31, 2013.

Goals

Fundraising – we set out to raise at least \$3k in 2013 through our activities and increase individual donations by 50% from 2012.

Community Awareness – we made an extra effort to reach out to new demographics of people through local businesses and were met with great support.

Infrastructure Development – we sought to expand our Board of Directors by bringing on new members who would be groomed to take on more responsibilities as current board member terms expired.

Construction – we set out to form a plan for getting the designated parcel “dog park ready”. Clearing the parcel was our goal for the first quarter of 2013, with a secondary goal of forming a plan for build-out.

Activities and Progress

We chose to focus our efforts in 2013 on quality over quantity in regards to our events. We were able to meet our fundraising goal, and we learned how great having an official events committee was and how to best utilize it.

Down For Your Dog? Yoga Event – June 22, 2013, hosted by Robibero Vineyards and supported by NP Rock Yoga. We also had support from Wright Naturals, Omlala Yoga, and New Paltz Health & Nutrition. We did not require pre-registration for this event, which ultimately led to low participation rates. Unfortunately, we also did not realize this was graduation weekend for many of the area schools, which we feel also contributed to the poor turnout. Those who did attend praised our efforts (we had both a photographer and a caterer). The money we raised at this event was negligible once costs were factored in.

2nd Annual For Paws & Wright Naturals Family 5k – September 28, 2013. This event garnered much community support. Wright Naturals, the Shawangunk Runners Club, PDQ, P&Gs, 40 local businesses who sponsored our t-shirts, and 65+ runners helped make this our most successful event bringing in nearly \$2850 after expenses. We also received donations of food and drinks from the community for the race day. We doubled our t-shirt sponsors in our second year, and plan to focus on this event as our main community event in the future.

Handcrafted Holiday Sale – December 14, 2013. Hosted by Wright’s Naturals. Our group was invited to have a table free of charge, and sold home-made baked goods, wine charms, and raffle tickets for a beautiful basket of wine donated by Fox & Hound Wine and Spirits for our weekend events. Despite a pretty intense snowstorm, we raised approximately \$65.

Dine for a Dog Park (III) – December 15, 2013. Hosted by Gadaletto's Seafood Restaurant for the third time in our history, 10% of the proceeds of all meals served at Gadaletto's were donated to the Dog Park Fund. We also continued to raffle off the wine basket that was generously donated by Fox & Hound and sold a few more of our homemade wine charms. The event was very well attended and brought in another \$310 between proceeds and raffle sales.

Howl at the Moon Virtual Run – Ongoing. Hosted by Chris Regan, the main planning force behind our Annual 5k. Participants were asked to register to run a virtual 5k, meaning, anytime they liked, anywhere they liked, but "official" event days coincided with the monthly full moon. For your registration fee, you were awarded a very significant medal, of which 4 still remain. As the event will continue until we run out of medals, we do not yet have a total for revenue raised.

We participated once again the Bark for Your Park contest hosted by PetSmart but were not awarded any monies.

We held a few more volunteer clearing days in early 2013, making some decent progress. We accepted the help of Limber Tree Services, who were aided by C2G Environmental in April of 2013 and were able to make a major dent in the clearing department. We began to price out the cost of having the job completed, and were offered an incredibly discounted rate by Dave's Tree Services. We agreed to pay \$3500 to have Dave finish this job and this happened in October of 2013. The Town of New Paltz also helped with the final stages of land preparation and we can now say the parcel is "dog park ready". This was by far, our biggest accomplishment in 2013.

Financials

As per our 2013 990 Tax Return, below are the final financial figures for our fiscal year 2013. This should in no way be interpreted as an actual statement of finances, as it is being interpreted by our group, who are not financial experts and is designed only to provide an idea as to where our monies are coming from and where they are being spent.

Event income totaled: \$1866.25 (T-shirt sponsorship income from our 5k are categorized as corporate donations)

Individual and Corporate donations: \$3196.82

We received \$1976.25 in donated services from Limber Tree Services

We received \$84.39 in funds from participating in the iGive.com program

Our donation cans collected: \$1226.24

We earned \$12.76 in interest from our bank account

\$3500 was our biggest expenditure and was for the tree clearing provided by Dave's Tree Service. \$1134.20 was our next biggest expenditure and was for our General Liability Insurance policy.

\$2678.67 was spent on marketing, advertising for events and other event related expenses and supplies. We spent \$99.50 on website expenses and paid New Paltz Chamber dues of \$290.

Moving into 2014

Our goals for 2014 include finishing the task of preparing the parcel, which will require forming a comprehensive plan for the layout of the dog park, including addressing some problematic wet areas, installation of the fencing, as well as other amenities, such as waste stations and benches.

We also need to continue our fundraising efforts to cover the cost of the amenities and enclosure for the dog park. Some potential events for 2014 will include another yard sale, a spaghetti dinner before our 3rd Annual 5k, and of course, the annual 5k, as well as another virtual run. We will also embark on a sponsorship campaign whereby we approach some successful local business to solicit significant donations toward our fence. We hope in this way, to quickly fund the amenities and enclosure. It should be noted, that a member of the community has already donated approximately 160' of chainlink fencing to be used as part of the enclosure, and a local business has already sponsored a bench for our park.

We will also be choosing a new board President this year, as our current President is resigning in anticipation of expecting her first child.

Our ultimate goal for 2014 will be the opening of the Ulster County Dog Park, which we hope can be achieved before the end of the year.

