

2021

ANNUAL REPORT

Save the Dogs and other animals

Working side by side with the animals who need it most



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AND OTHER ANIMALS ONLUS

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METHODOLOGICAL NOTE

Save the Dogs and other Animals' Annual Report aims to communicate and evaluate the results achieved by this non-profit organization, providing additional elements of its transparency and accountability as available for consultation by its stakeholders. As such, this Annual Report is inspired by principles of full disclosure, thoroughness, transparency, neutrality, respect of the time period, comparability, clarity, truthfulness and verifiability, reliability and autonomy concerning third parties.

The structure of the financial statements contained in this edition has been implemented in accordance with the "Guidelines for the Preparation of Financial Statements Social Report of Third Sector Entities" issued by the Ministry of Labor and Political Social Affairs, Decree of 4 July, 2019.



A GIANT LEAP FORWARD

Message from the President

I can't think of any other way to define 2022 when I look at the numbers in this year's Annual Report.

It is a giant leap forward we have long dreamed of, but which only became a reality during the course of last year, while the pandemic was still profoundly affecting all of our lives and at a time when we least expected it.

I believe this progression can be explained by a combination of different factors.

First and foremost, it is due to the arrival of a number of new, very high caliber professionals who have joined the team and who have really boosted our fundraising and media activities, despite having a limited budget.

*Secondly, the **significant expansion of our projects in Italy**, with the knock-on effect of our becoming ever more present in the media and being able to consolidate **Save the Dog's** brand awareness, has resulted in our becoming better known by an ever-widening audience. In addition to the **expansion of the "Too Many Puppies" program**, with the reprisal of sterilizations in Calabria, we have also launched the **"Free them from their chains"** initiative, following the publication of the 1st Report drafted by **Green Impact** concerning this tragic phenomenon, which is sadly still all too present in our country. It represents a civil campaign which we could not fail to support, firmly believing as we do that it is essential to overcome a legacy from the past which has only been banned in*



Sara Cea, Street Unit Coordinator of the project assisting dogs belonging to homeless people in Milan.

Message from the President

certain Italian regions.

Another project we are particularly proud of is our “Friends on the streets, companions for life” initiative, which is focused on dogs living with the homeless on the streets in Milan. We had been seriously considering the idea of replicating the Street Vet experience in the UK, as we were so impressed by the empathy and respect with which this charity’s volunteers managed their relationship with the homeless, and with the positive impact this had on the well-being of their animals. When a humanitarian foundation in Milan contacted us to propose a partnership, we did not hesitate for a second and immediately launched a six-month pilot project, which has indeed confirmed the importance of this scheme. The emergence of renewed poverty and the escalation of mental suffering is an increasing cause for concern across many European cities, and many vulnerable people can only find refuge in their relationships with their pets. It is our fervent hope that the successful experience in Milan, which is currently being developed and reinforced at the time of writing this Report, will be exported to other Italian cities in the future.

Expanding our projects in Italy and simultaneously scaling up the team’s fundraising and communications activities will be the priority for the years that lie ahead.

At the same time, we are working on the progressive internationalization of Save the Dogs, thanks to the arrival of our new Country Manager in Romania in 2022, and also due to the arrival of unexpected scenarios such as the conflict in Ukraine, which has propelled us beyond the borders of the two countries in which our efforts have been concentrated to date.





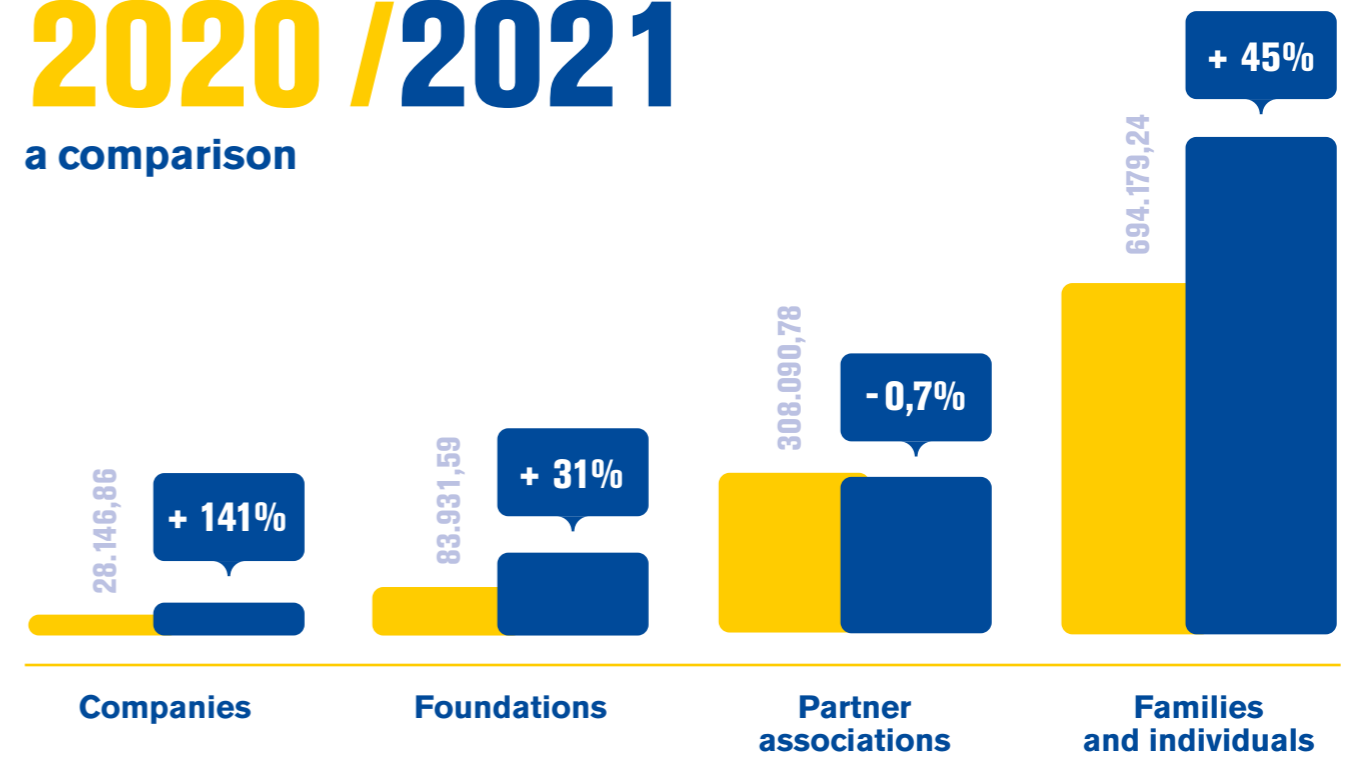
How much we raised in 2021

RAPORT ANUAL 2021

How much we raised in 2021

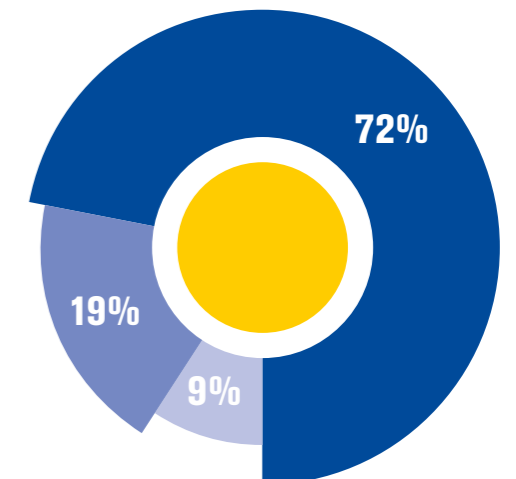
2020 / 2021

a comparison

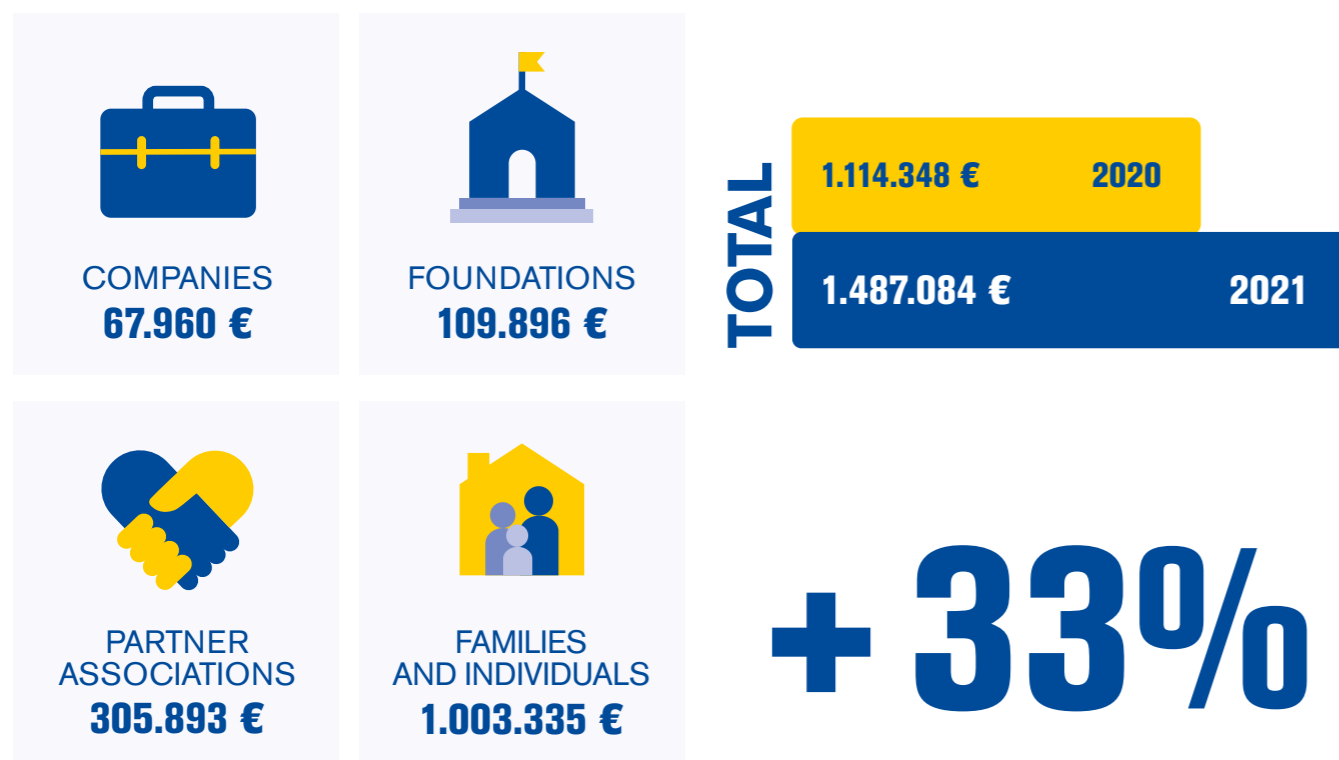
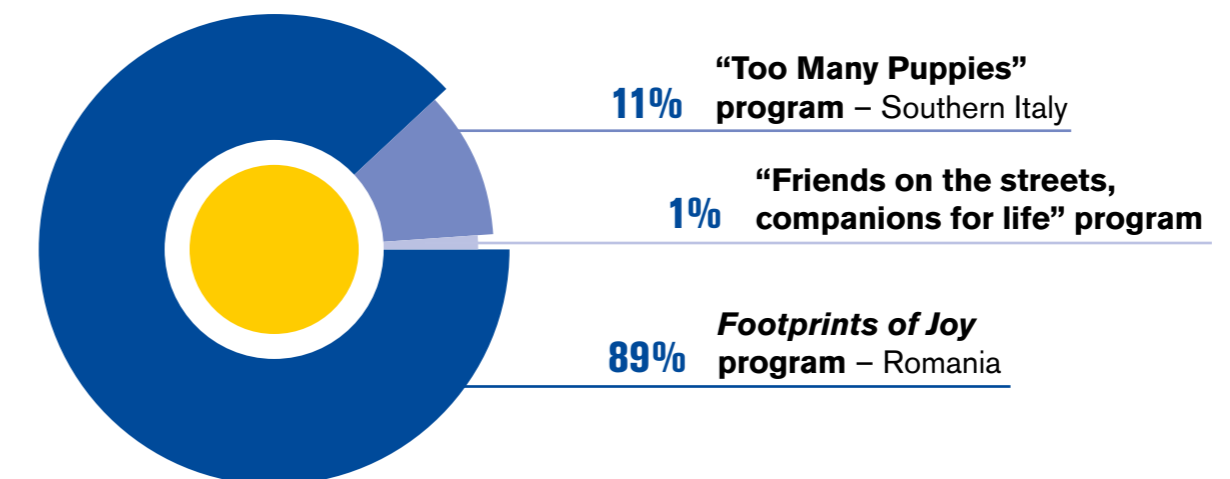


How we spent the funds

Promotions	324.915 €
Structural costs	152.985 €
Typical activities	1.198.377 €



Funds allocated to programs by area of focus





Our Mission

**SAVE THE DOGS
AND OTHER ANIMALS IS AN
INTERNATIONAL ORGANIZATION
WHICH IS OPERATIONAL
IN ROMANIA AND ITALY AND
WHICH AIMS TO COMBAT
THE PHENOMENON OF STRAY
CATS AND DOGS.**

We strive for 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**. *Save the Dogs* acts in accordance with its founding principles of **empathy, compassion, transparency and lawfulness** and is committed to improving the **effectiveness of its activities**, encouraging communication with its various different partners and increasing social responsibility both within and outside the organization.

→ The values we believe in



The animals

- **non-violence** and **respect** for all living things
- the promotion of **animal well-being**
- **empathy** and **compassion**
- **harmonious cohabitation between humans and animals**
- **protection of the weak** and **the creation of mutually beneficial shared channels** between vulnerable animals and humans

Our supporters

- **transparency** about all the financial and operational aspects involved
- **truthful**, fair, unambiguous and **non-piteous communication**
- **conscientious use** of funds that are in accordance with the donors' intentions
- non-violent **communication** based on the principles of the *Manifesto of Non-Hostile Communication*



Our collaborators

- a serene working environment
- the safeguarding of well-being in the workplace
- compliance with applicable employment law legislation in the countries where we operate

→ Transparency and accountability

After carrying out **substantial, formal authenticity checks**, BEHONEST®, the non-profit organization dedicated to **certifying, improving and promoting the data quality of third sector entities**, has issued certification to *Save the Dogs*.

As part of **Save the Dogs'** verification process, BEHONEST® focused on seven principal areas of interest: **legal compliance, transparency, governance and human resources, operational and social**

management, accounting, administrative and economic management, sustainability, fundraising and technical analysis. BEHONEST® was able to confirm that *Save the Dogs* considers transparency and accountability to be fundamental and indispensable core values for the association. Furthermore, the various financial statements, the annual report, the bylaws and the composition of the governing body are freely available on the website.

Save the Dogs has always cared about the excellent quality of every action it undertakes. It is for this reason that we have chosen to be measured and evaluated, because we believe that the only way to constantly grow, improve and distinguish ourselves is through being able to compare ourselves with top quality standards and thoroughly understand our strengths and weaknesses. The BEHONEST® certification is one further step towards consolidating the effectiveness of our work and enabling us to demonstrate even more transparency to our donors".

Sara Turetta, President and Founder of *Save the Dogs*

Behonest® certification



Being certified by BEHONEST signifies being a non-profit organization that has met proven high quality standards of governance, compliance, financial quality, reputation and social engagement.



Our Structure

Board



SARA TURETTA
President
and Founder



ANGELO DONATI
Counselor



**ALESSANDRO
BRACHETTI**
Counselor

People



4.492
SUPPORTERS



8
MEMBERS

Average age
of collaborators



44
y/o

Percentage
of women



88%
women

Type of contracts

9

permanent
contracts

1

fixed-term
contract

1

collaborator

3

part-time

8

full time

→ Save the Dogs Italy Organizational Management



Sara Turetta
CHIEF
OPERATING
OFFICER

→ **Alessandra Farina**
PROJECT MANAGER FOR
INTERNATIONAL ADOPTIONS

→ **Giuliana Adamo**
PROGRAM
MANAGER
"TOO MANY PUPPIES"

→ **Renata Buraschi**
ADMINISTRATION
MANAGER

→ **Valentina Bolzoni**
SECRETARY

→ **Monica Spoladore**
DATA ENTRY
AND DONOR CARE

→ **Laura Salvatore**
FUNDRAISING MANAGER

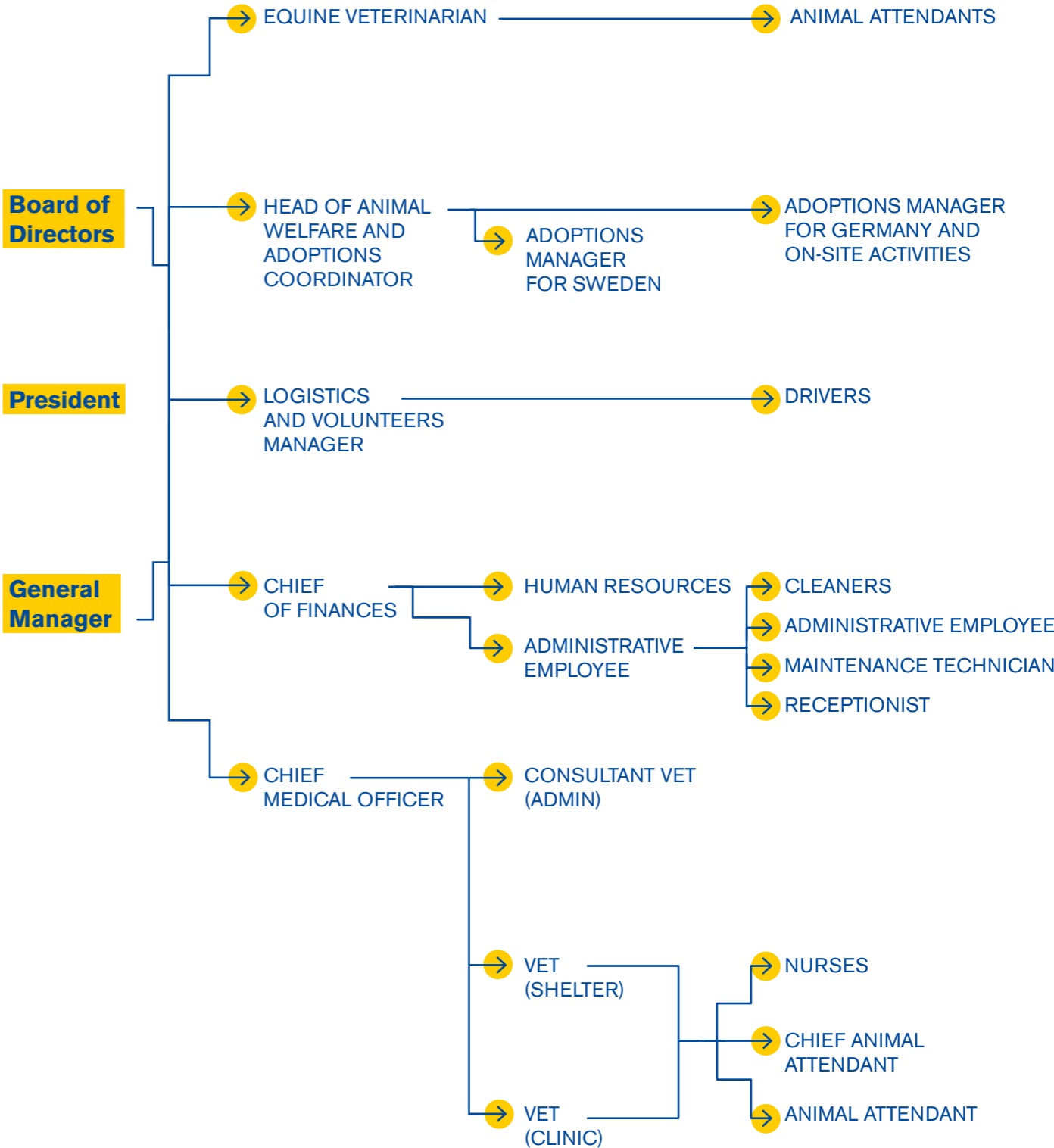
→ **Francesca Cislighi**
DATA ANALYST
AND IT MANAGER

→ **Raluca Lungu**
SOCIAL MEDIA
COMMUNICATION
MANAGER

→ **Maurizio Stumpo**
WAREHOUSE
AND DRIVER

→ **Selena Delfino**
SPONSORSHIP
AREA MANAGER

→ Save the Dogs Romania Organizational Management

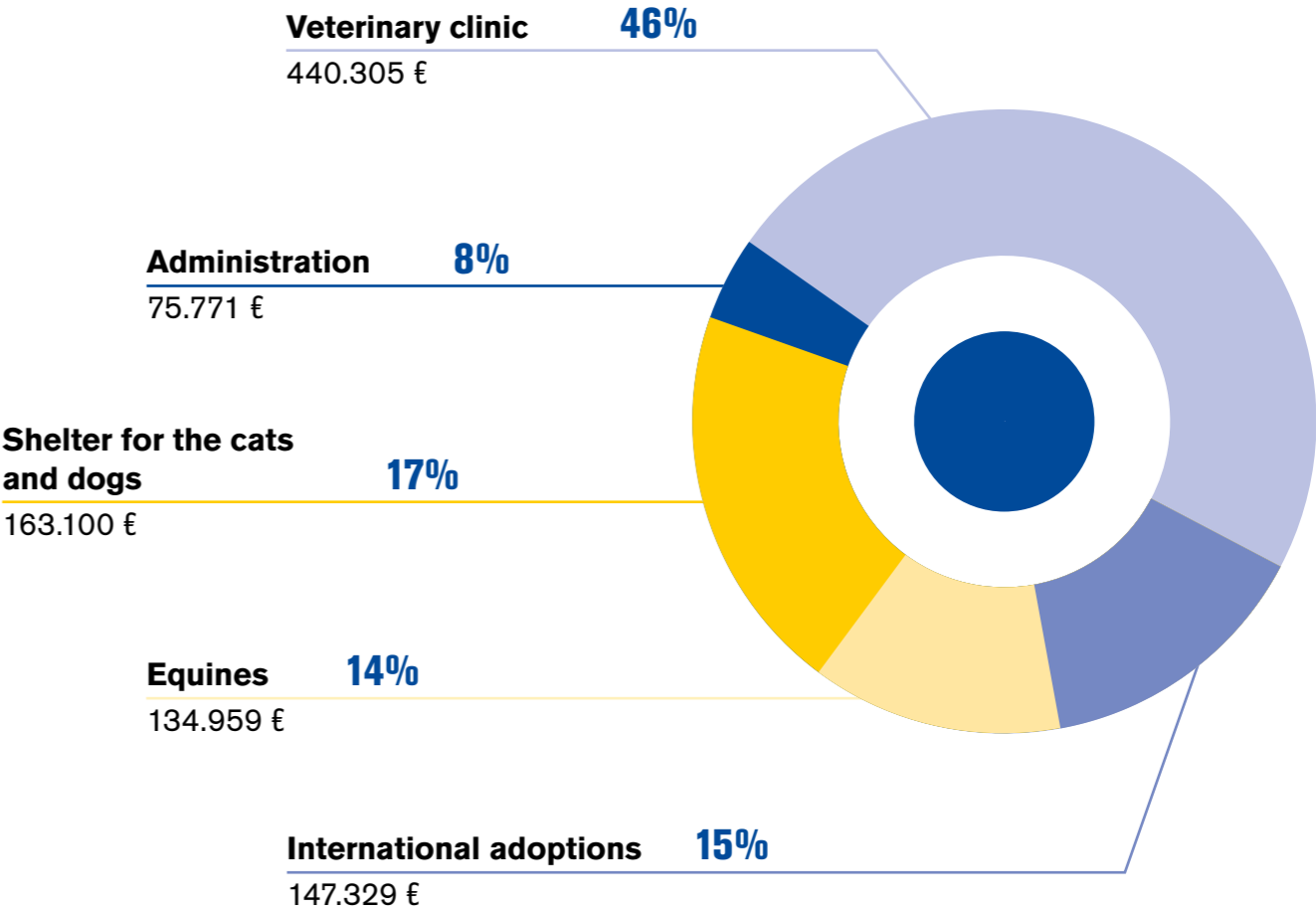




WHAT WE DID IN 2021
IN ROMANIA

While in many ways 2021 was not the year of complete recovery we had hoped for, with the Covid-19 emergency still affecting our daily lives, the *Save the Dogs* team is now working back at full speed in Romania, albeit with the tremendous ongoing difficulties of sourcing veterinarians and staff in general. 2021 was also punctuated by the successful rescue of 10 horses that had been abandoned in pitiful conditions in the middle of the countryside in Costanza. Their admission to our premises necessitated the construction of a new stable, which we were able to build thanks to the contributions of our supporters and partners.

➔ **Detail of costs incurred by the projects**

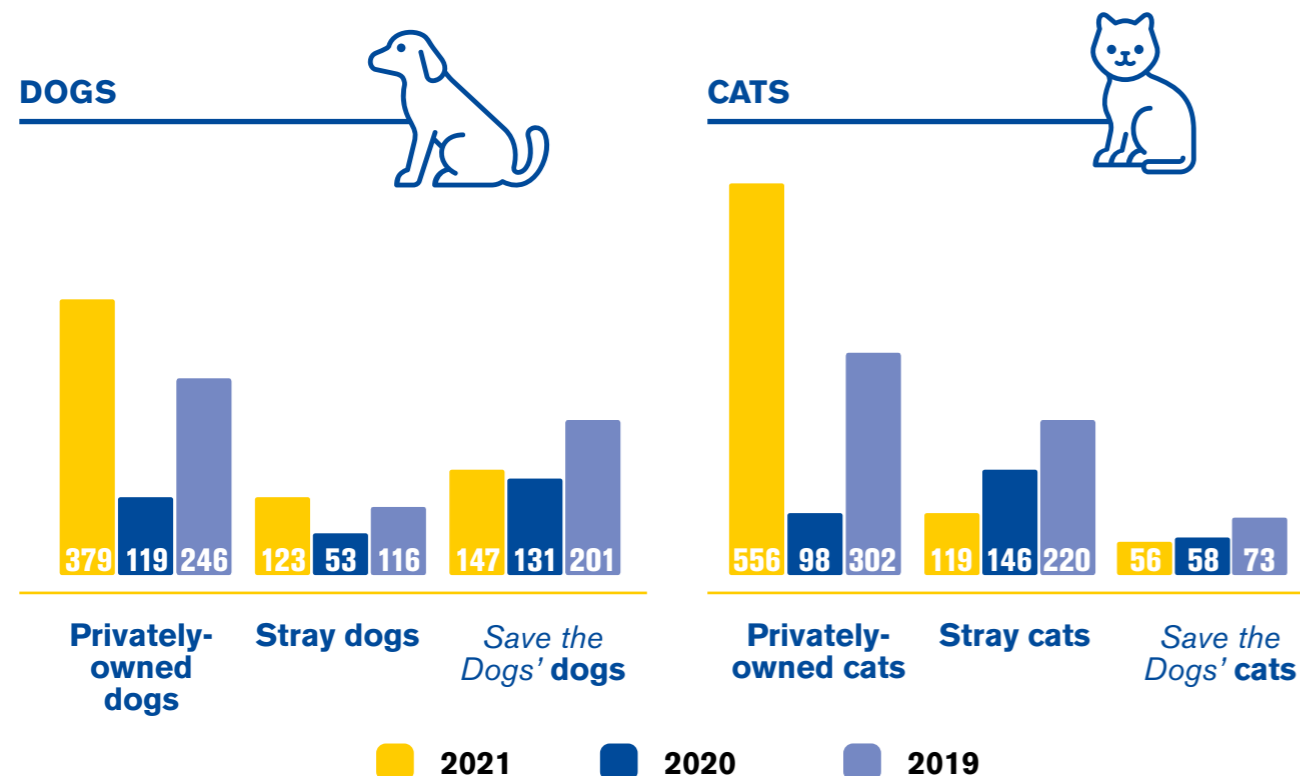


→ Footprints of Joy Program

2021 marks a turnaround from 2020, with sterilizations resuming at an almost pre-pandemic level. A total of **1,158 sterilizations** were carried out free of charge (563 dogs and 595 cats), including 47% for privately-owned animals, 29% for strays and 24% for animals that were welcomed at our

shelter and were then entered into the international adoption program.

Our **spayathon days**, which we entirely dedicated to conducting sterilizations with help from veterinarians from other Romanian cities, were fundamental in achieving these results and these will be further expanded in 2022.



We provided emergency care for **243 animals at our clinic**, which represents an increase in cases compared to 2020 due to our expanded and consistent activity in the territory, which in fact meant we could respond to almost all of the cases referred during the year. This often made the difference between life and death for a great number of animals in need. **58%** of emergency cases involved **stray animals**, while **42%** of the animals were **privately owned**.



A new ultrasound machine for the clinic

Thanks to the handsome donation of two generous supporters, we were able to replace the old ultrasound machine in our clinic with a new, portable one that can also be used for donkeys and horses. This essential piece of equipment is enabling us to make more accurate diagnoses and help save more lives.

Photo: training of the medical staff by the technician who installed the ultrasound machine.



* Never stopped functioning even during lockdown.

** Refers to cats and dogs 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).



Length of stay in our facility

The average length of time dogs stay at our facility is very short.

This aspect is fundamental, because it serves to protect the welfare of the animals, who stay in the shelter or clinic the minimum amount of time necessary before joining their adoptive families. As a result, the shelter's "density" is also reduced in terms of population, with a maximum of three dogs being housed at a time.



→ Focus on adoption

**204
DOGS**

**68
CATS**

A total of 272 animals began a new life with a family, thanks to the invaluable work of the adoption team, representing an additional 24 compared with the previous year. While Sweden remains the leading country in terms of the number of dogs we placed, Italy is the top destination for cat adoption (68 were fostered). Unfortunately, however, the pandemic brought our collaboration with the cattery located in Vienna to an end. A special commendation must be given to the Swedish association *Hundhjälpen*, which has been tirelessly finding loving families for our dogs since 2004.

**139
SWEDEN**

**54 1
GERMANY**

**4 2
ROMANIA**

**2
USA/CANADA***
(private adoptions)

**3
SWITZERLAND**

**2 65
ITALY**
(dogs: private adoptions)

** Adoptions by members of the Canadian Armed Forces stationed at the NATO base at Kogalniceanu.

COSTEL

Costel is 13 years old and lived his entire life as a neighborhood dog. For the past few years, he was being cared for and looked after by the owners of a café, but when new owners took over, a call came to our center: **“Come and get him, he’s not wanted here”**.

When we welcomed Costel to our clinic in Cernavoda, Romania, we knew it would be very difficult to find an adoptive family for him because he suffered from heartworm and general poor health, due to his advanced years.

However, **we refused to give up, and finally the life he had always deserved became a reality.** In May 2021, **Costel left our shelter** to go and join his new family in Germany and live out his old age in peace and serenity.



These numbers are a testimony to the fact that we have never stood still. During the pandemic outbreak, as in the past, we have not only continued with our efforts but we have also grown and we will not stop for as long as there are animals waiting to live the dignified life they deserve.

We will continue to strive every day, **in the certainty of the irreplaceable help of our partners and supporters and the friends of *Save the Dogs* who make everything possible.**



→ Equines

40 horses left to die in a field near the town of Costanza

It was late January when *Save the Dogs*, having learned the terrible news from the Romanian media, decided to launch a petition to ask the authorities to urgently open an investigation to shed light on the situation and immediately move the horses to safety.

After three weeks of negotiations with the Romanian authorities, thanks to the pressure we were able to exert with over 4,000 signatures collected, **we managed to achieve an extraordinary result!** Twenty-three horses (the only ones found by the authorities) were rescued and taken to a **quarantine stable** by the police, awaiting instructions from the Public Prosecutor's Office. **We ensured the horses were never left alone** and took care of them by taking them food and offering medical care that no one else was able to provide anywhere in the province of Constanza. We were devastated when a few of the animals passed away, but were extremely proud to offer **permanent housing for 10 of the oldest and sickest horses**, who were welcomed into our *Footprints of Joy* sanctuary.

The owner, a State Prosecutor, was placed under investigation and tried (in vain) to repossess the animals after their rescue. It later emerged from subsequent newspaper articles that this individual was a serial hoarder of animals and that initially his public office had deterred the authorities

from taking any action. **Our decision to lobby via a petition was therefore particularly effective.**

In this instance, *Save the Dogs* was the only non-profit organization to collaborate with the authorities, who **subsequently recognized the extensive work carried out by our association and applauded our *Footprints of Joy* center**, calling it a model example for the whole of Romania, and indeed the Vice-President of the province of Costanza came to visit the shelter during the crisis.



The new stable

With the influx of the 10 rescued horses in Techirghiol in the province of Costanza, it became necessary to build a new large stable and expand the capacity of the existing ones to accommodate these new arrivals.

The construction of the new large stall was only possible thanks to the incredible support of our partners (the *Susy Utzinger Foundation* and *Hunhdjalpen*) and our supporters, who

not only responded to our plea for help but also provided initial help with food and care for the horses, almost all of whom were undernourished and in desperate need of vitamins and supplements.

In total, by the end of the year, there were **22 horses and 63 donkeys** in the equine sanctuary, all of whom had been abandoned or abused.



VICTORIA

We named this beautiful mare Victoria, because every single day she reminds us of the victory we achieved.

On the days following her admission, Victoria tried to avoid contact with humans in every way possible, but when the staff at our equine sanctuary began brushing and petting her on a regular basis, her behavior gradually changed.

Nowadays, Victoria allows people to approach her and willingly entrusts herself to the care of our team members. Hunger and cold are now just a nasty memory for her.



When they first arrived at Footprints of Joy, the Techirghiol horses were visibly underweight, their bodies severely debilitated by a lack of food and water, and by the cold. They required special care and nutritional supplements to nurse them back to health. We are so happy that now, after months of treatment, they have started to have an appetite we can consider normal for a healthy horse, as well as the correct body weight.

Roxana Bratu
equine veterinarian specialist
for Save the Dogs



WHAT WE DID IN 2021 IN ITALY

What we did in 2021 IN ITALY



2021 was a year of expansion in terms of *Save the Dogs'* activities in Italy with the further development of the 'Too Many Puppies' program in Calabria, the introduction of a new and innovative initiative assisting dogs belonging to the homeless in Milan and the first lobbying campaign on chained dogs in co-ordination with *Green Impact*, *Animal Law Italia* and the *Cave Canem Foundation*.

→ “Too Many Puppies” Italy

It is possible to effectively combat **canine** overpopulation by means of **sterilization**, raising owner awareness on issues of **responsible coexistence** and reminding **institutions** of their duties and responsibilities.

These are the main elements that have always characterized our work in Romania and, from 2019, also in Italy. **Thanks to the “Too Many Puppies” program we sterilized 504 privately-owned dogs in 2021 (974 since the start of the program in 2019).**

If we calculate an average of **10 newborns per litter**, it is comparatively easy to appreciate both the short-term and also

the long-term value of each sterilization, especially in contexts such as the one existing in Southern Italy, where the **phenomenon of stray animals is critical**, and where the number of dogs locked up in dog pounds is criminal (more than 90,000 in total).

Thanks to the intervention of *Save the Dogs*, in 2021 alone at least **5,000 puppies have been rescued from a life of suffering on the streets**. Meanwhile, we are committed to improving the daily life and well-being of puppies that have come into this world, looking after them in the facilities where they are being housed while they wait to be adopted.



→ Campania

We continued to work along the **Domitian coast** (between the provinces of Caserta and Naples) together with our local partners the Oreste Zevola Animal Welfare Association (*Associazione Animalista Oreste Zevola*), and together **we performed 206 sterilizations in 2021.**

A new van to save lives

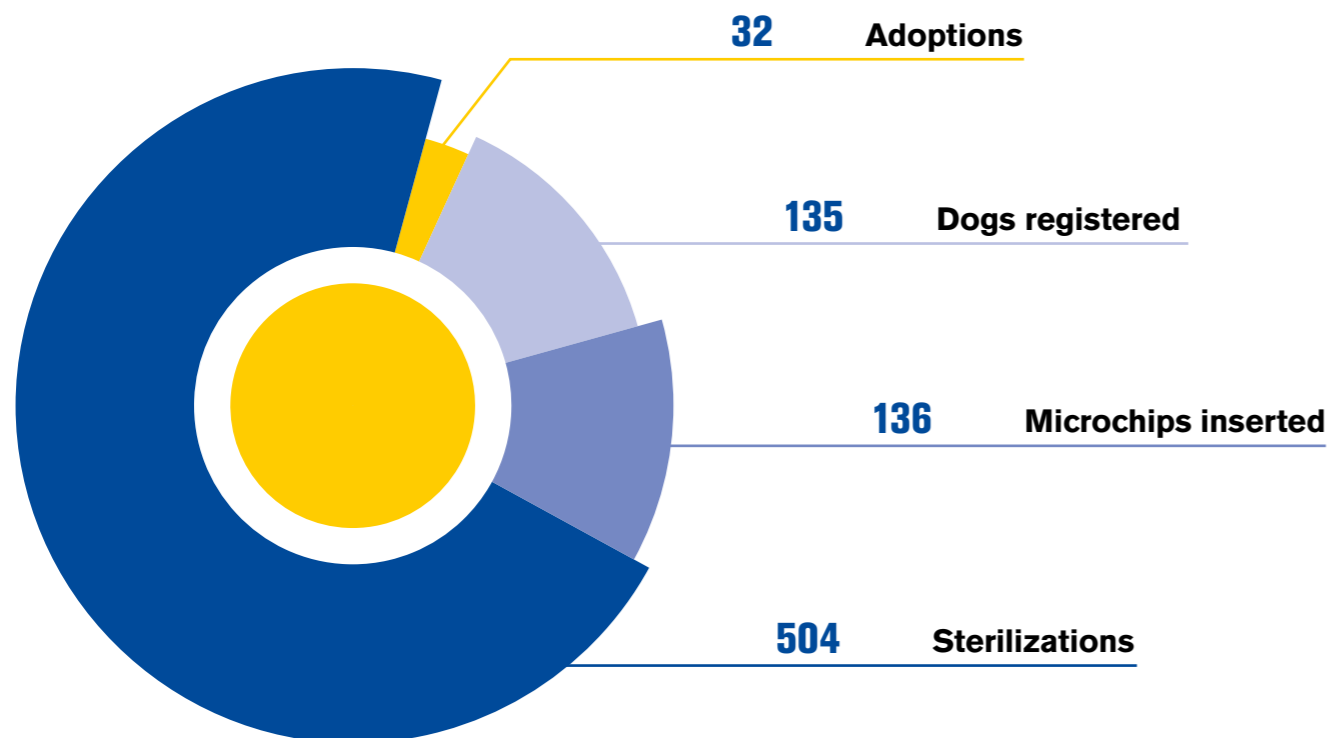
On the occasion of President Sara Turetta's 48th birthday, *Save the Dogs* launched an appeal to its supporters to purchase a new van for the Oreste Zevola Animal Welfare Association.

The van provides essential help **for those who work with, rescue and transport dogs every day** to save them from the streets, accompanying them to the operating room or offering them a new home. The **Oreste Zevola Animal Welfare**

Association lacked a suitable vehicle, and badly needed a van large enough to accommodate the trap cages in which strays are captured and the animal carriers essential for transporting them safely to their destination.

Thanks to the generosity of our supporters, the required funds were raised, enabling us to purchase the new van, which was delivered (on free loan) to our partner in Campania in July.

→ 2021 in numbers



New beds for the ARPAD kennels in Licola Mare

The ARPAD kennels in Licola Mare in Naples are home to about 280 dogs, many of them elderly. The facility is entirely made out of concrete and during the winter months, the animals' paw contact with the floor worsens orthopedic problems and arthritis.

Thanks to the Kuranda beds we were able to purchase due to a generous donation from one of our supporters, the animals, especially

the older ones, now have a more comfortable bed to rest on that better suits their needs.

The new beds are orthopedic, fully washable and indestructible. They not only improve the well-being of dogs confined in cages, but also represent significant savings for the kennels, which will no longer have to regularly purchase low-quality replacement plastic beds.



→ Calabria

In April 2021 we extended the “Too Many Puppies” program to a second region, namely **Calabria**, which is a **challenging area with a dismal track record due to the existence of over 15,000 dogs in pounds**. We chose to support two local associations, *Amici Animali FEF* in Cosenza and *Caterina Semerano's Oasi Argo*, in Crotone.

Thanks to the incredibly hard work of our partners in Calabria and the support of our donors, **we conducted 298 sterilizations in 2021**, exceeding our initial goal of 200.

In June, our President Sara Turetta and Project Manager, Giuliana Adamo, traveled more than 1,000 km to meet with representatives of twenty municipalities and were able to present our guidelines for healthy management of the canine population.

The response from the local authorities was even more positive than expected, and a total of **18 mayors and aldermen came to listen to our “Municipality best practices decalogue”** regarding stray animals.



“During the first year of the project, I have been able to witness an increase in the confidence of local volunteers, who very often feel abandoned. With the “Too Many Puppies” program, we want to bring added value and reinforce these associations and raise awareness among the public institutions. It is only by working together that we can create real change and bring an end to the phenomenon of stray animals.”

Giuliana Adamo
Program Manager for 'Too Many Puppies' Italy

Manifest to combat stray dogs in Calabria

On the occasion of the elections in Calabria (3/4 October 2021), *Save the Dogs* launched the “Manifest to combat stray dogs in Calabria”, requesting the four candidates for the presidency of the Region (Amalia Bruni, Roberto Occhiuto, Luigi De Magistris and Mario Oliverio) to sign an ACT OF COMMITMENT TO COMBAT THE PHENOMENON OF STRAY DOGS.

The document summarized, in 10 key points, the actions that are indispensable for resolving a canine overpopulation phenomenon which is considered to be totally

out of control, one which we witness every single day in the course of our work with our partners in the field.

The Act of Commitment became a Manifesto signed by local active associations and two of the four candidates (Bruni and De Magistris). Despite the fact that the elected President of the Region has not yet given us any feedback, *Save the Dogs* will continue to seek a dialogue with the public institutions to seek common ground in the fight against stray animals in Calabria.



→ The “Free them from their chains” campaign

In March 2021, *Save the Dogs*, *Green Impact*, *Animal Law Italia* and the *Cave Canem Foundation* launched the #LiberidalleCatene (‘Free Them from Their Chains’) campaign, calling for legislative changes to Italian regions’ regulations regarding keeping animals on chains.

According to the findings of the Green Impact Report “Towards prohibiting the chaining

of dogs”, the wording of current regulations is outdated, vague and ineffective in many Italian regions, thereby undermining their legal enforceability and making it impossible to protect the dogs’ welfare. Campania is one such example, where a ban was introduced by regional law on 11 April 2019 without specifying any sanctions, resulting in the prohibition being completely ineffectual.

Campania, our first success story

In June 2021, the first action we took for the campaign was the launch of a petition addressed specifically to the Governor of the Campania region, Vincenzo De Luca, demanding the introduction of severe penalties for those who violate the ban.

Within a few short weeks, more than **10,000 people had signed the petition**, resulting in the extraordinary result of fines of up to 2,000 Euros being introduced for anyone in breach of the regulations.

Lazio follows suit

The campaign has gone from strength to strength, prompting other animal welfare associations to action in order to achieve similar milestones. Lazio is a good example: an explicit ban was subsequently introduced in August 2021, making it the latest region to fall in line with the positive cases of Umbria, Campania, and Marche.



Action is ongoing in the Piedmont region

September 2021 saw the submission of the second petition addressed to Piedmont Region Governor Alberto Cirio, again calling for the introduction of a total ban on keeping a dog on a chain.

On 16 December, Alberto Cirio, the President of the Piedmont Region, was due to receive a delegation of ours submitting the over 5,000 signatures collected, requesting the abolition of this

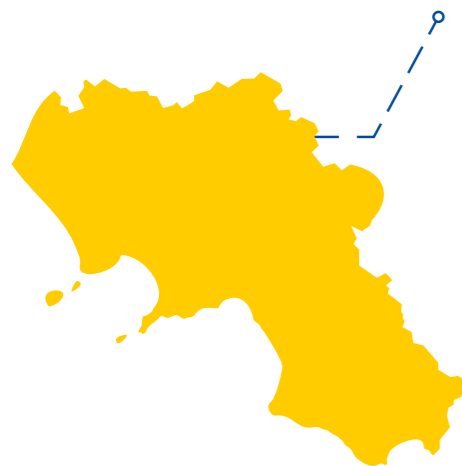
barbaric system under Piedmont legislation. Due to institutional commitments, the meeting was postponed and subsequently took place in February 2022.

The extremely positive meeting with Governor Cirio makes us hopeful of a successful outcome. At the time of writing, we are still waiting for a response from the relevant authorities.

→ PETITION

#Liberidallecatene

ACTION IN CAMPANIA



10.000
SIGNATURES
COLLECTED

ACTION IN PIEDMONT



5.000
SIGNATURES
COLLECTED

→ Friends on the streets, companions for life

Assisting the dogs of the homeless on the streets of Milan

While there have been organizations in Milan that have been caring for homeless people for many years, **there has never before been a structured ongoing project that considers their pets as beneficiaries**, leaving their care and nourishment to the good hearts of individual Milanese people coming upon these difficult cases and looking after them.

It was for this reason that *Save the Dogs* decided to implement the first project in Italy in June 2021 in order to **monitor and assist animals belonging to those living on the streets in the city of Milan**, in collaboration with the association *Fondazione Progetto Arca Onlus*.

To help us structure our Italian program, we took the advice willingly offered to us by *StreetVet UK*, the association of British veterinarians that has been active in various cities in Great Britain for a number of years, who was pleased to share its good example with us.

Co-ordinated by Sara Cea (Dog Instructor specializing in behavioral rehabilitation and socialization classes for ThinkDog - FISC), *Save the Dogs'* team members and volunteers monitor the city's hotspots where *Progetto Arca* is already active, ready to intercept the needs of homeless people living on the streets with their four-legged companions and keen to establish a relationship of trust. The goal of the project is to provide these animals with veterinary care by ensuring they receive regular vaccinations, sterilizing the female dogs and carrying out

critical care in the event of any major health problems.

Kits for dogs containing the 'bare necessities' are distributed, including a dog jacket for the winter and antiparasitic treatments in the summer months, as well as bowls, leashes, food, first aid kits, and anything else needed to improve the animals' well-being.



Mia and Giovanni

Mia is a 10-year-old dog who lives on the street with her owner Giovanni. Mia is pretty wary of strangers, but after our first few meetings we managed to win her trust by offering her a few well-received snacks.

Mia used to lead a regular, normal life with her owner until just a few years ago, when Giovanni lost everything due to family problems and economic difficulties. Within a short space of time he found himself becoming one of the many homeless people that populate the streets and night times of our cities.



Mia has always been at his side and has adapted to the difficulties of living on the street, without ever losing the affection of her owner.

During the wintry evenings, temperatures drop below zero and unfortunately the direct contact of Mia's paws on the cement pavements meant that the arthritis typical of her advanced age was getting worse. Giovanni had refused to enter an overnight shelter because it would mean leaving Mia alone. Instead, they spent the nights outside in the cold, huddled close together to keep each other warm under the arcades of Corso Vittorio Emanuele in the city center of Milan.

The *Save the Dogs* dog kit that we donated to Giovanni contained a **warm jacket**, a **blanket** and **food**: basic but fundamental necessities for the elderly dog and her owner, who are no longer alone in facing the difficulties of living on the streets. Along with dozens who find themselves in the same situation, Mia and Giovanni are getting regular visits from the *Save the Dogs* on-the-street unit, bringing them everything they need.



10

TOTAL NUMBER OF OUTINGS
2021 BETWEEN THE CENTER
OF MILAN AND LAMBRATE

30

SUPPLIES DISTRIBUTED
KITS FOR HOMELESS DOGS

In addition to
the full kit,
other essential
goods were
distributed,
such as →

65

COVERS

58

DOG JACKETS

25

BOWLS

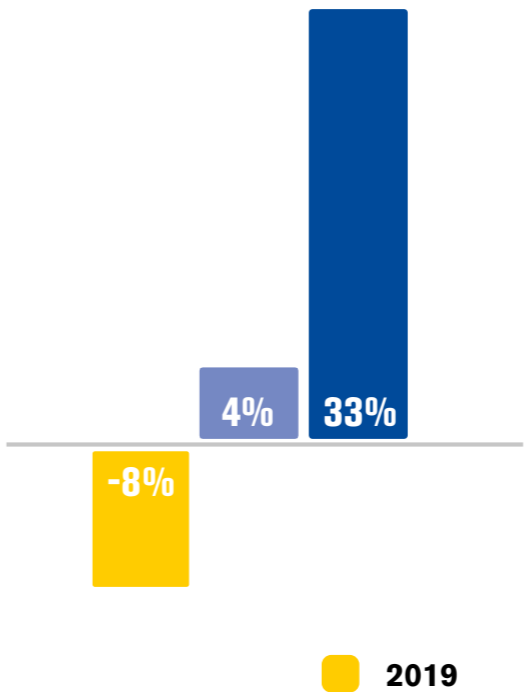


Budget 2021

➔ Fundraising

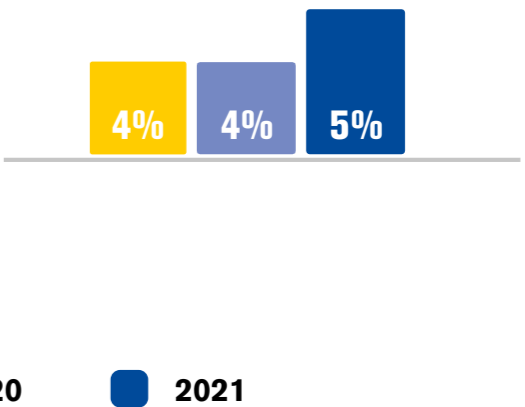
Variation compared with the previous year

Income from fundraising



Fundraising expenses vs. fundraising income

Index of fundraising performance



Individual people, companies and foundations are *Save the Dogs*' true travel companions: they are not merely supporters but represent the very essence of our actions and play an essential part in enabling us to continue to do more and to do better, both in Romania and in Italy.

In 2021, their trust and support has made it possible for us to take on new challenges and to help more and more animals in need.

We are truly grateful to each and every one of them.

Thanks to the support of those who believe in our work and share our values, 2021 not only confirmed the positive trend of recent years, but also highlighted the organization's ever greater ability to raise funds in a structured and efficient manner.

In **2021** we raised **1.487.084 Euros**, an increase of **33% compared with 2020**.

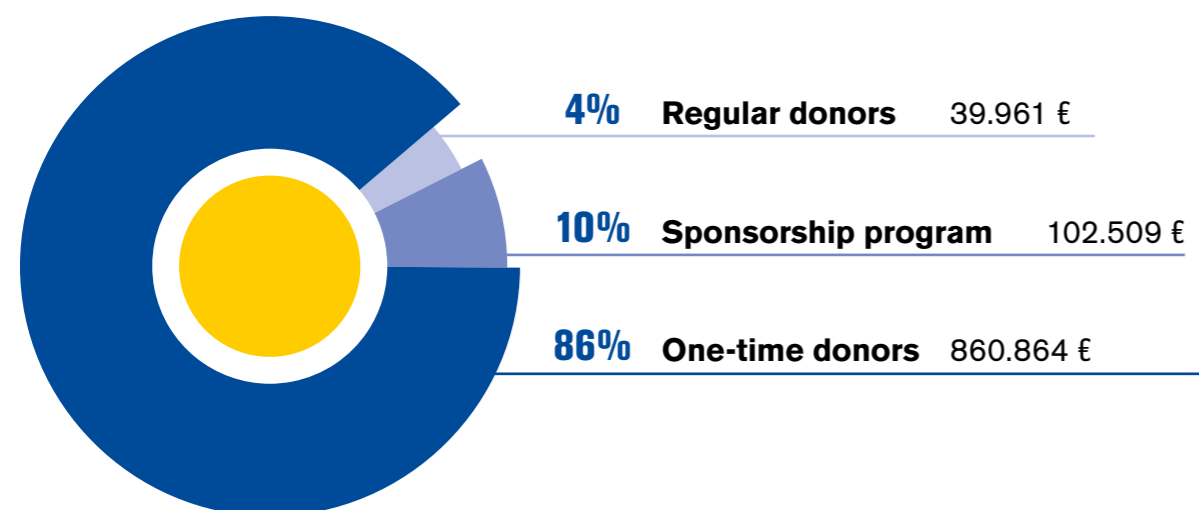
→ Fundraising Private individuals

Individual donors

Central to our fundraising efforts are **individual donors**, single donators and families, who contributed **1,003,885 Euros**, representing **67%** of the total raised.

In 2021 the number of individual donors showed growth compared with 2020 (+2%).

The beating heart of our individual donor base is represented by **one-time donors**, with a collection of **860,864 Euros**, added to which are the **regular donors** who guaranteed **39,961 Euros** and donators involved in the **Sponsorship program**, with **102,509 Euros**.



Fundraising campaigns

Fundraising campaigns, developed through **direct mailings** and supported by **online communications**, are our main channel 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 for our activities.

We introduced **telemarketing** in 2021 to give people who follow us the opportunity of supporting us in a special way by making **regular donations**. This initiative has helped increase the number of people who support us on an ongoing basis by **13%**.

Sponsorship program

The success of the sponsorship program continues to grow, showing a **10% increase** at the end of 2021 compared with the previous year. This method of being able to make a donation has meant that the *Save the Dogs*' supporters can provide long-distance care for the **maintenance of cats and dogs** housed at *Footprints of Joy*, whose adoption may be hindered by behavioral or health problems. In addition, the program also encompasses **donkeys and horses at our equine sanctuary**. **Victoria, who was rescued along with several other horses** during an extraordinary operation successfully carried out earlier in the year, is a recent newcomer to the sanctuary. This was a major

"Victory" for the *Save the Dogs* team, and we chose to dedicate this appropriate name to our new guest.

Testamentary bequests

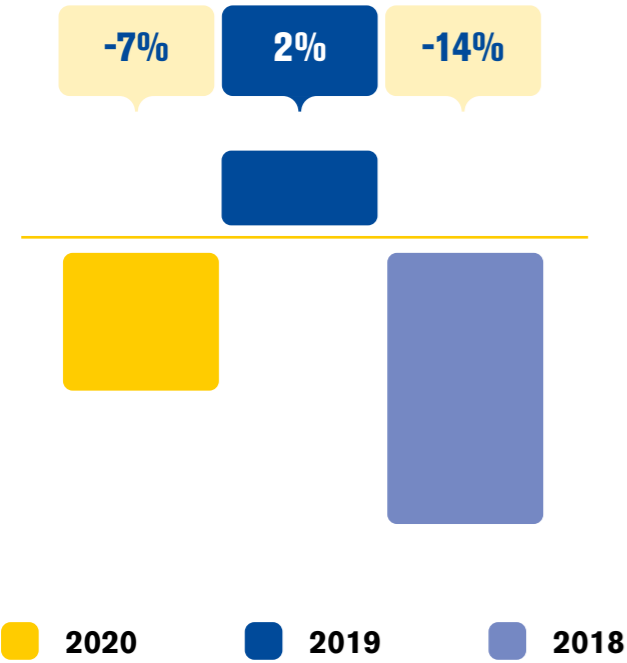
Testamentary bequests are, like life insurance policies, a unique and valuable means by which *Save the Dogs* can have a major impact on the lives of thousands of animals.

In 2021, we received **120,000 Euros** from legacies, bequests and life insurance policies to allocate to our projects in Italy and Romania. During the month of September,

on the occasion of the International Week of Solidarity Legacy, *Save the Dogs* launched a **campaign to raise awareness and impart information on the importance of testamentary bequests** thanks to the testimonials of two will-bequeathers and Notary Monica De Paoli, who for years has elected to put her professionalism at the service of the animals who need it most by offering complimentary primary advice on making testamentary legacies to our friends and supporters.



N° signatures

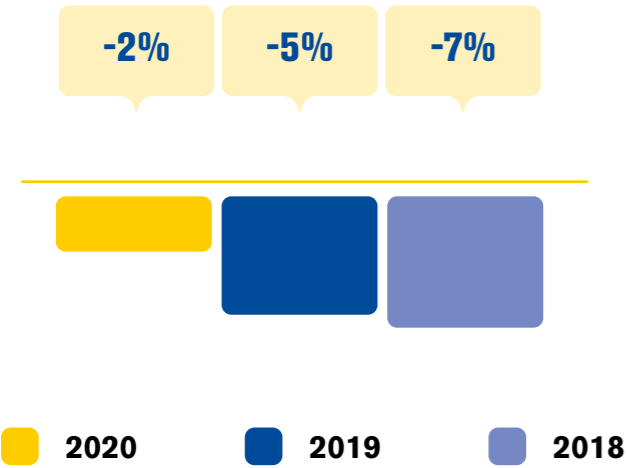


5x1000

In Italy, the “5x1000” enables every individual to allocate a portion of their income taxes to *Save the Dogs*, without them incurring any additional costs, by simply entering our tax code and putting their signature in the “Support for voluntary work and other non-profit organizations in the social sector” section indicated on the 730 tax form.

In **2020**, **4,862** people allocated their 5x1000 to *Save the Dogs*, equating to a total amount of **178,913 Euros**, compared with **2019**, when **5,083** people registered their preference for our organization by donating a total of **192,074 Euros**. This represents a decrease of 2% in value, and a 7% reduction in numbers on the previous year.

Amount collected

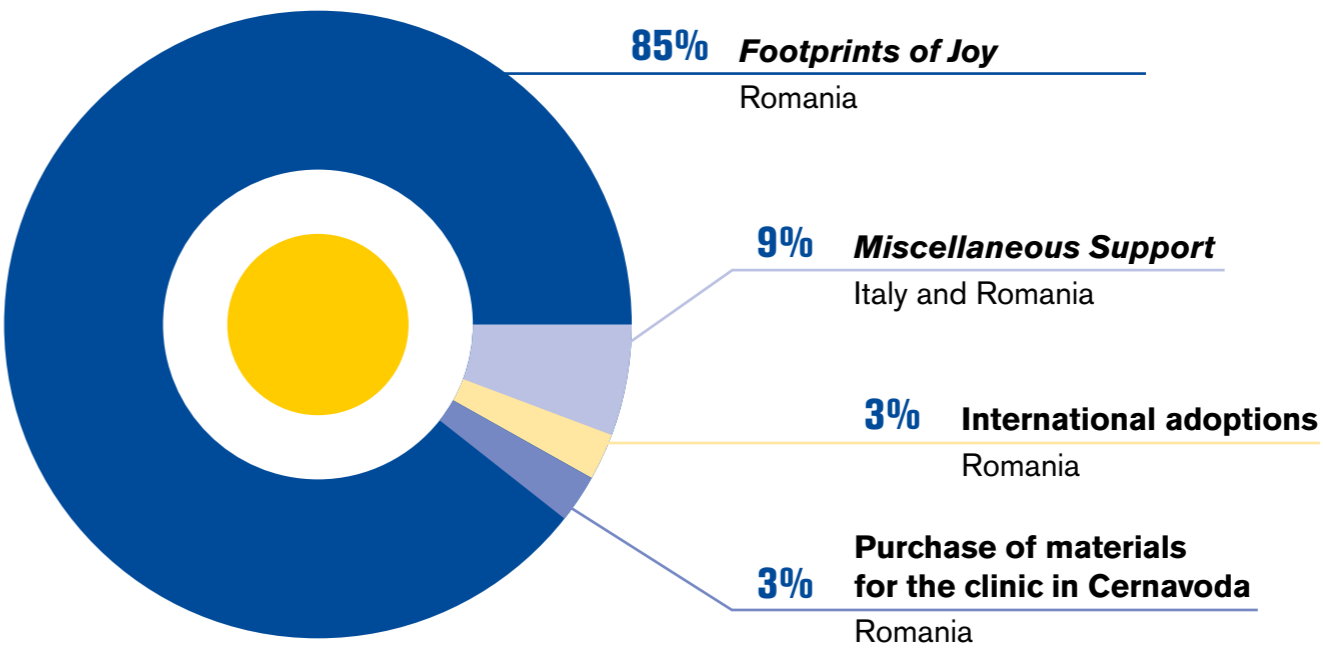


Variation compared with the previous year

Despite the negative trend over the last few years, the **5x1000 remains a crucial resource for *Save the Dogs* as a means of bolstering its projects**. In the future, it will be essential to place more emphasis on communicating this asset, in the hope that the increased visibility the organization is receiving at the time of drafting this report will have a positive influence on the 5x1000 choices made by an increased number of Italian citizens.



Thanks to the 5x1000 contributions made by so many generous Italians last year, we have been able to allocate the funds as follows:



→ Fundraising

Companies, foundations and partners



Companies, foundations and partners represented 33% of the total funds raised by *Save the Dogs* in 2020, and their collective support guaranteed a total amount of **483,749 Euros**, an increase of **15% compared to the previous year**, principally supplied by international foundations.

Support from corporations, meanwhile, showed a slight decrease of -2% compared to the previous year.

A special gift for abandoned dogs

Kidult®
DISCOVER YOUR LIFE

“Caring for dogs”, the new bracelet by Kidult for save the dogs

Mabina srl chose to renew its support for *Save the Dogs* in 2021 by confirming its partnership with Kidult, the latest brand created by the Milanese jewelry company.

This successful collaboration, established in 2018, was extended throughout 2021, with Kidult donating 20% of the proceeds from the sale of the jewelry in support of our projects to combat strays and protect animals.



The “REX” limited edition dog coat

Save the Duck, the international 100% animal-free brand that is synonymous with Made in Italy excellence, renewed its commitment to animals in need alongside *Save the Dogs* once again in 2021.

20% of the proceeds from the sales of the 'REX' dog coat, a limited edition made in collaboration with United Pets Milano, supported *Save the Dogs'* actions to help privately-owned dogs living in the poorest villages in Romania during the winter period.

zooplus

Zooplus

2021 saw the addition of Zooplus alongside other animal-friendly businesses supporting *Save the Dogs*. During the months of July, August and September the company generously donated 10% of the purchase price of their Zo-olove line.

→ Communication

Social media

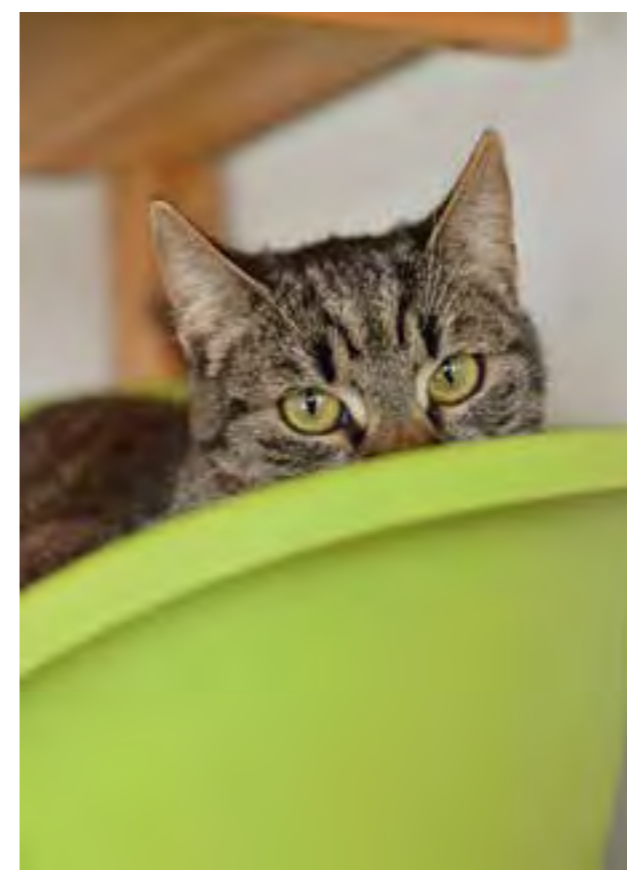
Social media is a pivotal channel for disseminating news about *Save the Dogs'* projects and initiatives. In 2021, the community of followers on **Facebook** remained fairly stable, with a slight increase of **3%**, while the number of followers on **Instagram** grew substantially by **+62%**, as did those following us on **Twitter (+22%)**.

FACEBOOK WAS PARTICULARLY STRATEGIC IN 2021 IN THE COMMUNICATION OF LOBBYING ACTIONS, INCLUDING THREE PETITIONS THAT RESULTED IN THE COLLECTION OF CIRCA 18,000 SIGNATURES.

Facebook was particularly strategic in 2021 in the communication of lobbying actions, including three petitions that resulted in the collection of circa **18,000 signatures**. Of particular note is the contribution Facebook played in terms of social media fundraising, which totaled **48,067 Euros** thanks to initiatives for individual actions – such as birthday collections – and direct fundraisers for the association.

Press releases, radio and TV

There was a sharp rise in media presence in 2021, a clear indication that *Save the Dogs'* initiatives are attracting significant interest from Italian media outlets and highlighting the necessity for us to be assisted by professionals who can effectively transmit the efforts made by the association.



→ The issues that garnered the most media coverage

LAUNCH OF THE PROJECT TO ASSIST HOMELESS DOGS IN MILAN **“FRIENDS ON THE STREETS, COMPANIONS FOR LIFE”**

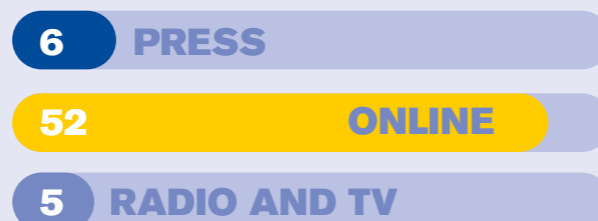


62 ARTICLES



LAUNCH OF **“TOO MANY PUPPIES”** CALABRIA AND **MANIFESTO AGAINST STRAY DOGS**

63 ARTICLES



“FREE THEM FROM THEIR CHAINS” CAMPAIGNS

107 ARTICLES



→ Raising awareness

In 2021 *Save the Dogs* launched the first awareness campaign on responsible dog ownership with the production of the “You are their best friend” brochure. The initiative was inspired by the many years of experience of the British association Dogs Trust, our longtime partner and supporter and a leading organization in the Anglo-Saxon world for disseminating advice and best practices on responsible cohabitation with our four-legged friends. Based on the Dogs Trust’s version, the brochure

was adapted for the Italian market and communicated through our social media channels. It represents the first step in a broader effort that *Save the Dogs* wishes to develop over the coming years to raise awareness among the general public about responsible cat and dog ownership through fundamental actions such as spaying/neutering and enrollment on the canine registry, as well as respecting the animals’ primary and secondary needs.



→ Balance sheet *Save the Dogs Italy*

THE 75,000 ADDITIONAL EUROS SPENT ON BOOSTING OUR FUNDRAISING ACTIONS ALLOWED FOR AN INCREASE IN THE FUNDS DEDICATED TO PROJECTS BY AS MUCH AS 300,000 EUROS COMPARED TO 2020.

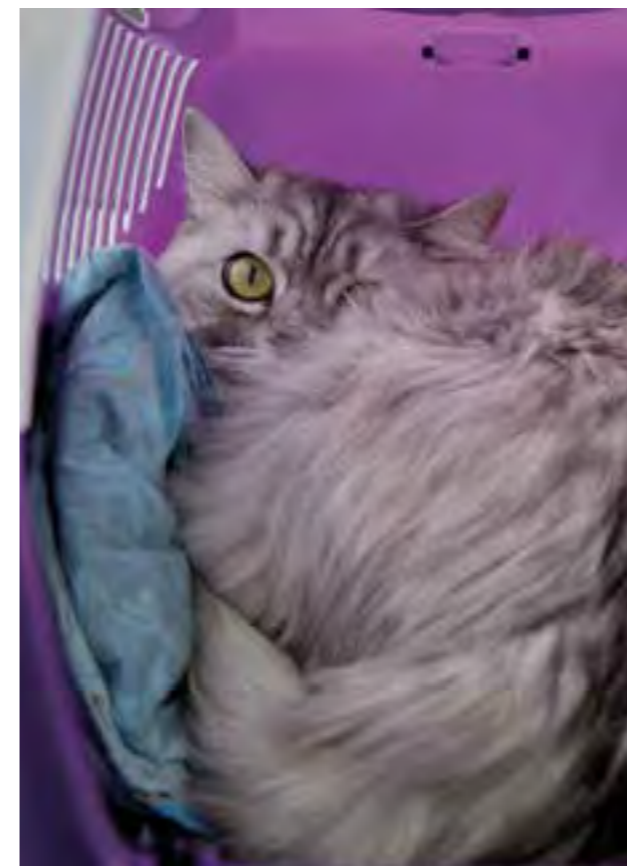
The year 2020 ended with total revenues of approximately 1,672,000 Euros, **an increase of 29% compared with the previous year**. This extremely positive outcome is the result of better structured and more integrated fundraising activities, thanks to new campaigning methods that were implemented during the year.

Costs also increased concurrently by 29% (1,676,000 Euros compared with 1,300,000 in 2020), but covered the significant growth in the number of our projects (+ 33%) and enabled greater investment in fundraising (+30%), while the percentage of overhead costs remained the same.

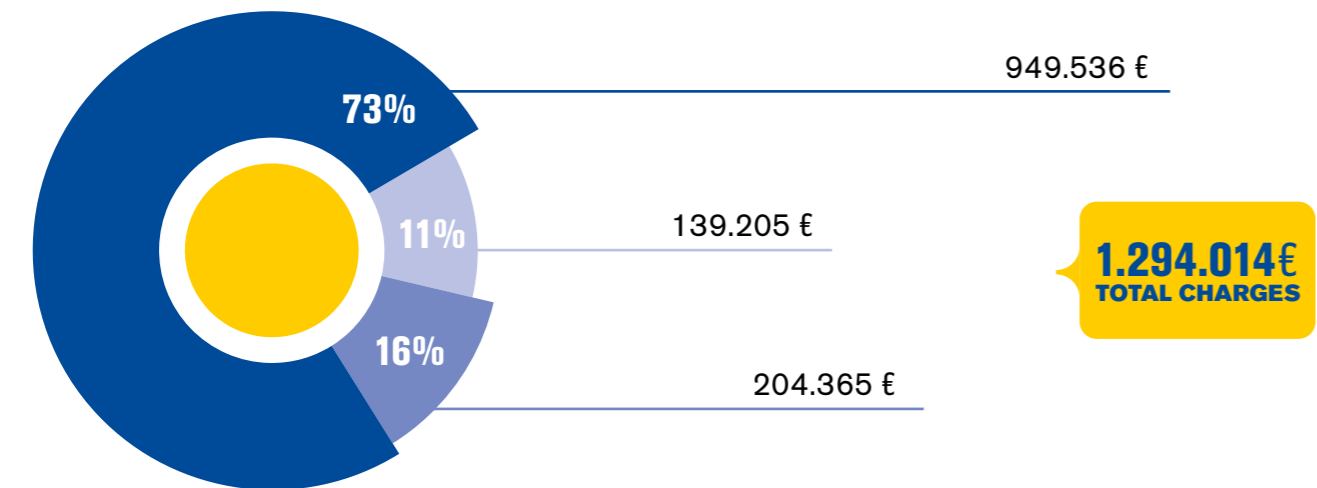
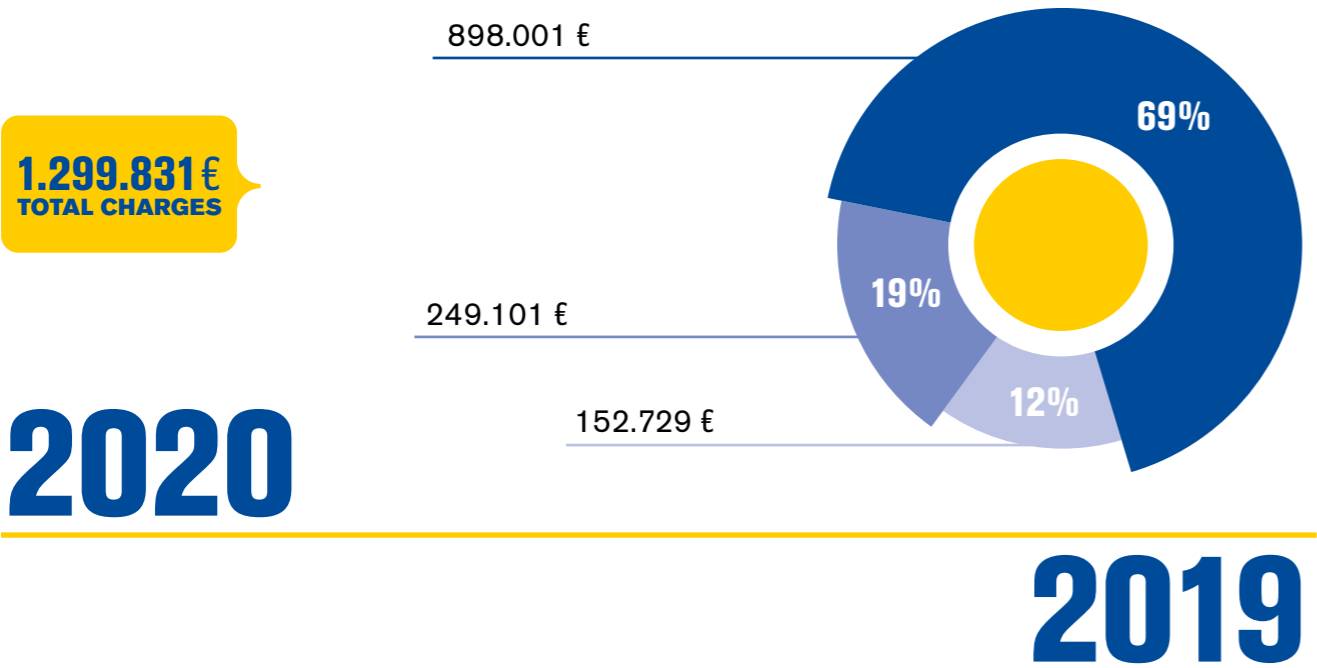
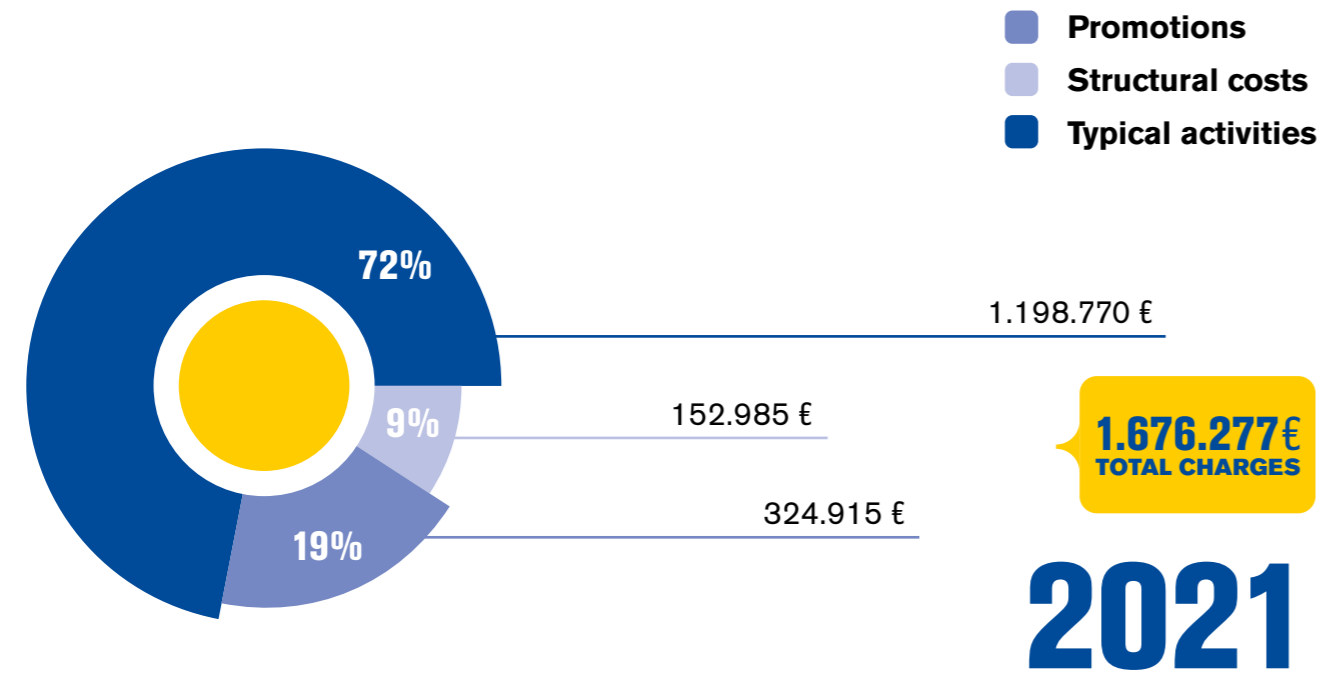
In numerical terms, the **75,000 additional Euros spent on boosting our fundraising actions allowed for an increase in the funds dedicated to projects by as much as 300,000 Euros compared to 2020.**

The tables on page 62 make it possible to compare the figures for the last three years with the percentage changes for each section of the budget.

Balance sheet Italy



Breakdown of charges 2021



FINANCIAL STATEMENT AT 31-12-2021

BALANCE SHEET AT 31.12.2021		€	
ASSETS	31.12.2021	LIABILITIES	31.12.2021
A) FIXED ASSETS		A) NET EQUITY	
I - Intangible fixed assets	-	I - Endowment capital	100.000
Software	9.714	II - Unrestricted assets	
Deferred charges	761	Statutory reserve	- 248
Total	10.475	III - Operating deficit	- 4.315
II - Tangible fixed assets		Total net equity	95.437
Equipment	16.334	B) PROVISIONS FOR CONTINGENCIES AND OTHER CHARGES	
Vehicles	20.747	1) Provision for contingencies	35
Electronic machinery	1.166	Total	35
Land	43.000	C) EMPLOYMENT SEVERANCE INDEMNITY	
Total	81.247	Employment severance indemnity	64.348
III - Financial fixed assets		Provision for supplementary pensions	1.443
Security deposits	3.900	Total	65.791
Total	3.900	D) PAYABLES	
Total fixed assets	95.622	1) Payables to banks	202.691
B) CURRENT ASSETS		2) Payables to suppliers	40.947
I - Inventory		3) Tax payables	9.507
Raw, subsidiary and consumable materials	3.153	4) Payables to social security institutions	16.079
Total	3.153	5) Payables to employees and contractors	3.164
II - Receivables		6) Other payables	329
Receivables	3.632	Total	272.717
Other receivables	1.574		
Total	5.206		
III - Liquid funds			
Banca Intesa	202.014		
Credito Valtellinese	90.733		
Paypal	2.892		
Banco Posta	18.593		
Postfinance	2.954		
Stripe	4.844		
Libretto Postale	1.081		
Administrator's cash funds	278		
Cash in hand	1.209		
Total	324.596		
Total current assets	332.956		
C) ACCRUALS AND DEFERRALS			
Deferred income	5.402		
Total accruals and deferrals	5.402		
Total assets	€433.980	Totale liabilities	€433.980

PROFIT AND LOSS ACCOUNT AT 31.12.2021

EXPENSES	31.12.2021	INCOME AND REVENUES	31.12.2021
A) COSTS AND EXPENSES FROM GENERAL ACTIVITIES		A) INCOME AND REVENUES FROM GENERAL ACTIVITIES	
1) Raw, subsidiary and consumable goods and materials	36.764	1) Income from membership fees	320
2) Services	51.485	2) Income from members for mutual activities	-
3) Contributions for projects	983.159	3) Income from membership services and transfers	-
4) Use of third-party goods		4) Charitable donations	438.059
5) Personnel	109.104	5) Income from 5 x 1000 initiative	178.913
6) Amortization	13.143	6) Contributions from private parties	454.490
7) Initial inventory	4.723	7) Revenues from third-party contributions and transfers	
8) Miscellaneous operating expenses		8) Contributions from public entities	
		9) Income from public contracts	
		10) Other income and revenues	
		11) Closing balance/inventory	3.153
Total costs and expenses from general activities	1.198.377	Total income and revenues from general activities	1.074.935
B) COSTS AND EXPENSES FROM OTHER ACTIVITIES		B) INCOME AND REVENUES FROM OTHER ACTIVITIES	
Total costs and expenses from other activities	-	Total income and revenues from other activities	-
		SURPLUS/DEFICIT GENERAL ACTIVITIES	- 123.442
C) COSTS AND EXPENSES FROM FUNDRAISING ACTIVITIES		C) INCOME AND REVENUES FOR FUNDRAISING ACTIVITIES	
1) Expenses from recurring fundraising activities	73.563	1) Expenses from recurring fundraising activities	523.782
2) Expenses from one-off fundraising activities	369	2) Expenses from one-off fundraising activities	70.433
3) Other Expenses	250.983	3) Other Expenses	
Total costs and expenses from fundraising activities	324.915	Total income and revenues from fundraising activities	594.215
		SURPLUS/DEFICIT FROM FUNDRAISING ACTIVITIES	269.300
D) COSTS AND EXPENSES FROM FINANCIAL AND EQUITY ACTIVITIES		D) INCOME AND REVENUES FROM FINANCIAL AND EQUITY ACTIVITIES	
1) Bank reports	10.751	1) Bank reports	99
2) Loans	3.287	2) Other income	2.713
Total costs and expenses from financial and equity activities	14.039	Total income and revenues from financial and equity activities	2.812
		SURPLUS/DEFICIT FOR FINANCIAL AND EQUITY ACTIVITIES	- 11.227

E) GENERAL SUPPORT COSTS AND EXPENSES	
1) Raw, subsidiary and consumable goods and materials	5.572
2) Services	36.801
3) Use of third-party goods	18.751
4) Personnel	67.052
5) Amortization	9.544
6) Other expenses	1.227
Total general support costs and expenses	138.947
<hr/>	
Total costs and expenses	€1.676.277

Balance sheet Italy	
E) GENERAL SUPPORT INCOME	
<hr/>	
Total general support income	
Surplus/deficit from general support income	- 138.947
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Total income and revenues	€1.671.962
<hr/>	
Operating surplus/deficit	-€4.315

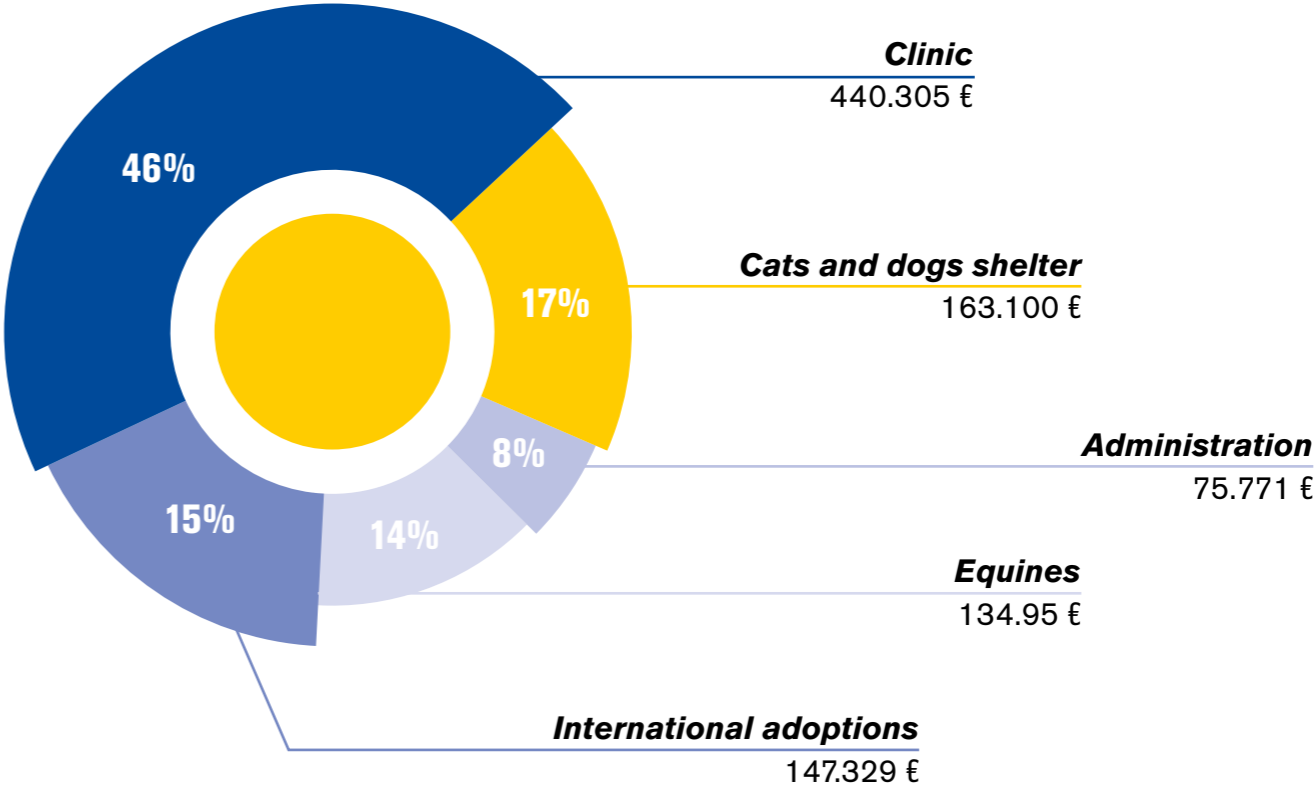


→ Financial statement Save the Dogs Romania

The *Footprints of Joy* program cost a total of 961,464 Euros, **an increase of 210,000 Euros compared with the previous year.** This increase can be almost entirely attributed to the rise in the cost of local staff due to the salary increases imposed by the Romanian government in a bid to align the country's wage levels with the rest of Europe. Another significant factor was the growth in **costs for the equine project** (+ 54.000), attributable

to the horse emergency and the necessity of having to build a new stable.
On the revenue side, there are no significant changes of note, other than the funds sent by *Save the Dogs* Italy to the Romanian branch. Compared to 2020, there was a **28% increase in contributions to cover current activities** and a 164% increase in exceptional costs.

Balance sheet Romania



FINANCIAL STATEMENT AT 31.12.2021		
	€	€
REVENUES	2021	2020
Membership fees	153	155
2%	-	1.390
3,5%	2.936	-
Local donations	9.049	9.506
Save the Dogs Italy (for projects)	840.000	655.010
Save the Dogs Italy (extraordinary expenses)	97.750	36.984
Discounts from suppliers	-	2.288
Sponsorships	3.571	4.792
Compensation (insurance)	-	579
Financial income (exchange rate differences, interest income)	6	-
Income from sales	-	8.276
Total	953.465	718.980

EXPENDITURES	2021	2020
ADMINISTRATION		
Staff	53.425	47.800
Consultants (personnel management, health and safety at work)	2.204	4.000
Transport of staff	7.000	8.117
Apartment rental	4.246	4.279
Utilities	1.032	1.657
Bank fees/exchange rate differences	4.465	-
Inventory	220	-
Miscellaneous	3.179	11.936
Total	75.771	77.789

CLINIC		
Staff	211.208	178.175
Consultants	27.691	-
Medicines, tests, consumer materials	75.460	62.345
Medical operations, x-rays and external specialist visits	19.216	13.203
Detergents and supplies	2.886	2.239
Utilities	11.886	11.037
Dog and cat food	27.762	21.028
Transport of staff	20.132	14.079
Transport of material from Italy	2.672	2.077
Apartment rental	6.952	8.870
Inventory	8.518	-
Supplies	13.796	-
Miscellaneous	12.126	27.751
Investment	-	16.887
Total	440.305	357.691

CATS AND DOGS SHELTER		
Staff	63.026	49.970
Consultants	643	-
Medicines, tests, consumer materials	30.996	21.229
Detergents and supplies	571	-
Utilities	10.092	11.963
Dog and cat food	26.129	23.475
Transport of staff	6.833	2.773
Transport of material from Italy	2.673	2.078
Inventory	929	-
Supplies	9.946	-
Miscellaneous	5.614	15.056
Investment	5.648	1.784
Total	163.100	128.328

EQUINES		
Staff	43.993	26.561
Consultants	9.866	8.867
Horses (foods, medicines)	13.885	4.515
Donkeys (foods, medicines)	24.586	25.470
Utilities	3.311	3.162
Transport	5.654	4.719
Maintenance	1.602	1.320
Inventory	555	-
Miscellaneous	4.958	4.549
Investment	26.549	931
Total	134.959	80.094

INTERNATIONAL ADOPTIONS		
Staff	75.912	53.979
Volunteers	2.307	674
Transport of animals (by plane and van)	52.312	40.165
Transport of staff	4.730	1.549
Apartment rental	8.057	6.503
Utilities	1.296	-
Inventory	477	-
Miscellaneous	2.238	3.119
Total	147.329	105.989
TOTAL EXPENDITURES	961.464	749.891
FINANCIAL RESULT	-€7.999	€30.911

**EVEN AS WE DRAFT
THIS ANNUAL REPORT,
SAVE THE DOGS
IS BUSY TAKING ON NEW
CHALLENGES THAT WE
NEVER IMAGINED WE WOULD
HAVE TO TACKLE.**

Final reflections

The unfolding of the **situation in Ukraine**, literally just around the corner from our long-established center in Romania (we are located just over 300 km as the crow flies from Odessa) has compelled us to take pressing action under unexpected circumstances.

This organizational upheaval took place just as recently arrived American **Gregg Tully, our new Country Manager in Romania** who has a long international track record in animal welfare, had joined the team. Our initial intention had been for Gregg to focus on finding qualified members of staff and starting up a structured and professional fundraising initiative, but the subsequent events then obliged us to revise our plans, prioritizing instead on the dispatching of humanitarian supplies and assisting refugees who were in transit through Romania and traveling with their pets. Despite everything, we are trying to embrace any positives that can come out of this disaster, because – as one of Italy's greatest songwriters sang – “even flowers can grow out of manure”. The dramatic events in Ukraine reaffirm **a lesson** we all learned during the two years ravaged by the pandemic: no matter how much we may try to plan ahead and make programs, **some things will always be unpredictable and totally beyond our control**. It is up to us, as individuals and as organizations, to deal with the circumstances as wisely as we can, accepting the necessity of slowing down – or speeding up – some of our actions. The important thing, however, is to try and **make the most of the opportunities that even collective tragedies can offer to those who know how to keep a hopeful eye on reality**.



Working side by side with the animals who need it most



**Save the Dogs
and other Animals Onlus**

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