



ANNUAL REPORT 2024

ITALY





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REPORT** 2024
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→ SUMMARY



Save the Dogs and other Animals E.T.S. is a recognized Foundation, registered as "SAVE THE DOGS AND OTHER ANIMALS ENTITY OF THE THIRD SECTOR" (protocol no. 102012; VAT no. 97394230151) in section "g - Other Third Sector Organizations" as referred to in Article 46, paragraph 1 of Legislative Decree No. 117 of 3 July 2017, in accordance with Article 22 of Legislative Decree No. 117 of 3 July 2017, and Article 16 of Ministerial Decree No. 106 of 15 September 2020, issued by the RUNTS Office of the Lombardy Region.

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6 Message from the President

8 Who We Are

10 Our Work in Numbers

10 Awards

10 We Are a Member of

12 The World We Want to Inhabit

13 What We Are Doing to Achieve Our Goals

14 The Values We Believe in

16 A Strategy to Combat Overpopulation and the Phenomenon of Stray Animals

17 Using Prevention as a Weapon

18 Local Community Involvement

19 Contributing to Sustainable Development Goals

20 How We Work

21 In Romania

22 In Italy

24 In Ukraine

26 The Governing and Management System

28 Save the Dogs Staff Members in Italy

30 The Profile of Our Staff (as of 31.12.2024)

31 Organizational Chart

32 Prioritizing Flexibility and Trust in the Workplace

33 Voluntary Work

34 Save the Dogs Staff Members in Romania

36 Save the Dogs Romania Organizational Chart

38 How Much We Raised in 2024

39 How We Spent the Funds

39 Costs for Typical Activities

METHODOLOGICAL NOTE

40 What We Did in Romania in 2024

- [42 Development of New Areas at the Shelter](#)
- [45 Community Outreach](#)
- [46 Education and Inclusion](#)
- [48 Key Figures in 2024](#)
- [50 Our Rescue Missions in 2024](#)

Guno

White

Evren

[52 Communication](#)

54 What We Did in Ukraine in 2024

- [56 Sterilizations and Vaccinations](#)
- [57 Food Distribution](#)
- [58 President Sara Turetta in Ukraine](#)

60 What We Did in Italy in 2024

- [62 Friends on the Streets, Companions for Life](#)
- [64 Mosso: Community Support Station](#)
- Laura and Lola**
- [69 The 'AccogliAmo' Project](#)
- Micia's Fresh Start**
- [71 Too Many Puppies](#)

76 Fundraising and Communication

- [77 Fundraising: Private Individuals](#)
- [78 5x1000 Donations for Save The Dogs](#)
- [79 Fundraising: Companies, Foundations and Partners](#)
- [79 The *Impronte di Quartiere* Initiative](#)
- [80 Communication](#)
- [83 Our Supporters](#)

86 Balance Sheet Italy

90 Balance Sheet Romania

94 Final Reflections

The Annual Report of the *Save the Dogs and other Animals* E.T.S. Foundation aims to communicate and evaluate the results achieved by the Foundation, providing additional elements of its transparency and accountability as available for consultation by its stakeholders.

This Report has been prepared in accordance with the provisions dictated by the Code of the Third Sector (Legislative Decree No. 117 of 3 July 2017), to which *Save the Dogs* has complied from a structural point of view. It 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.



Message from the President



Every year, our Annual Report provides a clear and accessible overview of what our Foundation has achieved, thanks to the generosity of our many supporters.

Producing this report is no mean feat for our small team, but we do not perceive it merely as a legal obligation, rather than as a sincere commitment to transparency. From day one, I have always wanted *Save the Dogs and other Animals* to be **entirely open and clear** for everyone who chooses to support us, with no hidden secrets. As we commemorate our first 20 years of activity in Italy, I occasionally find myself wondering whether this approach has been the best one. In today's **ever faster paced world**, the truth is that our attention is constantly pulled in a thousand different directions. We scroll endlessly on our smartphones, immersing ourselves in an endless stream of images that only heightens our anxiety and sense of disorientation. If what we see doesn't instantly grab our attention, we simply scroll on. Don't like a song on your playlist? Just hit the 'skip' button. At some point we might **randomly come across a video** of someone who appears to be a champion of animal rights. We watch it for a few seconds, perhaps see something disturbing, donate a few Euros with a credit card on the spot, and move on to the next post. We don't bother to check if that person is falsely claiming to be something they are not, or whether the video is a fake and was filmed on the other side of the world, or if our money goes not to an official account but to the personal account of some opportunist. Nowadays, **people base their judgment on surface-level impressions** because "we don't have time" to spend even half an hour exploring and browsing the pages of a non-profit organization's website to understand the work they do in detail. Yet somehow, we all manage to forget that the time we spend scrolling through social media and leaving random comments in a given day is often far longer than those thirty minutes we claimed not to have in the first place.

Seeing things firsthand and discussing them with many donors, I can't help but feel a little saddened that so few people will actually read these words. Yet it is precisely by **reading about the work of a non-profit association** that it is possible to really understand the **challenges and decisions involved, the efforts made, and the daily problems faced**. It is only by looking closer that one truly becomes part of a community of conscientious, dedicated donors who can understand the **extraordinary – in fact, I would go so far as to say unique – nature** of an organization like *Save the Dogs*. This is also where the difference lies between other, less transparent and more disorganized organizations, which may lack a strategic vision and operational coherence. **Not all animal charities are alike**, and it is only by investing a little **time and commitment** that we can properly understand who we are dealing with and who truly deserves to be supported.

My heartfelt thanks go to everyone who takes a moment to read these pages, where we share our story and outline the direction of our future animal welfare projects in Italy and Romania.

Sara Turetta
President



Who We Are



It is estimated that there are around 600 million stray dogs worldwide, and an immeasurable number of animals are locked up in kennels from East to West, often condemned to death or destined never to be adopted.

It was to address the tragedy of canine overpopulation that *Save the Dogs and Other Animals* was founded in 2002 by Sara Turetta, a former advertising professional from Milan, after she took a dramatic trip to Romania. Here, the phenomenon of stray animals is particularly severe and, as in many parts of the world, abandoned dogs are killed by the thousands after spending a short time in squalid municipal facilities, just as was the case in Italy before 1991.

With its team of 40 operators, *Save the Dogs* runs an integrated project to combat stray animal populations in the southeast of Romania, restoring dignity to thousands of abandoned animals by **providing treatment for them, offering sterilization programs and rehoming them with adoptive families whenever possible**. The association's headquarters is *Footprints of Joy*, a complex that includes a shelter for dogs, a cattery, and a sanctuary for 75 abandoned or maltreated horses and donkeys. In 2017, an 800-square-meter social clinic was inaugurated with the establishment of an environmentally friendly building that serves a vast territory with no veterinary services. To date, the association has provided free sterilization for approximately **43,743 animals, including dogs and cats**, while thanks to an intensive **international adoption program** more than **8,596 animals** have been placed with adoptive families through a network of partner organizations in various European countries.

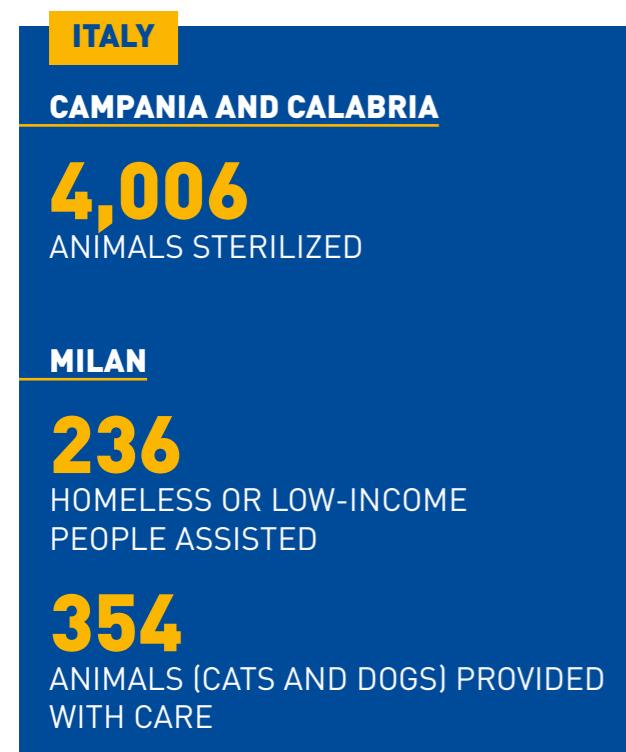
In addition to **sterilization programs and emergency care**, *Save the Dogs* promotes a **culture of understanding and respect** by conducting **educational outreach activities** with schools involving various entities from the **local community** (centers for people with disabilities, prisons, old people's homes) in order to build **mutually positive connections** between people and animals.

Drawing on its experience in the country with the most dramatic stray animal situation in Europe, *Save the Dogs* launched "**Too Many Puppies**" in 2019, a stray prevention program dedicated to parts of Southern Italy. The project, which initially began with stray dogs and privately-owned dogs in the Litorale Domizio area near Naples, has been expanded to the Caserta region, specifically Castel Volturno. A similar intervention was also launched in 2021 in Calabria in the provinces of Cosenza and Crotone. As of the present, **4,006 animals have already been sterilized in Italy** thanks to *Save the Dogs*.

In 2021, the "**Friends on the Streets, Companions for Life**" project was launched, providing basic necessities and free veterinary care for dogs belonging to the homeless in Milan. To date, the team has reached out to and assisted **236 people** and their four-legged companions, including 135 new participants in 2024 and 354 animals.

In May 2024, *Save the Dogs* began a new phase of its intervention in **Ukraine** in collaboration with UVMF, its technical and logistics partner. The activity included providing sterilization campaigns and distributing food in strategic areas. The program had to be suspended in August 2024 due to funding shortages.

→ Our Work in Numbers



In 2024, Sara Turetta, Founder and President of *Save the Dogs and other Animals*, received the **Italian Fundraising Award**. This prestigious recognition is promoted by VITA and granted in collaboration with the national railway company Ferrovie dello Stato Italiane, the title sponsor of this year's edition.

This honour is given to individuals who have transformed the field of fundraising through their vision, compassion, and innovation, creating a positive impact on the growth of the non-profit organisations they serve. For the first time in the award's history, it was presented to an organisation dedicated to animal welfare, marking a significant milestone for the sector.

→ Awards

Save the Dogs has received numerous international awards, including the **Marsh International Animal Welfare Award** and the **Jeanne Marchig Award**. The founder was honored in 2012 with the distinction of the **Order of the Star of Italy** by President Napolitano. She also received the **Clarissa Baldwin Award** from the British organization Dogs Trust, and in 2022, she was awarded the **Margherita d'Argento** (an award granted by the 'Oasi Felina' Feline Sanctuary in Trieste). In 2024, Sara Turetta was proclaimed the winner of the 13th edition of the Italian State Railways ("Ferrovie dello Stato Italiane") **Italian Fundraising Award** (IFA), the first and most important award dedicated to non-profit professionals as part of the Fundraising Festival. In 2024, the Foundation also received the national "**Animals in the City 2024**" award.



I am truly grateful to receive this award, which for the first time honors the work of those who have chosen animal protection as their mission. For over 20 years, *Save the Dogs* has worked tirelessly to combat abandonment and stray populations, without ever losing sight of the human challenges we encounter along the way. What sets us apart is our focus on the interconnection between human and animal well-being: when we protect the most fragile among us, we can build a future where no lives are overlooked—human or animal.



→ We Are a Member of

EU Dog & Cat Alliance, Editorial Committee of VITA and actively collaborate with ICAM, the International Companion Animal Management Coalition.



Sara Turetta
President of *Save the Dogs*



The World We Want to Inhabit

THE WORLD IS A PLACE WHERE THE FATE OF HUMANS, ANIMALS AND THE ENVIRONMENT IS DEEPLY INTERCONNECTED.

→ What We Are Doing to Achieve Our Goals

Our **dedication** is constantly guided by our **commitment** to:

- promoting effective and cultural methods for **controlling dog and cat populations**
- **managing** and supporting shelters with high standards
- **raising awareness**, particularly among the younger generations, by educating them about responsible coexistence with pets
- collaborating with communities through **networking**
- creating impactful projects with a strong **social impact** that benefit those who are most vulnerable.

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

At *Save The Dogs and Other Animals*, we believe that social justice extends to animals and the environment. Their care and protection are directly influenced by our choices and behavior patterns.

Progress toward a **truly evolved society** can only be achieved by **understanding** the needs of animals, especially domestic ones, and by embracing our **responsibilities** to ensure their **protection** and a **dignified life**, striving for **harmonious co-existence** with all living beings.



→ The Values We Believe in



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](#)



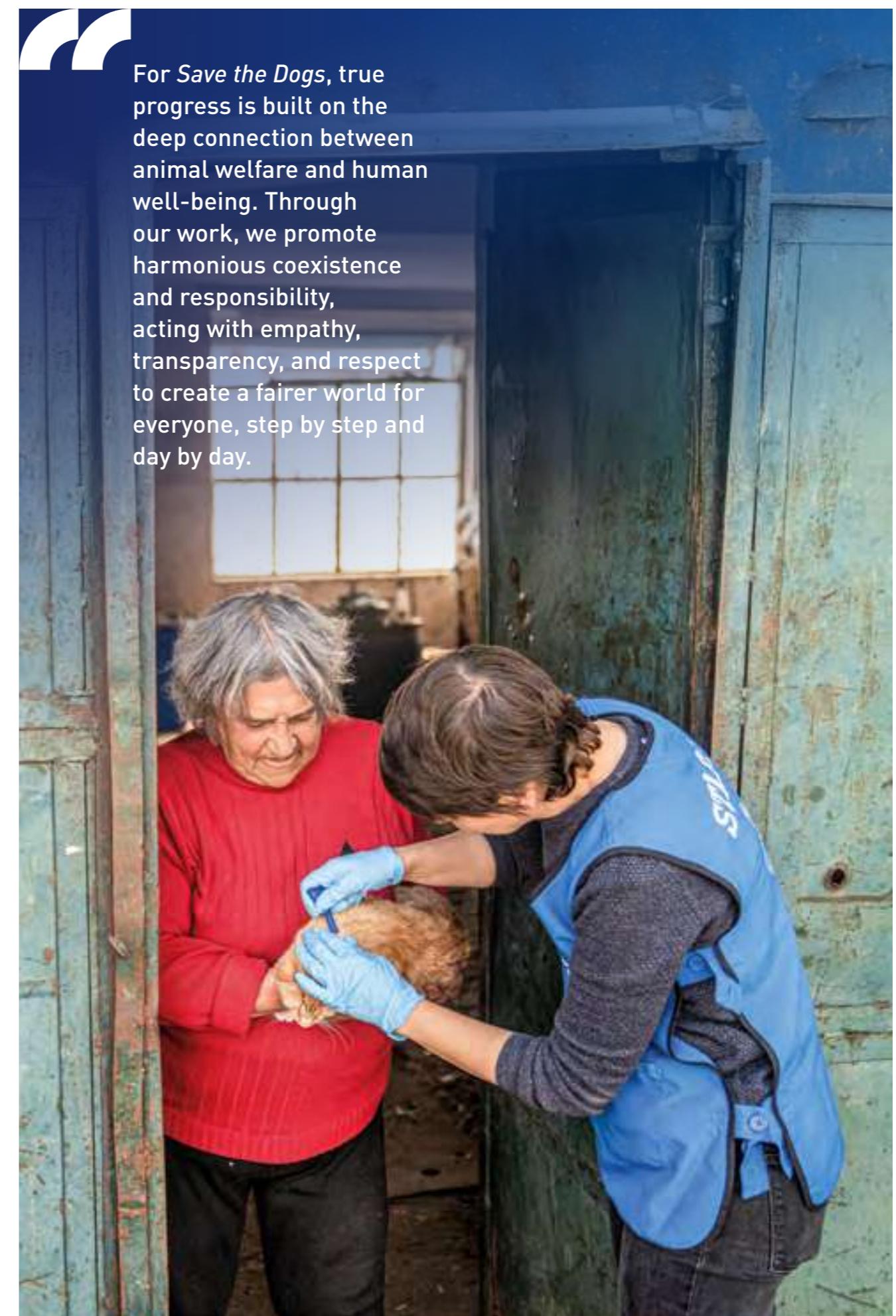
Our Collaborators

- a serene working environment
- the **safeguarding of well-being in the workplace**
- **compliance with applicable employment law legislation** in the countries where we operate
- **stable contracts** for as many employees as possible
- use of the remote 'smart working' from home formula to **improve conditions for the staff**



Environment

- selection of suppliers that offer **eco-sustainable products** (e.g., FSC paper)
- elimination of **single-use plastic**
- use of **renewable energy sources** wherever possible
- **limiting** home-to-office travel by staff
- waste **recycling**.



For *Save the Dogs*, true progress is built on the deep connection between animal welfare and human well-being. Through our work, we promote harmonious coexistence and responsibility, acting with empathy, transparency, and respect to create a fairer world for everyone, step by step and day by day.

A Strategy to Combat Overpopulation and the Phenomenon of Stray Animals



→ Using Prevention as a Weapon

For many years, the English-speaking world has been fully aware of the **serious worldwide problem of canine and feline overpopulation**. Millions more domestic animals are therefore being born than there are families willing to take them into their homes. This **man-made imbalance** of wanting to fulfill a (legitimate) desire to share one's life with dogs and cats has resulted in a **tremendous price being paid** both in terms of **animal suffering** (millions are being euthanized or cramped into tiny facilities or are roaming the streets with no protection or safeguards) and in **economic terms**, with a massive amount of public funds being spent by authorities around the world killing or locking up unwanted street cats and dogs.

This awareness on behalf of Anglo-Saxon countries is not, unfortunately, echoed in a similar way in countries that have Latin or Slavic cultures, where a combination of historical and socio-economic factors has seen the problem of overpopulation becoming ever more serious (there is a greater resistance to carrying out birth control methods), with **animal protection organizations primarily focusing on one aspect: finding homes for animals that have already been born**. Noble and important as this is, this approach is ultimately not a solution.

Save the Dogs has espoused the philosophy of the Anglo-Saxon animal protection movement and has chosen to tackle the problem of canine and feline overpopulation and stray animals by **prioritizing the root causes** rather than the consequences.

Prevention is therefore central to everything we do, addressing the reasons that lead to an excessive number of animals being born and investing in the single action that has the greatest impact on the canine and feline population: namely, **sterilization**. By sterilizing one animal, we are effectively saving the lives of thousands of dogs and cats that will not be born to that individual animal and its offspring.

In an ideal world, it would be the responsibility of a country's authorities to recognize prevention as a priority. One would therefore expect there to be free or subsidized sterilization programs, both in Italy and in Romania. Unfortunately, this is not the case.

Save the Dogs' prime objective is to convince the local administrations where we operate to invest in prevention rather than continuing to spend alarming amounts of money on managing dog pounds or on the killing of animals, actions that have proven to be both ineffective and unethical.



→ Local Community Involvement

The issue of overpopulation is closely linked to that of **responsible coexistence with animals**, which signifies not only taking responsibility for birth control but also understanding their needs, respecting their well-being, and enforcing laws regarding identification and official registration. In our view, it is therefore essential to **integrate veterinary activities such as sterilization with other types of initiatives of a cultural, educational, and social nature** in order to stimulate a change in the mentality regarding coexistence with cats and dogs and, consequently, responsibility for birth control. From a strategic point of view, **involving the local community does lead to a lasting change in mentality**, as well as fostering beneficial relationships between Save the Dogs and other entities in this area. Furthermore, by offering opportunities to vulnerable populations such as the elderly, disabled individuals, refugees, and prisoners, we are able to demonstrate that animals can be life companions and **positive contributors to our society**, even when they are considered "cast-offs" to be eliminated or hidden from view.



→ Contributing to Sustainable Development Goals

Working with local communities and actively engaging in impoverished rural areas (in Romania) means that *Save the Dogs*' initiatives are in line with the **United Nations' 2030 Agenda of Sustainable Development Goals (SDGs)**, signed on 25 September 2015. All 193 signatory countries have committed to achieving the agreed-upon targets within the set timeframe, including Italy, with everyone being called to account: governments, businesses, institutions, civil society

organizations, and individuals. Animal welfare organizations are also playing a significant role in this endeavor, contributing in concrete ways to achieving these goals.

The 2030 *Sustainable Development Goals (SDGs)* are an important reference point for our work, and *Save the Dogs* is an active participant, focusing in particular on **6 key objectives**:



Working animals in Romania are essential to the livelihoods of the poorest communities.

Ensuring free veterinary care and equipment for donkeys and horses helps owners keep their animals healthy, which has a positive impact on household economies.



The One Health concept recognizes that the health and well-being of humans, animals, and ecosystems are all interconnected. By protecting the health of animals, we are also safeguarding the health of the humans who live in contact with them and the surrounding environment.



We strive to improve the quality of life of vulnerable animals and people (the elderly, the disabled, children, prisoners) through projects that involve both, thereby adopting an inclusive approach.



We combat the issue of stray animals and canine and feline overpopulation, which has a significant impact on wildlife as well as on the lives of communities. We actively work to ensure that pets and working animals can lead a dignified and healthy life.



Public-private partnerships can be effective in supporting initiatives aimed at improving animal welfare. *Save the Dogs* always seeks to partner with local Administrations, even if this is not always possible. We also network with other non-profit organizations whenever the opportunity presents itself. Furthermore, we establish collaborations with companies that prioritize animal rights and support companies committed to advancing and promoting a culture of social sustainability. We help them develop high-impact initiatives and communicate their social commitment through reporting, enriching their relationships and enhancing their reputation in the process.

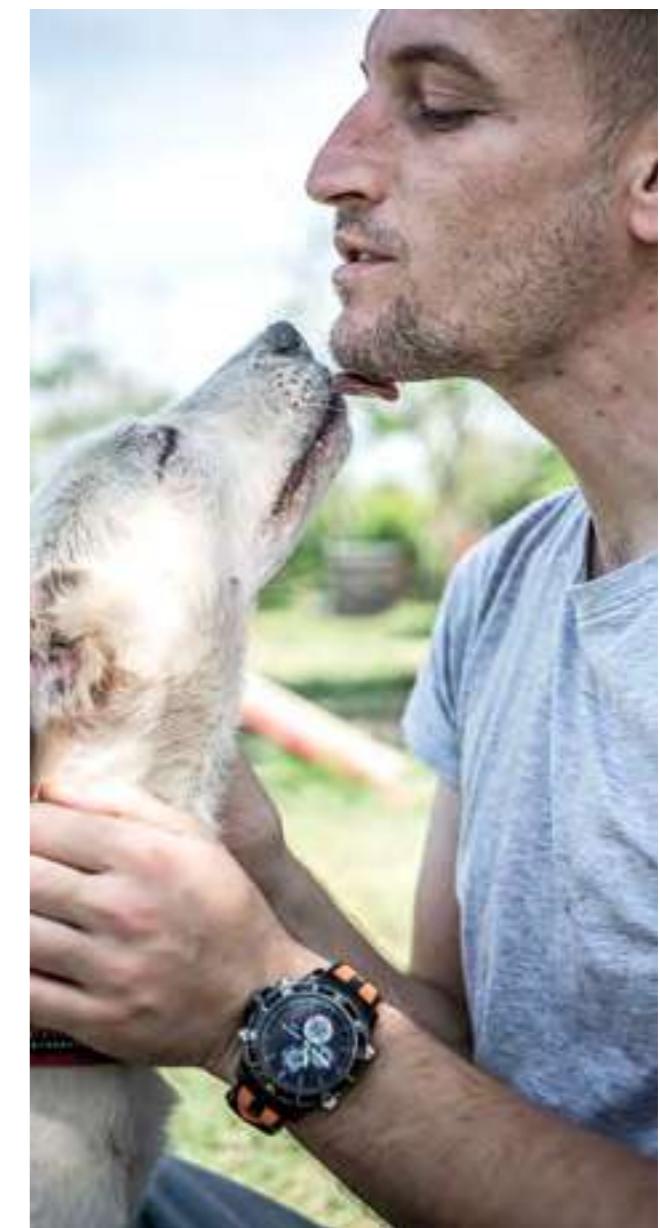
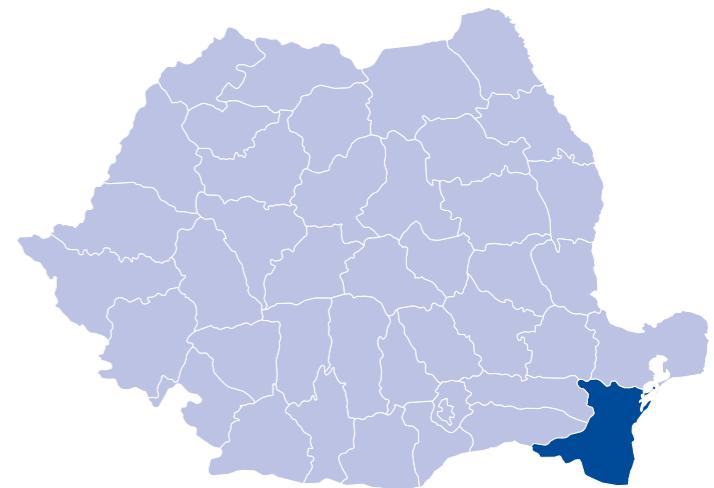
How We Work



→ In Romania

With its team of 43 operators, *Save the Dogs* runs an integrated project to combat stray animal populations in Cernavoda in the southeast of the country, restoring dignity to thousands of abandoned animals by **providing treatment for them, offering sterilization programs and rehoming them with adoptive families whenever possible**. The association's headquarters is *Footprints of Joy*, a Northern European complex that includes a shelter for dogs, a cattery, and a sanctuary for abandoned or maltreated horses and donkeys. In 2017, an 800-square-meter social clinic was inaugurated with the establishment of an environmentally friendly building that serves a vast territory with no veterinary services.

Save the Dogs seeks to be of benefit to both animals and vulnerable people living in the territories where the organization operates, in the firm belief that the **fate of those living on the margins of society is united by the same lack of rights**, and that it is only by bringing these things together that it is possible to make the world a better place. For this reason, *Save the Dogs* has always implemented community-led programs in Romania to provide substantial benefits for people and animals living in vulnerable conditions, by means of door-to-door aid programs, education, and animal-assisted interventions, targeting minors and marginalized people.



→ In Italy

In Southern Italy, where we do not have a center like the one we have in Romania, our principal mode of intervention is via our local partners who play a strategic role in the “Too Many Puppies” program. These are voluntary associations that work together with us to combat the phenomenon of stray animals, and we are fully committed to **building lasting networks and relationships with these organizations**. Partnerships like these enable us to reinforce the framework of the local community by identifying deep-rooted realities that we can support by developing skillsets, strengthening infrastructures, and improving relationships with the local government authorities.



In Milan, as part of our “Friends on the Streets, Companions for Life” initiative, *Save the Dogs* has created operational synergies with various humanitarian entities that have long been involved in assisting the homeless and people in need. In addition, we are also collaborating with institutions to draw attention to structural rather than ad hoc issues regarding the attention that is given to animals, especially as they play an essential role in providing affection for vulnerable individuals, as is often the case where complex social phenomena is concerned.



Lombardy

- **Project partners:** Fondazione Padri Somaschi, Opera San Francesco (Via Kramer branch and outpatient clinic in Via Velasquez), AVI – Italian Veterinary Ambulance Service, La Fabbrica di Olinda (for use of the space at MOSSO Milano), Mondo Gatto, and LNDC Segrate.
- **Institutional partners:** Municipality 2, Municipality 8, Centro Sammartini, and the Italian Red Cross as part of the GEA project.
- **Beneficiaries:** dogs and cats belonging to homeless individuals or low-income families.
- **Area concerned:** Municipality of Milan.
- **Activities:** distribution of essential supplies, provision of veterinary care, and free sterilisation services.
- **Period:** October 2021 – ongoing.



Campania

- **Project partner:** San Francesco Dog Shelter.
- **Beneficiaries:** neighborhood dogs, stray dogs and cats, privately-owned dogs and cats.
- **Area concerned:** Castel Volturno and the surrounding areas.
- **Activities:** free sterilizations and microchipping, support for the San Francesco dog shelter.
- **Period:** September 2022 – ongoing.

Calabria

- **Project partner:** Amici Animali FEF Association (Cosenza).
- **Institutional partners:** we have had various institutional meetings with a significant number of mayors, with whom we are working in order to achieve cultural growth which will lead to innovative regulatory provisions, striving to engage in a dialogue for improvements in regional legislation to combat stray animals.
- **Beneficiaries:** stray cats and dogs; neighborhood dogs; privately-owned dogs.
- **Area concerned:** the Municipality of Rogliano, municipalities in the province of Cosenza.
- **Activities:** sterilization programs; microchipping; raising local awareness.
- **Period:** March 2021 – ongoing.

→ In Ukraine

In May 2024, *Save the Dogs* began a new phase of its intervention in Ukraine in collaboration with UVMF, a technical and logistical partner founded by USAVA. The activity included providing spay/neuter surgeries, rabies vaccinations, and antiparasitic treatments, along with food distribution. That same month, our President travelled to Lviv to speak at the USAVA conference.



- **Project partner:** UVMF.
- **Beneficiaries:** stray and privately-owned cats and dogs, animal shelters.
- **Areas concerned:** Odessa, Kharkiv, Kherson.
- **Activities:** distribution of food and essential supplies for animals in need, spay/neuter services, vaccinations, and antiparasitic treatments.
- **Period:** March 2021 – August 2024.



Save the Dogs acts where social challenges have a strong impact on the lives of both people and animals in Romania and Italy, and as far away as Ukraine. The fate of humans and other living beings is closely intertwined, and it is only by supporting both that we can make the world a better place.



The Governing and Management System

Save the Dogs and other Animals E.T.S Foundation is an international organization operating in Romania and Italy through projects to combat canine and feline overpopulation.

SAVE THE DOGS AND OTHER ANIMALS ITALY

BOARD OF DIRECTORS

The Board of Directors is responsible for ensuring that the Organization operates consistently with its mission and values.

SARA TURETTA
President and Founder

BARBARA MASSA
Vice President

SERGIO SELLITTO
Treasurer

SUPERVISORY BODY

Verifies the effective implementation of the 'organization, management, and control model'

Dr.ssa TANIA MANFREDELLI
Supervisory Board

Main Issues Dealt With and Decisions Taken

The key topics and decisions adopted by the Board of Directors during 2024 concerned the discontinuation of operations in Ukraine, the donation of the mobile clinic to the Oasi Argo Shelter in Cirò Marina, the 2024 financial statements, the annual planning, and the 2025 budget forecast.

SAVE THE DOGS AND OTHER ANIMALS ROMANIA

BOARD OF DIRECTORS

SARA TURETTA
President

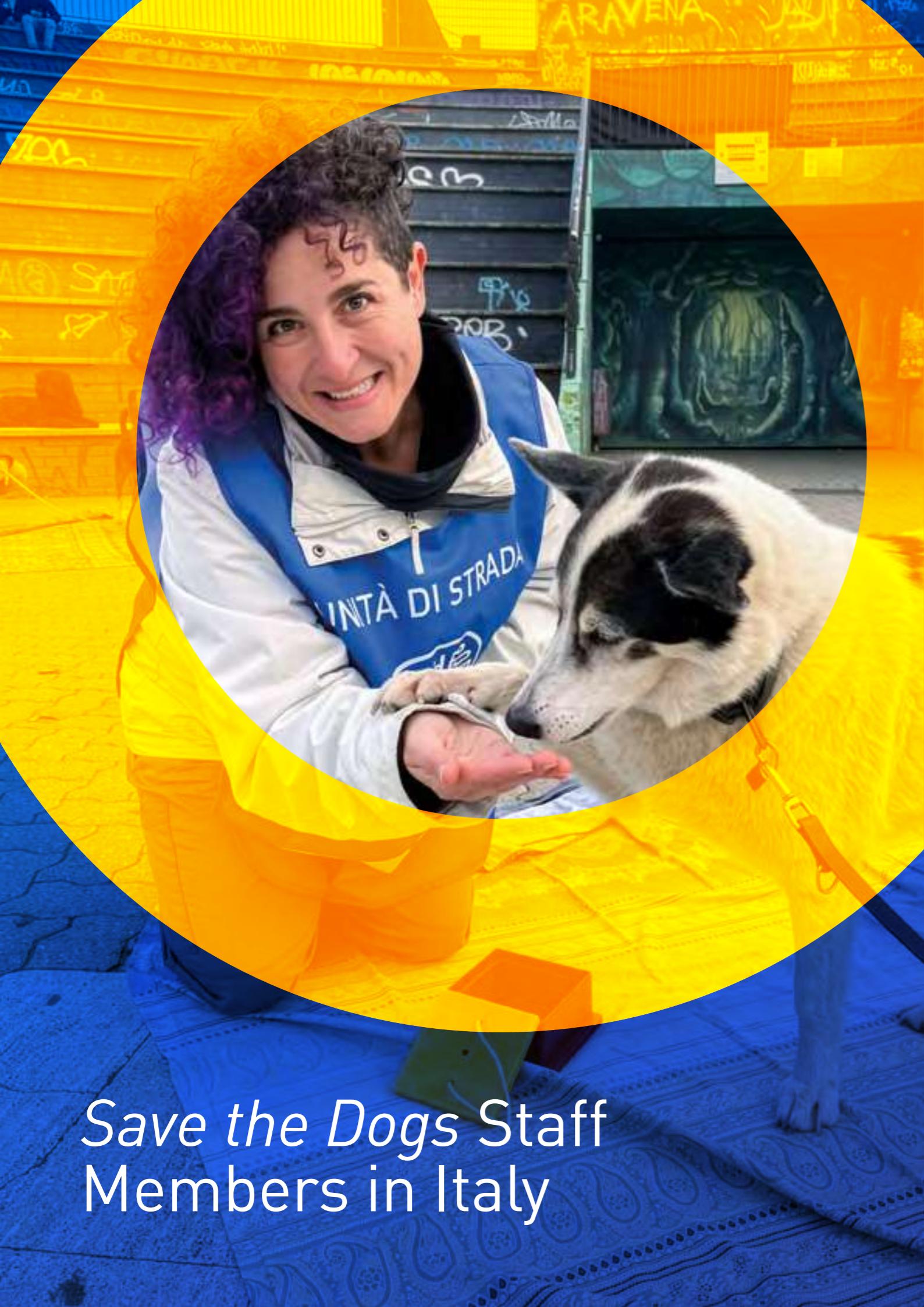
EMERIC TORKOS
Treasurer

ANDREA LENCHIEVICI
Councilor

ELENA MIRCESCU
Auditor

SAVE THE DOGS AND OTHER ANIMALS US

In 2024, Save the Dogs took the tough decision to close its United States office. The American branch, which had opened in 2022, was set up to boost fundraising efforts, especially in support of the Ukraine mission. However, with emergency aid for Ukraine decreasing and the subsequent end of our operations there, combined with the financial strain of maintaining a U.S. presence, the Foundation has chosen to channel its efforts and funds into regions where its work is most impactful – namely in Romania and Italy.



Save the Dogs Staff Members in Italy

As of 2024, the *Save the Dogs* team in Italy consists of 11 people, a 21% decrease compared to the previous year. Rather than hiring new staff to replace those who left, the organization chose to reorganize and share responsibilities among current staff members. The fundraising team also went through a staff change in the Digital Officer role, a transition which was successfully managed with the help of both external support and the adaptability of our in-house graphic designer.

The *Save the Dogs* team is composed of highly motivated and skilled individuals who deeply believe in the organization's mission.



For me, working at *Save the Dogs* signifies giving real purpose to my everyday work. It's a place where professionalism and passion go hand in hand, and where every decision is made with a clear focus on making a tangible difference in the lives of animals and people.

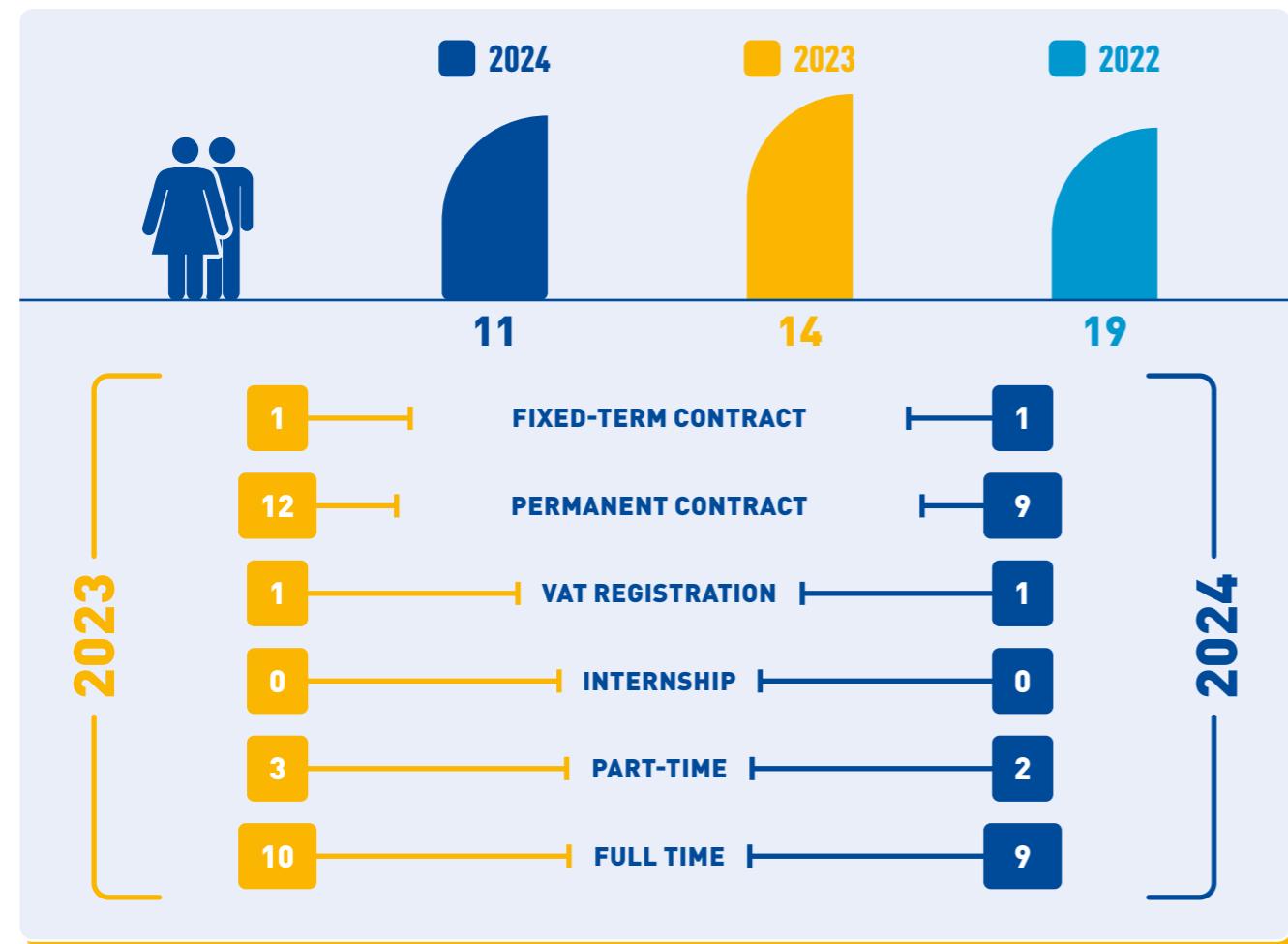
Whether it's watching a dog begin a new chapter with a loving family or seeing a struggling household get the help they need, these impactful results make all our efforts worthwhile. But what really makes this place special is the people I work with: my colleagues are competent, determined, and always ready to collaborate. Their energy makes you feel that you are part of something meaningful. At *Save the Dogs*, I'm not just doing a job—I'm helping to build a better world every day.

Laura
Save the Dogs Fundraising Manager

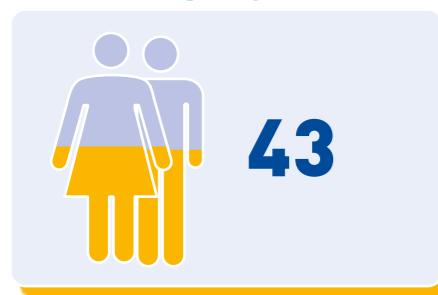


→ The Profile of Our Staff (as of 31.12.2024)

Number of Staff Members Year on Year



Average Age of Employees



Gender Percentage



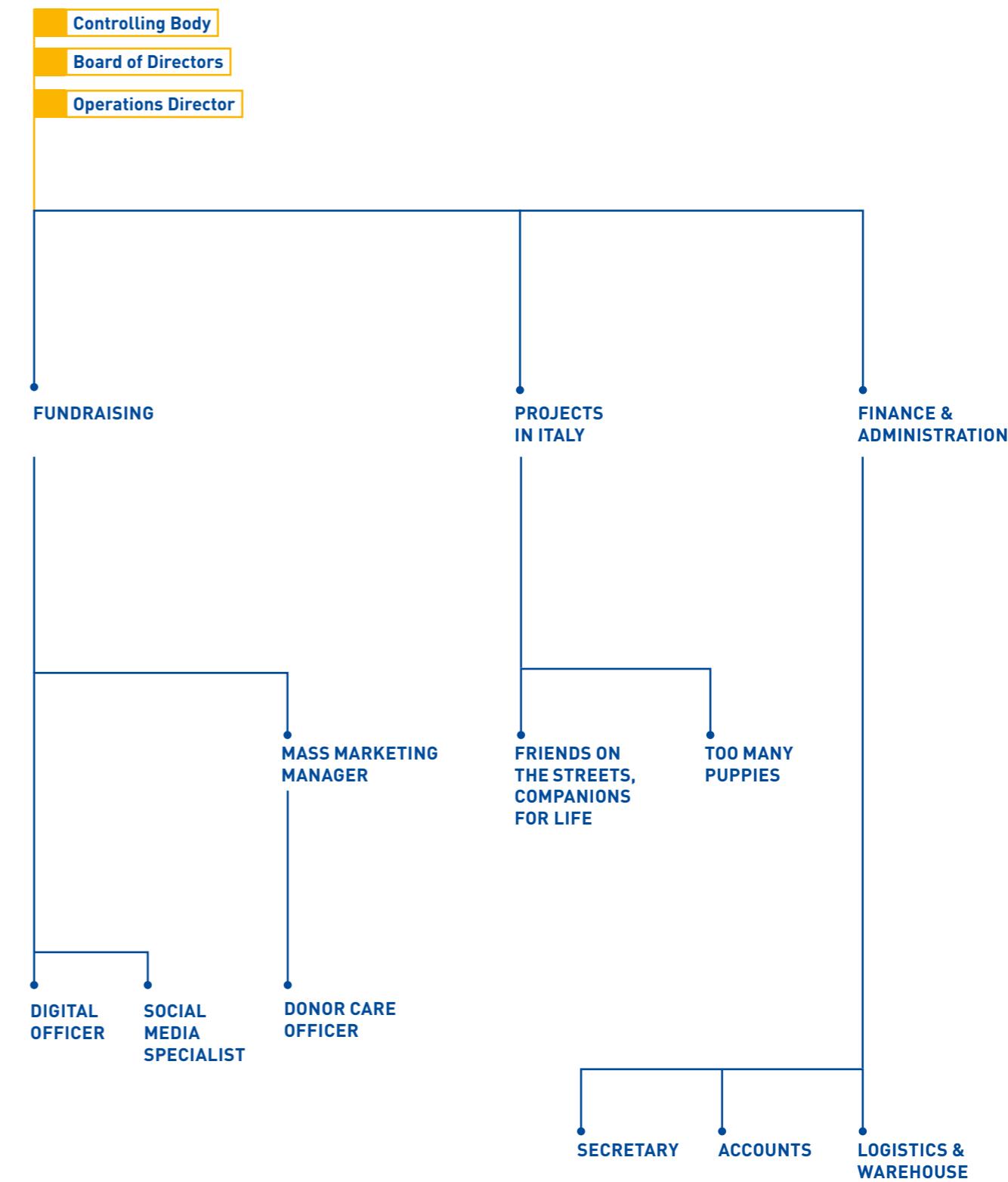
Average Staff Salaries

In accordance with Article 14, paragraph 2, of Legislative Decree 117/17 of the Italian Third Sector Code, the following are the fees granted to the members of the Board of Directors:

Sara Tureta President and General Manager
47,104 € for the role of Director

Dr.ssa Tania Manfredelli Supervisory Board
Receives an annual remuneration of 4,000 €

→ Organizational Chart



→ Prioritizing Flexibility and Trust in the Workplace

Save the Dogs places its focus on the individuals who bring their expertise and passion to the mission every day. To support this, the organization has adopted '**smart working**' or working from home, which was first introduced during the pandemic, as a permanent way of working.

This approach aligns better with the staff's needs and fosters a culture of trust and empowerment. We are committed to planning and maintaining a **healthy work-life balance**, supported by the introduction of new technological tools.

The Three Main Components of This Organizational Model Are:

Flexibility

Implementing 'Smart Working' to offer greater flexibility and a better balance between personal and professional life, giving everyone the ability to be able to plan their tasks and responsibilities.

Regular Team Meetings

To encourage in-person collaboration and team cohesion, Save the Dogs hosts team-building days every two months in various locations outside the office, such as co-working spaces or similar types of associations.

Green Week

During holidays or peak vacation times, Save the Dogs has introduced additional work-from-home weeks to further support work-life balance during specific periods, such as summer and Christmas.



→ Voluntary Work

Donating one's free time is an important act of altruism that we greatly value because it represents actively engaging for change. With the enhancement of the Milan project to support animals belonging to homeless individuals, **2024 was the year in which volunteering became an**

even more important axis of Save the Dogs' development. There are three main ways in which volunteers are involved: at our Milan offices supporting our daily activities, working with the Milan Street Unit, and helping with the organization of material collection booths and stalls.

Type and Number of Hours of Volunteer Work Performed

423 Total Number of Hours of Time Donated
+180% Vs 2023 (151h)



243
NON-OCCASIONAL
VOLUNTEER HOURS
 (Milan Street Unit volunteers)



180
OCCASIONAL
VOLUNTEER HOURS
 (stalls and office support)



Volunteering with Save the Dogs means being part of something truly special — a mission that spans many areas, from organizing sterilization drives in Romania and southern Italy to supporting homeless people with animals, and offering hands-on help at the 'Footprints of Joy' shelter, which is an innovative model for the entire region. Every activity is a chance to learn, grow, and make a real contribution. What I've found here is more than just a cause — it's a community of passionate, knowledgeable people who inspire me every day. Putting on my volunteers vest makes me feel I'm exactly where I belong, ready to take on any challenge that comes my way.

Fiorella
 Save the Dogs volunteer



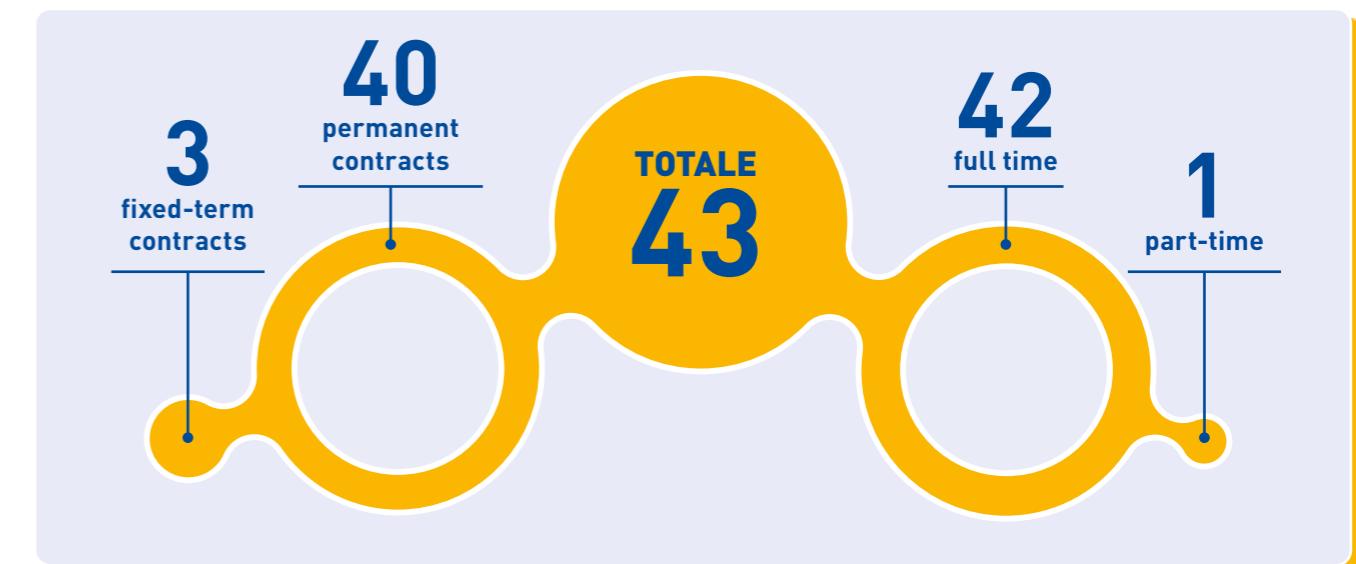
Save the Dogs Staff Members in Romania



In 2024, the team in Romania experienced several key staffing changes, particularly within the adoptions department, following the departure of two members who terminated their collaboration with us. They were replaced by two new recruits who were smoothly integrated despite having limited experience, and who quickly delivered tangible results, contributing to an increase in international adoptions. A new field staff member was also brought on board, but concluded their assignment in May 2025. Another departure from the adoptions team is anticipated later in the year, which will require additional hiring. The team also welcomed a new receptionist, whose professionalism and upbeat attitude has positively impacted internal communication and daily operations.



Type of Contracts



Average Age of Employees



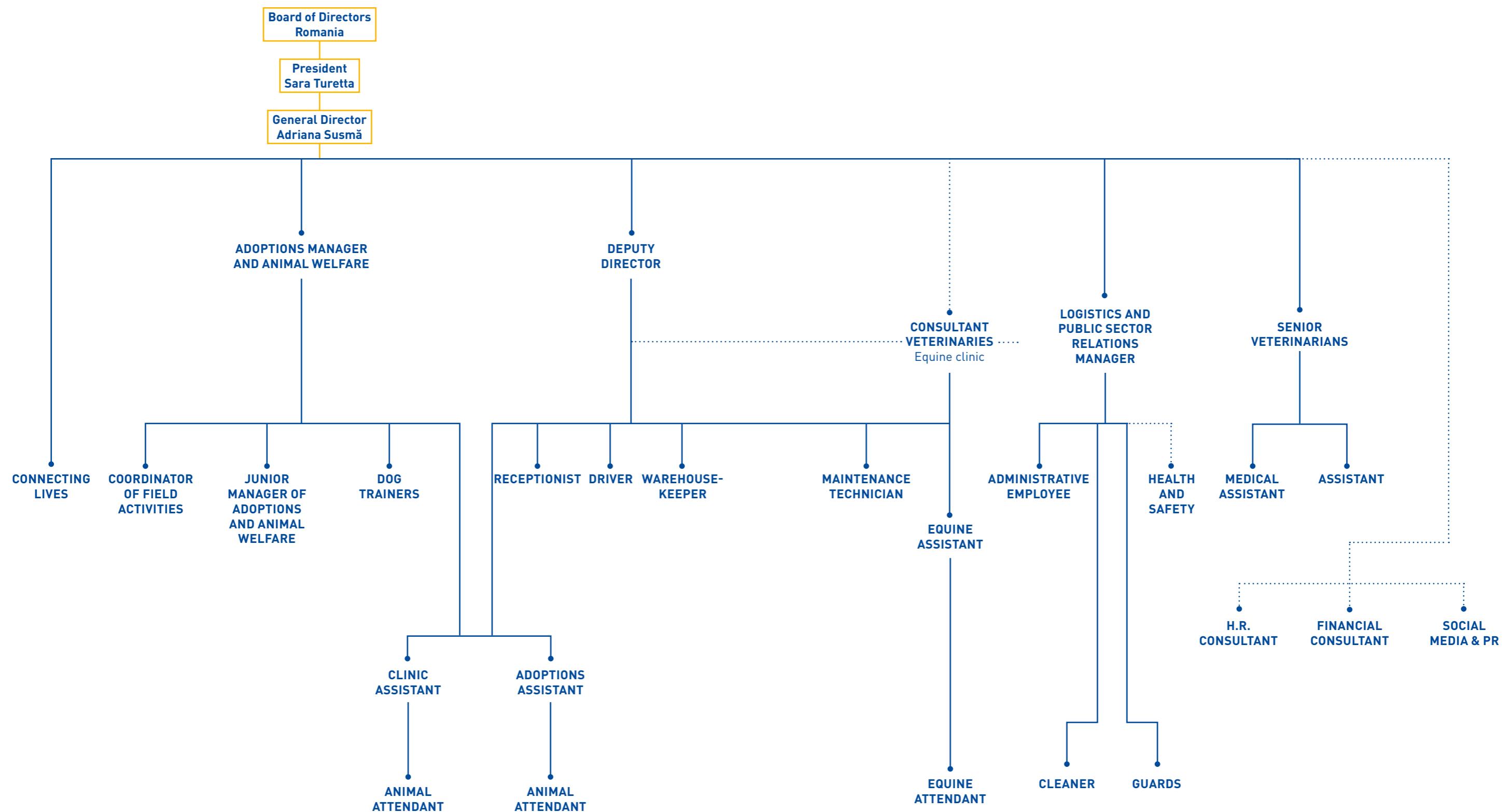
Gender Percentage



72% women

In Romania, we also carried out a number of initiatives to boost employee motivation and empowerment, including a Christmas bonus, group lunches at the shelter, and team-building exercises for the management team.

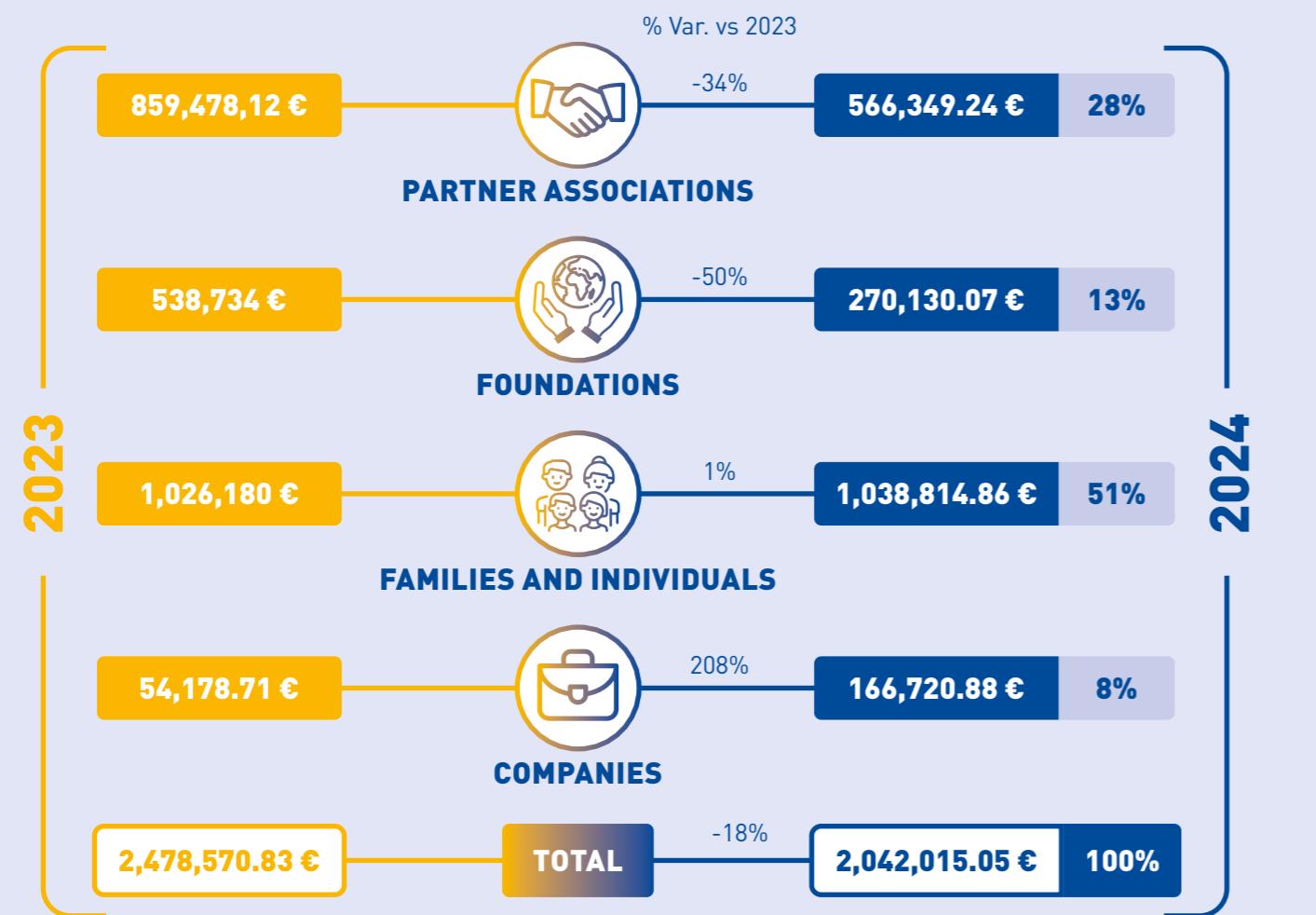
→ *Save the Dogs* Romania Organizational Chart



..... The dotted lines indicate the consultants collaborating with us.



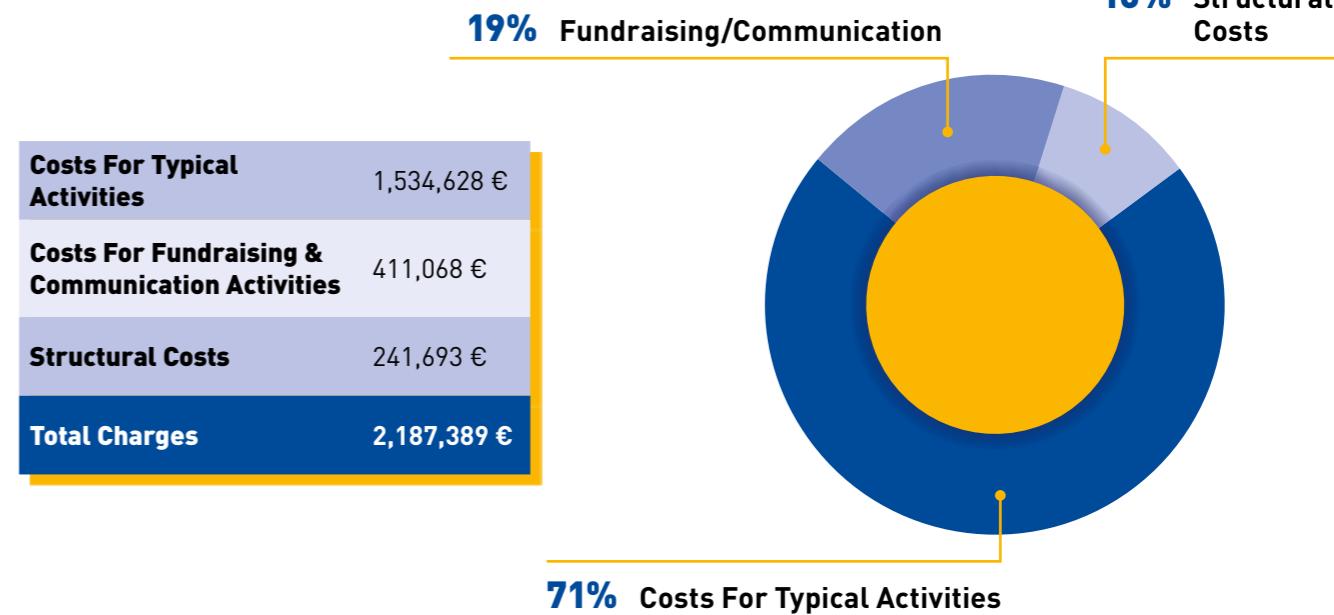
How Much We Raised in 2024



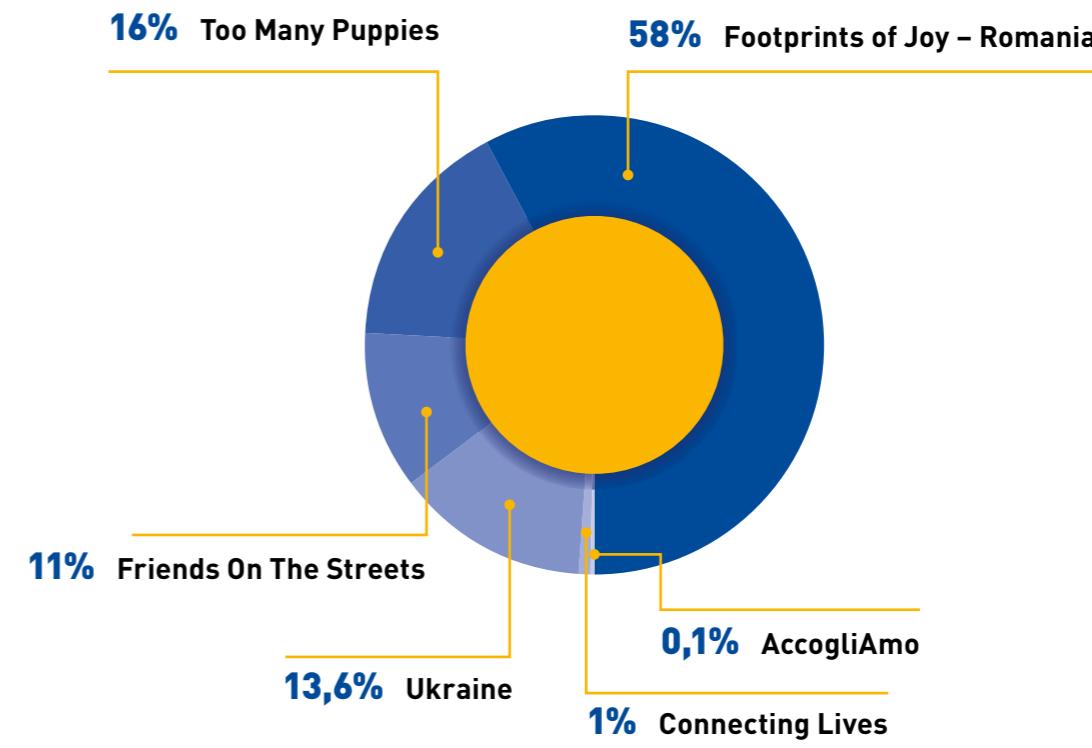
FUNDS RAISED BY **5X1000**

173,060.54 €

→ How We Spent the Funds



→ Costs for Typical Activities



What We Did in Romania in 2024

AN INTENSE, MILESTONE-FILLED YEAR

2024 was a particularly dynamic year for the team in Romania, marked by the achievement of important goals across several key areas: the expansion of the shelter facilities, engagement with the local community, enhancing field operations, developing international partnerships, and carrying out rescue missions.

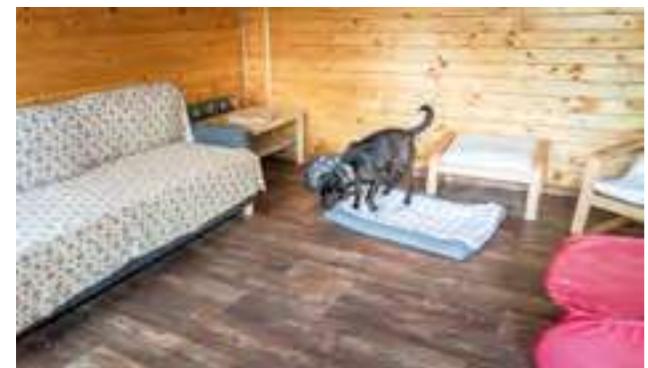
The following pages provide an overview of our key activities.



→ Development of New Areas at the Shelter

'Home from Home'

In 2024, a one-of-a-kind indoor space – a miniature apartment – was created inside the shelter. Designed to mimic a real home, this space helps dogs to become familiar with a domestic family situation before adoption. Getting used to everyday household items such as rugs, sofas, a radio, and a vacuum cleaner help make the transition smoother and reduce stress for the animals as they prepare for life with a family.



A Socialization Area for Donkeys and New Arrivals

A new dedicated area has been created for interaction between donkeys and visitors, successfully used both by school groups and as part of the prison project in collaboration with the Italian Buddhist Union. We also welcomed two rescued rabbits and built them a special enclosure. Sadly, only one of them, Bruna, has survived.



Infrastructure Investment

Some of the improvements that have been made:

- A powerful generator was installed to ensure that operations can continue uninterrupted in the event of a power outage
- A second inhalation anesthesia machine was added
- The damaged walls of the equine cold storage room were replaced, with the final component (the door) planned for installation in 2025
- A new grooming and shower area was added, and the kitchen for the equine staff was renovated, thanks to a generous donation from Sue Field (formerly of the Donkey Sanctuary).



Free Vaccination Campaign

In 2024, our mobile outreach team vaccinated 262 animals in remote villages near our Romanian base, where access to veterinary care is often non-existent. The mobile unit, consisting of a veterinarian, a technician, a community liaison officer, and a driver, went door to door, offering not only vaccinations but also a compassionate ear and personalized advice.

During our visits, we assessed the needs of families, who are often living in extremely precarious circumstances, and began raising awareness around the topics of spaying/neutering, letting animals roam freely, and overall animal welfare. In several cases, we were able to open up a dialogue and encourage small but meaningful behavioral changes, laying the foundations for long-term community engagement.

This vaccination campaign was made possible thanks to the donation of 500 polyvalent vaccines from the company Altius.



New Team Member for Field Work

At the end of the year, a new colleague joined the team to reinforce our monitoring and field outreach efforts, with the goal of ensuring access to food, medical care, and decent living conditions (kennels, long chains, deworming procedures, etc).



→ Education and Inclusion

Connecting Lives Project

Save the Dogs is running a powerful program with the Poarta Alba Prison Hospital in Romania, where inmates and animals mutually support one another on their respective paths to healing and social reintegration, easing each other's suffering through empathy. The incarcerated individuals participate in manual workshops and volunteer work in contact with the animals, engaging in educational and care-focused programs designed to encourage positive change for the inmates, the animals they interact with, and the broader community.



Recognizing the value and purpose of this initiative, the Italian Buddhist Union decided to support this project with a financial contribution of 19,000€, through the 8x1000 tax allocations. This significant support has enabled Save the Dogs to focus even more on social reintegration programs and related activities.

These funds made it possible to **increase the number of inmate visits to the donkey sanctuary at the Save the Dogs' headquarters in Cernavoda**, where the participants learned to care for the animals by performing basic tasks like stable cleaning and enclosure maintenance. In turn, the donkeys benefited from the much-needed care and attention they received from the inmates.



The funding also allowed us to expand the **hands-on workshops** taking place inside the prison, where inmates, guided by skilled professionals, **crafted items for cats and dogs**, such as beds and toys, **using mostly recycled materials**. These handmade objects were then donated to families in need in the community, inmates' families during prison visits, and stray animals in the area, as well as animals resident at the Save the Dogs shelter.

In total, **219 inmates** took part in the initiative in **2024**, thanks to **10 visits to our shelter** and **24 workshop sessions** held at the Poarta Albă Prison Hospital. This meaningful collaboration will carry on into 2025, albeit on a smaller scale.



Schools and Educational Visits

Throughout 2024, Footprints of Joy hosted a very wide range of events, reflecting the association's ongoing commitment to promoting animal welfare and to strengthening ties with the wider community. By opening its doors to visitors, educational institutions, businesses, and other organizations in the sector, Save the Dogs fostered valuable opportunities for learning, collaboration, and advocating for the care and protection of animals.

Key highlights included:

- A visit from influencers and journalists in partnership with MINI BMW, featuring Rareş Năstase of Pro TV, who has now become an active supporter of our work.
- A volunteer day involving the staff from Royal Canin and Mars.

The shelter also welcomed dozens of school groups as part of the "Green School" and "Schooling with a Difference" ('Scuola in modo diverso') projects. Among the most notable moments were:

- A visit from the School for the Visually Impaired and the children's first contact with animals.
- A visit from Casa Bună Association, with participants taking part in creative workshop sessions with the cats.
- A visit from 100 students from Constanța, which ended with donations being offered spontaneously.



→ Key Figures in 2024

In 2024, **43.10% of the sterilizations were performed by external veterinary teams**, a decrease from 53.79% in 2023. This result was made possible by the increase in procedures carried out by **our in-house team**, made more efficient thanks to the presence of two surgeons during the first six months of the year, as well as a resident general practitioner vet permanently assigned to care for the animals at the shelter as well as the many off-site cases.

However, our work experienced a general slowdown after August 2024, due to staffing changes across both the veterinary team and the department responsible for adoptions and animal welfare.

This year saw a **significant 20% drop in dog adoptions compared to 2023**, limiting our ability

to take in and rescue other dogs in need. In contrast, **cat adoptions rose by 22%**, both within the local community and across Italy.

Overall, **the number of first-aid interventions decreased compared to the previous year**. Thanks to a more streamlined triage process and tighter financial oversight, we were able to prioritize the most urgent needs.

We were able to focus more on stray animals: **60% of the first-aid cases involved dogs and cats with no owners, while the remaining 40% concerned privately-owned pets**.

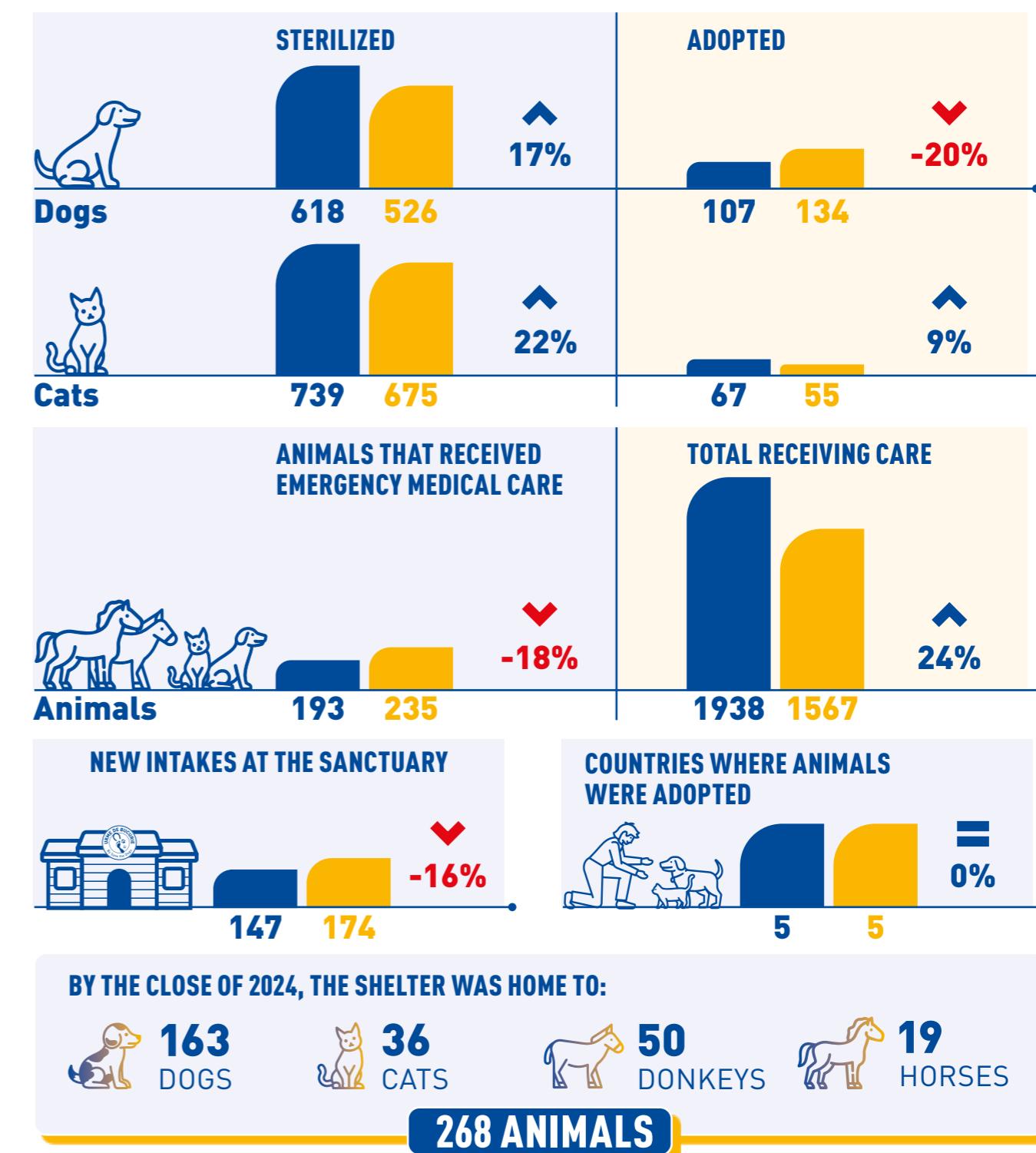
Of the total number of animals treated, **8% remained in our care** and were placed in the adoption program.



2024/2023

Comparison

2024 2023



These figures reflect the team's strong commitment and the effectiveness of our initiatives whether carried out on-site, in the field or within the local community. Looking ahead to 2025, we will continue to invest in expanding our work, in the knowledge that even the smallest actions can bring about meaningful change for both animals and people.

→ Our Rescue Missions in 2024

Of all the rescue operations we carried out in 2024, the stories of Guno, White, and Evren especially resonated within our community.

GUNO

When we first discovered Guno in a garbage dump in Cernavoda in Romania, he was the sole survivor of his litter. Tiny and defenseless, and just a few days old, he had already experienced abandonment and freezing cold temperatures.

We rushed him to our clinic, where he began receiving emergency care and gradually grew stronger. Growing up without a mother or siblings is no easy task, however. Guno had to learn from scratch how to trust, interact with others, and navigate the world entirely on his own.

Our team guided Guno through every stage of his recovery, helping him discover the comfort of human affection, the fun of playing, and the security that comes with being cared for. Following several months of rehabilitation, he was adopted by a loving family in Sweden, where he now lives happily, surrounded by people who love him.

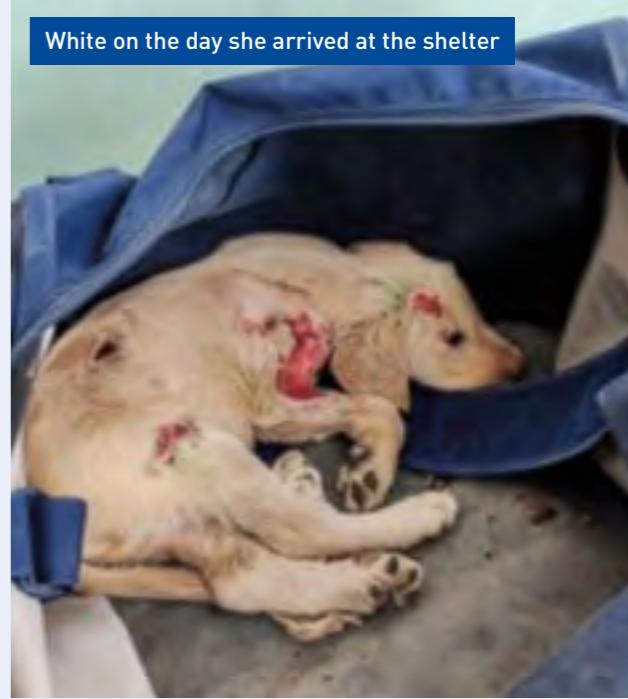
A small life has been saved, and the story has a huge happy ending.



WHITE

In 2024, we were involved in a particularly powerful case that struck a chord far beyond national borders, when Mr. Marcel traveled more than 500 km by train to save a puppy in need. When he and the little pup – whose name is White – finally reached our shelter, we immediately provided the necessary medical care and support.

Their story touched the hearts of our supporters in Sweden and Italy, inspiring many people to step forward and offer help, not only for the dog but also for Marcel, who was struggling financially. Thanks to the generosity of our donors,



we were able to deliver a supply of provisions to him that would last for several months.

By the end of the year, White had almost fully recovered and found a loving home in Italy, thanks to our partnership with the Albero di Mais shelter in Moncalieri close to Turin. She can now look forward to a safe future filled with love and affection.

EVREN

Evren was in a terrible state when he arrived at our shelter. He was severely undernourished and covered in fleas and ticks, hidden beneath a mass of matted fur. He had been living in one of the poorest neighborhoods of Cernavoda, with no one to care for him.

Once he was cleaned up, an extremely thin dog was revealed, who was also diagnosed as suffering from three serious parasitic diseases. However, Evren responded very well to treatment, and over time he started to trust us, enjoy human contact, and discover the joys of walking in the grounds of the shelter.

Now, thanks to months of dedicated treatment and rehabilitation, **Evren has been adopted by a loving and attentive family in Switzerland**, where he has begun a new chapter of his life. His transformation stands out as one of the most heartwarming moments of 2024.



→ Communication

In the context of the increasingly active involvement of non-governmental organizations in this sector, there has been a **notable rise in the number of events focused on animal protection nationwide**. Within this dynamic environment, Save the Dogs has significantly increased its participation in various initiatives and events compared to previous years, resulting in a heightened visibility of our work and greater recognition of the impact we are able to have within the community. We kicked off the year with an invitation from **HP**, along with the **YUNITY Park** team, to attend the **ONG Fair** on 19 January 2024. The fair's objective was to create a supportive space for NGOs to showcase their work and secure financial backing through the 3.5% contribution forms. Our participation in this event allowed us to collect a substantial number of these forms.

Later in the year, we volunteered alongside **TAC.social** for the "**Linda Pata Rât**" free sterilization campaign, held from 24 to 26 May 2024. Working with the Susy Utzinger Foundation, TAC.social successfully sterilized 145 animals in a particularly difficult area. We share a close partnership with TAC.social, and our mutual support and the exchange of knowledge are equally crucial to the advancement of both of our organizations.

A key factor in improving the Romanian public's perception of animal welfare is the active involvement of universities, and the development of structured academic programs aimed at providing students with fresh perspectives and a deeper understanding of this sector. **On 7-8 September 2024, IAHAIO and the University of Agricultural Sciences and Veterinary Medicine of Cluj-Napoca** (USAMV Cluj-Napoca) co-hosted a conference themed "**The power of human-animal interactions in times of crisis**". More than 110 delegates from 24 countries attended, and our association had a presentation booth and took part in various workshops and lectures.

During **ANIMEST**, the **International Animation Film Festival**, which took place from **4 to 13 October 2024**, a video featuring our association and the Romanian shelter was screened in the foyer of the Eforie Cinema in Bucharest.

The video was shown throughout the festival and captured the attention of spectators waiting to enter the cinema.

In collaboration with the Helen Woodward Animal Center and Blue Buffalo (San Diego, California), the **Red Panda Association**, another organization that is aligned with our values, hosted "**The Business of Saving Lives**", the first international conference dedicated to Romanian organizations and volunteers working in the field of animal protection. The event was held on **12 October 2024**, and brought together over 100 representatives from animal welfare associations across the country. It offered a perfect opportunity to connect with many other NGOs operating in the same field.

The reputation of our association has always strongly attracted the interest of other organizations and shelters. Following the conference in Bucharest, the ASIPA team from Cluj (Association for the rescue, care, and protection of animals) visited our shelter to observe and learn about the best practices we implement in the field.

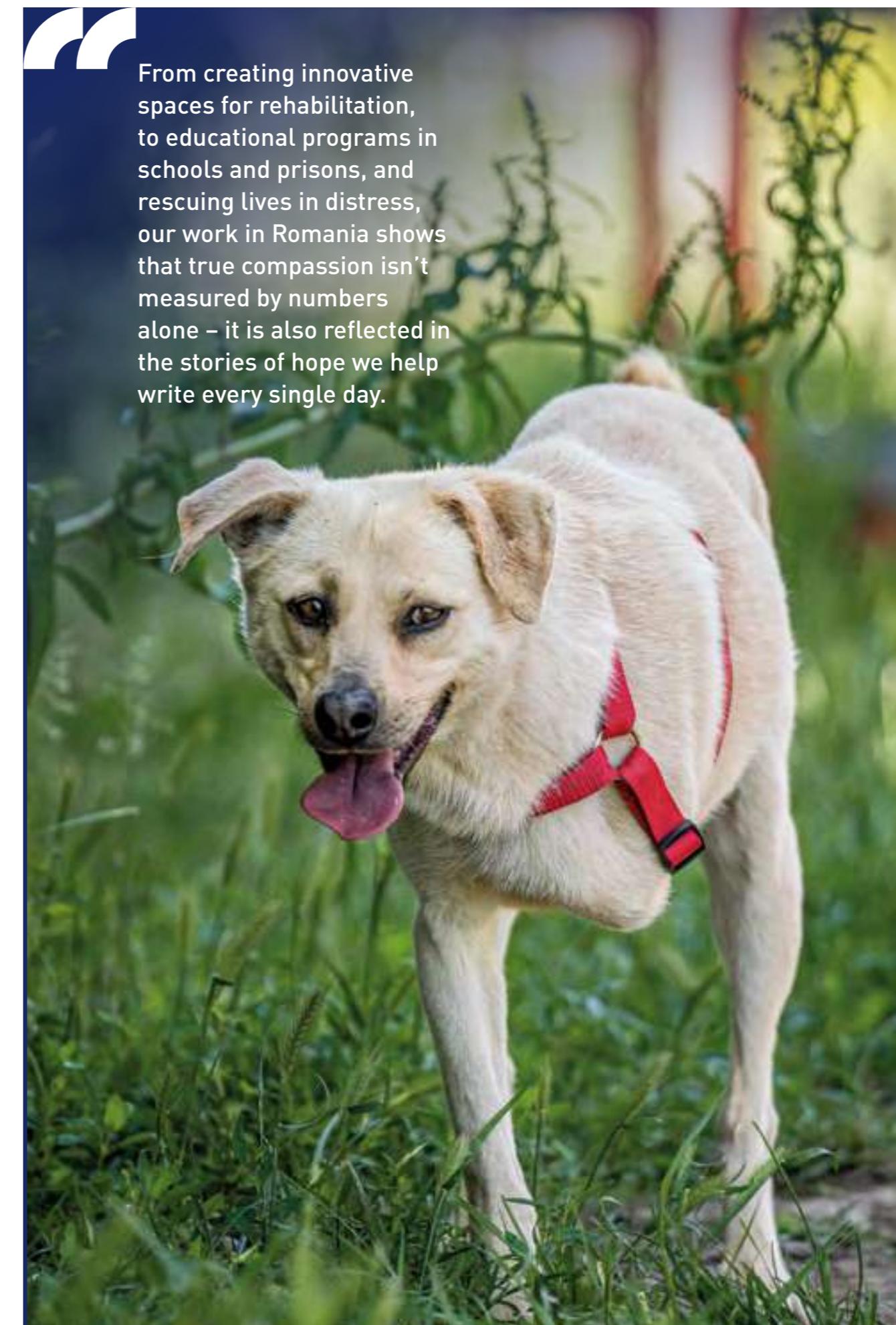
In this regard, we are optimistic that animal welfare in Romania will continue to evolve in the right direction, with the growing involvement of society playing a key role. We have observed and value the increasing interest from organizations, businesses, and the academic world, whose contributions are essential in raising the standards of animal care and protection. This broader collaboration marks a significant step toward a future in which respect and responsibility toward animals are established as core national values.

Media Coverage

We achieved a record of more than **15 features in both national and international media**, including Antena 1, Radio Romania, RFI, Libertatea, Sce-na9, among others.

Acknowledgments and new collaborations

- Partnership with Greater Good Charities (USA), which supplies dog and cat food every three months.
- Sara Tureta was awarded the "Civic Leadership" award by CARIERE magazine for her dedication to social causes.



What We Did in Ukraine in 2024



Despite a significant reduction in funding from international donors, *Save the Dogs* continued its work in Ukraine in 2024, focusing on **sterilization campaigns** and **food distribution**.

In May 2024, *Save the Dogs* entered a new phase of its intervention in Ukraine, concentrating on a detailed assessment of local partners and evaluating the current needs, with the aim of establishing sustainable, long-term objectives. This was centered around a partnership with the UVMF Foundation (Ukrainian Veterinary Medicine Foundation), which was formed by the Ukrainian Small Animal Veterinarians Association (USA-VA), with backing from the American Veterinary Foundation and FECAVA.

UVMF served as the primary logistical and technical partner within the country, overseeing sterilizations performed by local veterinary clinics and managing food distribution efforts.

Although the collaboration with UVMF was originally planned to continue through the end of the year, it was halted in August 2024 due to a decrease in available funding and the absence of further resources from the Foundation to continue the program that had begun in March 2022.

From January to August 2024, *Save the Dogs* carried out 2,046 sterilizations, in addition to the 3,441 procedures performed in 2023, bringing the **total number to 5,487**. Since the outbreak of the hostilities **more than 1,116 tons of food have been distributed** to stray animals, as well as those living in shelters or with families facing hardship. None of this would have been possible without the ongoing contribution of international foundations and individuals who supported our mission in Ukraine since the conflict began.



→ Sterilizations and Vaccinations

Performed in 2024,
between January
and August:



2,046
sterilizations

Following the collaboration with UVMF starting in May, the project particularly focused on delivering essential veterinary services such as **rabies vaccinations, parasite treatments, and sterilization procedures** aimed at controlling the stray animal population. The cities involved in this effort were **Kherson, Izmail, and Odessa**.

Between April and August 2024, 1,550 animals were sterilized in the three cities. In Izmail, the focus was mainly on the feline population, in addition to a plan initiated by the Municipality to sterilize 800 dogs.

The intervention went beyond sterilizations, also including **rabies vaccinations and treatments for parasites**. The rabies situation in Ukraine is becoming increasingly alarming: the ongoing conflict has led to a collapse in the national vaccination rates, making Ukraine the most vulnerable country in Europe to develop an endemic epidemic.

DATA FROM APRIL – AUGUST



1,550
sterilizations

(Kherson: 935; Izmail: 169; Odessa: 444)



1,550
vaccinations

(Kherson: 935; Izmail: 169; Odessa: 444)



1,550
parasite
treatments

(Kherson: 935; Izmail: 169; Odessa: 444)



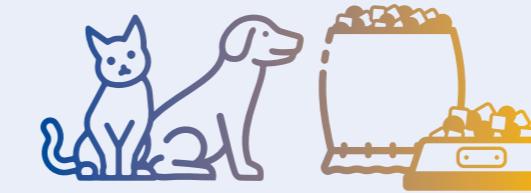
1,548
animals
micro-chipped

(Kherson: 935; Izmail: 169; Odessa: 442)

→ Food Distribution

In 2024, *Save the Dogs* conducted three food distribution campaigns: one in Odessa and two in Kharkiv. In July, the focus shifted to Kharkiv due to the deteriorating situation in the city.

The food was distributed to many animals in need, including those in shelters, strays cared for by volunteers, and animals residing in small, private shelters.



10,023 kg of food
was despatched
from May to August 2024



→ President Sara Tureta in Ukraine

From 13 to 15 June 2024, the **20th International USAVA Congress took place in Lviv**, with nearly 200 attendees, and 50 partners and speakers from across the globe.

Sara Tureta, invited by UVMF, participated in the event and shared *Save the Dogs'* 20 years of experience in Romania, which was highlighted as a model of excellence in social veterinary work in Eastern Europe. She also presented the outcomes of the organization's efforts in Ukraine, bringing international visibility to our work. The trip was marked by constant warnings of drone attacks and a challenging 26-hour journey back to Poland.



What We Did in Italy in 2024



THE CHALLENGES

In Southern Italy, the mismanagement of the canine and feline population by the local authorities results in a high number of **stray animals and overcrowded shelters**, imposing enormous costs on the community.

The lack of awareness among pet owners regarding the meaning of "**well-being**" for their dogs and cats leads to situations of maltreatment, while uncontrolled breeding results in **unwanted litters** and **abandoned animals**.

The rise in **new forms of poverty** puts the ability of pet owners to adequately care for the health of their four-legged companions in jeopardy.

OUR RESPONSE

In Campania and Calabria, we provide sterilization and micro-chipping for stray and privately-owned animals free of charge, preventive actions that should be carried out by the local health authorities (ASL) and municipalities.

We support communities by promoting responsible coexistence with their pets. We do this using educational materials and engaging in dialogues with people, promoting the good practice of sterilization and registration of their domestic animals.

Pet owners who live in **vulnerable** conditions (such as the homeless or those accessing social services) are supported with basic necessities and access to free veterinary services.

THE IMPACT

In the medium to long term, sterilization helps to **control** the canine and feline population, reduce the number of animals on the streets, admissions into shelters, and irresponsible adoptions.

Pet owners gain **awareness** and gradually adopt **responsible behavior**. Regarding official registration, we explain the legalities and promote the **importance of complying with the regulations**.

The health of the animal and its human caregiver is preserved, protecting their **emotional bond and preventing the animals being abandoned** for economic reasons.

→ Friends on the Streets, Companions for Life

The Project

The “Friends on the Streets, Companions for Life” project was created by *Save the Dogs* to support the welfare of animals living with homeless individuals in Milan.

Our primary goal is to **create relationships based on trust with the homeless** and users of our service, by understanding their personal stories and connections with their pets. Providing food or care isn't the full story; **meaningful interaction and communication** are key to fostering an atmosphere of mutual respect and trust that will enable a solid bridge to be built between the two worlds.

We therefore need to invest the necessary time in building **human relationships** and creating the **stable connections** that have enabled us to assist **236 couples (individuals and their pets)** of which **135 are new individuals who were involved in 2024** and **354 animals**, supplying them with essential goods such as food, bowls, muzzles, leashes, and anti-parasitic treatments, as well as **sterilizing** the dogs and officially **registering** them.

Our **Street Units**, formally recognized by the **Municipality of Milan and included in the network of active associations in the city**, always operate with the support of a veterinarian, thanks also to the presence of the Veterinary Association of the Province of Milan, which has supported us from the beginning.

Our volunteer veterinarians ensure **continuous monitoring of the animals' well-being**, a factor of the utmost importance for safeguarding the health of the individual dogs we assist as well as that of the community. A healthy animal population, indeed, is a guarantee for people who come into contact with them and for other citizens' pets.

This project relies on the enthusiasm and dedication of the team of **volunteers**, who are properly trained and co-ordinated by our Foundation's **staff members**, ensuring the optimal

number of people in our street units. In addition to evening outings, the *Save the Dogs* staff maintains constant contact during the day with many beneficiaries, who have found our operators to be a reference point for all issues related to their animals.



THE BENEFICIARIES



Since the project began, **283 dogs** and **70 cats** have received assistance. The dog population largely consists of **mixed breeds, Molossers, and bull-type terriers**.



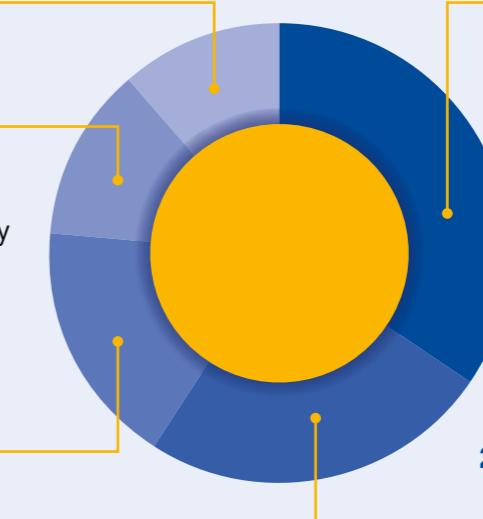
In the past three years, the project has helped **236 individuals**, **135** of whom entered the support program in **2024**.

An analysis of their housing situation shows that:

11% live in occupied housing

12% are individuals living in homes, but it is unclear whether they have a regular lease or are there in an illegal capacity

17% are squatters



24% are homeless



→ Mosso: Community Support Station

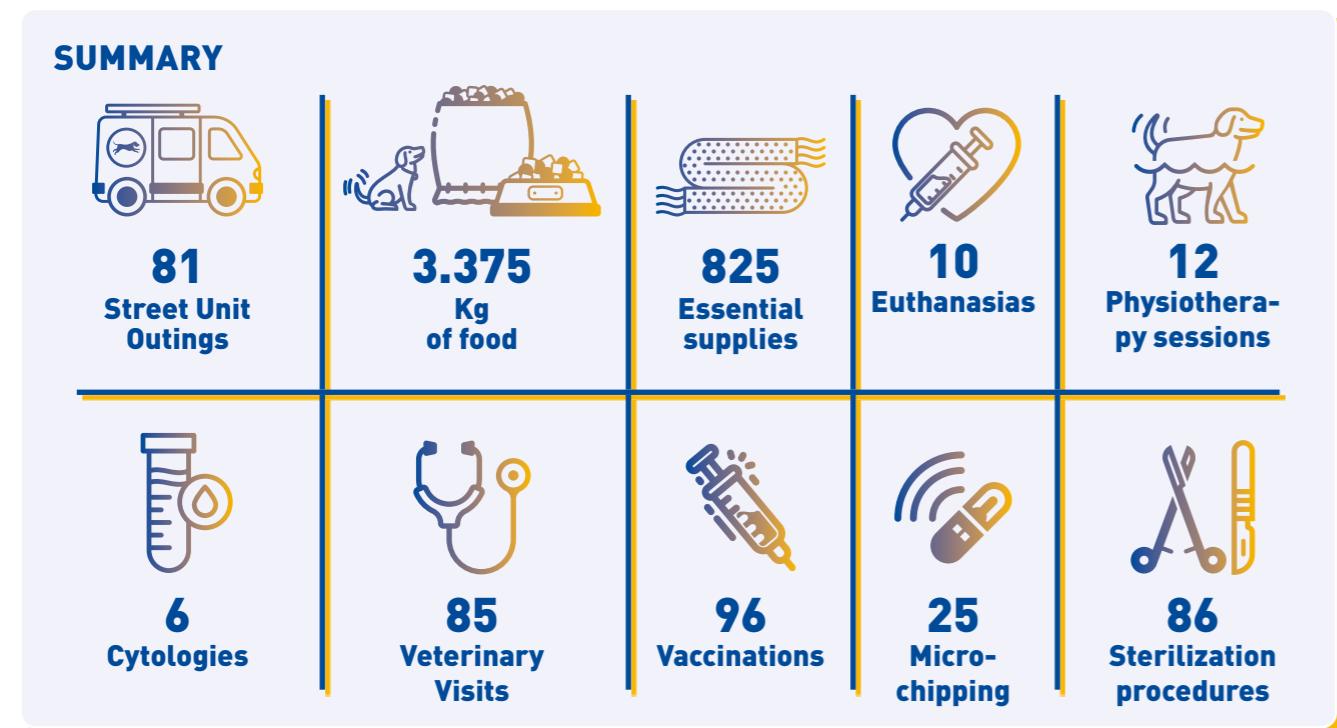
The initiative at Mosso began in March 2024 with the establishment of a **community support station**, where two sessions per month were set up. While attendance was initially lower than expected, this location proved to be an essential opportunity to **extend support to participants from other parts of the city**, such as Lambrate, and offered an additional point of reference.

Thanks to our presence in Mosso, we were able to **spend more time on the primary consultations**, conducting thorough health assessments on the animals and registering newcomers. Fur-

thermore, the availability of a **closed and secure space** (a hallway in a basement which is perfectly suited to our needs) allowed us to carry out **walk-in visits for the cats**, avoiding the need to direct them to the clinic or itinerant sessions.

In order to optimize resources and provide more targeted services for those who need it most, **the Mosso community station began to operate on a monthly schedule in January 2025**, enabling us to **offer more continuous support** and maintain a valuable support point for those relying on our ongoing help.

Intervention Figures



1. STREET ASSISTANCE

In 2024, the activity of our Street Unit expanded considerably, with **81 outings**, almost double the number from the previous year. Each outing involves the presence of a *Save the Dogs* coordinator, supported by a team of **21 general volunteers and 13 volunteer veterinarians**, who take it in turns to offer their invaluable support. Beginning in September 2024, we launched **Vetincloud**, a system that enables us to digitize and centralize both the medical records of the animals and

the information about the participants. This tool has significantly improved information-sharing among volunteers and has made data collection more streamlined and efficient. Another important development in 2024 was the introduction of **veterinary assistants**, principally composed of veterinary technicians and veterinary students. Thanks to their support, we were able to manage visits more effectively and ensure more accurate completion of the animals' medical records.

OUTREACH SESSIONS

Itinerant outreach outings, which take place during the day, do not follow a fixed regular schedule, but are **planned taking into account specific requirements**, such as form-signing obligations, participants with evening work commitments, individuals with disabilities, or situations where the presence of owning many animals makes it impossible to bring them to regular evening sessions.

We encouraged those who were initially assisted during the itinerant outings to visit our stations on their own, thereby reducing the workload and maximizing the time allocated to this activity. At the same time, we implemented a **structured educational approach** designed to promote greater independence and accountability. While some users struggled to adapt to this change, we were thus able to limit outreach visits to only those cases that were strictly necessary.

These outings also gave us the opportunity to visit a number of the homes, revealing some severe cases of neglect, both in terms of family conditions and animal hoarding (compulsive accumulation). In these cases, we alerted the appropriate authorities, such as the ATS Health Protection Agency, animal welfare officers, and other relevant organizations, so they could take due action.

OUTPUT 2024

Over the course of the year, the Street Unit distributed **3,375 kg of food** and **825 essential items**, including muzzles, bowls, and harnesses, providing tangible support for the animals and their caretakers.

2. THE IMPORTANCE OF DONATED GOODS – OUR COLLABORATION WITH TRIXIE ITALIA

In 2024, Trixie Italia **continued its partnership** with the *Save the Dogs* Foundation, supporting the "Friends on the Streets, Companions for Life" program by donating essential items – leashes, harnesses, muzzles, and parasite treatments – to animals owned by homeless individuals or those with a low income. This collaboration goes far beyond mere product donation, as it is built on a **deep mutual understanding of shared values**. The goal is to strengthen the emotional connection between the animals and their owners, which are often their only source of comfort and companionship in challenging times.



For *Save the Dogs*, corporate support is crucial for **maintaining a steady supply of essential items**, enabling the Street Unit to reach out and assist those in vulnerable situations. Contributions from companies like the Trixie Italia make it possible to ensure the ongoing distribution of necessary supplies, and provide concrete and lasting support.

The partnership between Trixie Italia and *Save the Dogs* illustrates how powerful support from the business world can be in addressing the needs of those who fight every day to keep their four-legged companions by their side.

3. VETERINARY SERVICES AND STERILIZATIONS

A total of **86 sterilizations** were performed in 2024, including 75 paid procedures (for the Foundation) and 11 completed on a pro bono basis. Thanks to our collaboration with a volunteer veterinarian, we organized **mini-spayathons** (intensive sterilization events), where costs were limited to covering materials and reimbursing work hours. As a result, **23 animals** were sterilized.

During the second half of the year, we received several sterilization requests related to the removal of mammary tumors. Early sterilization helps lower the risk of developing such tumors, and these dogs had not had the opportunity to be sterilized prior to our intervention.

With the exception of two sterilizations conducted at the Opera clinic for a fee, all feline sterilizations were carried out pro bono by the Mondogatto Milano association, to whom we express our heartfelt gratitude.

Meanwhile, the number of micro-chips implanted in 2024 remained practically the same (25), while vaccinations saw a significant increase (272 in 2024, compared to 96 in 2023).

In 2024, there were a total of **85 veterinary visits**, a marked increase compared to the 60 visits in 2023. These visits were primarily focused on the following treatments:

- **10 euthanasia procedures:** this year, we received numerous euthanasia requests as the initial point of contact, aimed at alleviating the suffering of animals in a critical condition. In the cases where the animal's owner was involved, we worked together to help them understand that euthanasia is a compassionate choice for the animal in these situations.
- **12 physiotherapy sessions:** We arranged a series of physiotherapy sessions, mostly donated by the clinic, for Jeeg, a 2-year-old Cane Corso with torn cruciate ligaments and hip dysplasia, avoiding the necessity for a surgical procedure that would have cost approximately 10,000€.
- **6 cytology tests:** We introduced sampling directly on the street, thereby reducing the number of visits to the clinic and speeding up procedures. In some cases, the nature of the mass was visible to the naked eye, allowing us to save on the cost of analyses.



IMPROVEMENTS IN VETERINARY SERVICES IN THE FIELD

We have expanded the services provided during our street veterinary visits by acquiring new equipment that has allowed us to reduce costs and minimize the need for clinic visits. We are now able to perform procedures directly in the field, including staple removal and application, snap tests, blood draws, cytology tests, and the administration of donated medications when available. During our street visits, we identified several health concerns, such as:

- **Allergic dermatitis**, sometimes complicated by sores, which we treated with specific medications and hypoallergenic food (when available)
- **Cysts** of various types
- **Flea dermatitis**, highlighting the importance of parasite prevention, essential for both animal and human health (OneHealth)
- **Bite wounds**
- **Otitis**
- **Orthopedic problems** such as arthritis, torn cruciate ligaments, and hip dysplasia, for which surgical options are not feasible due to high costs. In these cases, we set up pain management therapies as a result of the generous no-cost support provided by Dr. Gamba from the Gran Sasso Clinic, who has been collaborating with us since 2023.

Raising Awareness

An open event was held on **Saturday 16 November 2024**, from 1:30 PM to 5:30 PM at Parco della Martesana to promote responsible pet ownership. The session was led by dog trainer Sabrina Stradiotti, along with other canine educators supporting the workshop. The event was divided into two main parts:

- **Fun educational activity:** Problem-solving games designed to explore and observe the dog's problem-solving skills, focusing on behavioral, operational, and emotional aspects;
- **Educational communication activity:** Learning how to properly communicate with the dog using body language to manage basic commands such as 'sit', 'down', and 'come', as well as understanding when and how to properly pet a dog.

Partnerships and Local Networking

Our work with the **Somaschi Onlus Foundation** remains strong and continues with ongoing, synergistic initiatives. Despite a change in leadership, the Drop-in staff members continue to actively collaborate with our team. This integrated approach includes referring users who need our support, as well as Drop-in personnel monitoring and recording the dogs' health status. We provide food, parasite treatments, and essential materials for daily animal care on a monthly basis, ensuring that those benefitting from the service receive continuous, practical assistance.

Our partnership with **Opera San Francesco** is also progressing well: the boxes we installed together in the spring of 2024 are regularly used by those visiting the center. While some still prefer the more informal setting of the Drop-in, many individuals who are not part of our project frequently make use of these facilities.

NUMBERS CONCERNED BY OUR COLLABORATION WITH THE OPERA SAN FRANCESCO



42
Beneficiaries
who used the service



220
Total number
of visits

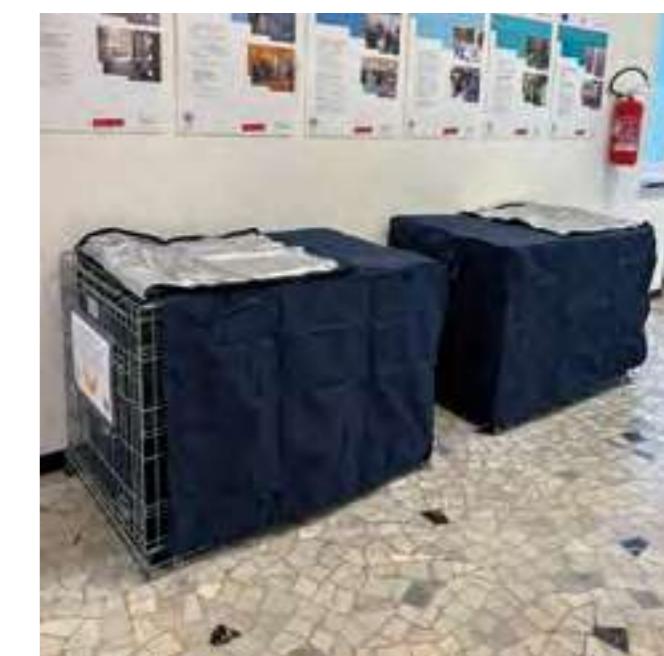
Peak months visits
November 43
December 40

We also maintain a monthly cat food supply for one participant through the **Centro Sant'Antonio**. In the summer of 2024, we launched a new partnership with **Caritas Calvairate**, supporting two women facing severe financial difficulties by providing food for their pets.



Throughout the year, we also worked in collaboration with **Caritas Ambrosiana**, **Opera Messa della Carità**, the **Italian Red Cross**, **Spazio Aperto Servizi**, **CISOM**, and various social workers to handle complex cases that required our assistance.

Additionally, thanks to the compassion shown by the staff, we continue to send monthly dog food deliveries to the **Foodtruck of the Fondazione Arca**, ensuring that a distribution point remains accessible even in our absence for those in need in the San Babila and Lambrate areas.



LAURA AND LOLA

Laura and Lola are living in very unstable conditions, but their shared bond has become a source of strength even during the times when they are most in difficulty. We first met them at San Babila, where the cold temperatures and fast pace of life only served to demonstrate their vulnerability. Laura, overwhelmed by the struggles she was facing, and Lola, a timid and fearful little dog, were visibly living on the edge. Laura is residing in an occupied building in Gaggiano, a precarious shelter which nevertheless offers a roof over her head. For Laura, gaining access to basic services was a daily battle. Unable to leave Lola in a safe place, she had no choice but to tie her up outside the premises, constantly worried that she might not be there when she returned.



Things have greatly improved for them thanks to the cages installed at Opera San Francesco. Laura can now focus on taking time to care for herself, sit down to enjoy a hot meal, or take a shower, in the knowledge that Lola is in good hands in the meantime. This has given both of them some peace of mind. For Laura, knowing that Lola is protected allows her to face the day with less anxiety. For Lola, that safe haven offers her a first step towards a more serene existence. These cages are not just a temporary solution, but a chance to live without feeling under constant threat. In this complicated situation, where every kind gesture counts, Laura and Lola are slowly finding some stability, one step at a time.



“AccogliAmo”, which in Italian means ‘Welcome’, is the name of the new project launched in July 2024 by *Save the Dogs* with the support of the Dr. Fulvia Anelli Fund, which promoted a crowdfunding campaign to finance its start-up. The initiative focuses on preserving the bond between individuals experiencing difficult circumstances and their pets, offering a **temporary fostering service for cats and dogs** when their human companions are unable to care for them due to issues like housing instability, health problems, or social reintegration processes.

AccogliAmo builds on the experience of the *Save the Dogs* Street Unit, which has been operating in Milan since 2021, providing free veterinary care and essential supplies to vulnerable individuals with their pets. The project specifically serves those who are homeless or on a low income and involves establishing a network of volunteer foster families.

These families are also willing to temporarily welcome cats rescued in Romania with special needs that are awaiting permanent adoption. The project, which runs for 12 months, covers veterinary expenses, essential goods, and assistance by trained educators. The project has a dual purpose: to **safeguard animal well-being, while helping vulnerable individuals** maintain their vital bond with their pets.

In 2024, the first temporary fostering case took place, and it was a resounding success.

Support from the Dr. Fulvia Anelli Fund

The AccogliAmo project was created through the initiative of *Save the Dogs* and the **Dr. Fulvia Anelli Fund**, which launched a crowdfunding campaign on ideaginger.it, a platform that supports cultural, social, and business projects in their fundraising efforts. The first contribution to this project came from **Banca Centropadana** through their **DROP** initiative (which stands for “Donare Risorse Organizzare Progetti” or ‘Donate Resources, Organize Projects’). The bank contributed 10% of the total campaign amount,

amounting to a total of 1,200€. Through **DROP**, the bank helps non-profit organizations, social enterprises, and start-ups bring their projects to life through crowdfunding efforts. Thanks to the generosity of individuals and the connections of the Fund’s President, **Augusta Anelli**, Fulvia’s sister, a total of **15,104€** was raised. This funding will ensure that animals belonging to homeless individuals or in difficult situations, like Micia, can be temporarily fostered over the coming months.

MICIA'S FRESH START



firmed that the infection had spread to her spine. Thanks to targeted antibiotic treatment, Micia made remarkable progress, regaining the ability to walk, although not without some difficulty.

To ensure her full recovery and monitor her progress after the therapy, **Micia was taken in by a foster family**, providing her with the necessary care and safe environment needed for her to regain her strength. During her stay, she was also sterilized.

In October, fully recovered, **Micia was reunited with her owner**, ready to continue their life together. Micia's story highlights the importance of the AccogliAmo project, which acts as a vital resource in protecting and improving the lives of both animals and the people who love them, offering essential support during the most challenging moments of their life.



The first case managed was that of **Micia**, a 6-year-old cat who was deeply cherished by her human companion, a middle-aged man living in an abandoned farmhouse on the outskirts of Milan. The farmhouse is also home to five other cats, two of which have already been sterilized thanks to *Save the Dogs*.

Micia's owner is one of the **beneficiaries assisted by the *Save the Dogs* Street Unit**, which offers support to individuals in vulnerable situations. In August, Micia was attacked by a passing dog and suffered a severe wound to her back. Unsure of who to turn to, her owner reached out for assistance only after ten days, through an acquaintance.

When the *Save the Dogs* team stepped in, Micia's condition was critical: she was extremely weak and had a severely infected wound. She was taken to the Enpa clinic for initial care, including the surgical cleaning of the wound. However, the cat was almost entirely paralyzed in her hind legs. A subsequent transfer to a specialized clinic con-

The issue of **over-population in dogs and cats** can be effectively addressed through **sterilization, improved pet registration**, raising awareness among owners about **responsible pet care**, and working closely with **local authorities**.

These are the core elements that have characterized *Save the Dogs*' work in Southern Italy since 2019. Thanks to the "Too Many Puppies" program, we have **sterilized 4,090 animals (dogs and cats)**.

Actions Implemented by the Program

"Too Many Puppies" is the program **launched by *Save the Dogs* in Campania and Calabria aimed at combating the phenomenon of stray animals**.

By collaborating with a network of trusted local associations and veterinarians, we create and fund **integrated projects that have a direct impact on the number of animals on the streets, in shelters, and in catteries**. These projects include:

- **FREE STERILIZATION** for both privately-owned and stray cats and dogs
- **MICRO-CHIP INSERTION AND REGISTRATION IN THE ANIMAL REGISTRY** of as many animals as possible
- **EDUCATING AND RAISING AWARENESS** about responsible pet ownership
- **FORMING SYNERGIES WITH INSTITUTIONS** to promote best practises for the prevention and control of dog and cat over-population.

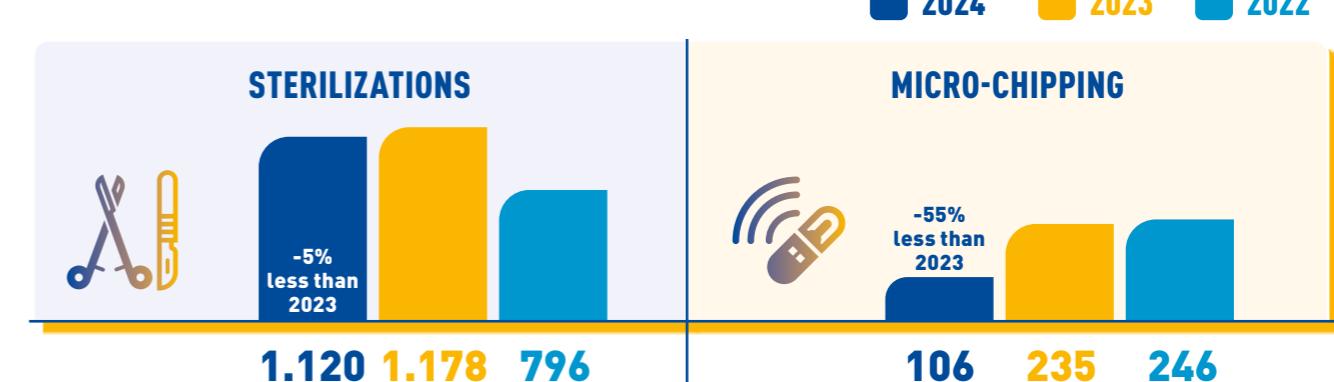
Our Approach

In Southern Italy, we work through local partners, who are key to the success of the program. These volunteer associations collaborate with us to carry out measures against stray animals, and we are committed to **building long-term networks and relationships with them**. These partnerships strengthen the local community by identifying grounded organizations in the area, supporting them in skill development, infrastructure improvements, and fostering their relationships with local authorities.

2024 in Numbers

In 2024, we reduced sterilizations by 5% compared to 2023, due to a reduction in the overall budget. The number of animals registered in the pet registry also decreased (-55%). There was a greater increase in the number of new microchips and animals registered in Castel Volturno, where almost all dog owners who bring their pets to be sterilized are also happy to have their animals put on the registry. The situation is, however, very different in Calabria, where there is still strong cultural resistance to responsible pet ownership. This is an area on which we will focus our efforts in the coming years, by providing more targeted free micro-chipping and introducing initiatives to raise awareness.

The drastic decrease in microchips is also attributed to bureaucratic issues arising from a change in the regional laws in Campania.



CAMPANIA

Too Many Puppies Campania

Project partner: Rifugio del Cane San Francesco (San Francesco Dog Shelter), President Gabriella Guadagnino

Beneficiaries: homeless dogs, stray cats and dogs, privately-owned dogs and cats

Geographical region involved: Castel Volturno and surrounding areas

Activities: free sterilizations and micro-chipping, support for the San Francesco kennel

Period: March 2019 – present



THE SAN FRANCESCO DOG SHELTER

The *San Francesco Dog Shelter* serves as a **vital support for locals**, particularly those who cannot afford to sterilize their dogs and cats, and also for the local health unit (ASL), which, due to limited resources, is unable to meet the numerous cat sterilization requests referred to the shelter.

Founded in 1965 by volunteers who wanted to provide shelter for the many stray dogs they personally cared for, it has been managed since 2015 by the *San Francesco Dog Shelter APS Association*. This organization, which is comprised of both original and new members, believes that the respect and protection of animals are indispensable ethical values in ensuring a civilized community.

The shelter accommodates around 200 dogs that come to the facility either because they have been abandoned or because of a transfer of ownership, through the rescue of stray animals reported in the area and cases of abuse.

STERILIZATIONS IN 2024

The project includes two days a week of sterilizations carried out free of charge for privately-owned cats and dogs and strays in the Castel Volturno area. In 2024, **875 animals were sterilized** within the "Too Many Puppies" program.

STERILIZED ANIMALS

Of the total of 875 animals sterilized in 2024, **30% were dogs**, primarily **privately-owned** or **semi-domesticated**, and **70% were cats**, primarily from unregistered colonies. In Italy, there is currently a **lack of general attention given to the issue of feline stray population**, which is

unfortunately becoming an increasingly serious problem. In Castel Volturno and the surrounding areas, there is a significant number of cats living in groups that are not officially recognized as colonies. These groups often reside on private land or shared properties, or have been abandoned and find someone to feed them in their garden.

This is a common occurrence, although many people in this situation do not have the financial means to sterilize all the cats they provide food for. **The numbers concerned are increasing, and as observed in 2023, in 2024 we have also seen an increase in the number of requests for cat sterilizations compared to dogs.**

CAMPANIA 2024			
Total number of animals sterilized: 875 (in 86 days)			
Total dogs sterilized	265	Strays	30
Male	62	Privately-owned	222
Female	203	Semi-domesticated	13
Total cats sterilized	610	Privately-owned	130
Male	180	Unregistered colonies	480
Female	430	Registered colonies	0
Total number of dogs micro-chipped and officially registered: 88			
* From September, the implantation of micro-chips was suspended due to budget cuts and because of bureaucratic issues related to the regional law			
Dogs sterilized that were already micro-chipped: 116			

IMPROVEMENTS MADE TO THE SHELTER

SAVE THE DUCK AT CASTEL VOLTURNO

Save the Duck made a significant contribution to its **ongoing commitment to animal welfare** by funding improvements at the San Francesco Dog



Shelter in Castel Volturno, *Save the Dogs'* partner in the "Too Many Puppies" sterilization project. The operation, aimed at securing a row of kennels dedicated to housing dogs that require special attention, was completed in 2024.



CALABRIA

Too Many Puppies Calabria

Project partner:

Amici Animali FEF association (Cosenza) – President Nuvola Naccarato

Beneficiaries: stray dogs, neighborhood and privately-owned animals

Geographical region involved: 20 municipalities in the province of Cosenza

Activities: sterilizations, micro-chipping, raising local awareness

Period: March 2021 – present

Since the launch of the “Too Many Puppies” project in **Calabria** in April 2021, **to date we have sterilized 1,430 dogs and cats, and have micro-chipped 280 animals**, thanks to the **untiring work and dedication of our partners in Calabria**.

STERILIZATIONS IN 2024

In Calabria, the project involves collaboration with private veterinary clinics, to which owners and our project partners take animals for sterilization. **245 animals were sterilized in 2024**.

STERILIZED ANIMALS

In 2024, of the 245 animals sterilized, 49% were dogs, primarily privately-owned or strays, and 51% were cats, for the most part strays.

In Calabria, challenges include the limited availability of veterinarians, particularly in remote areas, and also the economic hardships faced by many. The “Too Many Puppy” project aims to provide an accessible and affordable solution for all animal owners, thereby reducing the occurrence of too many instances of home-bred litters.

Privately-owned dogs participating in the project often come from remote areas and have given birth several times. This group includes sheepdog and Maremma Sheep dogs, which are rarely sterilized by their owners. Part of our partners’ work is also to operate in these “critical” situa-

tions and sterilize dogs that repeatedly give birth to puppies that end up being abandoned in rural areas.

MICRO-CHIPPING INITIATIVES IN ROGLIANO

Stray animal prevention also involves inserting a **micro-chip under the animal's skin**, which then serves as its “ID card”. In case of theft or loss, it can be linked to its owner using an optical reader. Registering and micro-chipping your pet is not only beneficial for easier identification in case of theft or loss, but it also **helps combat the phenomenon of animals who have been abandoned or are roaming the streets**. When a stray dog is captured, it has to be taken to a shelter, and **the costs for its transfer and maintenance are borne by the Municipality** where it was located. This places a long-term financial burden on all the local residents. Municipalities should therefore encourage this important practice in their territory, as micro-chipping your pet is not only a **legal obligation** but is also an act of responsibility towards the animal and the collective community. It is also essential that the local authorities enforce the penalties provided by both National and Regional laws on those who fail to comply with this obligation.

The Municipality of Rogliano sets a prime example in addressing stray animal issues and continued its efforts by launching a **free micro-chipping campaign at home** for privately-owned dogs in November 2024. This initiative was carried out in collaboration with *Save the Dogs* and the local Amici Animali FEF organization. The project, which is set to continue throughout 2025, includes **200 no-cost micro-chippings at home and the organization of two “Microchip Days”** where owners can directly bring their pets. The goal of the campaign is also to **raise awareness about responsible pet ownership** and the importance of microchipping for privately-owned dogs. In addition to being a legal requirement, this is crucial for locating a dog in the case of loss or abandonment, for traveling abroad with a pet, and for receiving tax deductions on veterinary care expenses.

CALABRIA 2024			
Total number of animals sterilized: 245			
Total dogs sterilized	119	Strays	15
Male	5	Privately-owned	71
Female	114	Semi-domesticated	33
Total cats sterilized	126	Privately-owned	26
Male	40	Semi-domesticated	35
Female	86	Unregistered colonies	63
		Registered colonies	2
Total number of dogs micro-chipped and officially registered: 2			
Dogs sterilized that were already micro-chipped: 8			
There is considerable resistance to micro-chipping in Calabria, making it very difficult to implement, which is why we have launched the census and micro-chipping project in Rogliano			

THE DONATION OF THE VETERINARY CLINIC TO THE OASI ARGO SHELTER IN CIRÒ MARINA

In 2024, **the veterinary clinic project in Cirò Marina went through a significant strategic overhaul**, necessitated by ongoing bureaucratic challenges that were beyond our control.

Thanks to the support of the Foundation's donors, we were able to build a spacious clinic designed to become a point of reference for the care of stray animals in the area. However, a year after its acquisition, challenges related to the permanent placement of the prefabricated structure within the Oasi Argo Shelter remain unresolved, despite the efforts and cooperation of the local authorities.

While awaiting further developments, a structure was temporarily set up in an area adjacent to the shelter, with the support of the Municipality of Cirò Marina. Given the continuing uncertainties, the Board of Directors decided in 2024 to adopt a change in strategy aimed at preserving the value of the project and ensuring the proper utilization of the funds received.

The facility was **officially donated to the Oasi Argo Association**, headed by Caterina Semerano. Once the final legalities related to the land ownership have been settled, the clinic will become operational and will provide vital veterinary

care for local animals. This decision was made with the intention of maximizing the value of the investment, while also ensuring the protection of the Foundation, which unfortunately found itself caught in the middle of a dispute between the landowners, the Municipality, and the local association.

While the Cirò Marina clinic project has evolved somewhat differently from the way it was initially envisioned, it remains a cornerstone of our efforts in Calabria, where there is a severe shortage of veterinary facilities. We look to the future with confidence, in the knowledge that our work will continue to make a difference to the lives of the many animals in need in that region.



Fundraising and Communication



In 2024, we consolidated our fundraising efforts, thanks to the support and trust of individual donors, corporations, and foundations.

In light of an 18% decrease compared to 2023 – a year still marked by the significant emergency response for Ukraine – the data shows a 4% increase compared to 2021, which was considered a year without exceptional events. This result highlights the strength and continuity of our fundraising activities.

Individual donors remain the main source of funding, contributing **1,038,814.86€**, equivalent to **51% of the total**. This represents a significant increase compared to 2023, when donations

from individuals accounted for 41%. This data confirms the solidarity and cohesion of the community supporting Save the Dogs.

Likewise, the confidence of **Italian and foreign associations, partners, companies and foundations** have guaranteed the continuity of our work in Romania and Italy, in addition to supporting the second year of our outreach program in Ukraine, with a total contribution of **1,003,200.19€**.

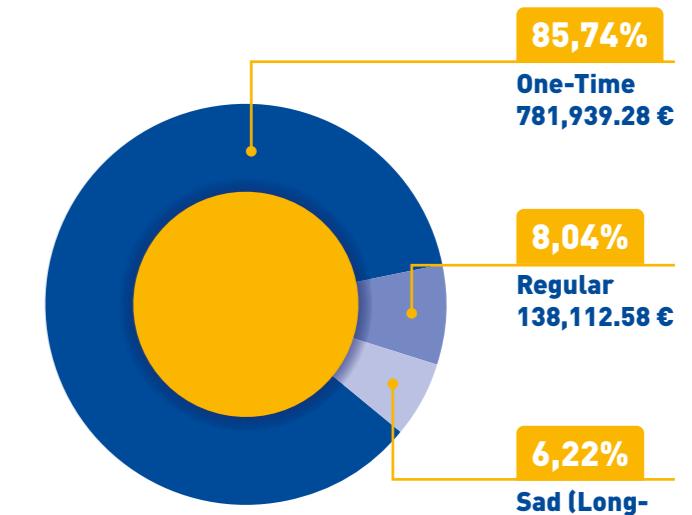
Every milestone achieved is the result of the trust placed by the donors in the Foundation, its vision, and the expertise with which the projects are carried out.

→ Fundraising: Private Individuals

Individual Donors

Individual donors, families and single donators contributed **1,038,814.86€**, equivalent to **51% of the total raised**.

One-time donors accounted for 86% of the total income, followed by regular donors (8%) and Long-Distance Support (6%). Regular donors surpassed the number of donors linked to the long-distance sponsorship program, thanks to a greater investment in converting one-time donors.



Type of Donors	Amount	Nº Doners	%
SAD (LONG-DISTANCE)	118,763.00 €	382	6.22%
REGULAR	138,112.58 €	494	8.04%
ONE-TIME	781,939.28 €	5,268	85.74%
TOTAL	1,038,814.86 €	6,144	100%

DONATION TRENDS

When comparing 2024 to 2023, the most notable change is the significant **growth in the number of regular donors**, which increased by **48%** compared to the previous year, resulting in an **18% increase in revenues**. **This notable leap forward represents a key strategic achievement**: regular donors are a fundamental resource for the sustainability of our activities in the medium to long term. Their regular contributions ensure a **more reliable income stream**, which in turn allows for **more effective operational planning**, both in terms of direct actions and resource management.

VAR 2024 VS 2023	Nº DONERS	REVENUES
SAD (LONG-DISTANCE)	-3%	1%
REGULAR	48%	18%
ONE-TIME	-28%	-1%
TOTAL	-23%	1%

→ 5x1000 Donations for Save The Dogs

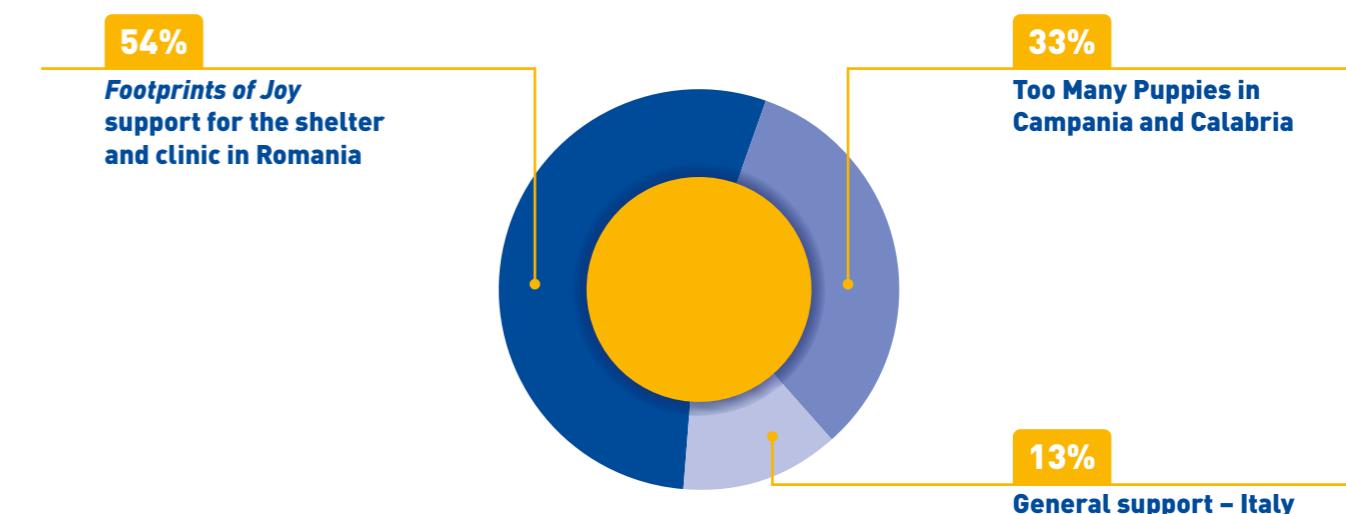
In Italy, the “5x1000” enables every individual to allocate a portion of their income taxes to *Save the Dogs*, without them incurring any additional costs, by simply entering the Foundation's tax code and putting their signature in the “Support for voluntary work and other non-profit organizations in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

While **in 2024 the number of signatures continues to decrease compared to 2023**, the 2024 choices have been published at the time of writing this report, rewarding the Foundation with a **25% increase in the number of signatures** and an **11% increase in the total amount**.

The 5x1000 is therefore a key fundraising tool, one that will continue to receive investment in the coming years, both to increase visibility and to engage our supporter base, with the goal of consolidating and expanding the number of signatories.

Even though the **total number of donors has decreased by 23%**, this trend indicates a clear shift towards more stable and structured support. This data is consistent with the findings of the “**Donare 3.0**” survey conducted by BVA Doxa 2024, which reports an **overall decline in the number of donors in Italy**, but an **increase in the average donation value**, which in the case of *Save the Dogs* has risen by **32%**. In this context, converting one-time supporters into regular donors will remain a key priority in the coming years, as a strategic approach to ensure the organization's stability and long-term impact.

THANKS TO THE 5X1000 CONTRIBUTIONS IN 2024, WE WERE ABLE TO ALLOCATE THE FUNDS AS FOLLOWS:



→ Fundraising: Companies, Foundations and Partners

In 2024, the contribution from companies, foundations, and partners was pivotal for the implementation of our activities, with a total amount of **1,003,200.19€**, which represented **49% of the total funds raised**.

The decrease of the income from Foundations (-50%) and Associations (-34%) can be largely

attributed to the natural reduction in funds allocated to the Ukraine emergency. In a contrasting trend, support from the corporate sector has notably increased, showing a **208% growth** compared to the previous year. This achievement reflects both the successful strengthening of existing collaborations and the creation of new, promising partnerships with the business world.

→ The *Impronte di Quartiere* Initiative

‘**Impronta di Quartiere**’ or “Footprints in the Neighborhood” is an initiative created by *Save the Dogs* for the ongoing collection of essential goods for pets belonging to people in need living in Milan. The collected items – such as food, leashes, beds, litter, and other necessities – are distributed by the Foundation's Street Unit, which operates in key areas of the city to assist those in situations of severe economic and social hardship.

Monthly collection events are held at selected stores or at the association's Milan office. In addition, the impact of this initiative has been further strengthened by partnerships established in the business sector. In 2024, **Santévet**, located

at n° 68, Corso Sempione, became a permanent collection point, enabling its employees to contribute directly to the cause. Santévet has also been joined by four **AniCura** clinics in Milan, the **Capoverde** restaurant, and in 2025, **Tiempo Nord**, all demonstrating their strong commitment to animal welfare and local solidarity efforts.

Thanks to these collaborations, **the city's support network has grown even stronger**, with the result that more and more people in need continue to be able to care for their pets without having to sacrifice an important emotional connection which holds such great importance for them.



Communication

In 2024, we continued to integrate our use of **conventional and social media** to enhance our communication channels, creating original and effective content to engage audiences and share the stories of the animals we've helped.



Press, Radio, and TV Releases

2024 essentially revolved around the 'Friends on the Streets, Companions for Life' project in Milan and related initiatives, with 118 articles and radio/TV services, in line with 2023.

IN 2024, THERE WERE 118 RELEASES IN TOTAL, MARKING A 17% INCREASE COMPARED TO 2023.



The press office remained active without interruption until June. In the second half of the year, however, it was scaled back as a result of budget cuts.

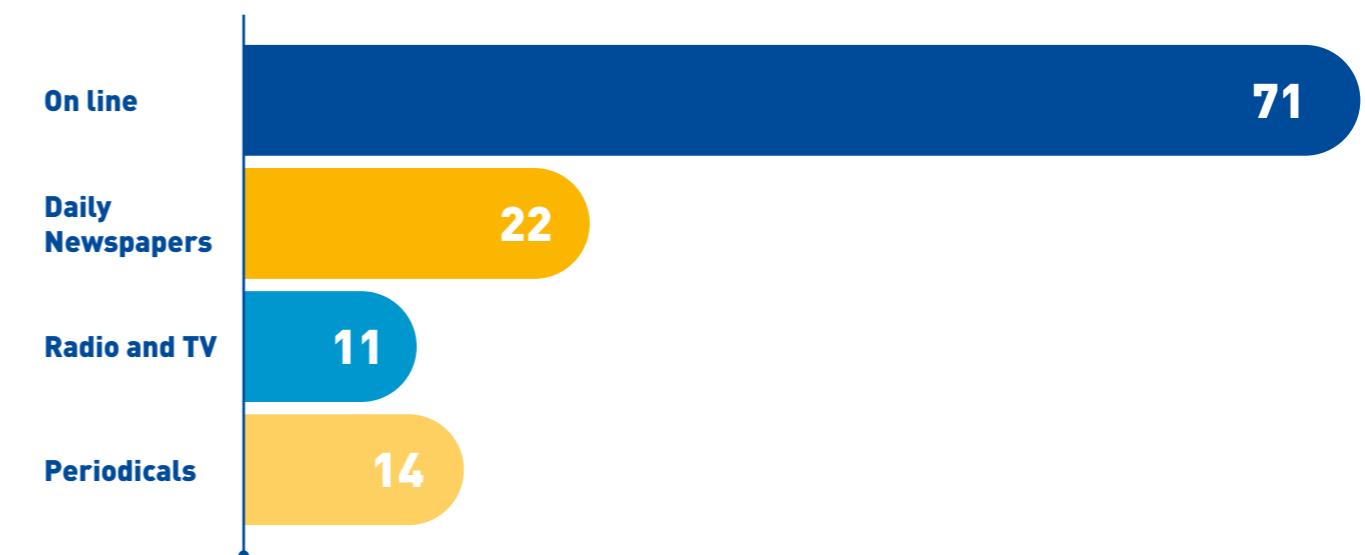
In 2024, the '**Friends on the Streets**' project remained at the center of media attention, registering the highest number of press releases, with **38 dedicated articles**. This result can be attributed to the launch of several initiatives related to the project, including the fixed presence in Mosso, the 'Impronte di Quartiere' (or "Footprints in the Neighborhood") activity, and the 'Accogliamo' fostering program. The **micro-chipping campaign in Calabria** also generated much interest, with **15 published articles**.

Overall, **80% of the press releases received national coverage**, while **92% of the articles were directly focused on the organization's activities**, indicating a direct and in-depth interest in the association. There were **26 references** to the advocacy campaign "**Anche gli animali votano**" (i.e., 'animals get to vote too...'), an initiative undertaken by 12 Italian organizations including *Save the Dogs*, defending animals and **calling for their greater protection and safeguarding** during the June 2024 European elections.

TYPE OF MEDIA COVERAGE

During the reporting period, *Save the Dogs* generated a total of **118 media releases**. Specifically, the coverage was distributed across **71 online**

publications, 22 articles in newspapers, 11 radio and TV services, and 14 reports in magazines.



Social Media

In 2024, *Save the Dogs*' social media presence saw significant growth across all platforms, reinforcing the contribution of digital channels to the Foundation's communication and awareness strategy.

In particular, **Instagram** saw an increase of over **21,000 followers**, reaching a total of **46,150**, while **TikTok** remained the fastest-growing channel with an increase of **15,312 followers**, bringing the total to **19,787**. **YouTube** also showed notable growth, more than tripling its subscriber base (**+5,153**).

2024 also saw the successful launch of **Threads**, acquiring **4,585 followers** in its first year. **Facebook** remains the channel with the largest base, with a steady increase of **3,610 followers**.

Overall, these results reflect the effectiveness of the editorial strategies we have implemented, our ability to engage diverse audiences, and the association's improvement in terms of brand awareness.

FOLLOWERS	At the end of 2023	At the end of 2024	+/-
 INSTAGRAM	25.089	46.150	21.061
 FACEBOOK	237.050	240.660	3.610
 TWITTER	3.542	4.611	1.069
 LINKEDIN	1.289	2.129	840
 THREADS	—	4.585	4.585
 TIKTOK	4.457	19.787	15.312
 YOUTUBE	2.110	7.263	5.153

Our Campaigns

“VOTE FOR ANIMALS” – 2024 EUROPEAN ELECTIONS

In conjunction with the 2024 European elections, we joined the ‘Vote For Animals’ campaign, alongside 11 other Italian organizations dedicated to animal protection. Through a 10-point manifesto, we urged candidates and political parties to include animal welfare in their agendas, advocating for measures such as:

- the gradual abolition of cages used in farms,
- a reform of European animal welfare legislation,
- combating the phenomenon of stray animals and the trafficking of puppies,
- banning fur farming,
- improving animal transportation regulations,
- supporting more ethical and sustainable production practices.

Through this initiative, we promoted a ‘One Health’ approach, which recognizes the connection between animal, human, and environmental health, contributing to building a fairer Europe for animals.

Events

PARTICIPATION IN THE FIRST PET WELFARE FORUM (MILAN, 16–18 OCTOBER 2024)

In 2024, we partnered in the inaugural **Pet Welfare Forum**, a national event focused on exchanging best practices in animal welfare. We made two contributions, addressing key issues in our mission: canine and feline overpopulation, and the importance of preventive sterilization.

Our President Sara Turetta took part in a round-table discussion focused on the social impact of animal abandonment, sharing the experience of the *Footprints of Joy* shelter in Romania as a concrete example of the need for a structured approach to the management of animal population control.

During the second panel, **Alessandra Farina, head of the ‘Too Many Puppies’ program, presented our marathon sterilization or ‘spayathon’ model**, a practice we have been running in Romania for

many years and are now introducing in Italy, which offers free services to vulnerable families. It also helps support small local organizations and reduces the number of animals entering shelters.

With over 400,000 stray dogs estimated in Italy, the Forum was an essential platform to emphasize the importance of investing in prevention, training, and both national and international collaboration. Sterilization remains the only effective strategy against stray animals, and we are proud to have shared our expertise at this significant event for the sector.

Reports

In 2024, we continued our efforts to disseminate information through detailed analyses of the areas in which we are operative. Our publications are designed to engage, raise awareness, and inform the public. This year, two reports were published related to the project involving inmates from the Poarta Alba prison hospital in Romania, as well as the Year III report on our ‘Friends on the Streets, Companions for Life’ project.

Meeting with the President of the Republic

In 2024, the President of *Save the Dogs*, **Sara Turetta**, was invited to Bucharest by the Italian Ambassador, Alfredo Durante Mangoni, to attend the official visit of the President of the Republic, **Sergio Mattarella**, at the Italian Embassy.

The occasion was an important acknowledgment of over twenty years of dedicated work in Romania. During the meeting, Sara had the opportunity to briefly present *Save the Dogs*’ mission and personally handed the Head of State a copy of her autobiography, describing the journey that led to the founding and growth of the organization.



Our Supporters

Our deepest gratitude goes to all the **individual donors** who have supported all the interventions that *Save the Dogs* have carried out in Italy, Romania, and Ukraine. We thank all those who chose to donate a **bequest in their wills** in support of *Save the Dogs*’ activities. Thanks also go to all the **Companies** and **Foundations**, and all the **partners**, who did their part in 2024 to ensure a better future for the animals who are most in need.

Partners

BRIGITTE BARDOT FOUNDATION

For many years, this French foundation has guaranteed the annual supply of several quintals of food for the dogs in our shelters.

FRIENDS OF HOMELESS DOG

Our Finnish partner financially supported our sanctuary for maltreated and abandoned equines in Romania.

HUNDHJALPEN

The Swedish partner has been working with our association since 2004, when the international adoption program first began, and has made it possible for so many dogs to be happily adopted in Sweden. The funds raised monthly by Swedish volunteers to support our activities in Romania have been fundamental for our activities over the years.

Italian Foundations

BANCA D’ITALIA

The Banca d’Italia supported the Milan-based “Friends on the Streets, Companions for Life” project with a donation of 22,000€ for the purchase of essential goods such as harnesses, leashes, collars, muzzles, dog bowls, accessories and food as well as the development of new software for collecting and managing data on participants and animals enrolled in the program.

FONDAZIONE DI COMUNITÀ MILANO

Fondazione di Comunità Milano, a charitable organization that supports socially beneficial interventions for the Lombard capital and 56 neighboring municipalities, allocated a grant of 72,000€ over the period 2023–2025, aimed at reinforcing assistance for the homeless in Milan and families in need who own pets.

SUSY UTZINGER FOUNDATION

This Swiss foundation has been supporting us with materials for our shelters and targeted aid for specific projects since 2013, in particular funding the sterilizations of hundreds of cats and dogs.

TASSO

TASSO is a well-known German organization that manages the largest canine and feline registry in Germany. Since 2018, it has fully sponsored the dog education activities taking place at *Footprints of Joy* in Romania. Since 2019, it has also significantly supported other activities of our veterinary clinic, particularly dog sterilization programs and outreach in Ukraine.

THE DONKEY SANCTUARY

Since 2008, the British foundation has funded 90% of the sanctuary’s operations, which houses more than 50 donkeys within the *Footprints of Joy* center in Cernavoda.

DR. FULVIA ANELLI FUND

Established in memory of Dr. Fulvia Anelli, the Fund has the objective of pursuing the philanthropic activities that were cultivated during her lifetime: namely, providing veterinary care for animals awaiting adoption and helping disadvantaged people who cannot afford to pay for essential health care for their pets. In 2024, the Fund allocated a contribution of 15,000€ to cover the expenses of the temporary fostering project ‘AccogliAmo’.

ITALIAN BUDDHIST UNION

Founded in Milan in 1985, UBI (Unione Buddhista Italiana) is a national religious body currently composed of 64 Buddhist centers in the Theravada, Mahayana, Vajrayana and Inter-buddhist traditions. In 2023, it awarded *Save the Dogs* a grant to carry out its project in Romania working with inmates at the Poarta Alba Prison.

Companies

ANICURA

AniCura supports the 'Impronte di Quartiere' (which literally means "Footprints in the Neighborhood") initiative in its Milanese facilities, with four permanent collection points for essential goods for cats and dogs belonging to people experiencing economic hardship in Milan.

DOLCE & GABBANA

On the occasion of the launch of its perfume for dogs, "Fefè", the prestigious luxury brand contacted us to make a donation (unrelated to sales of the product) in support of our work in Southern Italy. *Save the Dogs* was chosen by the brand for our transparent approach and our distinctive communication style.

EUROSERVICE

Euro Service is a company that was founded in Italy in 2003 with the aim of ensuring that man's most loyal friends could be offered high-quality, natural, organic, chemical-free, and untested products. In 2024, it actively supported the "Friends on the Streets, Companions for Life" project by supplying donations of premium quality food.

IDEALISTA

Idealista, a leading real estate web company based in southern Europe, confirmed its support for the "Friends on the Streets, Companions for Life" project once again in 2024 through the involvement of its employees and by doubling the amount raised by the team in Italy.

KIDLUT

Kidult, which has supported and sustained non-profit organizations on social issues of care, research, culture and protection of the vulnerable ever since its establishment, confirmed its contribution to *Save the Dogs* projects for the seventh consecutive year, donating 20% of the proceeds from the sale of two pieces of jewelry from its Life Collection: the "Dog | Affection" bracelet and the "Perro | Cariño" necklace, both of which are distributed in the Iberian Peninsula.

MIOMOJO

Thanks to their "An Act of Love" initiative, **Miomomojo**, an Italian brand that designs accessories, bags and backpacks using sustainable and innovative materials with a cruelty-free perspective, dedicated a one-year long-distance adoption of a dog and a donkey to two of the three people

who purchased a Miomojo bag and chose *Save the Dogs* at check-out, thereby donating 10% of the purchases to support our work. *Save the Dogs* is included among the Miomojo-friendly associations to which 10% of the purchase value can be donated at check-out.

RINALDO FRANCO SPA

Rinaldo Franco Spa is much more than a company selling dog products: it is a place where passion and a love for animals are at the heart of everything it does. In 2024, it actively supported the "Friends on the Streets, Companions for Life" project by making donations of high-quality products.

SANTEVET

Santévet, a leader in health insurance for pets, became the first permanent 'Impronta di Quartiere' (or "Footprints in the Neighborhood") support hub in the city in 2024, providing a space where the company's employees collected essential goods for pets belonging to people in need in Milan.

SAVE THE DUCK

Save The Duck, a Benefit Society and B Corp® certified company, was founded in 2012 with the aim of making 100% animal-free products that respect animals, people, and the environment. In 2024, it confirmed its now long-standing support for *Save the Dogs* projects in southern Italy.

TRIXIE ITALIA S.p.A.

Trixie Italia S.p.A., a company specializing in the pet industry and a distributor of TRIXIE products in the Italian market, pledged invaluable help in protecting the health of animals living on the streets in Milan, by donating bandanas and anti-parasite coats.

UNITED PETS

United Pets, a company that designs, manufactures, and markets designer accessories for dogs and cats, actively supported the "Friends on the Streets, Companions for Life" project with donations of top-quality goods.

URIACH

Uriach, an international family-owned company founded in 1838 and a leader in the health and wellness sector with natural products enhanced by science, made a generous donation of Amazon gift cards. Thanks to their contribution, we were able to purchase essential materials to support our projects.

WEWARD

WeWard, the app that has been motivating more than 3 million people in Italy to get walking,

International Foundations and Associations

BLUE CROSS UK

This British association provides specialist care, services, and support for pets and people, and generously supported *Save the Dogs*' efforts in Ukraine to control new litters.

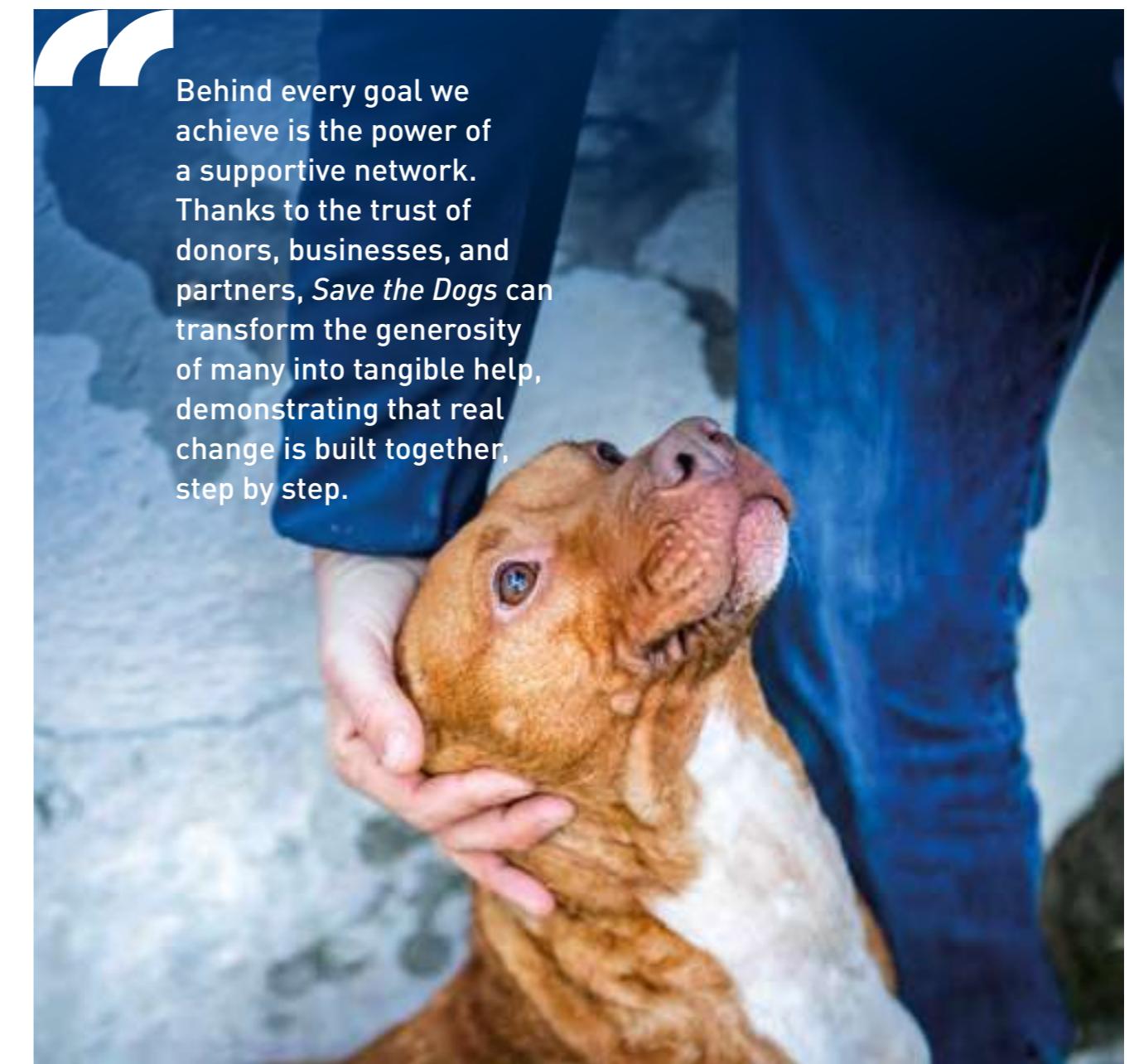
SOI DOG FOUNDATION

The Soi Dog Foundation continued to support *Save the Dogs* in 2024, enabling us to send food for dogs and cats to Ukraine, distributed through our local partners.

opened its platform to *Save the Dogs* in 2024 for the collection of donations in support of our sterilization project in Romania.

WORLD ANIMAL PROTECTION NETHERLAND

World Animal Protection Netherland guaranteed the purchase and transportation of food for cats and dogs in Ukraine, as well as supporting the sterilization program.





Balance Sheet Italy

In line with the 2023 Budget forecast, *Save the Dogs* experienced a reduction in both costs and revenues in 2024. The drop in income can be attributed to the cessation of funding for Ukraine and a decrease in fundraising investments.

Overall expenses were reduced by 18% compared to the previous year, a result achieved through

cost-cutting measures where feasible, while ensuring that projects were not overly compromised. In addition, the Foundation struggled with recruiting qualified and ethically aligned staff in a competitive third-sector job market.

The Foundation ended the year with a deficit of 53,207€.



PROFIT AND LOSS ACCOUNT AT 31.12.2024			
COSTS AND EXPENSES	31.12.2024	INCOME AND REVENUES	31.12.2024
A) COSTS AND EXPENSES FROM GENERAL ACTIVITIES		A) INCOME AND REVENUES FROM GENERAL ACTIVITIES	
1) Raw, ancillary, and consumable goods and materials	€44,216	1) Income from membership fees	
2) Services	€151,856	2) Income from members for mutual activities	
3) Contributions for projects	€1,124,524	3) Income from membership services and transfers	
4) Use of third-party goods	€2,320	4) Charitable donations	€180,466
5) Personnel	€215,843	5) Income from 5 x 1000 initiative	€173,060
6) Depreciation and amortization	€6,942	6) Contributions from private parties	€457,781
7) Opening inventories	€15,370	7) Revenues from third-party contributions and transfers	
8) Miscellaneous operating expenses		8) Contributions from public entities	
9) Allocation to restricted reserve	-€26,442	9) Income from public contracts	
		10) Other income and revenues	
		11) Closing inventories	€27,612
TOTAL COSTS AND EXPENSES FROM GENERAL ACTIVITIES	€1,534,628	TOTAL INCOME AND REVENUES FROM GENERAL ACTIVITIES	€838,919
		SURPLUS/DEFICIT FROM GENERAL ACTIVITIES	-€695,710
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 FROM OTHER ACTIVITIES	
C) COSTS AND EXPENSES FROM FUNDRAISING ACTIVITIES		C) INCOME AND REVENUES FROM FUNDRAISING ACTIVITIES	
1) Charges from regular fundraising activities	€65,155	1) Proceeds from regular fundraising activities	€1,221,504
2) Charges from occasional fundraising activities	€1,037	2) Proceeds from occasional fundraising activities	€69,780
3) Other charges	€344,876	3) Other income	
TOTAL COSTS AND EXPENSES FROM FUNDRAISING ACTIVITIES	€411,068	TOTAL INCOME AND REVENUES FROM FUNDRAISING ACTIVITIES	€1,291,284

PROFIT AND LOSS ACCOUNT AT 31.12.2024			
COSTS AND EXPENSES	31.12.2024	INCOME AND REVENUES	31.12.2024
		SURPLUS/DEFICIT FROM FUNDRAISING ACTIVITIES	€880,216
D) COSTS AND EXPENSES FROM FINANCIAL AND EQUITY ACTIVITIES		D) INCOME AND REVENUES FROM FINANCIAL AND EQUITY ACTIVITIES	
1) Bank reports	€23,015	1) Bank reports	€1,054
2) Loans	€4,827	2) Other income	€2,926
3) Extraordinary charges	€2,956		
TOTAL COSTS AND EXPENSES FROM FINANCIAL AND EQUITY ACTIVITIES	€30,797	TOTAL INCOME AND REVENUES FROM FINANCIAL AND EQUITY ACTIVITIES	€3,980
		SURPLUS/DEFICIT FROM FINANCIAL AND EQUITY ACTIVITIES	-€26,817
E) GENERAL SUPPORT COSTS AND EXPENSES		E) GENERAL SUPPORT INCOME	
1) Raw, ancillary, and consumable goods and materials	€4,516		
2) Services	€54,964		
3) Use of third-party goods	€21,640		
4) Personnel	€118,953		
5) Depreciation and amortization	€9,199		
6) Other charges	€1,625		
TOTAL GENERAL SUPPORT COSTS AND EXPENSES	€210,896	TOTAL GENERAL SUPPORT INCOME	
		SURPLUS/DEFICIT FROM GENERAL SUPPORT INCOME	-€210,896
TOTAL COSTS AND EXPENSES	€2,187,389	TOTAL INCOME AND REVENUES	€2,134,183
		OPERATING SURPLUS/DEFICIT	-€53,207

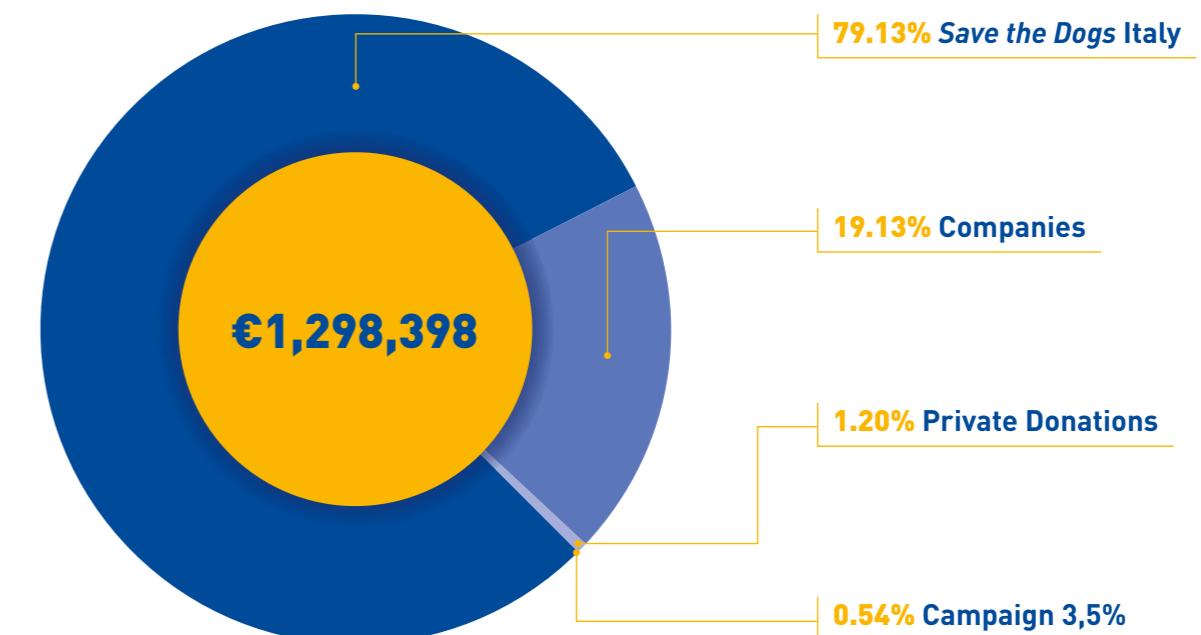


Balance Sheet Romania

Total revenues in Romania for 2024 amounted to 1,298,398€. A significant portion of this came from local businesses, which accounted for almost 20% of the total. This outcome was facilitated by the tax incentive that allows companies to allocate up to 20% of their income tax to NGOs. This mechanism has proven to be highly effective in boosting private sector support for our mission.

Revenue

	EUR
Save the Dogs Italy	€1,027,401
Operating Expenses	€938,000
Extraordinary Expenses	€36,200
Ukraine	€53,201
Companies	€248,334
Private Donations	€15,612
Campaign 3,5%	€7,051
TOTAL	€1,298,398

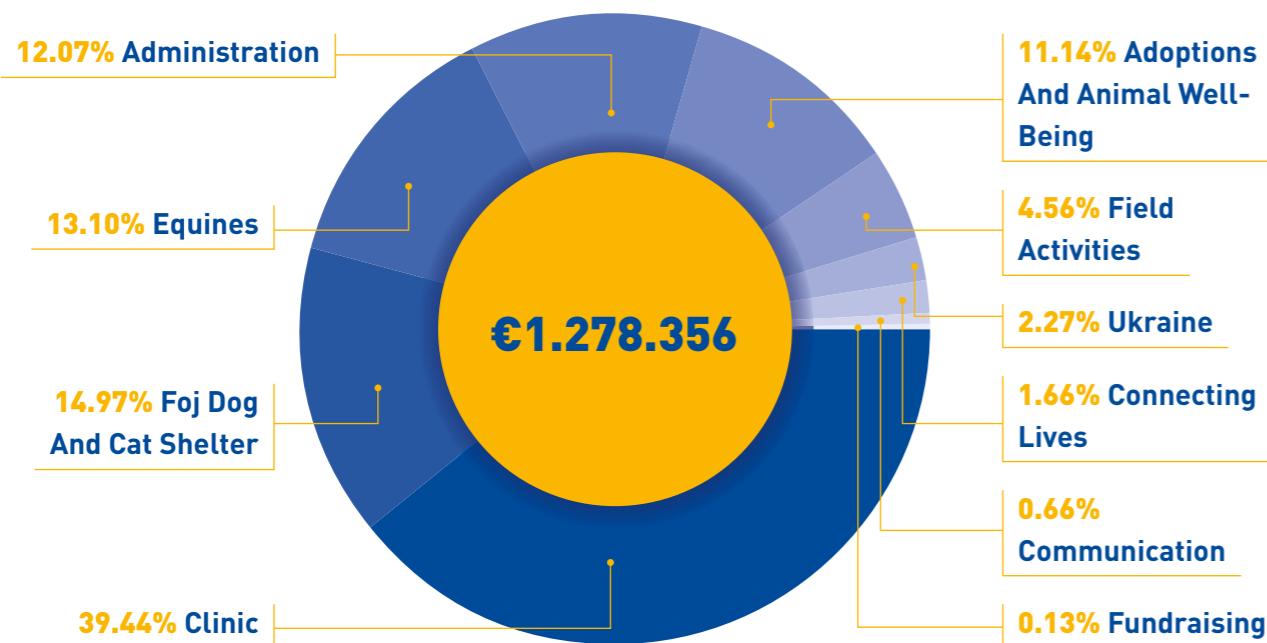


On the expenditure side, the total spending for the project in Romania in 2024 amounted to 1,278,355€, a decrease of approximately 40% compared to 2023. This reduction is primarily due to the reduced funds available for the mission in Ukraine, which inevitably led to a limitation of activities planned in the border area. Compared to the previous year, there was also

a restructuring of the project categories and an improvement in the detailed monitoring of expenses, which enabled greater management efficiency. At the same time, fundraising difficulties in Italy necessitated a revision of certain activities and a partial restructuring of the staff, leading to an 8% reduction in expenses related to Romania compared to 2023.

EXPENSES 2024 SAVE THE DOGS ROMANIA

Clinic	€504,120
Foj Dog And Cat Shelter	€191,374
Equines	€167,482
Administration	€154,320
Adoptions And Animal Well-Being	€142,413
Field Activities	€58,312
Ukraine	€28,986
Connecting Lives	€21,220
Fundraising	€1,667
Communication	€8,462
TOTAL	€1,278,356



Over the following years, it will be essential to broaden the base of both companies and individual donors supporting the organization, which remain relatively small. Much will depend on the

socio-political landscape, which may lead to a reduction in the tax incentives granted to companies, given Romania's heavy public debt.



Thank you!

We would like to thank the following organizations and companies for their generous donations to our association in 2024. Thanks to their support, we have cared for hundreds of animals all year round, providing dogs, cats, donkeys, and horses with excellent standards of care.

Financial Support:

Altius
CAN2000
DSV Air & Sea
Royal Canin România
RX Medica
Agro Concept
Isopan Est
MARS Romania
Fotonia
Euro Modul
Pegas Impex
Albion Services
Sodinal
Sorla
Trafic com

Material Donations:

Addinol
Altius
Fondation Brigitte Bardot
Montero Vet
Royal Canin România
MWI Animal Health
Purina Nestle
Greater Good Charities
Worldwide Veterinary Service

Professional Services and Consultancies:

Societatea Civilă de Avocați Fruth, Oprisan și Asociații - expertiză juridică
Elena Mircescu - cenzor și expert contabil



Final Reflections

A call to “do more” for animals in distress both in Italy and in Romania is constantly coming at us from every angle, be it from our volunteers or small local associations reporting back on urgent situations, or from our donors themselves. Yet if we want to do more **we can no longer rely on financial support from public institutions** (the municipalities in Milan do not contribute very significantly to our *Friends on the Streets* project, for example), and it is a fact that very few Italian companies or foundations include animal projects in their philanthropic and social programs. This means that for the twenty years of our existence, *Save the Dogs* has had to rely primarily on the generosity of individual donors.

As highlighted in the Fundraising section of our Annual Report, **the number of active donors decreased in 2024**, despite a slight increase in the overall value of donations. Recent studies confirm a broader trend: many Italians are finding it harder to support the non-profit sector generously, due to frozen salaries, industrial closures with mass job losses, and the constant barrage of appeals from numerous non-profit associations, resulting in a ‘fragmentation’ in people’s methods of making charitable gifts. **Splitting €100 among ten different organizations may appear impactful**, but in reality, directing that same amount to a single organization – ideally as a regular annual donation – would have a much greater effect.

This already challenging situation in Italy is further complicated by the landscape in Romania. On the corporate side, prospects are more promising, thanks to a tax system that strongly encourages sponsorship. While the notable presence of Italian companies could be a reason for optimism, in practice it has been Romanian companies that have provided the most substantial support so far. At the same time, government measures such as rising VAT and fuel costs—necessary steps to balance the state’s accounts—will inevitably **increase our operational costs** and shape the development of our new individual donor base.

If the costs of our projects rise faster than the donations we receive, the only solution will be to scale back our operations, which is precisely **the opposite of what the world is asking from us and what we wish to do**. But as long as institutions continue to neglect this area of the non-profit sector, downplaying the impact of stray animals and overpopulation, and as long as the majority of companies consider that our work is merely a “**hobby for animal lovers**”, we will be unable to expand or increase our effectiveness. And in an era marked by bloody conflicts on Europe’s borders, social tensions, and the crisis of Western democracy, it is highly unlikely that this situation will change in the short term.



Whatever happens, you can rest assured that *Save the Dogs* remains fully committed to helping as many animals as possible, both in Italy and in Romania, placing our trust in those within the corporate and institutional sectors who **recognize the true value of our work** and continue to support it generously.



Sara Turetta
President





Thanks



Our Work With the Animals That Need Us Most



FOUNDATION SAVE THE DOGS AND OTHER ANIMALS ETS

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