



Save the Dogs and other animals

*A year of working side by side with
the animals that need us most*



ANNUAL REPORT

2020

MESSAGE FROM THE PRESIDENT



SARA TURETTA
President of Save the Dogs

While 2020 has inevitably meant that some of our activities have had to be put on standby, you know our work ethic at Save the Dogs, and will therefore not be surprised that during this period we **have already started working on new projects.**

On the day of my flight to Bucharest, February 23 2020, we had no idea of the events that would take place just a few hours later, but it was clear once I landed at Otopeni airport that **something serious was happening.**

As a consequence, that one-week trip for a photo reportage turned into a month-and-a-half long stay, during which time we had to **adapt our operations to the new rules imposed by the pandemic** and take all the necessary precautions to prevent contagion from exploding at our Footprints of Joy center.

I clearly remember days of pure panic and even bursting into tears at the prospect of a terrifying economic crisis erupting that



could put an end to years of work and commitment, **but in reality things turned out quite differently.**

While **the pandemic has indeed had an undeniable impact and has penalized some of the work of Save the Dogs from an operational standpoint**, limiting the free movement of both people and animals and restricting the initiatives authorized by the regulatory bodies, on the flip side as **our sponsors you have been more present than ever with your affection and generosity.**

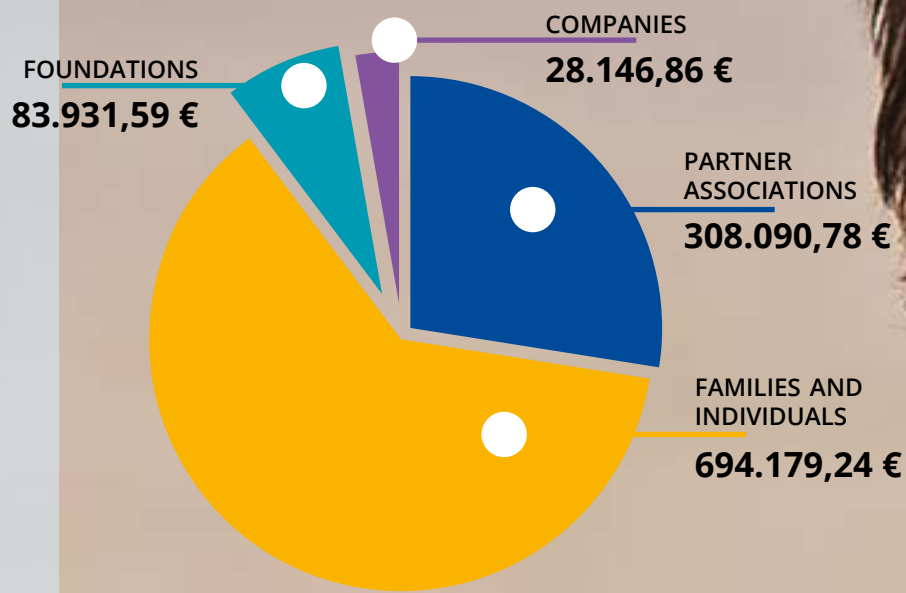
You too have been affected by the **severe shortage of veterinarians**, which was so dramatic in the latter part of the year in Romania, and you too have shared our anxiety when we experienced the first positive cases at the clinic, but you did not abandon us – on the contrary: **in 2020 you have shown your support even**

more strongly. Meanwhile, after an initial slowdown in the number of surgeries carried out, our local partners in Naples resumed their sterilization program with even more energy than before, conducting a total of 243 operations during the year (in 2019 there were 217).

While 2020 has inevitably meant that some of our activities have had to be put on standby, you know our work ethic at Save the Dogs, and will therefore not be surprised that during this period we **have already started working on some exciting new projects.** Not even a global pandemic can halt our desire to change the lives of suffering animals, nor your generous enthusiasm to stand by us!

Sara Turetta

HOW MUCH WE RAISED IN 2020

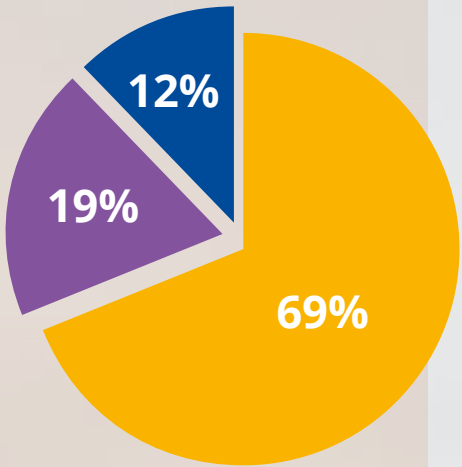


	Amount 2019	Amount 2020	% VARIAT.
Partner associations	287.268,81 €	308.090,78 €	7%
Families and individuals	569.886,24 €	694.179,24 €	22%
Foundations	119.139,85 €	83.931,59 €	-30%
Companies	91.126,58 €	28.146,86 €	-69%
Total	1.067.421,48 €	1.114.348,47 €	4%

HOW MUCH WE RAISED IN 2020

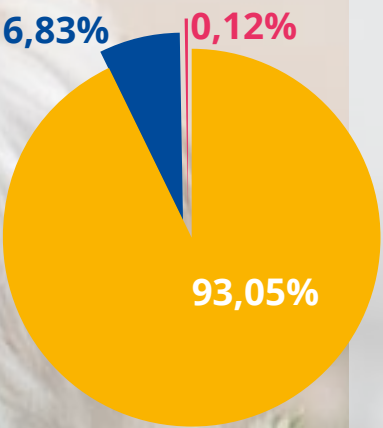
	2020	2019
TOTAL CHARGES	1.299.831 €	1.294.014 €
TYPICAL ACTIVITIES	898.001 €	949.536 €
PROMOTIONS	249.101 €	204.365 €
STRUCTURAL COSTS	152.729 €	139.205 €

HOW WE SPENT THE FUNDS

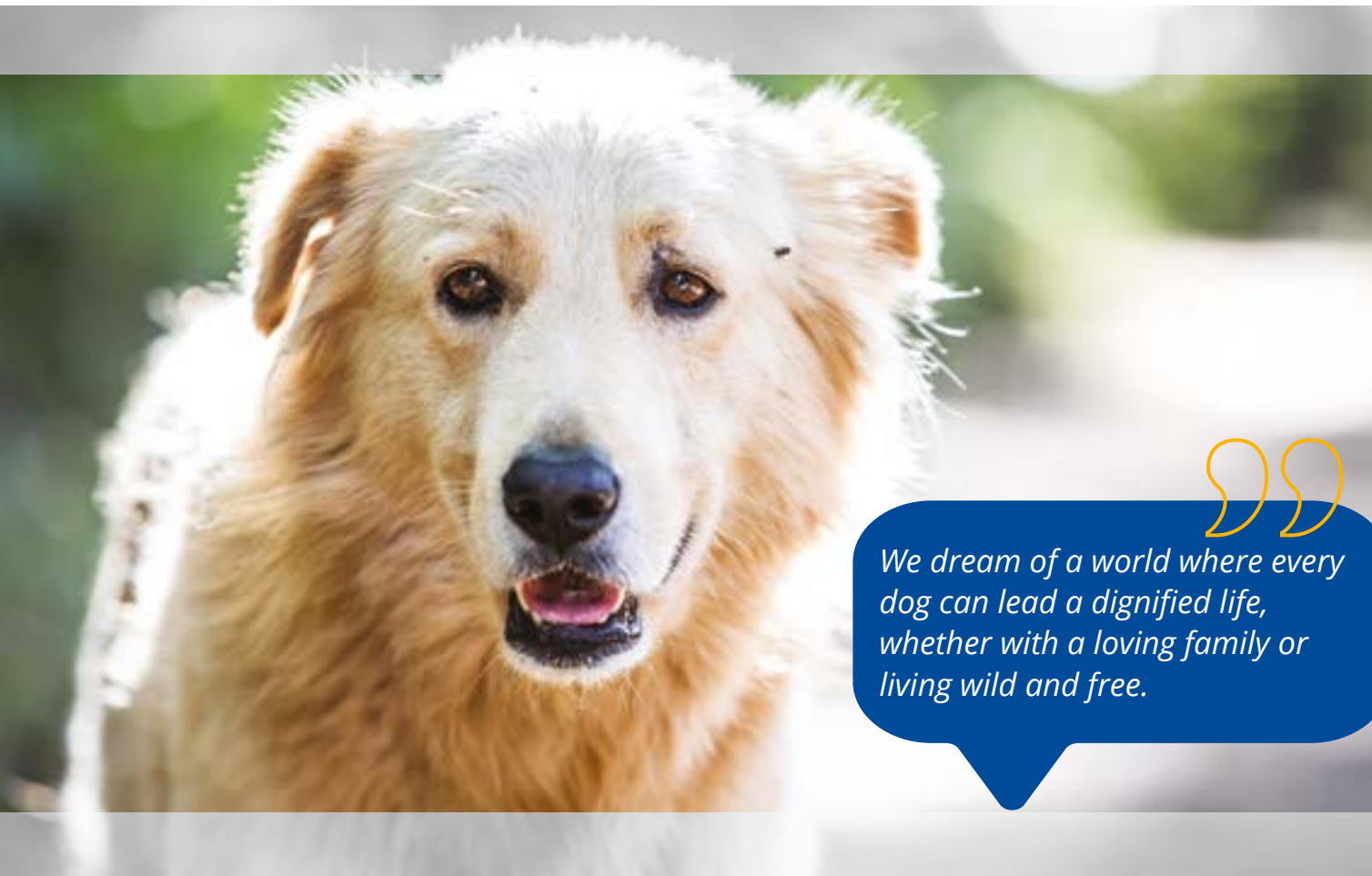


FUNDS ALLOCATED TO PROGRAMS BY AREA OF FOCUS

ALLOCATION
FOOTPRINTS OF JOY PROGRAM
NON UNO DI TROPPO (TOO MANY PUPPIES) PROGRAM IN ITALY
LOBBYING ACTIVITIES



OUR MISSION



We dream of a world where every dog can lead a dignified life, whether with a loving family or living wild and free.

We dream of a world where every dog can lead a **dignified life**, whether with a loving family or living wild and free. In order for this to be possible, it is essential to promote the **responsible ownership of pets and reduce the number of animals bred by those who perpetuate the existence of strays** and the disastrous reality of **dog pounds**.

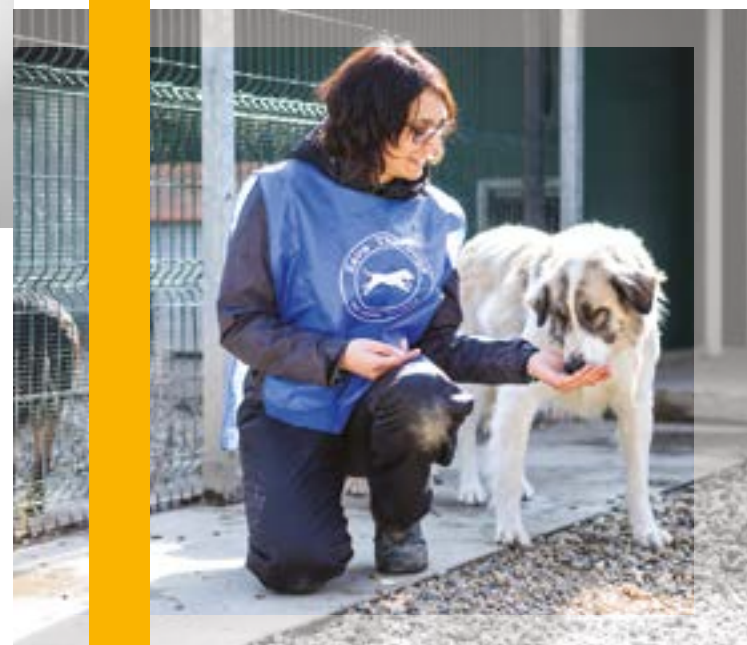
Regardless of whether dogs are destined to be **incarcerated** in a way which all too often results in a life sentence, as happens in Italy, or a brief detention while they wait to die, as we see so often in Romania: **having to live in these types of kennels is a pitiful existence**, one devoid of the dignity in which *Save the Dogs* so firmly believes, for which we strive every day.

THE VALUES OF *SAVE THE DOGS* IN THE DAILY WORK OF OUR STAFF



Andreea Manea, Logistician
Footprints of Joy Program– Romania

"I've been working for the association since 2004, and I am finally beginning to see an increase in the number of requests for the sterilization of privately-owned animals. This is a clear sign that thanks to our efforts, our conviction that it is irresponsible to let dogs and cats reproduce freely is gaining ground. Unfortunately, however, there are still many people who choose to abandon or kill unwanted puppies using primitive methods, while public kennels continue to massacre thousands of innocent dogs. There is still so much work to be done..."



Francesca De Matteis, Project Manager for International Adoptions
Footprints of Joy Program – Romania

*"We continued to receive many requests for adoptions from our partners in Northern Europe in 2020. For all of us at *Save the Dogs*, it is of paramount importance that we send only socialized and well-balanced dogs to these families, dogs that can easily adapt to a new life in Sweden or Germany, and sometimes it is necessary to help them overcome the traumas they have experienced here in Romania. Our partner associations carefully select the adoptive families, while we do everything we can here to prepare the animals in the best possible way. Our motto? Adoptions that are conducted mindfully".*



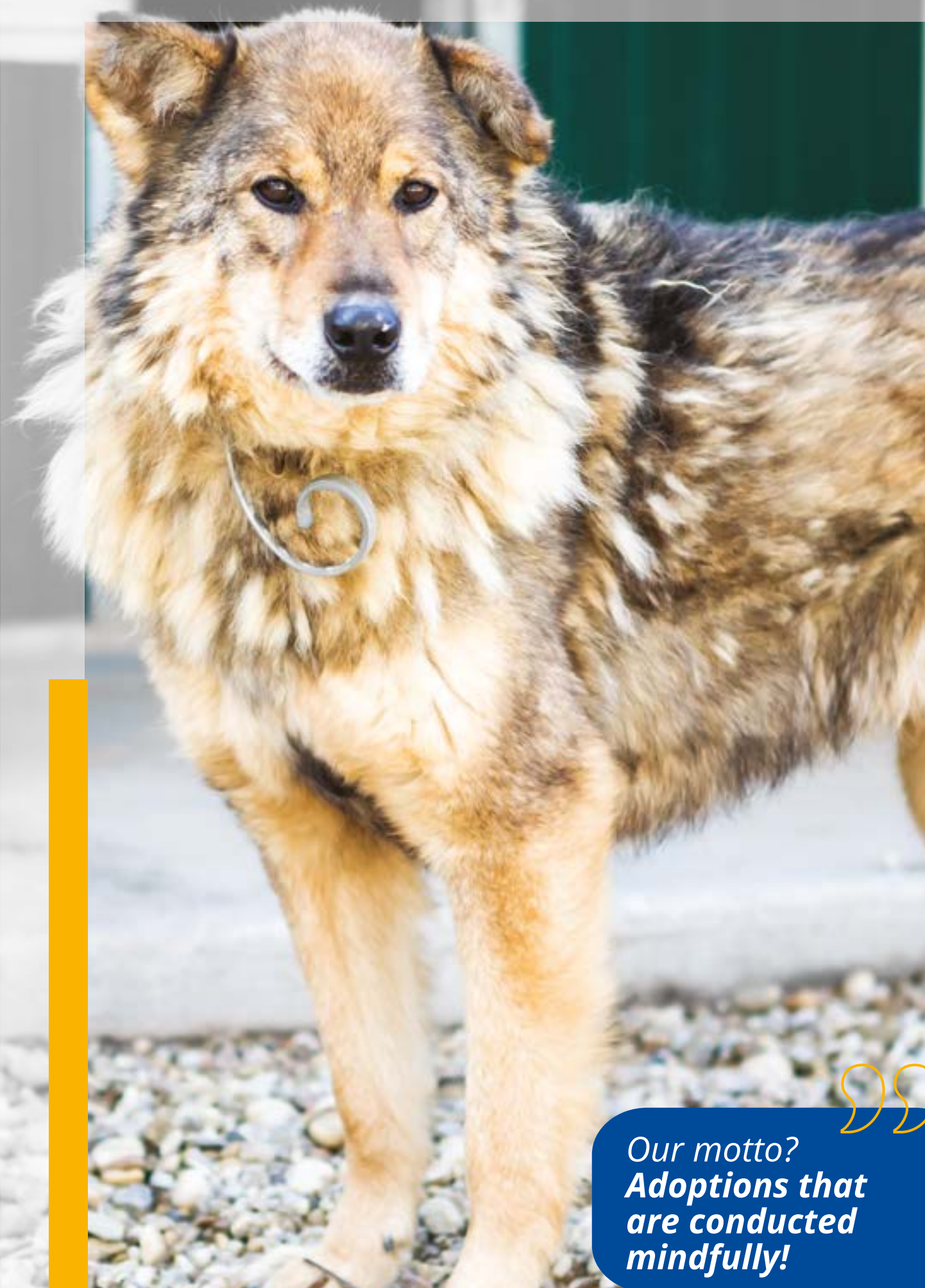
Alessandra Pierro, Coordinator of the Oreste Zevola Animal Association
Non Uno di Troppo (Too Many Puppies) Program – Italy

“Sadly, dog pounds are a serious reality in our region of Campania, while the stray dogs living in the Domitian coast area run the risk of being maltreated or run over every single day. However, the approximately 500 sterilizations we have carried out during the two years of the project are already producing great results, and the numbers of new entries in the kennels where we operate are decreasing. Adoptions have increased, and our hopes for the future are growing at the same rate”.



Renata Buraschi
Save the Dogs – Milano

“Even though we are not physically ‘in the trenches’ with our colleagues in Romania or Campania, it is a joy for all of us on the team to witness their success stories and to share in the happiness of the lives they are saving. Everything they achieve is also a result of our work here in Milan and the relationship we have been able to establish with our wonderful donors. We feel we are one big team working together to make the world a better place, both for animals and for humans”.



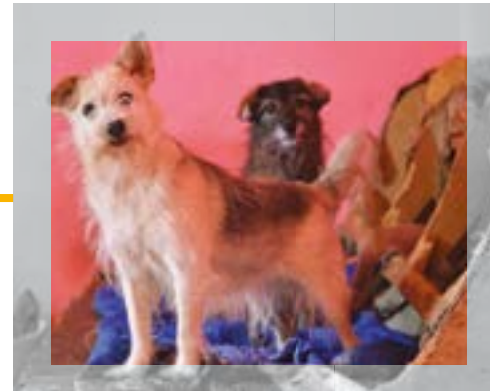
Our motto?
**Adoptions that
are conducted
mindfully!**

ORGANIZATIONAL MANAGEMENT

SAVE THE DOGS ITALY



Sara Turetta
Chief Operating Officer



Anna Maria Ietto
Fund Raising Manager

Alessandra Farina
Project Manager for International Adoptions

Renata Buraschi
Administration Manager

Francesca Cislaghi
Data Analyst and IT Manager

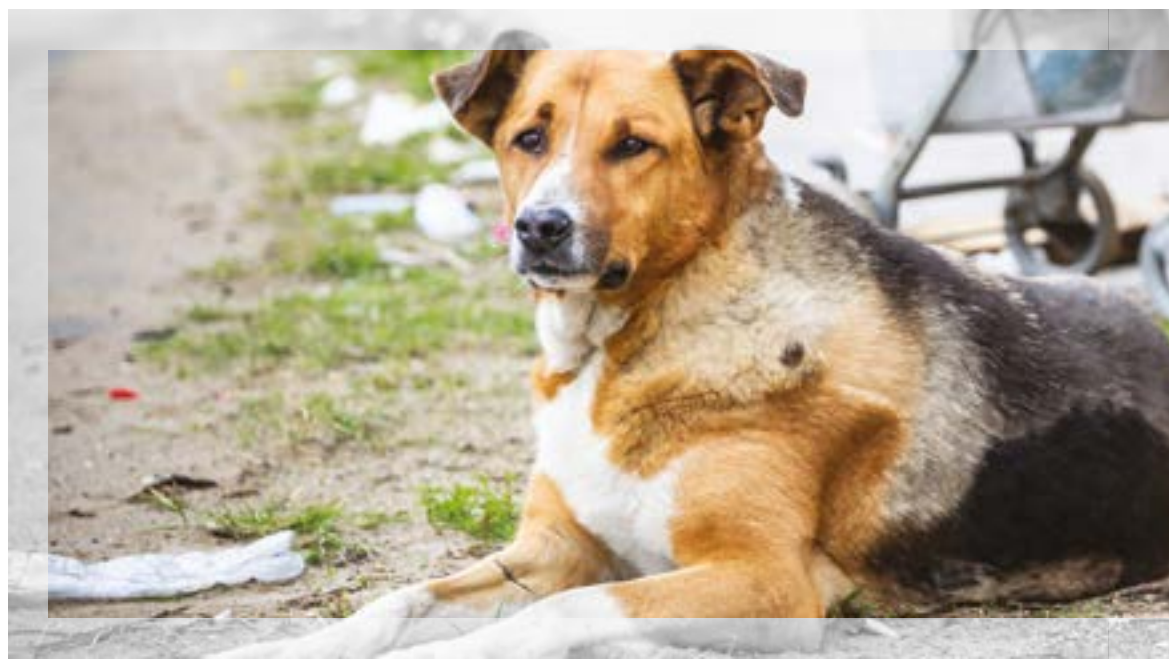
Raluca Lungu
Social Media Communication Manager

Selena Delfino
SAD Area Manager (Sostegno a Distanza / Long-Distance Support)

Valentina Bolzoni
Secretary

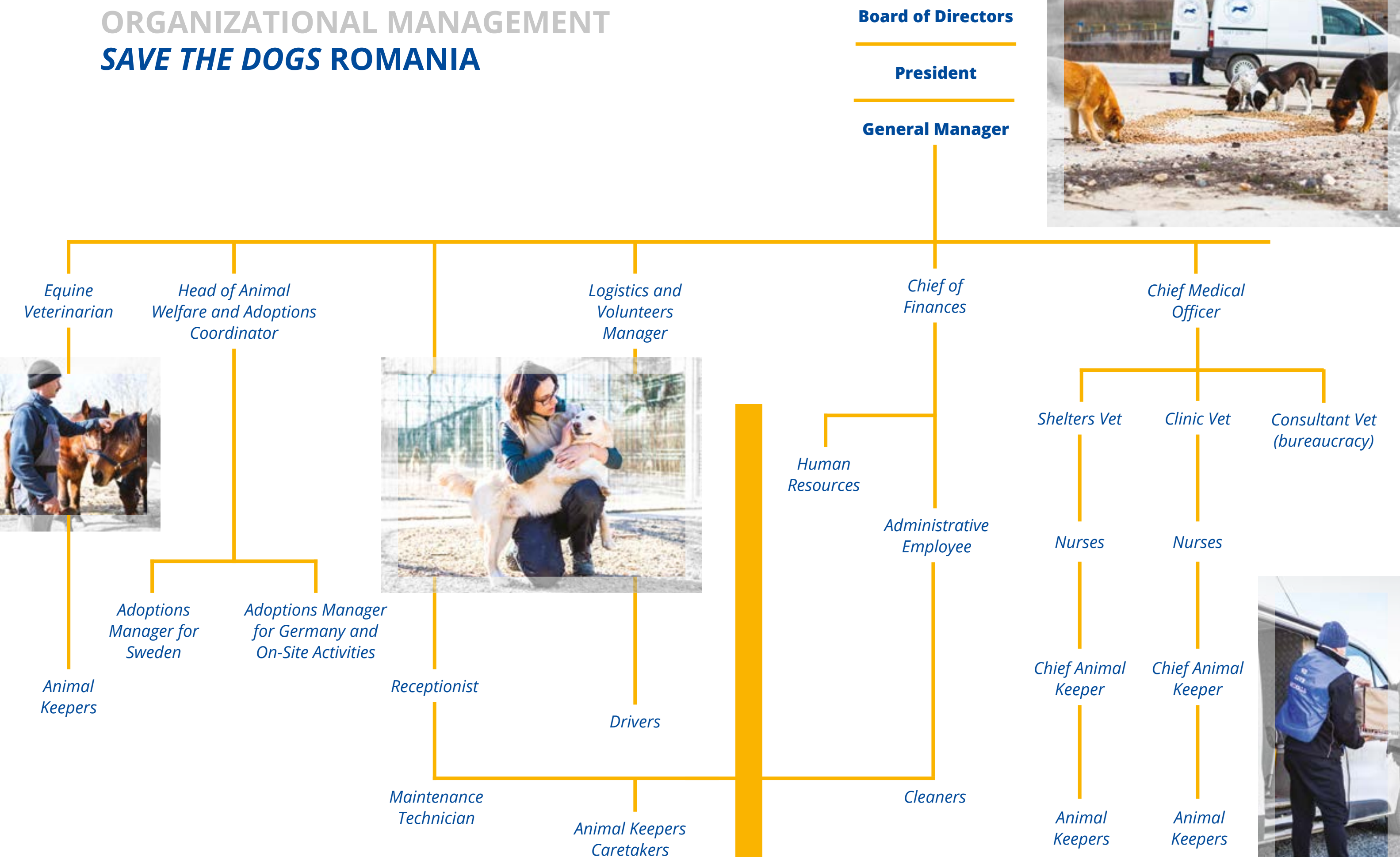
Monica Spoladore
Data Entry and Donor Care

Maurizio Stumpo
Warehouse and Driver



ORGANIZATIONAL MANAGEMENT

SAVE THE DOGS ROMANIA



WHAT WE DID IN 2020



”
Animals will always need care and assistance and our efforts could not come to a standstill.

While the team in Milan was able to switch across to 'smart' working from home mode from March onwards, the veterinarians and staff in Cernavoda and Naples had to confront the massive challenge of continuing to work in the midst of a pandemic. Confinement or no, animals will always need care and assistance, and our efforts could not come to a standstill.

In Cernavoda, it was necessary to provide every member of staff with protective equipment and to introduce new protocols for the daily interactions, especially at the veterinary clinic, while at the sanctuary of Licola Mare the vets **had to alternate in the operating room** while the other two collaborators (Alessandra and Antonella) had to limit their presence along the Domitian coast,



no longer able to leave their homes freely, and obliged to reduce contact with the public. Despite the extremely difficult situation they faced in 2020, **both teams continued to take great care of the animals and to manage a large quantity of emergencies.** Here are the numbers from such an extraordinarily unusual year.

”
Despite Covid, our team continued to take great care of the animals!

IN ROMANIA

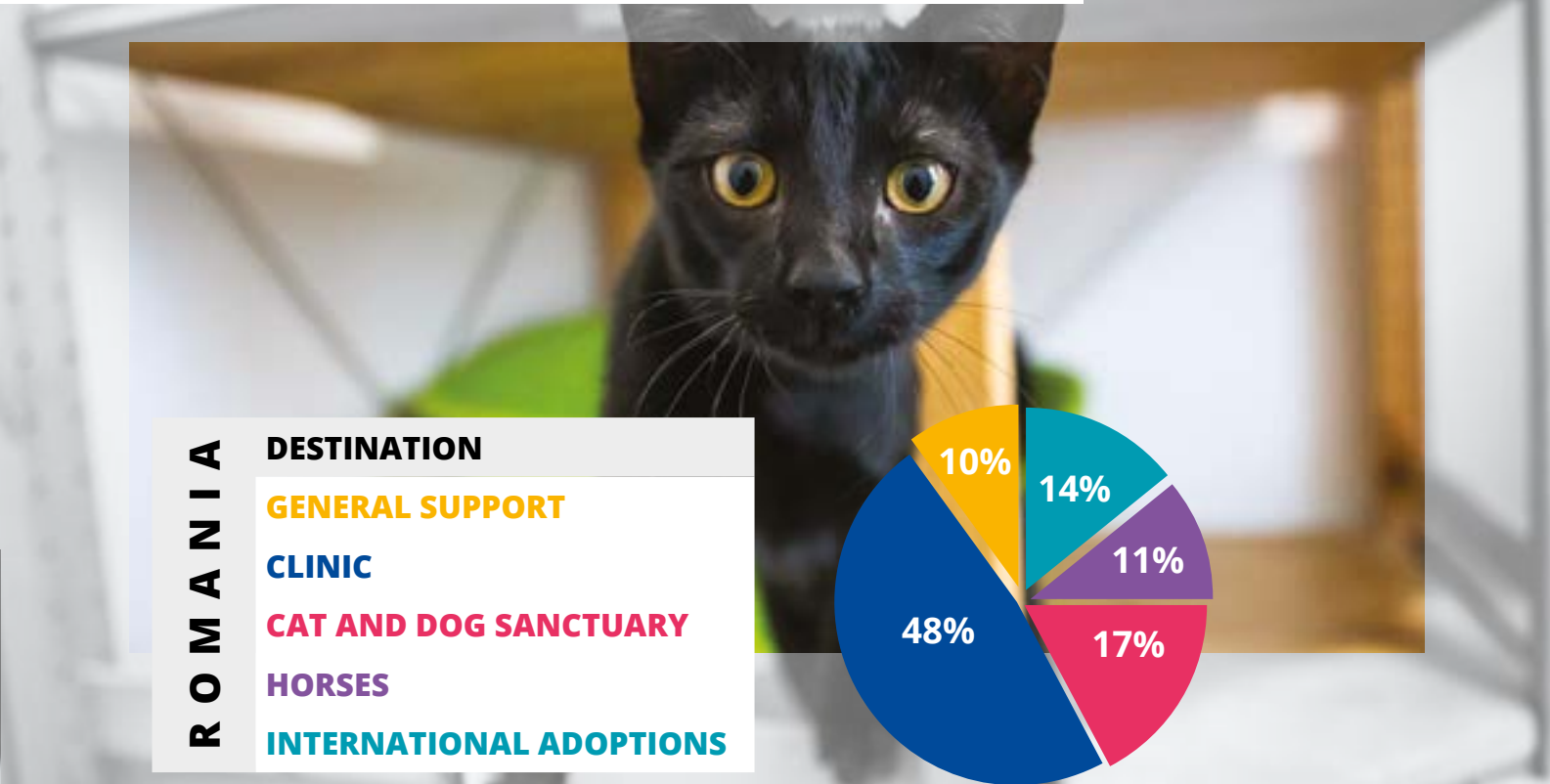
FOOTPRINTS OF JOY PROGRAM



We knew it was inevitable that the 2020 figures would be down from the previous year, but **the crippling results we feared** when the Covid-19 emergency first erupted did not prove to be the case.

All domestic services for horses and small animals were prohibited by the provincial veterinary unit from March onwards, while sterilization

operations carried out free of charge were completely shut down for about 4 months. The **dramatic shortage of vets** also affected the more than halved number of sterilizations, and at the end of the year resulted in the **total absence of doctors in our clinic due to an outbreak of the Covid infection**: this was a complete nightmare from which we only emerged in January -February 2021.



Sterilizations



605
of which 303 dogs and 302 cats

Emergencies*



239

Adoptions



248

Visits to privately-owned animals



175

New entries into the facility **



317

* Never stopped functioning even during lockdown

** Refers to dogs and cats taken in permanently by Save the Dogs for treatment and adoption placement programs (the figure also includes animals who subsequently died due to the severity of their illnesses or injuries).

248 ADOPTIONS DESPITE THE PANDEMIC







248 adoptions were achieved during 2020, the year of the Covid-19 pandemic - an extraordinary result!

When flights from Romania started to be cancelled one after another due to the pandemic, making it almost impossible to transport animals by air to Sweden, we realized it was time to be creative and to look for new solutions.

We set to work, and found the only Romanian transporter available to transport our dogs safely to Scandinavia: the journey was a long one, which meant we had always excluded journeys of this type in the past, **but it was our only possibility to allow the dogs to leave Romania.** Every trip went smoothly, and these adoptions then enabled us to take in other animals in need of our help, which otherwise we would not have been able to do due to lack of space.

Carrying out 248 adoptions during the pandemic year (compared with 290 in 2019) was nothing short of extraordinary, and much of the credit is due to the adoptions office in Romania and our logistics manager, Andreea, as well as, of course, our established Swedish partner, *Hundhjälpen*. We also continued to organize adoptions to Germany, albeit with slightly lower numbers compared to 2019 (43 dogs fostered compared to 54 in the previous year).

DESTINATION - DOGS

	SWEDEN 145
	GERMANY 43
	SWITZERLAND 3
	ROMANIA 2
	OTHER 3

DESTINATION - CATS

	SWEDEN 6
	ITALY 44
	ROMANIA 2



IN ITALY NON UNO DI TROPPO (TOO MANY PUPPIES) PROGRAM



The staff at the Oreste Zevola Animal Association (*Associazione Animali Oreste Zevola*) barely paused for breath, and despite the pandemic they even **surpassed the number of sterilizations carried out the previous year** (in 2019 there had been 217). We decided to extend the geographic area covered by the surgeries sponsored by our project due to emergencies which then saw our partners on the front line go well beyond the extent of the Domitian coastal area, where most of our efforts are usually concentrated.

Sterilizations



243

Microchips
inserted



99

Adoptions*



37

** Only including those made due to the collaborations activated by Save the Dogs with certain dog shelters in Northern Italy.*



700 kg of food and useful supplies were donated to Italian shelters during 2020.

A SPECIAL GIFT FOR THE KENNEL AT LICOLA



700 kg of food and useful supplies were donated to Italian shelters during 2020. 500 kg were consigned to the ARPAD kennel in Licola Mare and about **200 kg to the association founded by the late John Peter Sloan, Hot Dog Rescue**. In addition, thanks to two generous donors we were able to give **100 plastic pallets and 100 "Kuranda" beds**, which are indestructible orthopedic cots of American production and are ideal for dogs with orthopedic problems, to the ARPAD kennel of Licola Mare.

'I CANI, LA MIA VITA' ('DOGS ARE MY LIFE')
SARA TURETTA'S AUTOBIOGRAPHY
DESCRIBING 18 YEARS
OF *SAVE THE DOGS*



**2 editions printed,
5,000 copies sold.**

Among the celebrities who have raised awareness of the book we would particularly like to thank Enzo Iacchetti, Antonella Clerici, Rosita Celentano, Red Ronnie, Fiordaliso, Ivana Spagna, Alba Parietti, Rosaria Renna.

MEDIA COVERAGE

Radio



7

Social media



8

Press



16

TV



10

LA STORIA SARA TURETTA



Indagine Sara Turchia 47 anni, con un'esperienza prima di dedicarsi ai cani, insegna nell'ambito di tutti gli sport e di tutti i cani di Milano. L'111. Pisci

L'EX PUBBLICITARIA
CON LA **VOCAZIONE**
DI SALVARE I **RANDAGI**

Da Milano alla Romania: in un'autobiografia 19 anni di lotte per gli animali

 McGraw-Hill

IO CAN LA MIA VITA



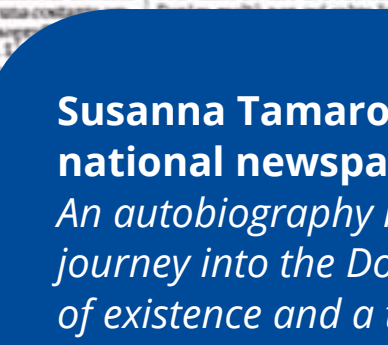
È pubblicato con Sonda
il libro di Sara Turetta,
47 anni, fondatrice di
«Save the Dogs». Il libro,
268 pagine, costa 18 euro

trapresa per un fine così
nobile, diventerà un viaggio
negli abissi dell'animo umano. La Romania è un paese
estremamente povero, uscito da una lontananza e crudele
dittatura, le macerie sono anco-
ra lì: tutto sembra normale,
ma niente è davvero normale.
La lunga tiratura ha abituato
le persone a una costante
bignità, alla sopra-
valutazione della
defezione. L'ar-
sta loro è con-
benefico e
derà mille
verrà tradito
morde.

Più si
più lo sp
possibile,
una perso
questo, che
re in un a
umanitar
finendo a
visione?

E così che

parola «vocazione» e cioè
l'essere chiamati a compiere
qualcosa che, agli occhi del
più, appare assurdo ma che,
per chi la possiede, diventa
l'unica ragione di vita. In ogni
vocazione degna di questo
nome c'è alla base una pro-
fonda idea del bene, oltre alla
convincimento che il bene sia



Susanna Tamaro
national newspaper
*An autobiography is
a journey into the Do-
of existence and a t*

Nel 2001
Quelle immagini,
quei planti disperati

Nel 2019 Save the dogs ha iniziato a occuparsi anche della situazione del nostro paese, lanciando il progetto «Non uno di troppo, il mio» e la sterilizzazione tra Napoli e Castel Volturno, per combattere il randagismo e prevenire la sterilizzazione dei cani.

«Sono profondamente convinta», scrive Sam Turcotte nel suo libro «Che la salvezza delle specie animali dipenda unicamente dalle nostre scelte: considerare l'estinzione dell'uomo come la soluzione di tutti i problemi è un grande inganno. Solo l'evoluzione interiore dell'umanità e il nostro impegno concreto possono fare la differenza e compensare tutto il male che l'umanità, purtroppo, infligge alle creature di questo mondo».

Ma perché non ti occupi di bambini? Sarebbe valere chi si dedica alla salvaguardia degli animali si sente rivolgere questa domanda? La nostra società, tanto è pronta a piangere su qualsiasi storia strappalacrime canina, altrettanto cova il suo interno un rigido moralismo per il dolore di tutti gli esseri viventi che umani non sono, come se quel dolore non fosse reale. Eppure tutti gli studi più avventati — basta leggere il bellissimo *L'ultimo abbraccio* di Frans de Waal — ci stanno confermando che le anime sensibili e i cuori puri hanno sempre saputo: gli animali hanno una grande complessità emotiva che li porta a soffrire e ad avere sentimenti profondi esattamente come li abbiamo noi, naturalmente tutto è portato al loro livello, ma questo non è un motivo per disprezzare o ignorare le sofferenze di questi nostri umili e fedeli compagni di viaggio. Quando li degnano colpire gli animali, colpisce anche i bambini e quando la sofferenza degli animali viene allevata, vien

La Sera
November
, a
Dimension
that
vocation.

Susanna Tamaro, Corriere della Sera
national newspaper 4 September
An autobiography in canine form, a journey into the Dostoevskian dimension of existence and a testimony to that extraordinary form of life we call vocation.



Foto Silvia Amodio

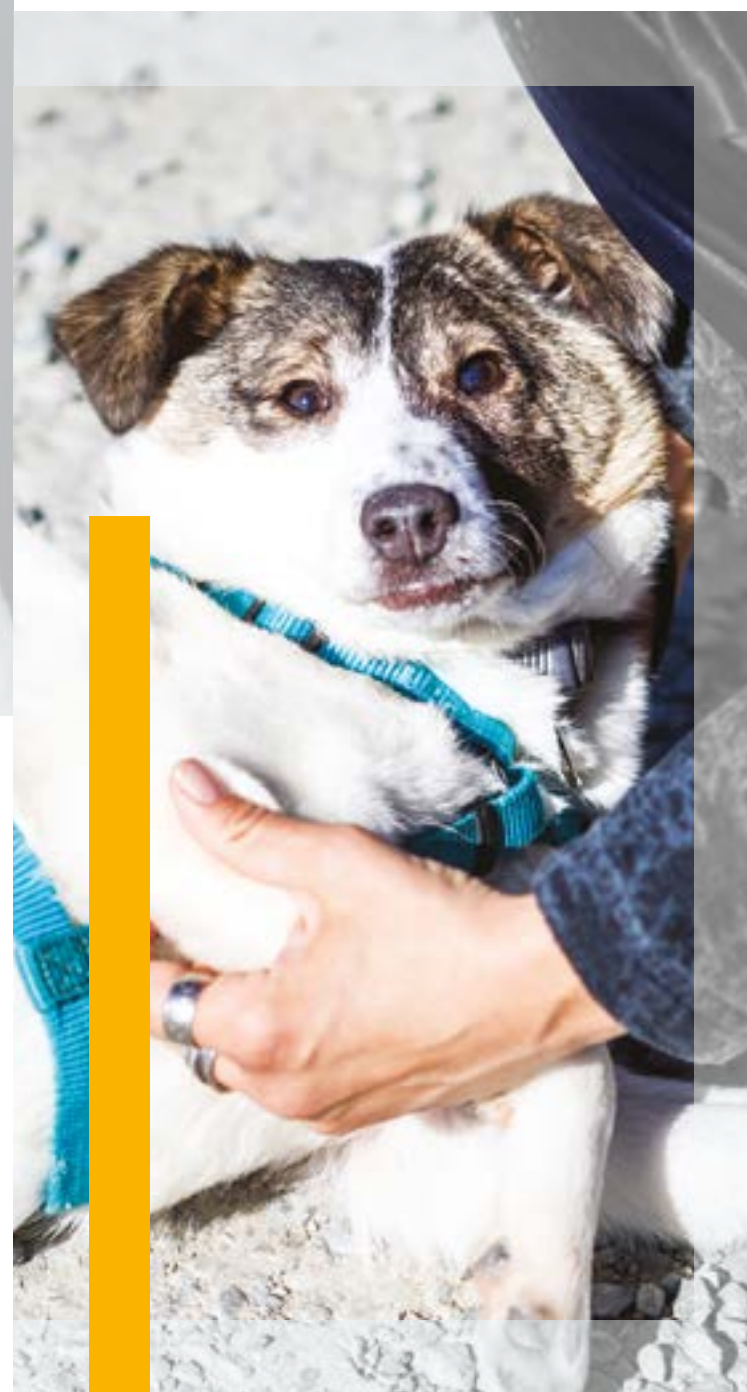
The release of Sara Turetta's autobiography, 'I cani, la mia vita' ('Dogs are my life'), in September 2020, might have seemed a gamble in some ways, but **it turned out to be a winning choice**. In spite of the many presentations that had to be cancelled because of Covid, so many sales were forthcoming that it was necessary to print a second edition straight away, and media interest was high, especially by the press and on TV, which all contributed to increasing the visibility of the book and awareness of *Save the Dogs*.

The principal strength of this book lies in its having brought so many

more people closer to our cause, raising awareness and above all gaining greater support. Not only are 100% of the author's rights assigned to our projects, but to our great surprise, **we have also received a number of generous donations and new subscriptions, thanks to the power of the story Sara has told.**

Friends of *Save the Dogs*, who have always supported our work with passion and affection, were very forthcoming in helping us promote the autobiography or bought the book themselves, thereby committing themselves to spreading the message of the story of our founder even further.

THE BOOK IN THE WORDS OF FRIENDS OF SAVE THE DOGS



Nico

Beautiful... moving... very intense in certain parts... You describe all the challenges in such an exceptional way... as well as the beautiful moments of this adventure... Your book confirmed that I am right to support the association. Here's to the next 20 years!



Susanna

I read the book cover to cover all Sunday afternoon. It made me cry, it made me very angry, and I was also happy to read the stories with a happy ending. Thank you for telling your story, and for everything you do.



FUNDRAISING IN 2020



2020 will be remembered for being a year unlike any other...

2020 will be remembered for being a year unlike any other because of the health emergency that still preoccupies all of us as we write these lines today, forcing us even now to subject our lives to strict limitations. **However, one thing has stayed constant even during this extraordinary year: namely, the generosity and loyalty of our donors.**

If *Save the Dogs* has been able to continue advancing its mission, despite the huge difficulties caused by the health crisis, it is only thanks to the support of those who believe in our work and share our values. **Be they individuals, companies, foundations or partners, each and every one has been fundamental in continuing to combat the appalling effects of**



... but one thing has stayed constant: the generosity and loyalty of our donors!

strays, helping to offer treatment, food and the opportunity of a new life in a family to so many animals in need. In **2020**, thanks to the generosity of our supporters, we succeeded in raising **1,114,348 Euros**, an increase of 4% compared to 2019.

Single donors, both individuals and families, represent the core of our

fundraising having contributed **694,179 Euros** in 2020, equivalent to 63% of the total raised.

Our supporters represent a very valuable base for us that guarantees the economic sustainability we need in order to develop our projects in Romania and Italy.

FUNDRAISING PRIVATE INDIVIDUALS



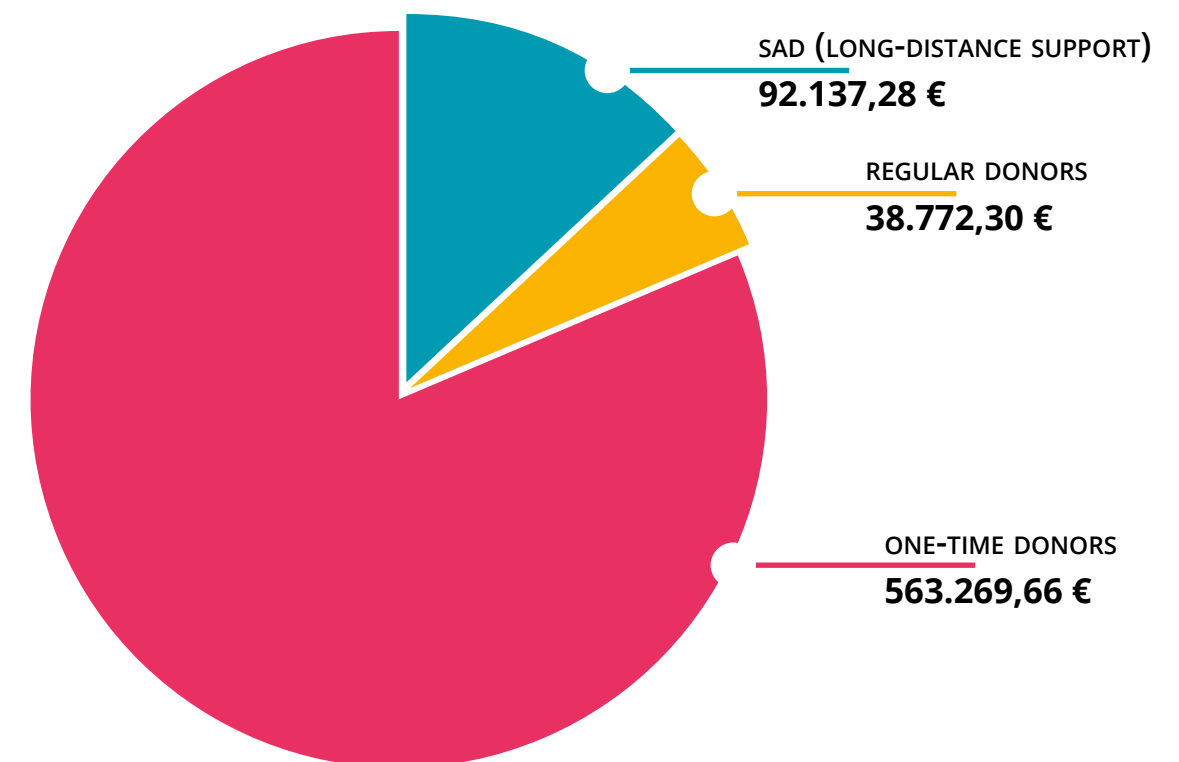
INDIVIDUAL DONORS

Despite a difficult year, Save the Dogs raised €694,179 in 2020, showing a 22% growth compared with 2019 ... all thanks to our donors!

In 2020, despite a slight decrease in the number of individual donors compared to 2019 (-2%), *Save the Dogs* raised **€694,179** with a **growth of 22% compared to 2019**, thanks to the precious contribution of so many individuals who stood by us, supporting our work with even greater generosity.

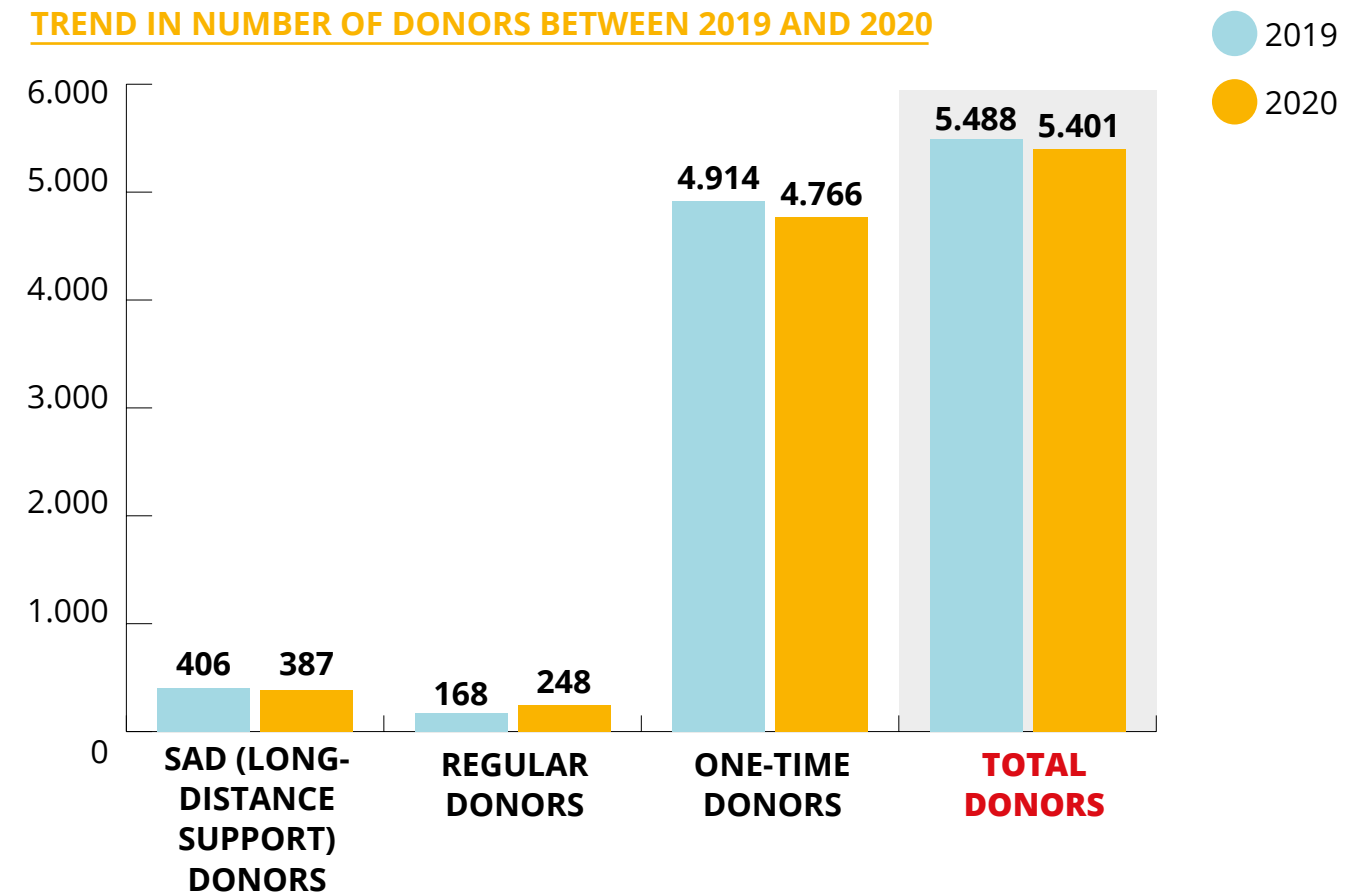
The beating heart of our individual donor base is represented by **one-time donors, with a collection of 563,269.66 Euros**, added to which are the regular donors who guaranteed **38,772.30 Euros** and donators involved in the **Long-Distance Support program, with 92,137 Euros**.

PROPORTION OF INCOME - ONE-TIME, REGULAR, SAD (LONG-DISTANCE SUPPORT)



TOTAL INCOME 2020: 694.179,24€

TREND IN NUMBER OF DONORS BETWEEN 2019 AND 2020





ONE-TIME DONORS

One-time donors make donations that are spontaneous or in response to appeals they receive by mail or e-mail.

In 2020, their contribution represented **81% of the total amount collected**, and supported our interventions in Italy and Romania, enabling critical help in managing emergencies.

DIRECT MARKETING

The direct marketing program, supported by online communications, is our **principle way of creating loyal donors over a period of time**, which enables us to ensure a steady and continuous flow of funds every year and thus guarantee fundamental support of our activities. **We carried out three campaigns** via direct marketing, while another four were based on online communication.

FORMEVET'S COMMITMENT TO COMBATING STRAY DOGS IN ITALY

This important Italian brand, leader in the production of products for animal well-being and environmental hygiene is **at the front line in combating stray dogs in Italy**. Formevet gave its full commitment by doubling the value of donations from our supporters for the project **#Nonunoditroppo** (Too Many Puppies) in 2020. The company's help was **fundamental in confirming the importance they place on animal welfare** not only with regard to their own products, but also in their support for the animals who are most in need of care.

A YEAR OF SOCIAL DISTANCING, BUT ONE WHERE WE STILL STAYED CLOSE TO OUR DONORS

We received dozens of messages like these into our inbox during the most difficult part of 2020 in the months of March and April, when we were all isolated in our homes, defending ourselves and others from the pandemic. During that period, we felt

the need to reach out to our supporters, to be able to comfort them with good news via email and quick telephone calls.

Never have we felt closer to our friends, establishing a deep bond that continues even today.



In this third week of lockdown, it is so comforting to hear from you. Thank you!
Franco

At a time when there's only bad news, you have been such a breath of fresh air.
Antonietta



LONG-DISTANCE ADOPTIONS

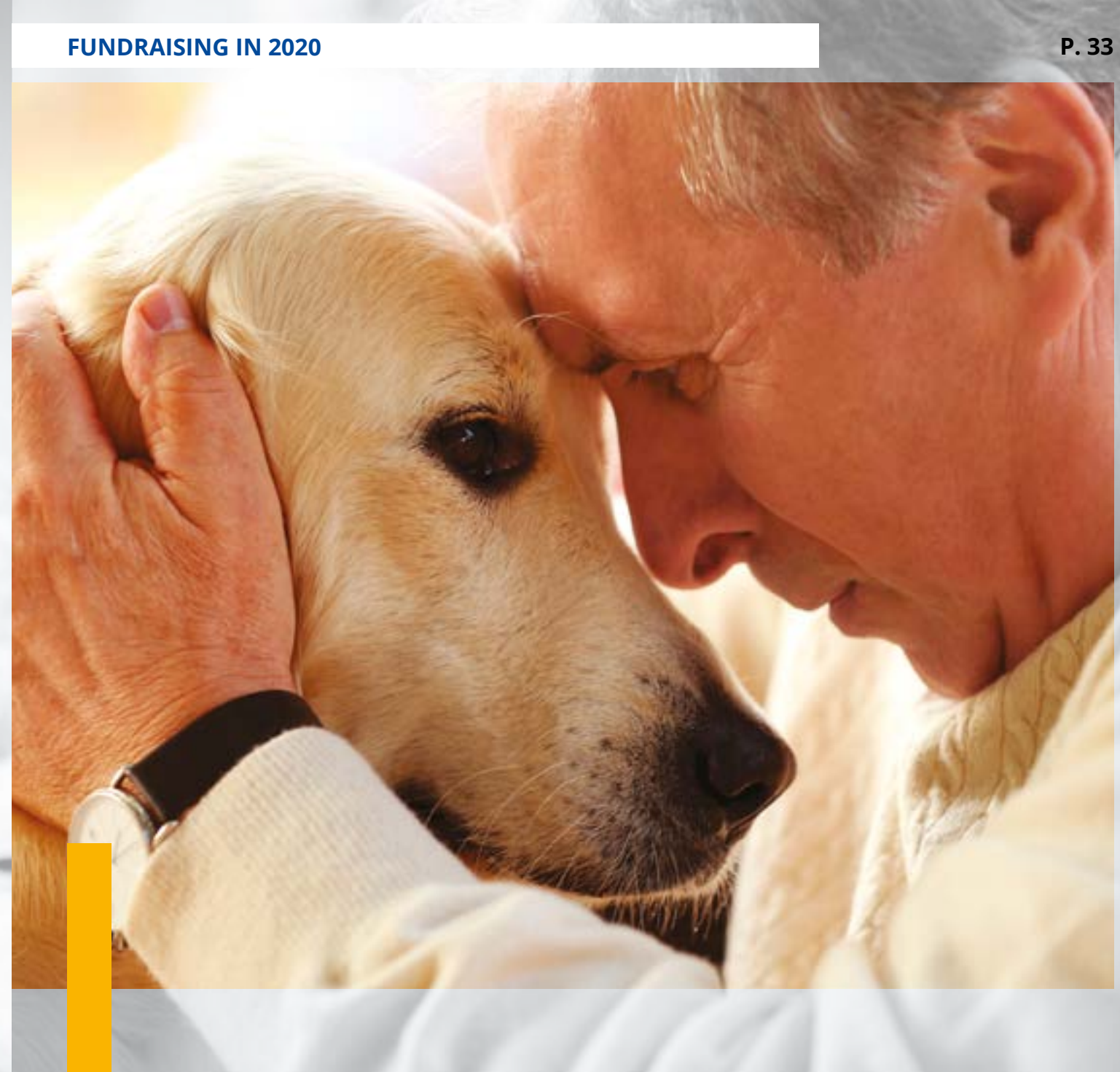
Long-distance adoptions continue to be a highly successful initiative, especially in terms of building the loyalty of existing donors.

The purpose of the program is to ensure the maintenance, treatment, assistance and supplying of food to dogs, cats, donkeys and horses

who have had a difficult and often painful past which means that they cannot be adopted, but will live out their lives at our *Footprints of Joy*

shelter. The Long-Distance Adoption program also allows us to build a long and lasting relationship between supporters and the animals they have adopted, by offering regular updates on the progress and daily life of their befriended companions.

In 2020, we **raised 92,137 Euros** thanks to the loyalty and generosity of the 387 donors who belong to the long-distance adoption program.



OUR FUNDRAISING LEGACIES

Wills and bequests, along with life insurance policies, represent a unique and precious resource for *Save the Dogs*, which enable us to transform the lives of thousands of animals.

In order to assist every one of our supporters with this very special option, we decided to appoint a dedicated member of staff from 2020 and to create a specific brochure which provides a host of useful indications.

In 2020, thanks to legacies, bequests and life insurance policies, we were able to raise **42,658 Euros** to be allocated to our projects in Italy and Romania.

We would like to say a special thank you to everyone who has decided to mention *Save the Dogs* in their wills: as we continue to work miracles in the future, we will know it is also thanks to you!

5X1000 TO SAVE THE DOGS



Thanks to the proceeds of the 5x1000 Italian volunteer tax contribution initiative in 2020, we have been able to give a new boost to our activities!

2020 has been a completely exceptional year, **including the dual transfer of funds from the 5x1000 initiative related to the choices made in 2018 and 2019.** This has been a big help in a year in which all associations like ours have faced unprecedented difficulties, coupled with the uncertainty of the economic impact that the pandemic may have.






In **2018**, 5,206 people signed in favor of *Save the Dogs*, donating an amount equal to **182,554 Euros**, while in **2019** 5,083 people chose to support our organization, representing a total of

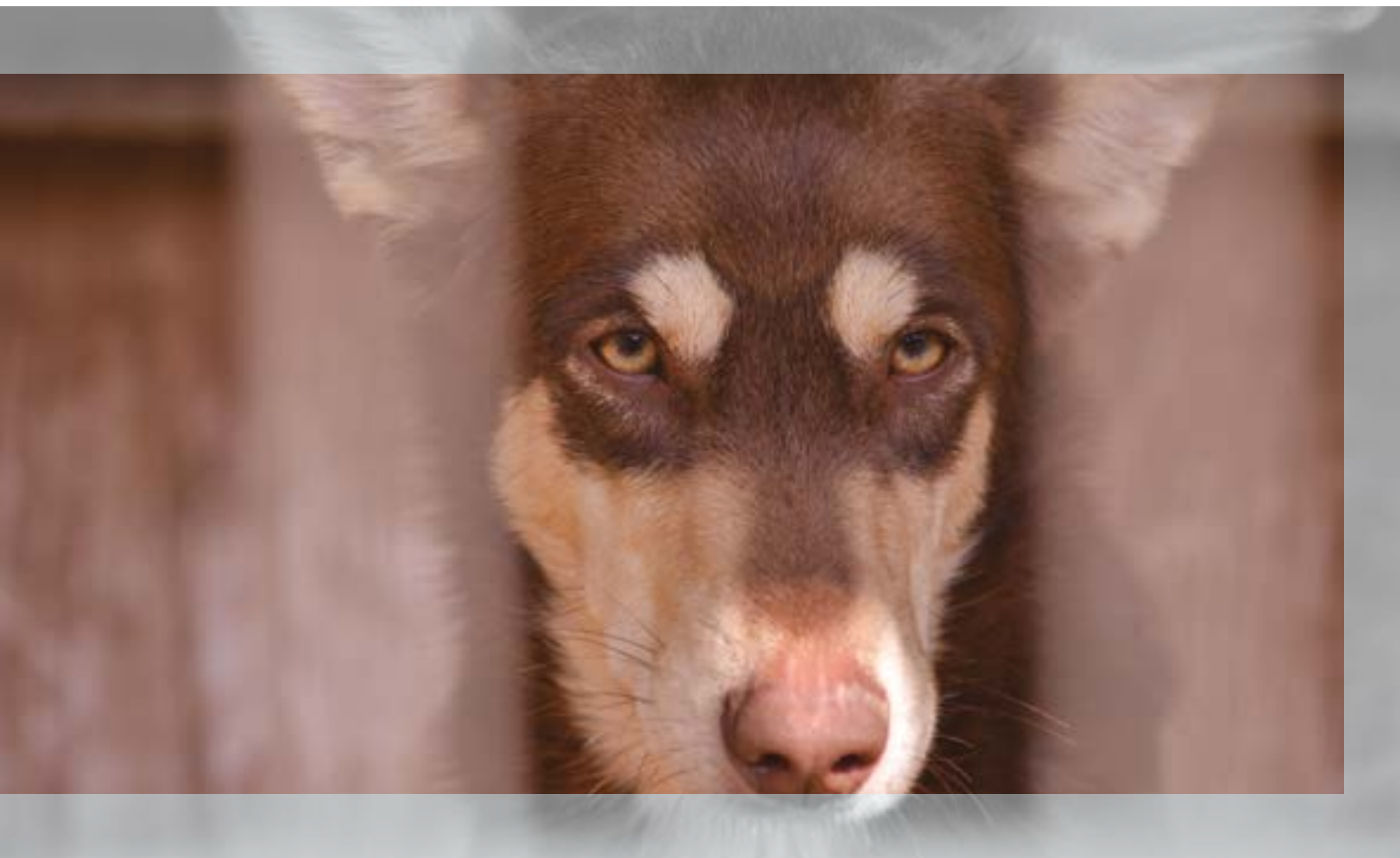
192,074 Euros; this is an increase of 5% compared with the previous year, despite a decrease in numbers by 120 signatories.

Thanks to the proceeds of the 5x1000 initiative, we have been able to guarantee the funding of some of the activities of our *Footprints of Joy* sanctuary in Romania; we have purchased equipment such as containers and medicines, and we have financed some of the costs of our communication and the *Save the Dogs* headquarters in Italy.



HOW WE INVESTED THE 5X1000 INCOME

FOOTPRINTS OF JOY	100.000 €	
clinic and shelter		
EQUIPMENT	2.917,54 €	
containers, medicines, veterinary supplies		
HUMAN RESOURCES	12.240,63 €	
Project Manager recruited to coordinate the adoptions department and monitor the welfare of animals hosted in the facilities in Romania		
COMMUNICATION	1.931,2 €	
FACILITY COSTS	3.995,15 €	



FUNDRAISING FROM COMPANIES, FOUNDATIONS AND PARTNERS

Companies, foundations and partners represent a fundamental support of our activities, and in 2020 they guaranteed a total of **415.671,92 Euros**, equal to 37% of the overall amount raised.

While we have seen a decrease in the fundraising from foundations and companies, our **foreign partners**

(Hundhjalpen, TASSO, the Susy Utzinger Foundation, Friends of Homeless Dogs) have increased their support, with an increase of 7% compared to 2019, thereby confirming themselves as a fundamental resource, particularly with regard to coping with the difficulties arising from the health emergency.

KIDULT AND THE BRACELET THAT GIVES DIRECTLY TO THE ANIMALS

The company Mabina srl chose to renew its support for *Save the Dogs'* activities again in 2020 by confirming its partnership with Kidult, the latest brand created by the Milanese jewelry house.

This successful collaboration, introduced in 2018, was repeated during the whole of 2020, with Kidult investing 20% of the proceeds from the sale of the bracelet in support of our projects to combat strays and protect animals.

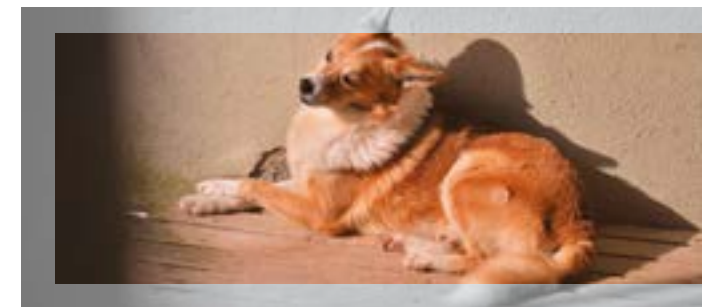
COMMUNICATION AND SOCIAL MEDIA

In a year in which all social relations have been put on hold for months, **social media has confirmed itself as a precious means of keeping in touch with our supporters** and communicating our activities and handling of emergencies in real time, thus allowing us to partake in exchanges that allow us to involve more and more people in our mission. While the presence of *Save the Dogs* on **Facebook** is now consolidated, **Instagram** is a channel that continues to grow and that also allows us to interact with a younger segment of the population and to engage with them through telling stories.

In 2020, Facebook and Instagram have both been strategic in recruiting new

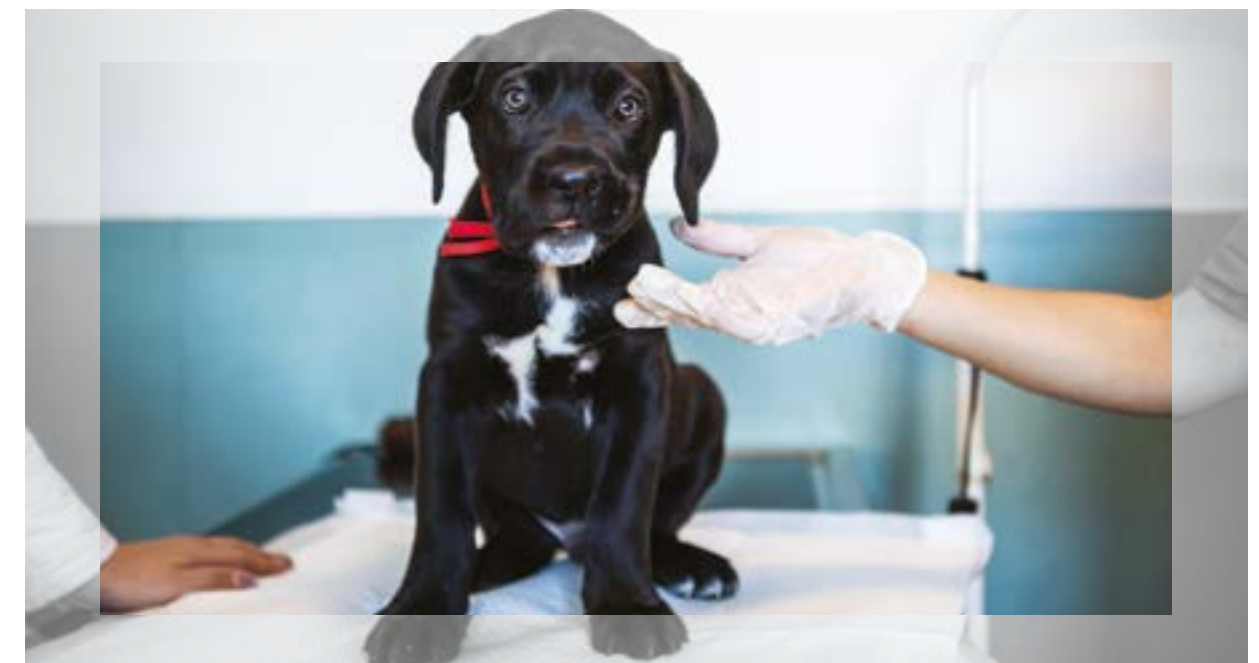
donors in response to our appeals. Also of note is the high number of fundraisers that have emerged spontaneously to support *Save the Dogs*, for a total of **50,757 Euros**.

This confirms the strategic importance of both channels and the need to **continue to invest in social media**, both in terms of raising awareness and potential donations.



CASE STUDY: EMERGENCY APPEALS

In 2020 we raised **€10,514.62** thanks to individual emergency appeals, which formed an important contribution of the clinic's work in Romania.



Thanks to Facebook and Instagram, we succeeded in connecting with more than 2 million people in 2020. **Videos with a happy ending** were the most liked posts.

BALANCE SHEET 2020



BALANCE SHEET

SAVE THE DOGS ITALY



The year 2020 ended with total revenues of approximately € 1,293,000, **an increase of 3% compared with the previous year.**

The year 2020 ended with total revenues of approximately € 1,293,000, **an increase of 3% compared with the previous year.** The increase in revenue is attributable to an **increase in the 5x1000 initiative** (€192,000 compared to €82,000), **more donations from private individuals**, and an extraordinary income related to the rental of agricultural land inherited from a generous supporter (€5,000). This extremely positive result, in such

a difficult year, is without any doubt at all linked to the increase in investments in promotion and fundraising, which have fostered the generosity of our Italian donors. **Contributions from companies and foundations** (both Italian and foreign) **have, on the other hand, plummeted.** Partner associations, in particular Swedish *Hundhjälpen*, have meanwhile increased their donations. **Costs have remained practically**

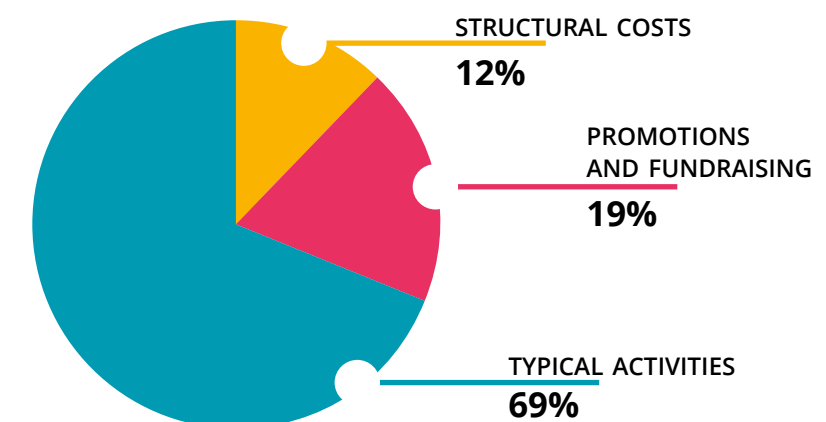


unchanged (+0.5%), with an increase in promotional and structural costs and a decrease in program-related costs. **This decrease is linked to the obligatory reduction of operations in Romania**, where our activities have been severely limited due to the pandemic and a crisis in terms of medical staffing. In 2020, the association embarked on a mission to **strengthen its fundraising activities**, with the arrival of a coordinator and the consequent increase in online and offline campaigns. These activities resulted in a 22% increase in costs, with the benefits previously mentioned above. It is probable that in the course of a "normal" year this

investment would have yielded even better results. The increase in structural costs is due to the arrival of a **new employee to support the secretarial and back-office activities**, and the technological investments required for 'smart' working from home. Although the year ended with a small loss of about €7,000, **it should be noted that a fund of €25,000** (future projects fund) **has been created**, for the construction of a video surveillance system in Romania. Donations were collected on the occasion of the president's birthday, and the work will be carried out as soon as it is possible to do so.

BREAKDOWN OF CHARGES

The percentages of the use of funds can be broken down as follows:



FINANCIAL STATEMENT 2020

SAVE THE DOGS AND OTHER ANIMALS ONLUS

FINANCIAL STATEMENT AT 31.12.2020

BALANCE SHEET

31.12.2020

31.12.2019

ASSETS

FIXED ASSETS

I - INTANGIBLE FIXED ASSETS

1) Deferred/multi annual charges	€ 7.165	€ 7.165
- accumulated depreciation	- € 6.023	- € 5.642
2) Renovation of third party assets	€ 20.727	€ 20.727
- accumulated depreciation	- € 20.434	- € 20.141
3) Software	€ 24.738	€ 7.669
- accumulated depreciation	- € 13.302	- € 7.669
4) Website	€ 4.654	€ 4.654
- accumulated depreciation	- € 4.654	- € 4.654
5) Trademarks	€ 5.221	€ 5.221
- accumulated depreciation	-€ 4.637	-€ 3.593
Total (I)	€ 13.455	€ 3.737

II - TANGIBLE FIXED ASSETS

1) Electronic machinery	€ 13.406	€ 13.406
- accumulated depreciation	- € 13.006	- € 12.667
2) Equipment	€ 51.578	€ 51.578
- accumulated depreciation	- € 27.705	- € 20.166



3) Trucks and vans	€ 26.431	€ 26.431
- accumulated depreciation	- € 12.054	- € 12.054
5) Land	€ 106.945	€ 43.000
- accumulated depreciation		
Total (II)	€ 145.595	€ 89.528

FINANCIAL FIXED ASSETS

1) Security deposits	€ 3.900	€ 3.900
2) Securities	-	
Total (III)	€ 3.900	€ 3.900
TOTAL FIXED ASSETS	€ 162.950	€ 97.165

CURRENT ASSETS

BALANCE	€ 4.723	€ 5.700
TOTAL I	€ 4.723	€ 5.700

RECEIVABLES

Receivables due from others		
due after the next fiscal year		€ 182.852
due within the next fiscal year	€ 5.148	€ 3.660
TOTAL II	€ 5.148	€ 186.512

LIQUID FUNDS

1) Bank and post deposits	€ 370.115	€ 204.236
2) Cash in hand	€ 762	€ 1.245
TOTALE III	€ 370.877	€ 205.481
TOTAL CURRENT ASSETS	€ 380.748	€ 397.693

ACCRUALS AND DEFERRALS

Accrued income and prepaid expenses	€ 702	€ 702
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TOTAL ACCRUALS AND DEFERRALS	€ 702	€ -
TOTAL ASSETS	€ 544.400	€ 495.560
LIABILITIES	31.12.2020	31.12.2019
NET ASSETS		
Equity	€ 100.000	€ 100.000
Other reserves		
Profit (losses) carried forward	€ 6.787	€ 41.245
Profit (losses) for the fiscal year	- € 7.035	- € 34.459
TOTAL NET ASSETS	€ 99.752	€ 106.786
PROVISION FOR FUTURE PROJECTS (FOJ)	€ 25.000	
PROVISION FOR REQUESTS	€ 63.945	
TOTAL PROVISION FOR RISK AND CHARGES	€ 88.945	€ -
RESERVE FOR SEVERANCE INDEMNITIES	€ 60.057	€ 55.301
TOTAL TFR (Employee severance indemnities) / STAFF LEAVING INDEMNITIES	€ 60.057	€ 55.301
PAYABLES		
1) Payables to banks	€ 243.968	€ 285.832
2) Payables to suppliers	€ 21.798	€ 10.501
3) Payables to tax authorities	€ 7.031	€ 8.230
4) Payables to pension and social security institutions	€ 16.357	€ 14.310
5) Other payables	€ 6.101	€ 14.600
TOTAL PAYABLES	€ 295.255	€ 333.473
E) ACCRUALS AND DEFERRALS	€ 391	€ -
TOTAL ACCRUALS AND DEFERRALS	€ 391	€ -
TOTAL LIABILITIES	€ 544.400	€ 495.560

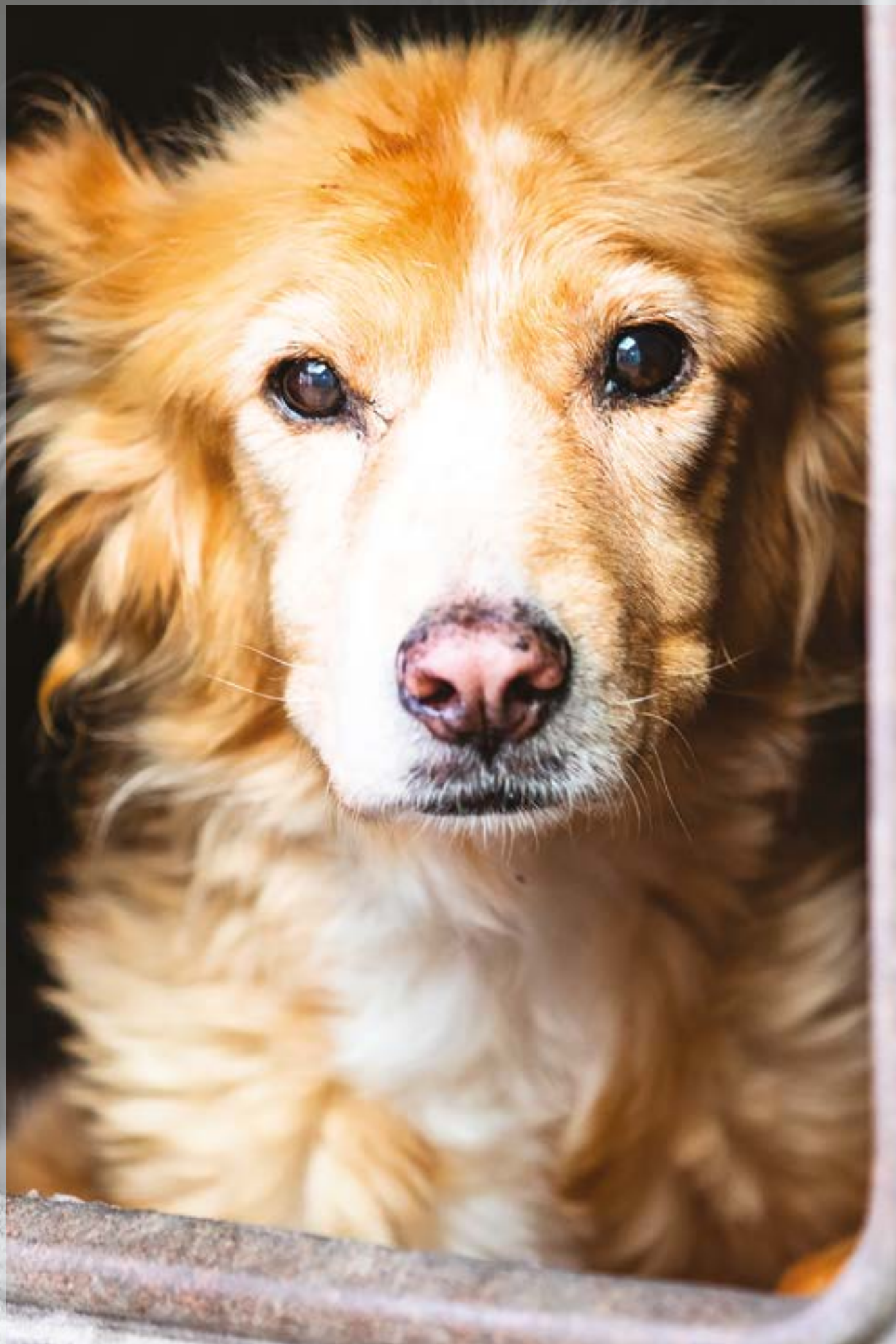


FINANCIAL STATEMENT AT 31.12.2020

INCOME AND REVENUES	31.12.2020	31.12.2019
A) Typical activities		
Individuals	€ 416.794	€ 359.582
Foreign partners	€ 287.905	€ 251.958
Italian associations	€ 850	€ 5.750
Foundations	€ 69.856	€ 102.606
Companies	€ 23.643	€ 95.122
Membership fees	€ 340	€ 1.460
TOTAL	€ 799.388	€ 816.478
B) Promotions and fundraising		
5x1000 initiative	€ 192.074	€ 182.554
Legacies	€ 42.658	€ -
Fundraising campaigns	€ 247.245	€ 212.556
Non Uno di Troppo (Too many Puppies) campaign	€ -	€ 37.440
TOTAL	€ 481.977	€ 432.550
C) Ancillary activities		
Closing merchandise inventory	€ 4.723	€ 5.700
TOTAL	€ 4.723	€ 5.700
D) Financial and equity		
Bank reports	€ 82	€ 3.920
Land rental	€ 5.000	
Contingent assets	€ 1.626	
TOTAL	€ 6.708	€ 3.920
TOTAL INCOME AND REVENUES	€ 1.292.796	€ 1.258.648



EXPENSES	31.12.2020	31.12.2019
TYPICAL ACTIVITY EXPENSES		
1) FOOTPRINTS OF JOY PROGRAM ROMANIA		
Donations to STD Romania - current activities	€ 672.062	€ 780.300
Donations to STD Romania - extraordinary expenses	€ 14.510	€ 40.920
Cost of <i>Footprints of Joy</i> staff management	€ 72.469	€ 64.397
Staff travel expenses	€ 12.838	€ 20.357
Purchase of miscellaneous goods	€ 48.880	€ 20.280
Transport of animals by air - international adoptions	€ 351	€ 1.233
Transport of animals by land - international adoptions	€ 1.018	€ 1.205
Veterinary expenses, Italian analysis and dog boarding	€ -	€ 4.452
Heartworm and leishmania prevention	€ 7.237	€ 5.035
Donations to other associations	€ 6.180	€ 5.500
TOTAL	€ 835.545	€ 943.679
2) NON UNO DI TROPPO (TOO MANY PUPPIES) PROGRAM ITALY		
Naples Project	€ 50.401	€ -
Sterilizations in Torre del Greco	€ -	€ 3.157
Sterilizations in Trapani	€ -	€ 2.700
Miscellaneous NUDT costs Italy	€ 596	
Cost of staff management Non Uno di Troppo (Too Many Puppies)	€ 9.233	€ -
Staff travel expenses	€ 1.186	€ -
TOTAL	€ 61.416	€ 5.857



3) LOBBYING ACTIVITIES

Lobbying activities	€ 1.040	€ -
TOTAL	€ 1.040	€ -
TOTAL PROGRAMS	€ 898.001	€ 949.536

FUNDRAISING AND PROMOTIONAL EXPENSES

1) 5x1000 CAMPAIGN

Organizational costs	€ 3.124	€ 6.721
TOTAL	€ 3.124	€ 6.721

2) PROMOTION PROGRAMS

Promotion of FOJ program	€ 14.984	€ 8.350
Promotion of NUDT program	€ 9.365	€ 7.311
Promotion of institutional activities	€ 41.413	€ 19.360
Purchase of merchandise	€ 2.423	€ 3.773
Costs for promotion and fundraising staff	€ 172.536	€ 158.850
TOTAL	€ 240.721	€ 197.644

3) PROMOTIONAL EXPENSES

Promotion of "I cani, la mia vita" ("Dogs are my life") book	€ 5.256	
TOTAL	€ 5.256	€ -
TOTAL CHARGES FOR PROMOTION AND FUNDRAISING	€ 249.101	€ 204.365

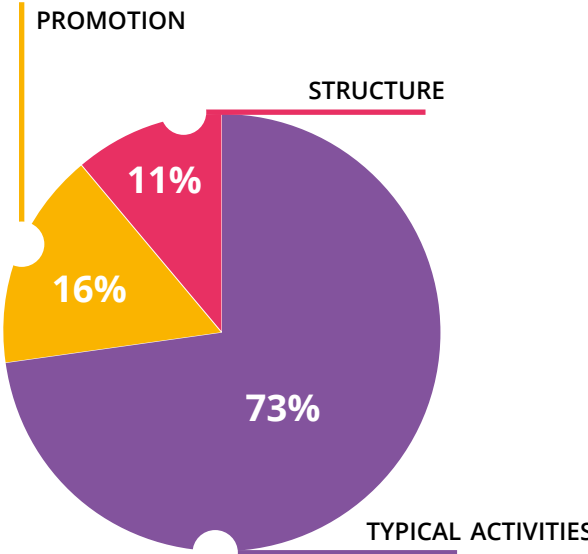
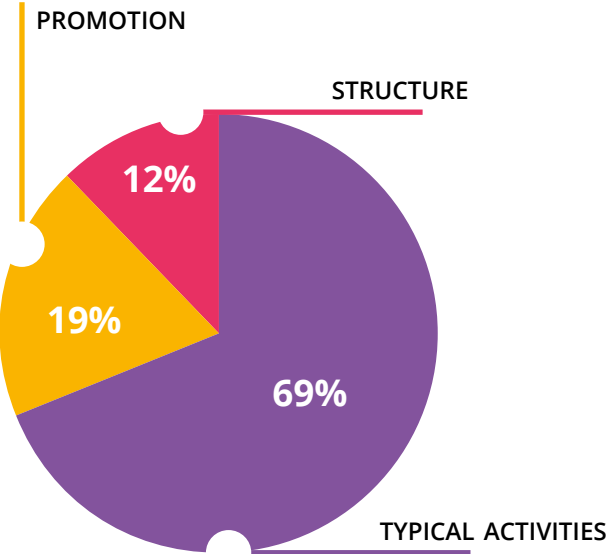
1) GENERAL SUPPORT CHARGES

Utilities	€ 8.311	€ 8.910
Costs for services	€ 22.946	€ 24.800
Costs for use of third-party assets	€ 17.175	€ 15.822
Staff costs	€ 62.829	€ 53.983
Depreciation	€ 15.228	€ 13.014



Financial charges	€ 8.696	€ 6.716
Bank interest on financing	€ 4.101	€ 4.992
Stationery and consumables	€ 7.350	€ 4.626
Extraordinary expenses	€ 393	€ 199
Initial merchandise inventory	€ 5.700	€ 6.143
TOTAL GENERAL SUPPORT CHARGES	€ 152.729	€ 139.205
TOTAL EXPENSES	€ 1.299.831	€ 1.293.106
MANAGEMENT RESULT	-€ 7.035	-€ 34.458

	2020	2019
TOTAL EXPENSES	€ 1.299.831	€ 1.294.014
TYPICAL ACTIVITIES	€ 898.001	€ 949.536
PROMOTION	€ 249.101	€ 204.365
STRUCTURE	€ 152.729	€ 139.205



BALANCE SHEET

SAVE THE DOGS ROMANIA

*The association has seen an **increase in income from companies** and, inevitably, a decrease in donations from private individuals.*



The budget of **Save the Dogs Romania** likewise shows a **decrease in expenses linked to activities**, in particular those of international adoptions and the maintenance of animals in shelters. There were however no savings on the expenses of the veterinary clinic due to the **high cost of the purchase of protective equipment**, compensated by reduced expenses in medical staff and the number of sterilizations carried out.

Overall income decreased as a result of the association's requirements being reduced, with an **increase in income from companies** and, inevitably, a decrease in donations from private individuals benefitting from free veterinary services at the clinic. **The sale of two vehicles** (an old van and the camper previously used as a mobile clinic) led to a significant increase in the financial revenues





FINANCIAL STATEMENT 2020

SAVE THE DOGS AND OTHER ANIMALS ROMANIA

FINANCIAL STATEMENT AT 31.12.2020

REVENUES	2020	2019
Membership fees	155 €	€ 228
2%	1.390 €	€ 1.321
Local donations	9.506 €	€ 13.096
Save the Dogs Italy (for projects)	655.010 €	€ 782.720
Save the Dogs Italy (extraordinary expenses)	36.984 €	€ 38.500
Donations from abroad (individuals)	- €	€ 700
Discounts from suppliers	2.288 €	€ 4.721
Sponsorships	4.792 €	€ 802
Compensation (insurance)	579 €	€ 751
Financial income (exchange rate differences, interest income)	8.275 €	€ 17
Income from sales	1 €	€ -
Cash on 31.12	3.899 €	€ 7.889
Bank balance (EUR)	118 €	€ 5.328
Cash balance	20 €	€ 153
Bank balance (RON)	3.761 €	€ 2.408
Total	€ 722.879	€ 850.745



EXPENDITURES	2020	2019
ADMINISTRATION		
Staff	47.800 €	47.683 €
Consultants	4.000 €	4.000 €
Transport of staff	8.117 €	11.903 €
Apartment rental	4.279 €	4.084 €
Utilities	1.657 €	1.545 €
Miscellaneous	11.936 €	11.038 €
Total	77.789 €	80.253 €
CLINIC		
Staff	178.175 €	198.366 €
Medicines, tests, consumer materials	62.345 €	31.258 €
Medical operations and consultations	13.203 €	16.551 €
Detergents	2.239 €	2.160 €
Utilities	11.037 €	9.159 €
Dog and cat food	21.028 €	15.002 €
Transport of staff	14.079 €	19.363 €
Transport of materials from Italy	2.077 €	1.641 €
Apartment rental	8.870 €	10.146 €
Miscellaneous	27.751 €	21.794 €
Investment (X-ray, anesthesia)	16.887 €	38.287 €
TOTAL	357.691 €	363.727 €
CATS AND DOGS SHELTER		
Staff	49.970 €	51.812 €
Medicines, tests, consumer materials	21.229 €	33.770 €
Utilities	11.963 €	11.583 €
Dog and cat food	23.475 €	24.212 €



Transport of staff	2.773 €	1.061 €
Transport of materials from Italy	2.078 €	1.641 €
Miscellaneous	15.056 €	12.915 €
Investment	1.784 €	747 €
Total	128.328 €	137.741 €

EQUINES

Staff	26.561 €	41.105 €
Medical operations and consultations	8.867 €	6.539 €
Horses (food, medicines)	4.515 €	14.235 €
Donkeys (food, medicines)	25.470 €	22.625 €
Home care assistance	- €	1.104 €
Utilities	3.162 €	3.806 €
Transport	4.719 €	6.196 €
Maintenance	1.320 €	480 €
Miscellaneous	4.549 €	3.835 €
Investment	931 €	- €
TOTAL	80.094 €	99.925 €

INTERNATIONAL ADOPTIONS

Staff	53.979 €	76.881 €
Volunteers	674 €	1.614 €
Transport of animals (by plane and van)	40.165 €	27.324 €
Transport of staff	1.549 €	3.889 €
Apartment rental	6.503 €	8.732 €
Miscellaneous	3.119 €	3.880 €
TOTAL	105.989 €	122.320 €
TOTAL EXPENDITURE	749.891 €	803.966 €

FINAL REFLECTIONS

*This exceptional year has confirmed the **deep, strong bond that exists between Save the Dogs and its supporters.***



This exceptional year has confirmed the **deep, strong bond that exists between Save the Dogs and its supporters.** Not only have our donors not abandoned us, but they have actually increased their contributions, supporting us with even greater generosity. This is a message that fills us with hope and confidence.

Yet again, our future mission concerns our **ability to increase fundraising,**

in order to pursue the clear challenge we have set ourselves over the last two years: that of making the branch in Romania more and more autonomous from an operational point of view, and expanding our activities in Italy. **Helping abandoned animals in Romania will of course always remain an absolute priority,** and we hope that the conditions will soon be created that will allow us to resume work there, with the aid of a new mobile clinic.



However, in order for this to happen, we need to find **motivated, highly professional people based in Romania who can help develop our branch,** creating a structured fundraising system and establishing an urgently needed communication and lobbying team.

There is no doubt that the success of the book "I cani, la mia vita" ("Dogs are my life") has **strengthened the reputation of Save the Dogs** in Italy, becoming ever more an opinion leader in the field of the protection of cats and dogs in our country, but it is fundamental that the same development also take place in Romania, where **we are still only present on a local level, not having yet been able to invest in communication on a national scale.** If we were able to find a publisher

willing to translate our President's book, this process could be facilitated.

It is only through this process of emancipation that both associations can really "take off" and, while remaining deeply connected in terms of their values, modus operandi and purpose, succeed in proliferating their activities in order to combat stray animals and dog pounds, building two great "parallel" communities.

All of this could happen if we had the necessary economic and human resources to hand, united in one single purpose: **to help as many animals as possible regain their lost dignity,** limiting breeding as much as possible and providing a full and happy life to all the animals here on earth with us.

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We believe that human beings have a moral duty to protect animals and to safeguard their dignity and welfare.

*A year of working side by side
with the animals that
need us most*

Save the Dogs and other Animals ONLUS

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