ANNUAL REPORT 2025 ITALY

2005 | 2025

SAVE THE DOGS and other animals

ANNUAL REPORT 2025 ITALY

2005 | 2025

SAVE THE DOGS and other animals

SUMMARY

5 Methodological Note

6 Message from the President

8 Who We Are

10 Our Work in Numbers
Awards
We Are a Member Of

11 The World We Want to Inhabit

12 What We Are Doing to Achieve Our Goals
13 The Values We Believe in

14 Our Story: Twenty Years Of Changing Lives

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

19 Using Prevention as a Weapon
20 Local Community Involvement
21 Contributing to Sustainable Development Goals

22 How We Work

23 In Romania
24 In Italy

26 The Governing and Management System

28 *Save the Dogs* Staff Members in Italy

30 The Profile of Our Staff (As of 31.12.2025)
31 Organizational Chart (31.12.2025)
32 Prioritizing Flexibility and Trust in the Workplace
34 Voluntary Work

37 *Save the Dogs* Staff Members in Romania

39 Ongoing professional development
41 Volunteering at ***Footprints of Joy***
42 ***Save the Dogs*** Romania Organizational Chart

44 How Much We Raised In 2025

45 How We Spent the Funds

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.

Published by:
SAVE THE DOGS AND OTHER ANIMALS E.T.S. FOUNDATION

Photographs:
Lillith Photo, Marco Giarracca, Mihnea Turcu, *Save the Dogs*

Printing:
Graphicscalve Spa

Graphic design:
Francesco Lo Nigro

46 What We Did in Romania in 2025
48 Infrastructure Development
50 Swimathon
51 Connecting Lives
52 Legislative progress in Romania
53 Events and media coverage
56 The rescue of the Nuci horses
59 Final remarks

60 What We Did in Italy in 2025
62 Friends on The Streets, Companions for Life
65 The 'AccogliAmo' Project
Speranza'sstory
Too Many Puppies

70 Fundraising and Communication
71 Fundraising: Private Individuals
73 New Approaches and the Development of Peer-To-Peer Fundraising in 2025
5X1000 Donors to *Save the Dogs*
74 Corporate Partnerships
75 Press Office Activities in 2025
Advocating for Stronger Animal Welfare Legislation in Europe
76 Social Media
77 Events, Awards and New Opportunities
79 Our Supporters
80 Public Authorities

81 Balance SheetItaly

86 Balance Sheet Romania
87 Income 2025
88 STD Expenses Romania 2025

89 Thanks

90 Final Reflections

93 Grazie

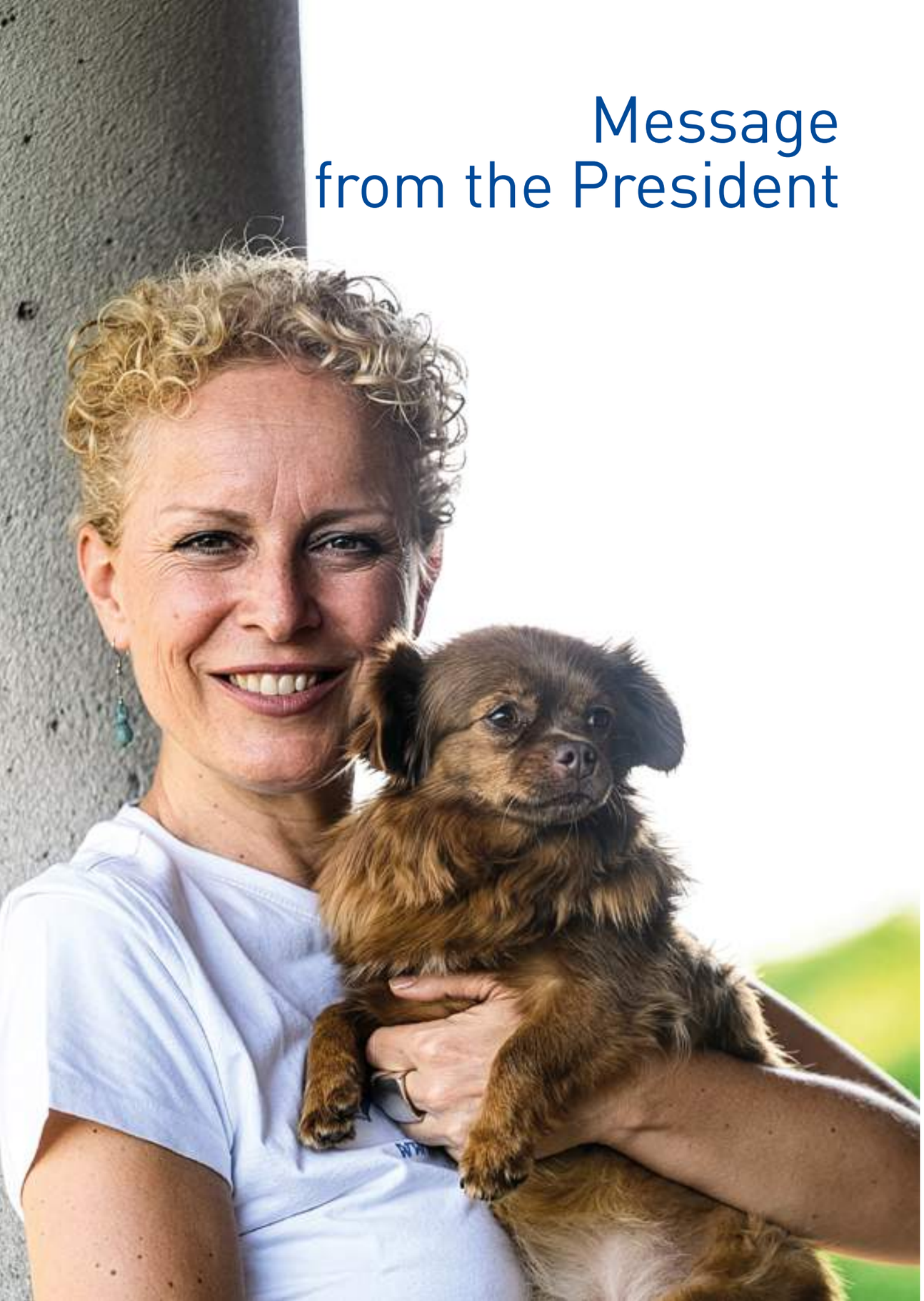
METHODOLOGICAL NOTE

The Annual Report of *Save the Dogs and other Animals Foundation E.T.S.* is an important transparency and accountability tool that enables us to communicate and measure the results achieved, while providing stakeholders with a clear picture of our activities and their impact.

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



Looking back on everything we achieved in 2025 across Italy and Romania, I must confess that I find myself **torn between two contrasting emotions**.
On the one hand, I am **amazed** by how much we have accomplished, because despite a slight reduction in income, **almost all of our projects** have **expanded** their reach and impact.

On the other hand, I have gained a deeper understanding of why the management teams of *Save the Dogs* in both countries were literally exhausted by the end of the year: 2025 turned out to be **a relentless race** to help as many animals as possible while responding to the growing expectations of our stakeholders.

Everything we recount in the following pages took place amid **countless operational challenges**, particularly in relation to **managing staff** and financial resources, as we worked to **contain our costs**. However, we never gave up, despite moments of discouragement and – in some cases, I freely admit – profound personal disappointment.

I hope that, as you turn these pages, this report will give you an insight into the **tremendous effort** we make every day to **ensure that your donations achieve** the greatest possible impact and **change lives**, **ease suffering**, and strengthen the **bonds between people and animals.**

What you read here is only **a small part of the good we aim to carry out** via our communication channels, because it is impossible to document everything that happens every day in our clinic in Romania, on the streets of Milan, or while knocking on the doors of families in the Sila region. We hope that future technologies will help us take you behind the scenes to witness even more of the work we do, so that you can share **both our joys and our struggles** and, above all, feel even **prouder** to be an active part of this great adventure.

I would like to close by dedicating a special thought to the **magnificent Dr Jane Goodall**, who passed away on 1 October 2025. This world-renowned ethologist has left behind an extraordinary legacy of **hope** and a **vision** that perfectly mirrors the values shared by *Save the Dogs*: one that recognizes the profound **interconnectedness** of people, animals and the natural world, and the shared responsibility we have to protect and nurture those bonds.
I was fortunate enough to see and embrace Jane one last time at the VESAK celebration in Milan in May 2025, organized by the Italian Buddhist Union. **Jane was due to visit Romania for the first time** in May 2026, and we had hoped she would see *Footprints of Joy*, where we eagerly awaited her visit. Sadly, it was not to be.

The world has been a much sadder place since she left us in early October. For more than twenty years, she was a source of inspiration for our commitment to animals and the communities we serve.

In her memory, we will continue to strive for a kinder and more compassionate world, hopeful that **new inspiring leaders** will emerge to guide us through the particularly challenging times that lie ahead for humanity.

Sara Turetta
President and Founder

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.

With its team of 40 operators, *Save the Dogs* runs an integrated project to combat stray animal populations 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. The association's headquarters is ***Footprints of Joy***, a refuge that includes a shelter for 200 dogs, a cattery, and a sanctuary for 80 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 45,254 animals, including dogs and cats, while thanks to an intensive international adoption program more than **8,767** animals have been placed with adoptive families through a network of partner organizations in various European countries (Sweden, Germany, Switzerland, and Northern Italy).

Alongside its work in animal care, sheltering and population control, *Save the Dogs* promotes a culture of respect for animals engaging the local community and welcoming thousands of children to Footprints of Joy. Since 2023, *Save the Dogs*' Romanian headquarters has been part of the Jane Goodall Institute's global *Roots & Shoots* program through an initiative involving inmates from the nearby prison.

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. A similar intervention was also launched in 2021 in certain areas of Calabria. As of the present, **more than 4,585 animals have already been sterilized** here thanks to *Save the Dogs*.

In 2021, the "**Friends on the Streets, Companions for Life**" project was launched, a street outreach program dedicated to supporting dogs belonging to people experiencing homelessness and others facing serious economic hardship. Through a team of staff and volunteers, the project provides essential supplies, sterilization services and free basic veterinary care. **By the end of 2025, it had supported 200 people and their four-legged companions.**

Our Work in Numbers

ITALY

CAMPANIA AND CALABRIA

4,585
ANIMALS STERILIZED

MILAN

329
PEOPLE AND THEIR COMPANION ANIMALS ASSISTED SINCE 2021

ROMANIA

45,245
ANIMALS STERILIZED

8,767
INTERNATIONAL ADOPTIONS

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 2025, our President and Founder was presented with the **Excellence Award in Romania** for her outstanding contribution to civic activism, and also received an award from **CARIERE** magazine.

We Are a Member Of

the **EU Dog & Cat Alliance** and actively collaborate with **ICAM, the International Companion Animal Management Coalition**.

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

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, and by embracing our **responsibilities** to ensure their **protection** and a **dignified life**, striving for **harmonious co-existence** with all living beings.

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.

The Values We Believe in

- **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.

- **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
- **carefully considered and non-invasive** use of AI technology.

- 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.**

- 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.**

Our Story: Twenty Years Of Changing Lives

20YEARS

For the past twenty years, ***Save the Dogs Foundation*** has been committed to ensuring the protection and upholding the dignity of the most vulnerable animals, while promoting a greater understanding of their needs and encouraging compassionate, responsible behavior. Our ongoing mission is grounded in the belief that animal welfare is inseparable from the pursuit of a **more just and caring society**.
2025 marked an important milestone in our journey as we celebrated twenty years of work in Italy. It was an opportunity to reflect on what we have achieved, celebrate the impact of our work, and look to the future with renewed determination.

2002 – 2005: The Foundation Years

Our story began in **2002**, when founder Sara Turetta left a secure career in Milan to respond to the stray dog crisis in Romania, where countless animals were at risk of mass extermination.

2005: Save the Dogs and Other Animals Onlus was officially established in Milan. In the same year, the newsletter "Save the Dogs News" began chronicling the pioneering efforts of those early years.

2006 – 2018: Consolidation and Developing the Romanian Model

During this period, *Save the Dogs* became a recognized leader in addressing Romania's endemic stray animal crisis through an integrated approach that combined state-of-the-art facilities introduced and developed in Romania.

- The organization launched its first **sterilization program** and began facilitating **international adoptions**, which have since given more than 8,700 animals a second chance at life.
- At the same time, the *"Footprints of Joy"* center in Cernavodă gradually took shape. The site grew to include an equine sanctuary, a dog shelter, a cattery and an avant-garde veterinary clinic that now provides care for thousands of animals every year.

2019 – 2021: Expansion in Italy

Recognizing that dog and cat over-population also required systemic action in Italy, the association expanded its work to Southern Italy through a series of targeted projects:

2019: The "**Too Many Puppies**" program was introduced, focusing on the sterilization of cats and dogs in Campania and Calabria, while promoting micro-chipping.

2021: "**Friends on the Streets, Companions for Life**" was officially launched in Milan, Italy's first structured mobile outreach service dedicated to assisting animals belonging to people experiencing homelessness.

2022 – 2024: Innovation and Integrated Support

In recent years, *Save the Dogs* has expanded its mission beyond animal welfare alone, placing greater emphasis on protecting the unique bond between people and their animals:

2022: For the first time, *Save the Dogs* responded to an international humanitarian emergency, responding to the **war in Ukraine** by supporting refugees travelling with their animals and funding large-scale sterilization programs in collaboration with Ukrainian veterinary clinics.
By the conclusion of the operation, more than **1,000 people** had been assisted at the Isaccea border crossing at the end of **2024**, while **5,487 sterilizations** had been funded.

2023: *Save the Dogs and Other Animals Onlus* became a **Foundation**, registered in Italy's National Register of Third Sector Entities (RUNTS).

2024: The "**AccogliAmo**" project was launched, a temporary foster care program designed to support people in vulnerable circumstances (including those experiencing homelessness or severe hardship) who are temporarily unable to care for their animals, helping to prevent permanent separation.

2025: Our Twentieth Anniversary

2025 marked the Foundation's twentieth anniversary, a year of celebration and renewed ambition for the future:

- **Overall Results:** Over two decades, we performed more than **45,254 sterilizations** in Romania, facilitated **8,767** international adoptions, and provided veterinary care for over **13,000** animals.
- In **Milan**, the organization strengthened its collaboration with local authorities and community partners, while the Street Outreach Unit of *Save the Dogs* was incorporated into the City of Milan's social inclusion co-design network supporting people experiencing severe social marginalization.
- The number of **sterilizations** supported in **Southern Italy** reached **4,655.**
- **TEDx Forlì:** The anniversary year opened with a **nationally recognized** TEDx Forlì talk by President Sara Turetta, who called for the need for sterilization to become a widely accepted cultural practice capable of preventing the suffering caused by the uncontrolled birth of millions of unwanted animals.

Celebrating 20 Years of Impact

To mark this important milestone and strengthen relationships with our supporters and partners, the Foundation organized **two major institutional events** in 2025 aimed at reporting on the results achieved to date and outlining priorities for the decade ahead.

Dialogue with Institutions and Strategic Partners

On **6 November**, the **Foundation** brought together companies, partner foundations and institutional representatives for an event dedicated to reflecting on the **social impact** generated through **twenty years of activity** in Italy and abroad.

This provided an important opportunity for **discussion and dialogue**. Participants reviewed the key milestones of the **Foundation's growth**, highlighting its organizational evolution over time and the results achieved. **Current projects in Romania and Italy** were also presented, offering an updated overview of field activities and their **tangible impact**.

The meeting concluded with a **shared reflection** on the **systemic challenges** that remain and the **strategic priorities** for the coming years, strengthening collaboration with partners and **reinforcing a common commitment to long-term goals**.

At the Heart of Our Community: Volunteers and Supporters

A second event, held at the Foundation's Milan headquarters, was dedicated to **volunteers** and **individual supporters**. It celebrated the vital role that personal commitment plays in ensuring the success of *Save the Dogs*' work and recognized the commitment of the people who support our mission every day.

Achieving Success Together

Looking back on twenty years of progress was not simply an opportunity to celebrate the past. It was also a demonstration of our **transparency and accountability** to the stakeholders. The success of these celebrations reflects the strength of a fully engaged community whose ongoing support enables the Foundation to build a world that is more respectful of animal rights.

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. If on the one hand there is a greater resistance to birth control methods), on the other hand **animal protection organizations are primarily focusing on 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 approach has been adopted in only a small number of forward-thinking local communities.

***Save the Dogs'* prime objective is to convince the administration offices 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 associations 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.

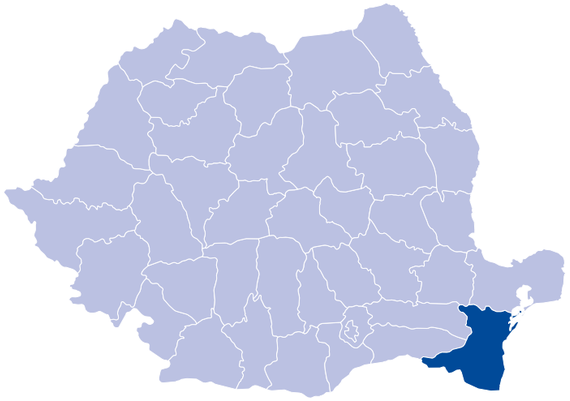
Public-private partnerships can be effective in supporting initiatives aimed at improving animal welfare. *Save the Dogs* always seeks to partner with local Administrations, even if this is not always possible. We also network with other non-profit organizations whenever the opportunity presents itself. 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 40 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

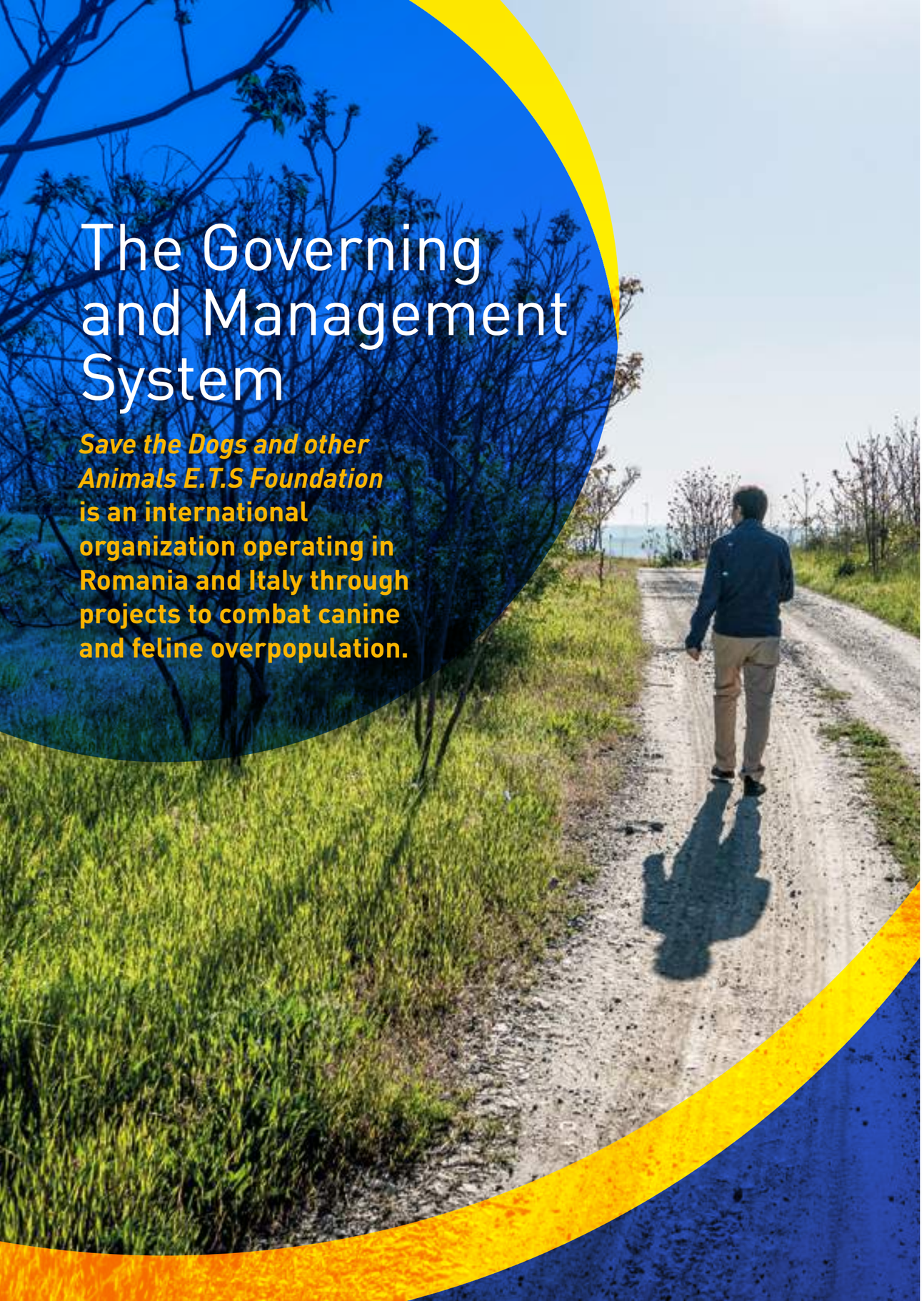
- **Project partners**: Fondazione Somaschi Onlus, Opera San Francesco Foundation (Via Kramer branch and outpatient clinic in Via Velasquez), AVI – Italian Veterinary Ambulance Service, Mondo Gatto Milano, LNDC Segrate, Fratelli San Francesco Foundation.
- **Institutional partners:** Municipality 2, Municipality 8. The project is part of the City of Milan's co-design framework for tackling severe social marginalization.
- **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 sterilization 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 sterilization of cats and dogs.
- **Period:** September 2022 – ongoing.

Calabria

- **Project partner**: Amici Animali FEF Association (Cosenza)
- **Institutional partner**: Municipality of Rogliano.
- **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.



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 FOUNDATION 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* | **FIORELLA FERRANDINO** *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

At the end of August, Treasurer Sergio Sellitto resigned from his position and was succeeded by Fiorella Ferrandino, a long-standing supporter and volunteer of the Foundation. The key topics and decisions adopted by the Board of Directors during 2025 concerned the approval of the 2024 financial statements, annual planning, and all matters relating to personnel management.

THE SCIENTIFIC COMMITTEE

To support the quality and effectiveness of its work, the Foundation is advised by a Scientific Committee, currently composed of two experts in animal behavior and welfare.
Acting in an advisory capacity, the Committee helps guide the organization's programs and operational decisions, providing specialist knowledge and ensuring that interventions reflect current best practice. In particular, its members include specialists in canine behavior and feline ethology, whose expertise contributes to the management, welfare and rehabilitation of animals supported by the Foundation.

LUCA SPENNACCHIO *Dog Behavior Specialist*
A canine behavior specialist with more than 20 years of experience in the professional training of dog trainers and behavior instructors, Animal-Assisted Activity (AAA) and Animal-Assisted Therapy (TAA) handlers, and shelter staff. He has taught at some of the country's leading canine education schools specializing in the cognitive zoo anthropological approach and, for several years, has lectured on postgraduate training programs at the Veterinary Medicine Faculties of the Universities of Pisa and Parma. He is the author of several publications and has organized many national events and conferences, including Canile 3.0, The Dog at 360°, SOdiCANE, The Thinking Dog, and Psychological Trauma in Dogs.

JOLE DA RIN *Cat Behavior Specialist*
She began collaborating as a volunteer with the association *Mondo Gatto Milano* in 2010. From 2012 to 2018, she served as a member of its Board of Directors and, in 2020, decided to focus on the behavioral rehabilitation of cats considered difficult or problematic. She has attended numerous courses offered by international organizations, including *International Cat Care, Battersea Academy, Cats Protection* and *Fear Free Shelters*, specializing in feline behavior and welfare. She has complemented this training with hands-on mentoring and practical experience under the guidance of an experienced feline behavior specialist.

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 Staff Members in Italy

The Foundation's staffing structure remained broadly stable throughout the 2022–2025 period, although some natural internal adjustments occurred as a result of normal staff turnover.

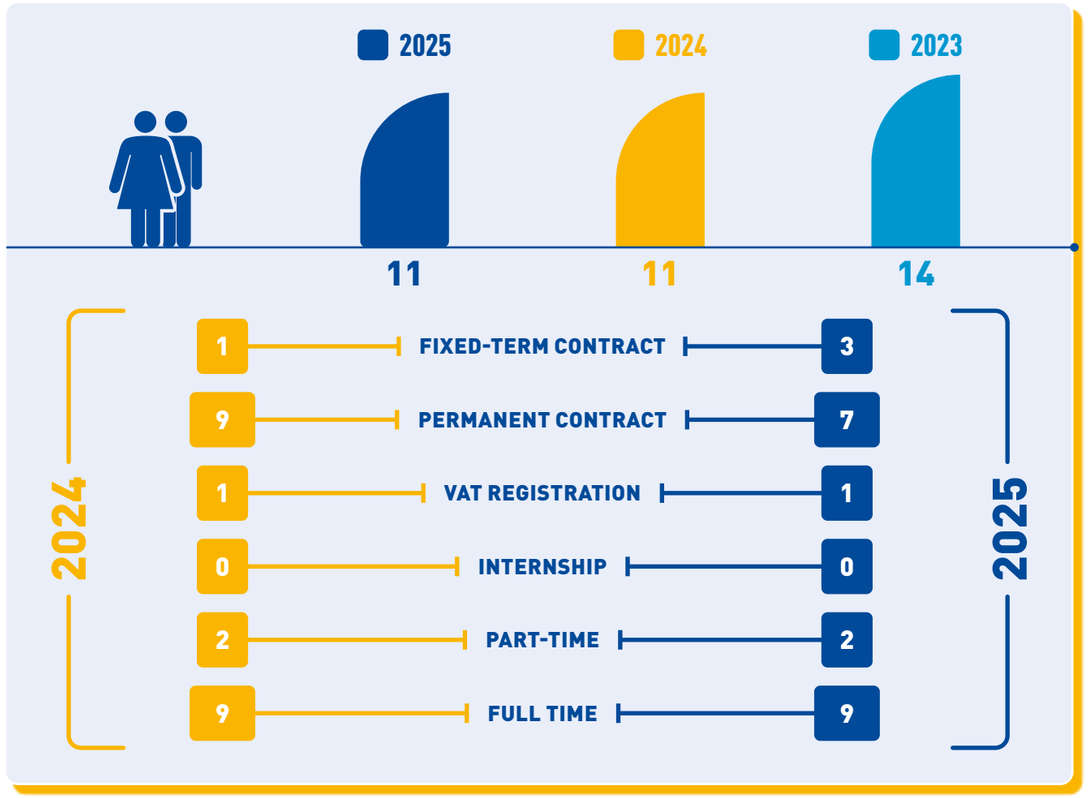
Overall staffing levels remained substantially unchanged. **A gradual decrease in permanent contracts** was offset by an **increase in fixed-term positions**, largely reflecting the recruitment of new staff members to replace employees who had voluntarily left the association. The use of self-employed consultants remained limited and stable.

With regard to the overall organization, the balance between **full-time and part-time** positions remained largely unchanged, with only minor fluctuations that had no significant impact on the overall structure.

In general, these figures confirm a **stable and well-established management structure**, supported by a healthy level of staff renewal, with contractual arrangements evolving gradually in line with operational requirements and workforce development.

The Profile of Our Staff (As of 31.12.2025)

Number of Staff Members Year on Year



Average Age of Employees

47 years

Gender Percentage

82% women

18% men

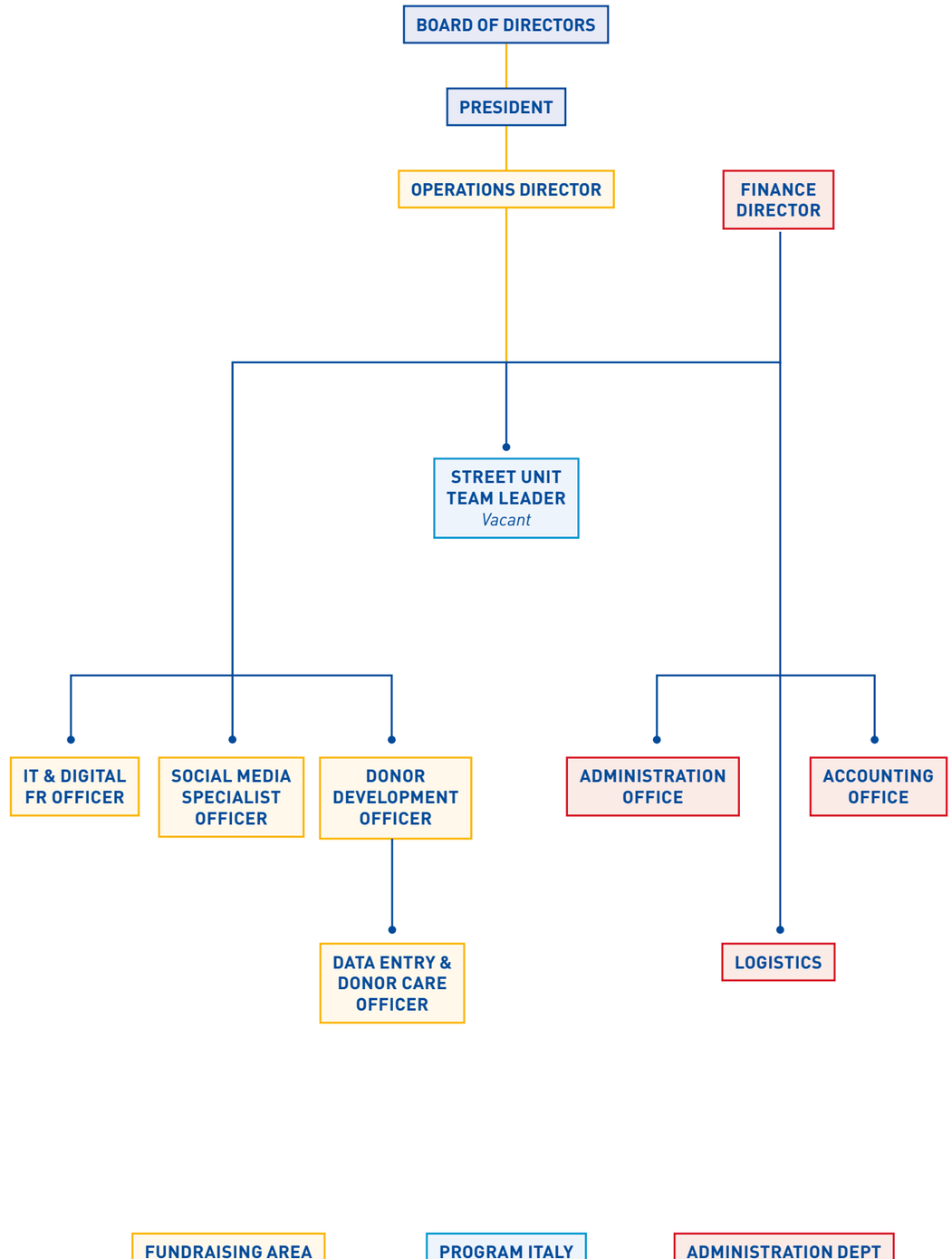
Average Staff Salaries

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 Turetta *President and General Manager*
47,904 € for the role of Director

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

Organizational Chart (31.12.2025)



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.

Staff Visit to Cernavodă to Mark the Twentieth Anniversary

To celebrate our twentieth anniversary, members of the **Fondazione Save the Dogs** Italian team travelled to the *Footprints of Joy* center in **Cernavodă**, Romania.

The experience provided a valuable opportunity for colleagues from Italy and Romania to meet, share knowledge and deepen the sense of collaboration and shared purpose that underpin the Foundation's work.

Strengthening Connections Across the Organization

For the Italian team, the visit offered valuable insight into the day-to-day activities carried out at *Footprints of Joy*, deepening their understanding of operational processes and the impact generated.

Activities and Opportunities for Exchange

During their stay, staff members took part in a range of activities, including:

- a tour of the veterinary clinic, the dog shelter, the cattery, and the equine sanctuary;
- an introduction to the local context of Cernavodă, and the challenges that have shaped the evolution of the association's work over the years.

Training and Internal Collaboration

The visit included training opportunities for discussion between the two teams through meetings and joint working sessions. These activities helped enhance operational coordination and reinforced a shared understanding of the mission, values, and long-term objectives.

Looking Ahead

The experience provided an opportunity to reinforce a sense of belonging to a shared mission, reaffirming the organization's commitment to the future, and building on the achievements of our first twenty years.

Voluntary Work

Voluntary Work in Milan

In Milan, the ***Save the Dogs and other Animals Foundation's*** volunteer program is built around an operational model in which the Street Outreach Unit provides direct support to people experiencing homelessness and their companion animals. Other volunteer activities are organized around this core commitment, helping to ensure consistent support for individuals facing difficult circumstances and the animals who depend on them.

THE STREET OUTREACH UNIT

The Street Unit operates in several areas of the city, including the **San Babila** and **Quarto Oggiaro** districts, providing support to people experiencing homelessness and the animals who share their lives. Volunteers carry out ongoing outreach and practical assistance, paying particular attention to the animals' well-being while distributing essential supplies. The project also focuses on building relationships based on listening and respect, recognizing the value of the bond between people and their pets, especially in situations of extreme social marginalization

FRANCESCA
SEEING THE WORLD
THROUGH DIFFERENT EYES

In situations shaped by loneliness and poverty, we often encounter people who prioritize the well-being of their pets over their own needs. Through the Street Unit, we have learned that even a small gesture or a kind word can make a real difference. Being part of this project means understanding that love generates even more love: every hour spent volunteering helps improve the quality of life of those who have very little.

SUPPORTING ACTIVITIES

The Street Unit's work is supported by the Foundation coordinating a range of complementary activities, all made possible thanks to the invaluable contribution of volunteers:

- **Donation drives:** regular collection campaigns of food and essential items are held at supermarkets across Milan and the surrounding area;
- **Logistics:** donations are sorted, organized and prepared in the warehouse, ensuring that the outreach teams always have the kits they need;
- **Operational support and fundraising:** volunteers also assist staff with office work, events and fundraising initiatives, helping to secure the long-term sustainability of the project.

CLAUDIA
CORPORATE VOLUNTEERING AT IRAISER

I've been familiar with *Save the Dogs'* work for several years, and taking part in my company's corporate volunteering program during the busy Christmas period was a truly memorable experience! Although I volunteered for only two days, it was immensely rewarding to support the team during one of the year's busiest fundraising campaigns. I was welcomed with such warmth that I immediately felt part of the *Save the Dogs* family. As someone who has always loved animals, it was deeply moving to see first-hand the commitment, generosity and collective support behind this mission.

103 active volunteers

540 Total number of hours of time donated

+28% VS 2024 (423h)

of which:

240
NON-OCCASIONAL VOLUNTEER HOURS
(Milan Street Unit volunteers)

300
OCCASIONAL VOLUNTEER HOURS
(stalls and office support)

IN 2025, THANKS TO THE HELP OF OUR VOLUNTEERS:

WE COLLECTED

1,531.79
kg of food
(wet and dry food for dogs and cats)

more than **70**
essential supplies,
including parasite treatments, leashes, and bowls

WE ORGANIZED

42
food collection days
at 3 retail outlets in Milan

I can sum up the meaning of my commitment in five words: comfort, respect, care, responsibility and welcome. I have the privilege of witnessing every step of the chain of solidarity, from collecting food and essential supplies at supermarket donation drives to handing them directly to the people we meet during the evening outreach visits of the '*Friends on the Street, Companions for Life*' project. Knowing that our work provides immediate, tangible support to people facing hardship is the greatest reward, reflected in the appreciation we receive from those we meet every evening.

Samantha
Save the Dogs volunteer

Save the Dogs Staff Members in Romania

During **2025**, the staff in Romania underwent a **number of changes** that presented a significant challenge for the organization's management team.

The **veterinary clinic** was the department most affected by these changes. In October, our collaboration with a **key veterinarian** came to an end. This was unfortunate, as the individual had embodied the organization's values particularly well. Despite this untimely departure, all functions were **successfully reorganized and maintained without interruption**. At the same time, we recruited a young **veterinary medicine graduate**. As she is a non-EU citizen, her appointment required a lengthy administrative process. She is currently working in a role comparable to that of a **veterinary assistant**, with the aim of supporting her **professional development**.

The **adoptions and animal welfare department** also experienced some **significant changes**, with one team member leaving and an Italian canine behavior specialist joining us. In addition, the **manager responsible for field activities** left to pursue a new professional opportunity.

One particularly positive development was the progression of an internal team member who initially worked at **reception** before taking on responsibility for **social media management**, where she quickly demonstrated a **strong ability** to learn and produce content **consistent with the organization's identity**.

Towards the end of the year, the structure was further **reinforced** through the **reorganization of some administrative roles**, resulting in tangible improvements to **internal processes**.

Overall, by the end of **2025,** the team was more **stable and cohesive** than in previous years, with strong prospects for **further consolidation**.

Ongoing professional development

Professional development is a **strategic pillar** of the organization. Investing in the **team's skillsets** is essential to ensuring the **quality and consistency** of our work.

There was a **strong focus** on training activities throughout **2025**. The year began with a four-day **intensive course** for veterinarians and veterinary nurses, focusing on **advanced surgical techniques** and effective **teamwork** in complex settings.

In April, the **management team** attended **Animal EXPO USA, the international animal welfare conference**, gaining valuable **strategic and operational insights**.

Throughout the year, professional development opportunities were extended to staff across the organization. One member of the veterinary team completed **specialist training**, while in October a staff delegation attended an **international conference in Bucharest**, expanding access to learning beyond leadership and veterinary roles.

Around the same time, a second **national conference** offered a more **hands-on approach to animal welfare management**, further reinforcing our commitment to **continuous learning**.

These opportunities were complemented by an international study visit with the UK-based organization **SNIP International**, focusing on the management of community cat colonies. The program involved **operational staff** and strengthened their **practical, field-based skills**.

Alongside these activities, members of the team participated in **webinars and online training sessions** covering **mindfulness**, **stress management**, **compassion fatigue** and **burnout prevention**—topics that are becoming increasingly important within the sector.

Finally, in 2025 the Director completed a course in **social entrepreneurship**, providing an additional **strategic tool** to support the organization's future development and long-term sustainability.

Average Age of Employees

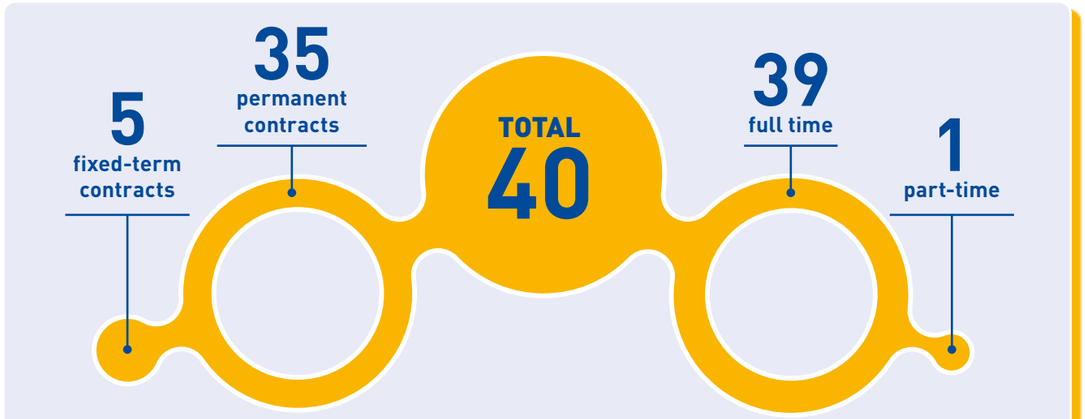
45 years

Gender Percentage

70% 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.

Type of Contracts



Volunteering at *Footprints of Joy*

We have always recognized the **central role** that **volunteering** plays in our work, but it was only in **2025** that we were able to launch a structured volunteer program, following the resolution of a number of organizational and operational challenges.

This achievement was made possible through our collaboration with **artefact gGmbH – Glücksburg**, which led to the arrival of our first German volunteers at the end of September. Joining the Adoptions and Animal Welfare team for six-month placements, they quickly became an integral part of day-to-day operations, making a meaningful contribution to animal welfare.

Designed around a continuous cycle of placements with planned handovers between volunteers, the initiative is a **long-term strategic investment**. It offers participants valuable practical experience while strengthening the organization's capacity, effectiveness and long-term sustainability.

The year also saw a **marked increase** in **volunteer** participation across a range of activities, including medical support and events, reflecting growing community engagement and an increasingly strong culture of volunteering.

ANNACHIARA'S STORY

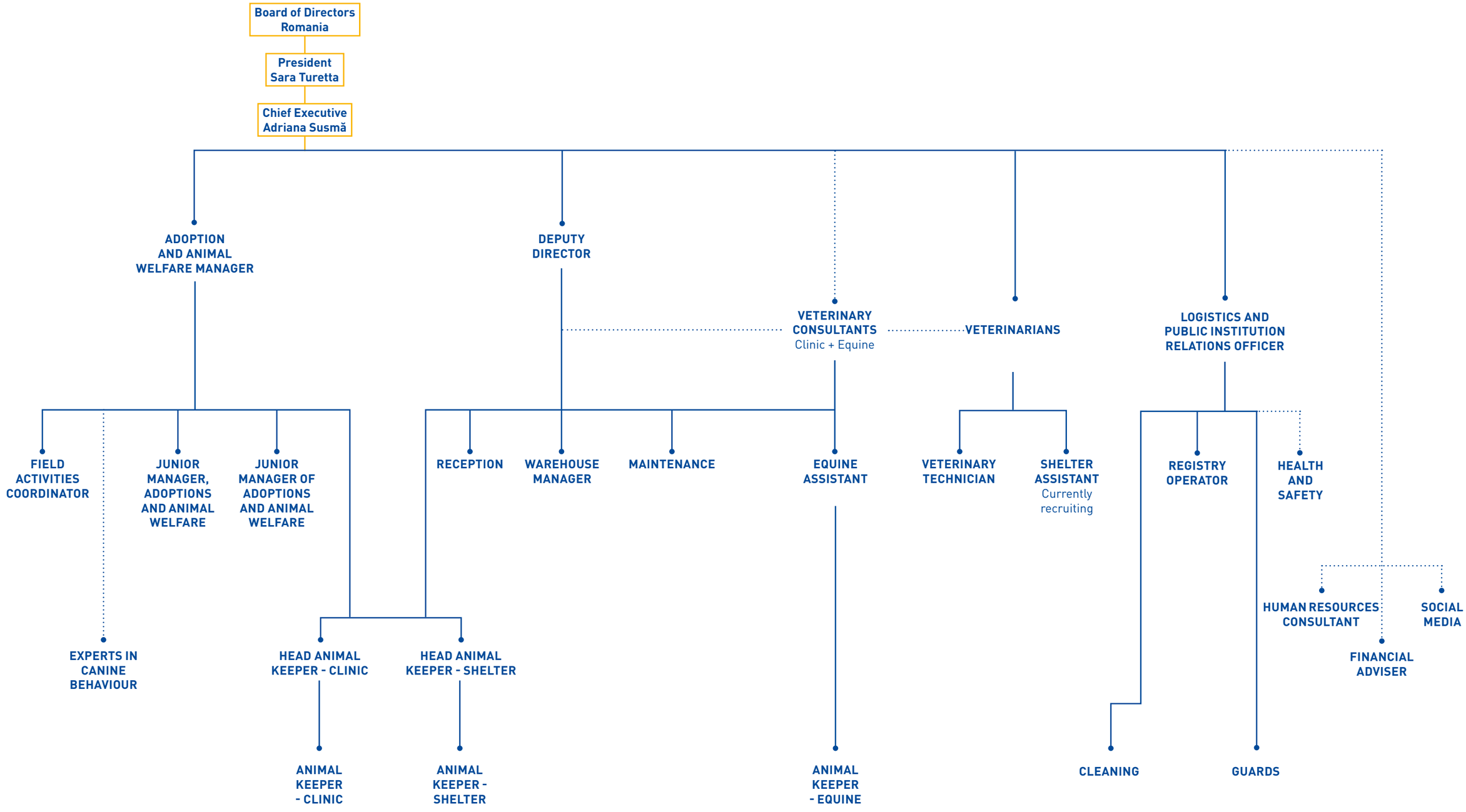
Eleven years after her first experience at *Footprints of Joy*, canine behavior specialist Annachiara Chemello, better known online as Naki Earth, returned to support the shelter in a wide range of activities, from sterilization campaigns and adoption work to helping prepare dogs for life with a new family through socialization.

Among the most memorable moments was joining the team as they distributed food to stray dogs. Seeing far fewer roaming dogs in the areas where the organization has worked over the years offered powerful evidence of the lasting impact of its sterilization program.

She left Romania with an even stronger sense of belonging and involvement, inspired to continue supporting the association by launching a fundraising campaign for its work.

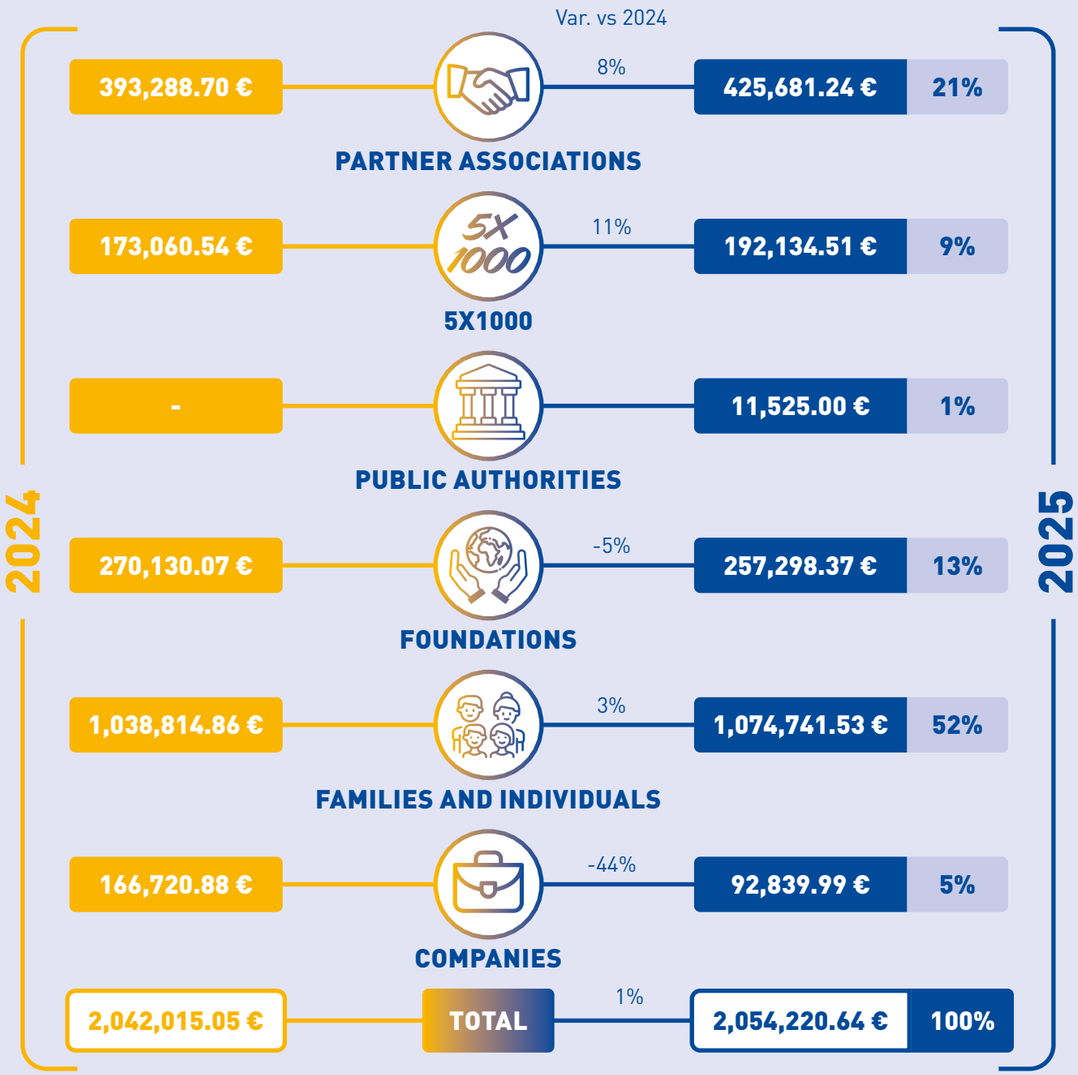
ANNUAL REPORT 2025
Save the Dogs Staff Members in Romania

Save the Dogs Romania Organizational Chart



The dotted lines represent the consultants

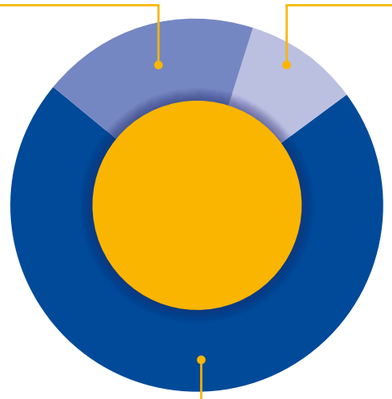
How Much We Raised In 2025

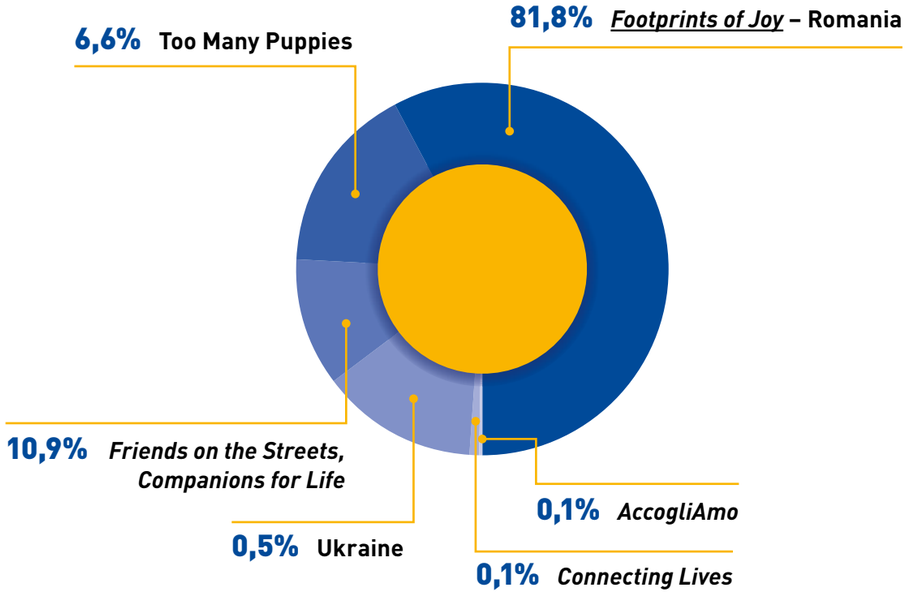


FUNDS RAISED BY 5X1000	192,134.51 €

How We Spent the Funds

Costs For Typical Activities	1,422,281 €
Costs For Fundraising & Communication Activities	365,123 €
Structural Costs	261,275 €
Total Charges	2,048,679.00 €





What We Did in Romania in 2025

A YEAR OF CONSOLIDATION AND NEW MILESTONES

In **2025**, the team in Romania successfully met every objective set out in the annual plan, and in several areas exceeded expectations.

Four large play areas were created for the dogs thanks to the fundraising campaign organized to celebrate our President's birthday, together with a new walking trail for the animals in our care. As part of our commitment to making our center an even more welcoming hub for the local community, we also opened a charity shop and a small café.

A particularly significant milestone was the establishment of a limited liability company (SRL), enabling us to launch a **public veterinary clinic** after successfully completing the complex licensing process. This marks a key step in developing the clinic's **long-term sustainability**. By offering fee-paying veterinary services to those who are able to cover the cost, the clinic will generate its own income, which will be reinvested in providing free veterinary care for stray animals and for pets belonging to the most vulnerable members of the community. More broadly, this marks the first tangible step towards building a **social enterprise**—a model that will strengthen the organization's financial resilience, increase its independence, and ensure the long-term continuity and growth of the services we provide to the community.

The work of the Romanian team also gained significant public visibility in 2025 through President **Sara Turetta's appearance on the 'Person of the Year' television program on TVR 1**, which also featured a **documentary showcasing the shelter** and its work.

The year concluded with our President's address at the **Bihor Community Gala** in beautiful Oradea, that further raised the profile of *Save the Dogs* and created new opportunities for **partnerships and support**.

Infrastructure Development

Throughout 2025, we continued to invest in the development of the shelter by creating new facilities that **enhance the well-being** of the animals while making **better use** of the space available.

- **Four spacious play areas** were created behind the veterinary clinic, bringing a previously unused part of the site to life;
- The dogs' walking area was significantly expanded with more than **200 meters** of additional pathways. Constructed using natural materials—including **gravel, straw and woodchips**—these new routes also preserve the natural character of the landscape.

- These improvements to **enrich the animals' environment** directly enhance their quality of life, promoting their emotional well-being and encouraging healthy behavior. The variety of natural surfaces also enriches the dogs' **sensory stimulation**, exposing them to a variety of new textures and scents.

The charity shop

Our **charity shop** is attracting **growing interest from visitors to *Footprints of Joy***. It offers a range **of merchandise and second-hand clothing and household items**, encouraging more **responsible consumption** while giving supporters another practical way to contribute to our mission.

Although the income generated remains **modest** in relation to the center's overall running costs at this early stage, we believe the initiative has strong **potential** to become an increasingly valuable source of income in the **medium to long term**, strengthening the center's **financial sustainability** over the coming years.

Equipment

While our capital investments in 2025 were limited in number, each one was carefully targeted and delivered tangible improvements to our day-to-day operations. Key investments included:

- The purchase of a **second inhalation anesthesia machine**, increasing our capacity to carry out sterilization procedures;
- The installation of an **electric fencing system for the horses**, allowing grazing areas to be safely expanded during the warmer season. This brings benefits both by **reducing feeding costs** and by enriching the animals' environment, supporting their **overall well-being**;
- The acquisition of an **action camera**, which has greatly enhanced our ability to document our work and produce engaging visual content suited to today's digital communication channels.

Swimathon

Participation in the **Swimathon**, a fundraising marathon held in Bucharest bringing together dozens of volunteer swimmers, was the first major fundraising event in Romania we had taken part in, and it proved to be a great success.

Through this initiative, we reached a new community of **local volunteers and donors**, significantly expanding our network of supporters.

Seventeen volunteer swimmers championed our cause by fundraising among their own friends and family, helping us reach **91% of our €8,000 fundraising goal**.

Connecting Lives

As part of the **Connecting Lives** program, which recognizes the **bond between people and animals** as a powerful catalyst for social change, community engagement activities continued to grow and strengthen throughout **2025**.

School visits are now an established part of educational programs in Romania. During Romania's ***Green Week*** and ***Different Week***, many school groups visited the shelter to explore themes such as animal welfare and responsible pet ownership, creating meaningful learning opportunities for both students and their families.

The program also reached **people facing different forms of vulnerability**, including children with disabilities, older adults and people in prison. By encouraging direct interaction with the animals, particularly cats and donkeys, it positively fostered emotional well-being and social connection.

Alongside these initiatives, **collaboration** with the animal welfare authorities continued through the rescue and rehabilitation of several dogs removed from situations of abuse and neglect. These often complex interventions require lengthy treatment, but they also represent an important step in building trust and cooperation with public authorities.

Taken together, these initiatives reinforce the shelter's role as a **place of connection**, where **education, social inclusion and therapeutic value** come together, creating lasting benefits for both the community and the animals living in it.

Legislative progress in Romania

Over the past two years, the organization's visibility has grown exponentially at a national level, resulting in our active participation in **debates** and **institutional forums** on animal welfare throughout **2025**.

A particularly important step came on **24 November 2025**, when Parliament considered a proposal to reform Romania's legislation on stray animals. Working alongside other animal welfare associations, we supported a package of measures aimed at strengthening animal protection, including limiting euthanasia to exceptional circumstances, introducing **mandatory sterilization**, expanding the use of micro-chipping to improve traceability, and placing greater responsibility on local authorities to enforce the law and sanction violations.

Through the work carried out in Cernavodă, Save the Dogs and Other Animals is now widely recognized as a **center of excellence** and a **model of best practice**, contributing practical experience and expertise to the ongoing development of Romania's animal welfare legislation. This progress has been made possible primarily through our close collaboration with the country's leading animal welfare organizations.

Events and media coverage

2025 was an especially busy year for our team, marked by a significant increase in activities and events organized at the ***Footprints of Joy*** center*.*

Corporate team-building

During 2025, we hosted **four corporate team-building events**, bringing together groups of between 10 and 50 employees from across a range of sectors.

The companies that took part included:

- **Bonatti Spa**, **Mastercard** and **Leroy Merlin**, all taking part for the first time;
- **Royal Canin** and **Mars**, returning for a third consecutive year.

These initiatives made an important contribution to the day-to-day work of the shelter by supporting practical tasks such as:

- painting fences and stables
- carrying out maintenance and repairs
- renewing the gravel in the kennel areas
- planting trees and tending the green spaces.

These team-building events give employees the opportunity to become **volunteers for a day**, making a tangible contribution to the upkeep of the center while strengthening their connection with the social causes that their companies support.

Events organized by the team

One of the year's most encouraging developments was the growing confidence and organizational capacity of the Romanian team, which independently planned and delivered a series of successful public events.

- In August, we took part in **Cernavodă City Days**, providing an opportunity to engage directly with the local community during the city's annual celebrations;

- On the occasion of **World Animal Day** in October, we opened the doors of *Footprints of Joy* to the public for an open day featuring a range of activities for visitors, including:
  - information sessions about adopting a cat or a dog
  - a workshop on feline behavior
  - opportunities to meet the sanctuary's donkeys.

  Despite poor weather conditions, the event attracted more than **30 visitors from Cernavodă**, **Constanța** and **Bucharest**.
- In December, we hosted our **Christmas Charity Fair**, which proved to be another successful event. Two professional photo sets—Santa's House and the Barn—created immersive experiences for visitors, while the charity market offered a wide range of donated items, most of them contributed by our staff and the Italian headquarters.

Together, these three events raised approximately **€2,700** in donations, but the greatest achievement lay in the strengthening of the relationship we have with our local community of supporters.

Partner visits and international networking

During the year, we were pleased to welcome several **international partners**, including the animal protection association **Società Protezione Animali Bellinzona (SPAB)** from Switzerland and **Wir für Hunde in Not e.V.** from Germany.

Visit from SPAB Bellinzona to *Footprints of Joy*

In **September 2025**, the *Footprints of Joy* shelter welcomed some very special visitors: namely, President Emanuele Besomi and Director Betty Agustoni of the **Società Protezione Animali Bellinzona (SPAB)**. We have been collaborating for more than twenty years with these trusted adoption partners in Switzerland.

The visit offered a valuable opportunity for discussion and exchange, allowing our guests to gain first-hand insight into the center's activities, from the day-to-day care of the animals to the outreach activities carried out across the local area.

Veterinary partnerships and animal welfare

Our long-standing partnership with the UK charity **The Donkey Sanctuary**, a leading international authority on equine welfare, continued to play a vital role throughout 2025.

Its team of specialist veterinarians provides invaluable expertise in monitoring the health and well-being of our donkeys.

The 2025 welfare assessment confirmed consistently high standards of care, highlighting particular strengths in hoof care, skin health and the donkeys' social well-being. The review also identified areas where further progress can be made, including the management of very elderly animals, preventive dental care, and respiratory health during the dry summer months, when dust levels are at their highest.

Visibility, media and corporate partnerships

In 2025, the shelter received visits from numerous supporters, **influencers** and content creators, helping to raise the organization's visibility on social media across Romania.

One of the year's highlights was **BMW Romania**. Around twenty Romanian influencers working across a variety of sectors visited *Footprints of Joy*. Together, the content they shared generated more than **67,000 social media views**.

The shelter also featured in **three television productions** broadcast by national networks and was showcased during a charity film screening in Bucharest.

The rescue of the Nuci horses

Late in November, social media reports shared by the **Ilfov County Council** brought to light a shocking case of animal hoarding and neglect. At a farm in the village of **Nuci**, already known to the authorities, dozens of animals had been left in appalling conditions after being abandoned by a repeat offender.

These horses, dogs, cats, donkeys and sheep had been left without food, water or proper care for an extended period. The site also contained the carcasses of numerous animals that had died from starvation and neglect. Working alongside the county authorities, animal welfare officers removed the surviving animals and transferred them to shelters and rescue organizations across Romania.

When the authorities asked for our support, we immediately offered to take in **five of the horses** in the most critical condition, together with **a pony**, so they could begin receiving the specialized veterinary care they **urgently needed to survive**.

The animals were found in a deplorable state. The ground was covered in mud and manure, and for days they had survived by ingesting mud mixed with feces in a desperate attempt to ease their hunger. For equines, whose digestive systems are particularly sensitive, this placed them **at immediate risk of death**.

The road to recovery

For **Bruno, Beppe, Pamela, Perla and Pina**, every hour mattered. Without swift intervention, they would almost certainly have died within a matter of days.

Thanks to the immediate availability of our **quarantine facilities**, we were able to admit them safely without delay. While one part of the team

carried out the rescue and transport operation, colleagues at the sanctuary worked quickly to prepare the quarantine area and ensure everything was ready for their arrival.

The first few days were the most delicate, as the animals remained at high risk of **acute colic and serious metabolic complications**.

Their clinical recovery and a new beginning

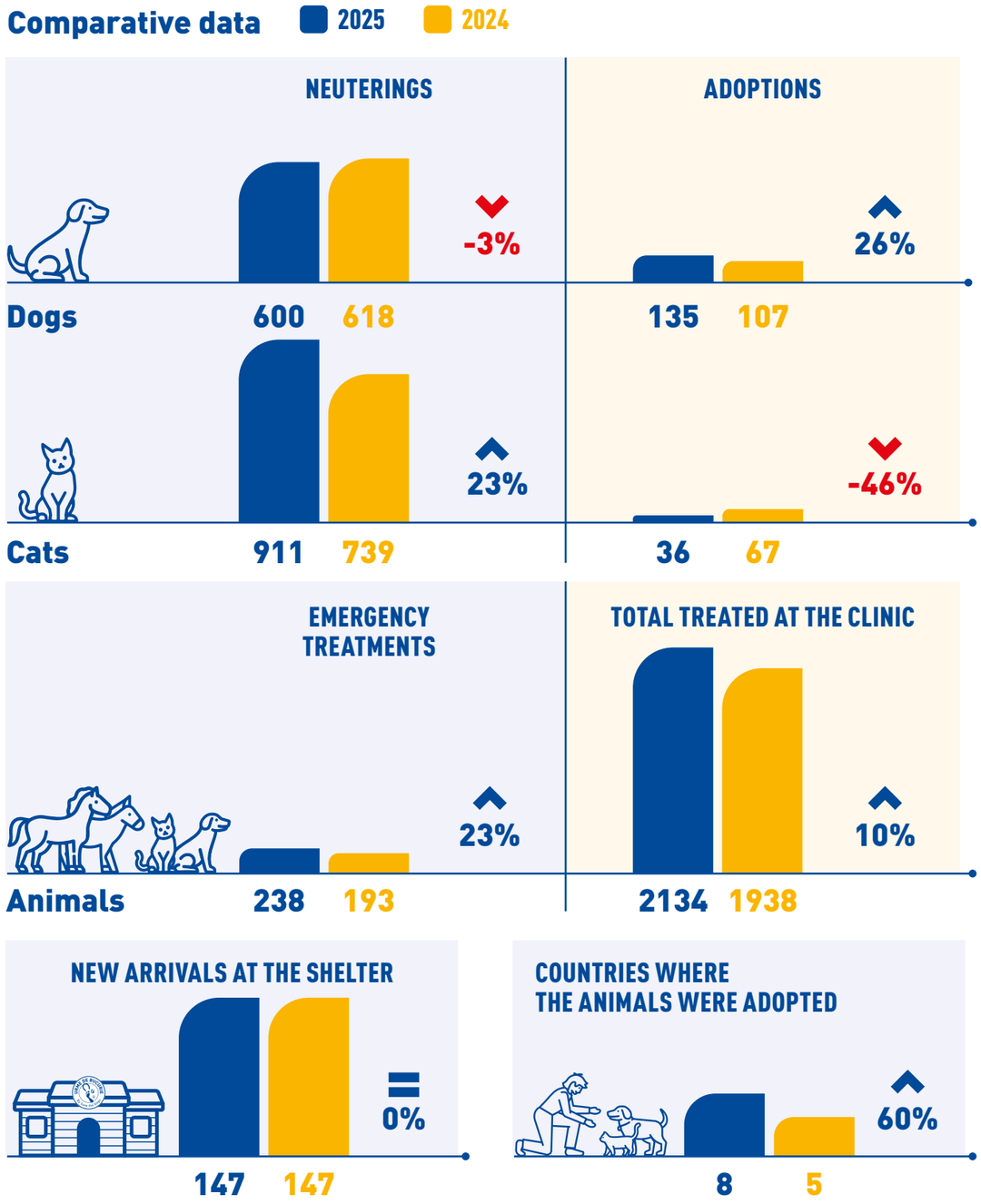
Thanks to continuous veterinary care and dedicated attention, the horses steadily emerged from the initial critical phase and began to make a slow but steady recovery.

Today, all five horses are doing well and have entered a new chapter in their lives, recognizably safe, stable and well cared for.

Patty the pony has also made remarkable progress. Initially traumatized and withdrawn, she has gradually become more confident and trusting, showing clear improvements in both her behavior and her relationship with the people around her.

Their story demonstrates how rapid, well-coordinated intervention can transform **a rescue situation into a second chance at life**. It also highlights the vital role that close collaboration between public authorities, veterinary professionals and animal welfare associations plays **in emergency situations**. At the same time, the case is a stark reminder of the growing challenge posed by **compulsive animal hoarding**. In Romania, as in many other countries, it is becoming an increasingly serious animal welfare issue.

Key figures 2025



This overview reflects the team's tremendous commitment and the effectiveness of our projects in the field, at the shelter, and within local communities. In 2026, we will continue to invest in growth, recognizing the tangible difference that every action, however small, can make in the lives of animals and people.

Throughout 2025, our programs continued to expand, delivering **measurable results in animal care, prevention and adoption**, and reinforcing the positive impact of our work within the communities we serve.

Overall, **1,511 sterilizations** were carried out, including **600 dogs** and **911 cats**. Compared with 2024 (1,357 procedures), this represents an increase of **12%**, reflecting the strengthening of our long-term strategy to reduce stray animal populations and prevent abandonment.

A significant proportion of the surgeries was made possible thanks to our collaboration with external veterinary teams, including:

- **6 campaigns led by Dr Lidia Zahiu and her team**
- **4 campaigns led by Dr.ssa Irina Corbu and her team.**

Overall, these *spayathons* (high-volume sterilization campaigns) accounted for approximately **58% of all sterilizations performed during the year**. The procedures reached both privately-owned animals and strays, with a particularly notable increase in the number of cats treated from managed community feline colonies.

STERILIZATIONS 2025

	Total	Male	Female
Dogs	600	213	387
Cats	911	308	603
Total	1,511	521	990

Emergency cases and clinical services

In 2025, the clinic carried out **238 emergency treatments** for dogs and cats. Around **47% of these cases concerned stray animals** that had been found injured or in life-threatening condition. Some of the rescued animals remained at the shelter and were later enrolled in our adoption program. In some cases, however, euthanasia was the only humane option because of the severity of their injuries or medical condition. In addition to emergency care, the clinic provided consultations, specialist treatments, ultrasound examinations and X-rays, assisting a total of **2,134 animals** over the course of the year.

Admissions and population at the shelter

During 2025, **147 new animals**—primarily dogs—were admitted to the center. By the end of the year, the shelter was home to **121 dogs** and **39 cats**, all at different stages of rehabilitation or preparing to be adopted.

Adoptions

171 ANIMALS ADOPTED

Dog adoptions rose by **26% compared with the previous year**, reflecting both the effectiveness of our international adoption network and the renewed interest from adoptive families following a prolonged period of slower demand. **Sweden** remained our principal adoption partner through **Hundhjälpen**, followed by Italy, Switzerland and other European countries. In parallel, our partnership with the German organization **Wir für Hunde in Not** enabled several animals that had spent long periods in the shelter to finally find a new home.

Cat adoptions, however, fell by **46% compared with 2024**.

DOGS – Adoptions by Country

SWEDEN	84
ITALY	20
SWITZERLAND	20
GERMANY	6
ROMANIA	3
THE NETHERLANDS	1
DENMARK	1
Total	135

CATS – Adoptions by Country

ITALY	24
ROMANIA	5
SWITZERLAND	4
GERMANY	2
UNITED KINGDOM	1
Total	36

Some of the most rewarding moments of 2025 involved animals whose adoption required months of preparation before the animals were ready to find a home, including:

- **Volt**, a cat who survived severe burns and numerous amputations
- **Capugina**, who finally found a family after more than two years in the shelter
- **Tom**, a traumatized pedigree cat.

The year also saw **five local cat foster placements**. While encouraging, this figure also reflects a mindset that is still relatively reluctant to adopt non-pedigree animals.

AVERAGE LENGTH OF STAY AT THE SHELTER

DOGS
Approximately **1 year and 4 months (488 days)**, with a small number remaining for up to 4 years

CATS
approximately **4 months (124 days)**

Final remarks

2025 was an intense year, marked by a number of significant developments.

The expansion of our high-volume sterilization campaigns, delivered in partnership with external veterinary teams, enabled us to overcome operational challenges resulting from the limited availability of veterinarians and changes within the team.

Despite these challenges, we were able to **increase the overall number of adoptions, strengthen our international network and further improve the standard of care and welfare provided to the animals at the sanctuary**.

As we enter 2026, our goal is to **build on these achievements** and **further increase** the long-term impact of our work within the local community. We also hope to be able to collaborate with the Municipality. The recent imprisonment of the mayor on corruption charges has given us renewed hope that a more structured partnership with the Authorities may now be possible—an essential step towards maximizing the positive impact of our work across the city.

What We Did in Italy in 2025

THE CHALLENGES	OUR RESPONSE	THE IMPACT
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.	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.	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.
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**.	**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 gain **awareness** and gradually adopt **responsible behavior**. Regarding official registration, we explain the legalities and promote the **importance of complying with the regulations**.
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.	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 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

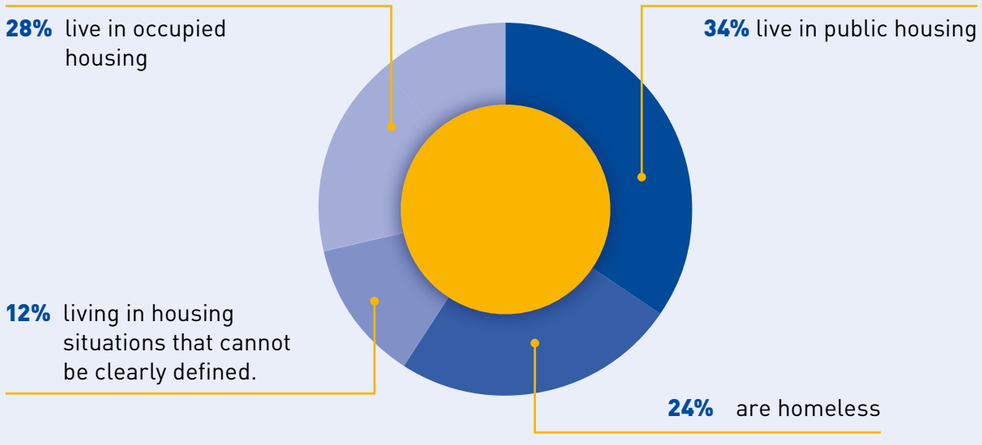
The ***Friends on the Street, Companions for Life*** project was launched in Milan to provide ongoing support to people experiencing homelessness or living in situations of severe financial hardship. For many, the bond with their pet is a vital source of emotional and psychological stability. However, the day-to-day care of a companion animal and access to veterinary treatment can be difficult—or even impossible—given the steadily rising cost of veterinary services.

To address these needs, *Save the Dogs* has developed a **structured outreach program** based on the regular presence of its **Street Unit**, bringing together professionals and volunteers to support people in caring for and managing their pets.

BENEFICIARIES SUPPORTED IN 2025

During the course of the year, the Street Unit assisted **200 people** in total, of whom **107** were new to the project, while **137 animals** received essential goods and veterinary assistance for the first time.

An analysis of their housing situation shows that:



Project Activities in 2025

Street outreach

In 2025, the Street Unit carried out **80 outreach sessions**, in line with the previous year, making a total of **981 contacts**. Each outreach session was coordinated by a Foundation staff member, with the support of **21 volunteers** and **13 volunteer veterinarians**.

Activities took place in **Lambrate** and **Via Mosso** (twice a month), and in **San Babila**, **Rogoredo** and **Quarto Oggiaro** (monthly), ensuring a regular presence in these areas.

During the year, the team distributed **4,000 kg of pet food** and **900 essential items**.

Veterinary care and sterilization programs

In 2025 we provided:

- **68 sterilizations**
- **267 vaccinations**
- **40 micro-chips implanted**
- **14 specialist veterinary consultations** through our partner clinics.

Improving access to community services

A key focus throughout 2025 was helping people access essential daytime services through the installation of **10 secure dog boxes** across **five facilities** in Milan. Located close to essential facilities (including showers, soup kitchens and healthcare centers), the boxes enable people to use these spaces without having to leave their animals unattended, providing dogs with a safe, secure area to stay in.

The Foundation also delivered **training sessions** for volunteers and frontline staff to ensure the correct use of the boxes and the effective management of commonly arising situations. This initiative also creates valuable opportunities to monitor the animals' health and distribute supplies to support their ongoing care.

Our Partnerships

Fondazione Somaschi Onlus

Data from the **Drop-In Centre** in **Via XXV Aprile** operated by **Fondazione Somaschi Onlus** highlight the vital role this service plays for people living with companion animals.

Although the number of beneficiaries is relatively small (**16 people**), the service recorded around **400 visits** over the course of the year, a figure which indicates a **high and consistent level of use of the boxes provided**. This clearly shows that the Drop-In Center has become a reliable point of reference for its users, who rely on the service consistently rather than occasionally.

The **22 dogs** registered through the program also underline the importance of supporting the human–animal bond. For many participants, caring for their companion animal is an **essential part of everyday life**, both through the provision of basic supplies and facilitated access to services.

In terms of material assistance, each dog received on average **1 sack of food and 4 cans of wet food per week**, together with **monthly supplies of collars and leads**. This demonstrates a **regular and structured approach** aimed at ensuring continuity of care. Over the course of the year, this translated into a substantial volume of supplies distributed by *Save the Dogs*, again a reflection of the intensity of the service's use.

Opera San Francesco

During 2025, the number of visits to **Opera San Francesco** by people accompanied by their companion animals **increased significantly**, more than doubling compared with the previous year, showing both growing awareness of the service and a clear need for solutions that allow people to access essential services without being separated from their pets.

TOTAL NUMBER OF VISITS

96
beneficiaries who used the service

555
visits recorded

Demand for the service increased most noticeably at the **Via Kramer** center, where frequently used facilities—including meals, showers, clothing storage and one-to-one support sessions—attract regular attendance. Although recording lower numbers, the **Velasquez** center also continued to see significant use, particularly in relation to healthcare services.

Municipality of Milan

Our partnership with the **Municipality of Milan** also expanded during 2025 with the opening of two new service points at **Via Pucci** and **Via Saponaro**.

Providing overnight shelter for people and their pets – Milan's Cold Weather Plan 2025/2026

As part of the **Municipality of Milan's Cold Weather Plan 2025/2026**, *Save the Dogs* partnered with **Fondazione Fratelli San Francesco** to launch a pilot project providing overnight accommodation for people experiencing homelessness together with their companion animals at the Via Fratelli Zoia shelter in the San Siro district.

Implemented between **November 2025 and March 2026**, the pilot welcomed individuals with their pets to shelter, demonstrating the possibility of remaining with one's companion animal as a decisive factor in encouraging access to services and supporting continuity in housing support.

Save the Dogs thereby contributed to the development of the operational procedures and veterinary health protocols, while also providing support during the initial participant placement phase.

The experience highlighted the value of this approach as **an important model for social inclusion**. **It enabled support to reach people who might otherwise remain excluded from essential services,** promoting greater stability and engagement with accommodation programs. It also highlighted opportunities for further development, particularly in designing facilities that better accommodate pets and in strengthening staff training for managing relationships between humans and animals.

Building on these results, **discussions** are now underway with the managers of Milan's permanent shelters to explore how the model can be expanded, with the long-term goal of making emergency accommodation more inclusive and responsive to the needs of people experiencing homelessness and their companion animals.

Raising Awareness

As part of its commitment to promoting responsible pet ownership, ***Save the Dogs*** carried out a community awareness event in partnership with dog trainer **Sabrina Stradiotti**.

Held in October at the **Lampugnano–Zardi Dog Park** in **Milan's Municipio VIII** area, the event welcomed local residents and dog owners for a morning of learning and practical activities. Participants explored aspects of canine behavior and welfare through practical demonstrations and interactive sessions, with particular attention paid to communication and the relationship between dogs and their owners.

The initiative aimed to **promote greater awareness of responsible dog ownership**, encouraging more informed, responsible and rewarding relationships between people and their pets.

The event was organized with the support of **Municipio VIII of Milan** as part of its local community awareness activities.

The 'AccogliAmo' Project

"AccogliAmo", which in Italian means 'Welcome', is the name of the new project launched in July 2024 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.

During 2025, the project managed two temporary foster placements, as well as providing **specialist veterinary support** for a dog with serious health problems.

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.

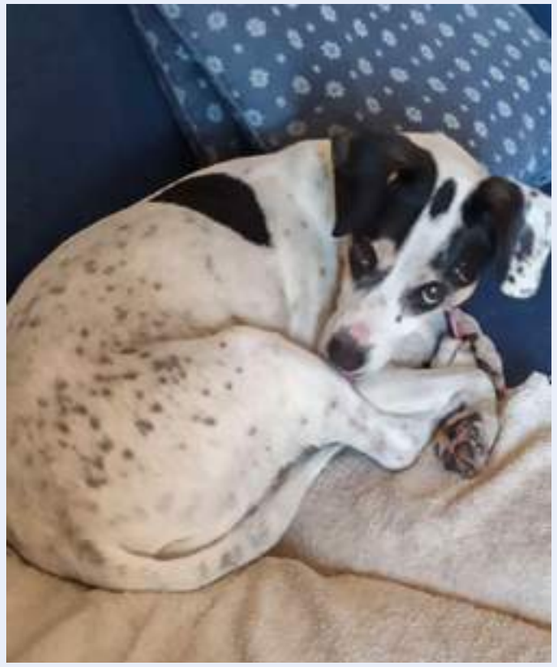
Thanks to the generosity of individuals and the connections of the Fund's President, **Augusta Anelli**, Fulvia's sister, a total of **15,104€** was raised. This funding will ensure that animals belonging to homeless individuals or in difficult situations, like Speranza, can be temporarily fostered over the coming months.

SPERANZA'S STORY

When Anna, who lives in social housing in Milan's San Siro neighborhood, learned that she would need surgery, her greatest concern was finding someone she could trust to care for her beloved dog, Speranza, during her recovery. She therefore turned to *Save the Dogs* for help.

With the support of an experienced volunteer, we arranged a temporary foster home suited to Speranza's behavioral needs, while maintaining regular monitoring and keeping Anna updated throughout.

After a short settling-in period, Speranza thrived in her foster family's care. Once Anna had completed her rehabilitation, the two were happily reunited in an emotional homecoming.



STORIE

Too Many Puppies

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 **4,585 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.

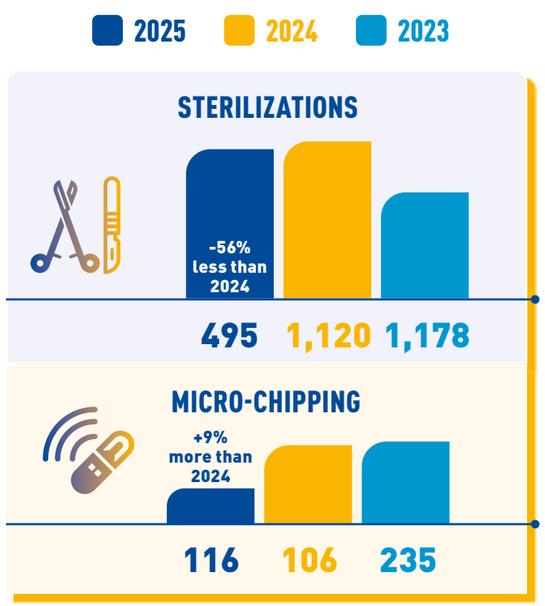
By collaborating with a network of **trusted local associations and veterinarians**, we create and fund integrated projects that have a direct impact on the number of animals on the streets, in shelters, and in catteries. These projects include:

- **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.

In 2025, the number of sterilizations carried out fell by 56% compared with the previous year. This reduction was due to a decrease in the overall budget, which limited our ability to operate across the region with the same level of intensity. **Prevention remains one of the most effective tools for tackling stray animal populations and continues to be a cornerstone of our work. Expanding these activities remains a key objective** as soon as additional resources become available.

One particularly positive outcome was the 9% increase in the number of animals entered into the official pet registry. This progress was achieved through the work of **Amici Animali FEF** in **Rogliano** and the successful collaboration with the local Municipality on the **microchipping program**, demonstrating once again the value of strong partnerships in delivering sustainable change.

In Campania, by contrast, the decline in the number of animals micro-chipped resulted from changes to regional regulations that significantly limited the scope of this activity.



CAMPANIA

Too Many Puppies Campania

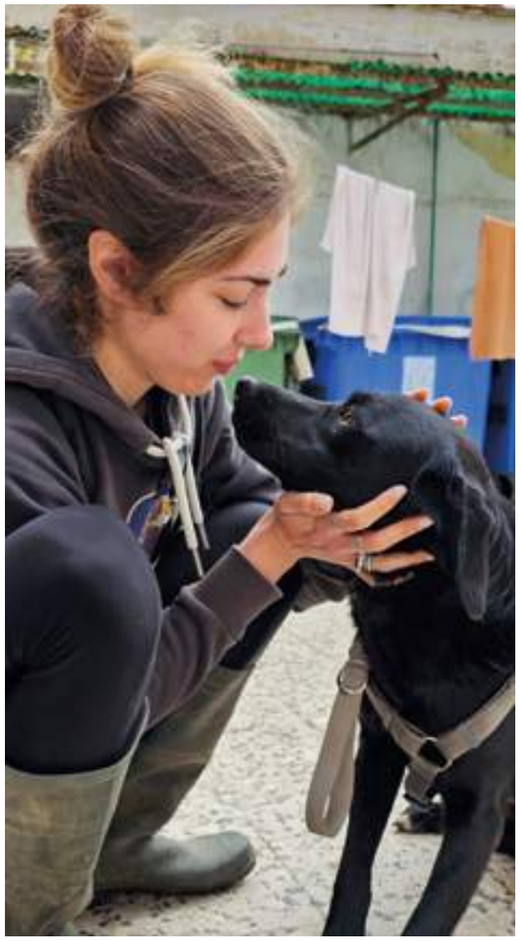
Project partner
Rifugio del Cane San Francesco (San Francesco Dog Shelter), President Gabriella Guadagnino

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

Geographical region involved
Castel Volturno and surrounding areas

Activities
free sterilizations, support for the San Francesco kennel

Period
March 2019 – present



STERILIZATIONS IN 2025

In 2025, 33 days of sterilizations were carried out free of charge for privately-owned dogs and cats and strays in the Castel Volturno area. During the year, **307 animals were sterilized** as part of the "Too Many Puppies" program.

STERILIZED ANIMALS

Of the total of 307 animals sterilized in 2025, **19%** were **dogs**, primarily **privately-owned** or **semi-domesticated**, and **81**% 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. These groups often reside on private land or shared properties and have not officially been recognized as colonies, or they have been abandoned and have found 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 2024, in 2025 we have also seen an increase in the number of requests for cat sterilizations compared to dogs.

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 2021, **to date we have sterilized 1,618 dogs and cats, and have micro-chipped 378 animals**.

STERILIZATIONS IN 2025

In 2025, the project involved collaboration with private veterinary clinics. **188 animals** were sterilized.

STERILIZED ANIMALS

In 2025, of the 188 animals sterilized, 36% were dogs, primarily privately-owned or strays, and 64% were cats, for the most part strays.

In Calabria, challenges include the limited availability of veterinarians, particularly in remote areas of the Sila, and also the economic hardships faced by many local residents. The "Too Many Puppies" 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.

Today, the greatest animal welfare challenge in Rogliano concerns the rapidly growing cat population. While the number of stray dogs has declined dramatically thanks to the long-standing work of our local partner—further strengthened by *Save the Dogs'* support since 2021—the situation for cats has become increasingly critical.

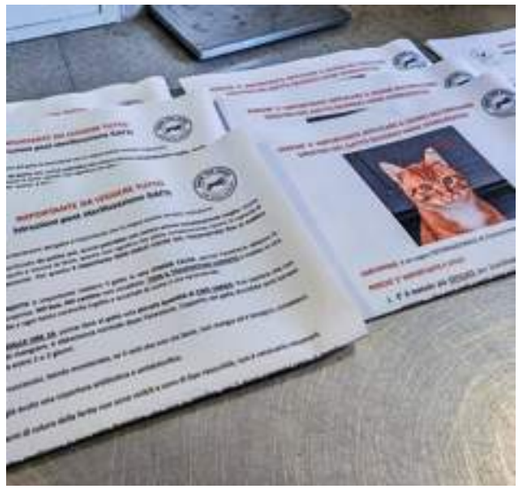
In 2025, reports of sick and injured cats, including many involved in road accidents, rose significantly, alongside a growing number of unwanted litters. Responding to these emergencies has placed increasing pressure on local volunteers, who often work with limited resources and without adequate institutional support.

One of the factors behind this increase is an increasingly widespread problem: the abandonment of privately-owned cats in established community cat colonies by people unwilling to care for them any longer. This irresponsible practice further exacerbates the situation and reinforces the urgent need for widespread sterilization and other preventive measures.

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 a 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.



The Municipality of Rogliano sets a prime example in addressing stray animal issues. The project combined two complementary approaches: **two community Microchip Days**, held during the summer and fall respectively, and an extensive door-to-door outreach project, which included **70 home visits** carried out jointly by **Amici Animali FEF** and the **Municipal Police of Rogliano**. **Thanks to the dedication of our local partner, Amici Animali FEF, a total of 116 dogs were micro-chipped during 2025.** This is an important achievement in a community where many dogs are still not registered in the official pet registry and therefore remain without formal identification, leaving them more vulnerable should they be lost or abandoned. The Microchip Days offer much more than free micro-chipping. They also provide a free service to local residents, help build trust and raise awareness, overcoming long-standing misconceptions.

To support these events, *Save the Dogs* produced **educational and awareness-raising materials** and supplied **a gazebo to create a welcoming information and registration point**.

Our commitment will continue well beyond 2025. **In the year ahead, we will build on these efforts**, convinced that investing in **prevention** and **responsible ownership** is essential to creating lasting cultural change and improving the welfare of both animals and the communities in which they live.

Fundraising and Communication

In **2025**, the Foundation's total income amounted to **€2.05 million**, representing a **slight increase of 1%** compared with the previous year and confirming a solid and well-diversified fundraising base.

Individuals continued to provide the largest contribution, accounting for **52% of total income**, with more than **€1 million** raised, an increase of **3%** over 2024. This confirms the central and strategic role of **individual supporters**, whose generosity remains the cornerstone of the Foundation's work and future development.

Support from associations and strategic partners also grew, representing **21% of total income** (+8%), while foundations continued to make an important contribution despite a modest decline (**13%**, -5%). Income from Italy's **5x1000 tax designation scheme** also increased by **11%**, accounting for **9% of total income** and reinforcing its importance as a stable and trusted source of funding.

Corporate donations, by contrast, declined by **44%**, accounting for **5% of total income** and highlighting an important area for future fundraising development.

A particularly noteworthy development in 2025 was the inclusion, **for the first time**, of **public authorities** among the Foundation's funding sources, albeit at a modest level (**1%** of total income). In particular, the support provided by the **Municipalities of Milan** for the **Friends on the Street, Companions for Life** project represents an important sign of institutional recognition and an opportunity to develop new partnerships.

Overall, 2025 once again demonstrated the importance of a **diversified fundraising strategy**, in which the combined support of **individuals, companies, foundations and institutional partners** provides the financial resilience needed to sustain the Foundation's stability and future growth.

Fundraising: Private Individuals

INDIVIDUAL DONORS CONTRIBUTED A TOTAL OF
1,074,741.53 €

52% of the total raised

Financial year	Number of donors	Increase on the previous year	New Donors	Proportion of new donors out of the total number of donors
2025	6,002	-4.3%	1,837	30.61%
2024	6,263	-27.9%	1,883	30.07%
2023	8,008	27.86%	3,755	46.89%
2022	8,824	10.19%	4,992	56.57%|
Total	**-23%**	**-23%**	**-23%**	**1%**

The years **2022** and **2023** were exceptional, marked by **significant growth** in the Foundation's **donor base** (**+10.19%** and **+27.86%**, respectively) and by a high proportion of **new donors** (**56.57%** in 2022 and **46.89%** in 2023). This performance was closely linked to the first two years of the **war in Ukraine**, which prompted an extraordinary wave of public support and drove donor acquisition to unprecedented levels.

From **2024** onwards, the **trend reversed sharply**, with a **27.9%** decline in the overall number of donors and a significant reduction in new donor acquisition. This trend continued in **2025**, although at a **more moderate pace** (**-4.3%**), with **6,002 active donors** and the proportion of new donors remaining stable at around **30%**.

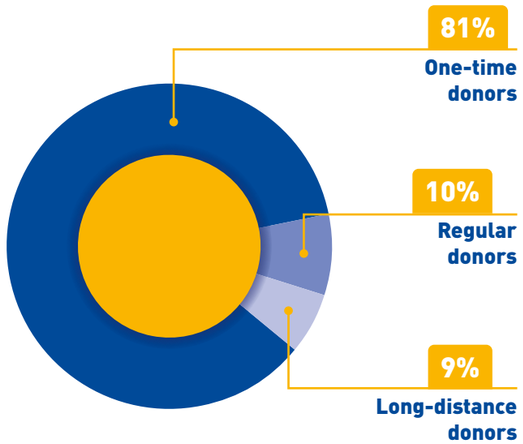
The 2025 figures suggest that the Foundation has now reached a **more stable post-emergency fundraising environment**. They also reflect the wider **national decline in individual giving**, influenced by broader economic and social pressures. Encouragingly, the Foundation has continued to attract **a substantial number of new donors**, helping to renew its supporter base and strengthen its long-term sustainability.

Our donors

In **2025**, **one-time donors** continued to make up the largest share of the Foundation's supporter base, accounting for **81%** of all donors. While **regular donors** (**10%**) and **long-distance supporters** (**9%**) represent smaller groups, they together represent a strategically important share of the donor base in terms of ensuring continuity of income.

Compared with 2024, the different donor categories show contrasting trends. The Foundation's highest-retention programs continued to perform positively: **long-distance donors (SAD) increased by 35%** (from 382 to 514), while **regular donors** grew by **20%** (from 494 to 595). These figures reflect stronger long-term relationships with supporters and an improved ability to retain and develop donors over time.

By contrast, **one-time donors declined by 8%** (from 5,268 to 4,839), although they remain by far the largest donor group. This trend is consistent with the overall reduction in the donor base and mainly reflects a decline in more occasional forms of giving.



	Share 2025	Var. vs 2024
SAD (LONG-DISTANCE)	9%	35%
REGULAR	10%	20%
ONE-TIME DONORS	81%	-8%

New Approaches and the Development of Peer-To-Peer Fundraising in 2025

In 2025, following the gradual reduction in opportunities to run fundraising campaigns through Meta, *Save the Dogs* responded by investing in the development of a **peer-to-peer fundraising platform**, expanding the ways in which supporters can actively contribute to the organization's mission. This development encourages people to transform personal milestones into meaningful acts of generosity, helping to build a stronger sense of community while expanding opportunities for supporters to take an active role in fundraising.

One particularly inspiring example was the initiative organized by dog trainer **Angelo Vaira**, founder of Think Dog, who chose to celebrate his birthday by launching a fundraising campaign in support of *Save the Dogs*. His gesture demonstrates how personal celebrations can become powerful vehicles for social impact, generating tangible support for animals in need.

5X1000 Donors to *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.

2025 saw a reversal of the trend seen in previous years: following the decline recorded in 2024 compared with 2023, donations to the Foundation have once again risen significantly. Indeed, the year saw a **25% increase in the number of donations** and an **11% rise in the total amount raised**, confirming renewed support for the organization's activities.

Despite the fierce competition amongst third sector organizations, the 5x1000 scheme continues to be a strategic fundraising channel for *Save the Dogs*, and the Foundation will continue to invest in it over the coming years, both in terms of visibility and engaging its supporter base, with the aim of consolidating and further expanding the number of signatories.

	2025	2024
N° sig(n.)	5,940 (25%)	4,737 (-2%)
Amount collected	192,134.51 € (11%)	173,060.54 € (-5%)

	2023	2022
N° sig(n.)	4,838 (+3%)	4,713 (-2%)
Amount collected	181,427.93 € (+5%)	172,039.29 € (-4%)

	2021	2020
N° sig(n.)	4,826 (-2%)	5,206 (-7%)
Amount collected	178,912.75 € (-4%)	182,554 € (-2%)

Thanks to the 5x1000 contributions in 2025, we were able to allocate the funds as follows:		
25,957.20 €	STRUCTURE	15%
102,728.99 €	ROMANIA	60%
33,548.13 €	TOO MANY PUPPIES	19%
102,728.99 €	FUNDRAISING	4%
3,912.32 €	FRIENDS ON THE STREETS	2%

Corporate Partnerships

Corporate partnerships are a strategic asset for *Save the Dogs*. Beyond providing financial support, they enable us to work alongside companies that share our commitment to animal welfare, social responsibility and a common vision for positive change. The partnerships developed in 2025 are a testament to the strength of this collaborative approach.

Save the Duck

In 2025, **Save The Duck** once again renewed its support through a number of practical initiatives that combined fundraising with public awareness. One of the year's highlights was the company's decision to donate **100% of the proceeds from sales of its "REX" dog coat** to help animals in need.

The partnership also extended to awareness-raising activities. During a joint visit to our adoption partner **L'Albero di Mais**, representatives joined popular content creator **Doggodaily** in sharing stories of dogs waiting for adoption, **helping to promote adoption processes in Italy**.

La Saponaria

Together with **La Saponaria**, *Save the Dogs* launched "**Impronte"**, a natural, non-toxic shampoo for dogs. Every purchase generated a **€1 donation** to the Foundation, helping to support our animal care and shelter activities. The initiative was further strengthened through the product's availability on the company's online shop and the distribution of the **Guide to Responsible Pet Ownership**.

Green World Agency

In 2025, our partnership with **Green World Agency** brought together members of the agency's team and a number of its talent partners for two corporate volunteering days at the **Footprints of Joy** shelter. The initiative was accompanied by a **dedicated fundraising campaign** in support of the Foundation's daily activities in Romania.

United Pets and Fondazione Arcaplanet

In 2025, the **United Pets charity bowl** was launched and distributed in more than **300** Arcaplanet stores. For every bowl purchased, **€1 was donated to the "Friends on the Street, Companions for Life"** project, with **every contribution doubled by the Arcaplanet Foundation**.

Zoomark

During **Zoomark 2025**, a **product donation drive** was organized **with participating exhibitors** in support of the "Friends on the Street, Companions for Life" project.

Thanks to their generosity, **essential items such as pet food, parasite prevention products and pet accessories** were donated to assist the companion animals of people experiencing homelessness or financial hardship.

Miomojo

In 2025, Italian luxury vegan accessories brand **Miomojo** once again confirmed its commitment by donating **10% of its sales to *Save the Dogs***.

The contribution helped cover the **costs of shelter, veterinary care and socialization** for dogs rescued in Romania, helping prepare them for adoption.

This partnership reflects a shared commitment towards **ethical fashion and social responsibility**, demonstrating how every purchase can contribute to improving animal welfare.

Press Office Activities in 2025

Throughout 2025, the Foundation's media relations activities focused on promoting the **strategic themes central to *Save the Dogs'* identity**, with the aim of strengthening the organization's public profile and reinforcing its position on issues relating to animal welfare, social inclusion and responsible ownership.

Over the course of the year, **six press releases** were issued, highlighting four key fundraising initiatives linked to charity products, highlighting the Foundation's advocacy work, and raising awareness of its programs and activities in the field.

These included the launch of our new "**Connecting Lives"** charity merchandise collection, Sara Turetta's appearance at **TEDx Forlì**, the ongoing work of the "**Friends on the Street, Companions for Life"** project—with particular emphasis on access to essential community services for vulnerable people and their pets— and the presentation of the "**Animals in the City" Award** by **Legambiente**.

These media relations activities helped strengthen the Foundation's institutional profile and increased its visibility in the national media.

Advocating for Stronger Animal Welfare Legislation in Europe

In 2025, *Save the Dogs* played an active role in a **campaign to mobilize public support and collect signatures in favor of the new European legislation on the welfare of cats and dogs**. Working alongside the Eurogroup for Animals network, the Foundation helped raise awareness among citizens and encourage policymakers to adopt a stronger, more coordinated legislative framework across the European Union.

The campaign served as an important platform for **advocacy, public engagement and policy dialogue**, aimed at increasing pressure on the European Parliament to introduce concrete measures to combat illegal trade, irresponsible breeding practices and the lack of animal traceability.

As this report goes to print, the European Union has approved, by a large majority, the new Regulation on the Welfare of Dogs and Cats, marking a **historic milestone for animal protection across the EU**. The legislation introduces, for the first time, minimum standards for breeders, mandatory identification and registration of dogs and cats, interoperable national pet registers, a ban on keeping dogs permanently chained, and a prohibition on breeding of animals with harmful extreme physical traits.

Although the Regulation still contains **significant shortcomings**—including the absence of binding measures to regulate online sales and the continued sale of animals through pet shops—its adoption represents **a significant step forward**, achieved through the combined efforts of animal welfare associations, European networks and thousands of engaged citizens.

This campaign demonstrates the **essential contribution of civil society** to the European legislative process and highlights how collective advocacy can drive meaningful, long-term change for animals.

Social Media

Throughout 2025, *Save the Dogs* continued to expand its digital reach, reinforcing the strategic importance of social media in communicating the Foundation's mission, raising awareness of animal welfare and strengthening relationships with supporters. Performance was positive across all major platforms, with particularly strong results on Instagram, TikTok, YouTube and LinkedIn, while Facebook maintained a stable presence.

Instagram

Instagram continued to be the Foundation's fastest-growing platform, gaining **8,918 followers** and increasing from 46,150 to 55,068 followers. This performance reflects the organization's growing ability to engage audiences through authentic storytelling and compelling visual content, building an increasingly active and connected online community.

Facebook

Facebook remained **broadly stable**, recording a modest decline of **710 followers** compared with 2024, alongside a more significant reduction in engagement. Despite this, the platform continues to serve as an important channel for the Foundation's long-standing community, maintaining a large and loyal audience.

Linkedin

LinkedIn continued its steady upward trajectory, attracting **408 new followers** over the course of the year. The platform has become an increasingly important channel for the Foundation's institutional communications and for strengthening its profile among companies, partners and other key stakeholders.

Threads

The Foundation's presence on **Threads** continued to develop, with an increase of **1,355 followers**, reflecting growing interest in more immediate and conversational content.

Tiktok

Adding **6,431 followers** to reach a total audience of 26,218, TikTok remained one of the Foundation's fastest-growing platforms and main drivers of audience growth, highlighting the success of its ability to reach new audiences through short, emotionally engaging content.

Youtube

YouTube also saw strong growth, gaining **2,441 subscribers** during the year. The platform has become an increasingly important space for in-depth content, personal stories and project-based storytelling.

X (formerly Twitter)

Reflecting the growing divergence between the Foundation's values and those of the platform's owner, Elon Musk, the Foundation suspended its publishing activity on X for ethical reasons. We continue to maintain and monitor this account.

FOLLOWERS	End of 2024	End of 2025	+/-
INSTAGRAM	46,150	55,068	8,918
FACEBOOK	240,660	241,370	710
TWITTER	4,611	0	0
LINKEDIN	2,129	2,537	408
THREADS	4,585	5,940	1,355
TIKTOK	19,787	26,218	6,431
YOUTUBE	7,263	9,704	2,441

Events, Awards and New Opportunities

2025 was a particularly eventful year for *Save the Dogs*, marked by important public events, prestigious awards and new opportunities to raise the Foundation's profile. One of the standout moments was **Sara Turetta's presentation at TEDx Forlì talk**, which raised awareness of canine overpopulation to a wider audience, together with the **Excellence Award received in Romania** in recognition of our commitment to civic engagement and animal welfare advocacy.

Alongside these achievements, 2025 also opened new international opportunities, including the **publication of the President's autobiography in German**, which was presented at the Frankfurt Book Fair.

Sara Turetta Honored with the Excellence Award

Sara Turetta received the **Excellence Award for Civic Activism** in Romania during an official ceremony at the Royal Palace in Bucharest. Presented by *Grupul de Presa MediaUno*, the award recognizes individuals whose work has made an outstanding contribution to Romanian society. In honoring Sara, it also celebrated the Foundation's more than twenty years of commitment to strengthening the relationship between people and animals, while highlighting the importance of collaboration between public institutions, businesses and civil society.

"Connecting Lives"

Online Fundraising Event

The **Connecting Lives** initiative was supported by an online fundraising event created by the **School of Meditation**, successfully combining mindfulness with fundraising.

Reflecting on the theme of human interconnectedness, participants helped raise funds for the rehabilitation and social reintegration program for inmates at Poarta Albă Prison.

TEDx Forlì

Sara Turetta took to the stage at **TEDx Forlì** on 1 February 2025, delivering a talk that explored **human responsibility** in addressing canine overpopulation and the phenomenon of stray animals. Drawing on data and personal experience, she highlighted the urgent need for a greater commitment to sterilization programs, responsible adoption and a broader cultural shift in the way society relates to the relationship between people and their pets.

Vesak 2025 – Italian Buddhist Union

In May, *Save the Dogs* took part in **Vesak 2025**, the Italian Buddhist Union's national festival, dedicated to the theme of **care and treatment**.

The Foundation presented its projects at an information stand, promoting shared values such as empathy and compassion.

During the event, our President had the opportunity to warmly embrace **Jane Goodall** one last time, just a few months before her passing.

Book Launch – Sormani Library

The third edition of Sara Turetta's autobiography, "Dogs Are My Life", was presented at the Sormani Library in Milan on 12 June. During the event, the Foundation's President was in conversation with Marina Beraha, researcher in Moral Philosophy at the University of Milan.

Moncalieri Dog Friendly

On 21 September, *Save the Dogs* took part in the **Moncalieri Dog Friendly** event, with Sara Turetta joining **Doggodaily's** Navid Tarazi for a public conversation exploring the role of companion animals in contemporary society and family life. Moderated by Rocco Voto of **DogsPortal.it**, the event also welcomed Cristina Amparore from the L'Albero di Mais shelter, one of *Save the Dogs*' adoption partners.

Manifesto for a Culture of Responsibility in the Human-Dog Relationship

Save the Dogs was invited by Angelo Vaira and **ThinkDog** to participate in the presentation of the **Manifesto for a Culture of Responsibility in the Human–Dog Relationship**, contributing its experience to a broader discussion between public institutions and professionals working in the animal welfare community.

The initiative encouraged dialogue on safety, respect and animal welfare in the relationship between people and dogs.

Mobile Outreach Units Day – Municipality of Milan

On 4 October, the Foundation took part in the Municipality of Milan's **Mobile Outreach Units Day**, presenting the work of its veterinary Street Unit.

The event provided an opportunity to showcase the Foundation's integrated approach to supporting people experiencing social exclusion and their pets.

German Edition of Sara's Autobiography Launched at the Frankfurt Book Fair

In October 2025, the autobiography of *Save the Dogs*' President and Founder, Sara Turetta, was published in German and presented at the **Frankfurt International Book Fair**. The book features a foreword by Dr Jane Goodall, inviting readers to discover Sara's story.

The publication marks an important step in bringing the Foundation's journey to an international audience and reflects the strong connection that has developed over many years with supporters and adoptive families in Germany.

International Conference on "Responsible Pet Ownership"

Sara Turetta spoke at the international Responsible Pet Ownership conference in **Zagreb**, organized by **Purina Europe, the RSPCA and the Federation of Veterinarians of Europe (FVE)**. Drawing on the Foundation's experience, Sara contributed to discussions on the future of European legislation for the protection of companion animals. Her participation further strengthened *Save the Dogs*' role in **international dialogue** on animal welfare policy and professional standards.

International Workshop in Uppsala

Save the Dogs also participated in an **international workshop hosted by the Faculty of Veterinary Medicine in Uppsala** in November 2025, focusing on the adoption of dogs from Eastern Europe. The Foundation's contribution demonstrated that **cross-border adoptions can be carried out safely and responsibly** when supported by rigorous veterinary protocols and thorough behavioral preparation of the animals before adoption.

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 and Romania.
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 2025 to ensure a better future for the animals who are most in need.

PARTNERS

Brigitte Bardot Foundation

For over two decades, 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.

Jeanne Marchig Trust

Thanks to European funding calls over recent years from the Scottish trust, which has always been deeply committed to the plight of dogs in Romania, we have been able to fund equipment, medication and sterilization programs. The Marchig Trust is also at the forefront of the crisis unfolding in Morocco, where thousands of dogs are being brutally killed in the run-up to the 2030 FIFA World Cup.

Susy Utzinger Foundation

This Swiss foundation has been supporting us with materials for *Footprints of Joy* since 2013, in particular funding part of our sterilization programs.

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, equipment and certain operations in Ukraine.

The Donkey Sanctuary

Since 2008, the British foundation has funded 90% of the sanctuary's operations, which houses 50 donkeys at the *Footprints of Joy* center.

ITALIAN FOUNDATIONS

Fondazione Arcaplanet

The **Arcaplanet Foundation** is a philanthropic organization dedicated to improving the **well-being of animals, people and the environment** by supporting practical initiatives developed in partnership with charities, public institutions and local communities. As part of this commitment, in 2025 the Foundation supported the "**Friends on the Street, Companions for Life"** project by providing equipment and a financial contribution of **€2,500.**

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.

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 2025, it awarded *Save the Dogs* **a grant of €10,000** for the 'Too Many Puppies' sterilizing project in southern Italy, as part of the allocation of its 8x1000 funds.

COMPANIES

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 2025 through the involvement of its employees and by doubling the amount raised by the team in Italy. **https://www.idealista.it/**

Kidult

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 eighth 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. **https://www.discoverkidult.com/it/**

Miomojo

Thanks to their **"An Act of Love"** initiative, **Miomojo,** 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.** *Save the Dogs* is included among the Miomojo-friendly associations to which 10% of the purchase value can be donated at check-out. **https://miomojo.com/it**

Rinaldo Franco S.p.A.

In 2024, Rinaldo Franco Spa actively supported the "Friends on the Streets, Companions for Life" project by making donations of high-quality **products**. **https://www.rinaldofranco.com/**

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 2025, it confirmed its now long-standing support for *Save the Dogs* projects. **https://www.savetheduck.com/**

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. **https://www.trixie.it/**

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 and monetary donations. **https://unitedpets.com/**

Weward

WeWard, the app that has been **motivating more than 3 million people in Italy to get walking**, opened its platform to *Save the Dogs* in 2025 again for the collection of donations in support of our sterilization project in Calabria. **https://www.wewardapp.com/it**

Public Authorities

We would like to express our heartfelt thanks to **Municipio 2**, **Municipio 3** and **Municipio 8** of the **Municipality of Milan** for their continued support and collaboration throughout the "**Friends on the Street, Companions for Life"** project.

Thanks to their valuable partnership, we have helped make Milan a more supportive and inclusive city.

Save the Dogs Italy closed the 2025 financial year with an **operating surplus of €42,964**, a result that reflects the Foundation's commitment to recovering the modest deficit recorded in 2024 and to **progressively strengthening the Foundation's net assets**.

Overall expenditure fell by just over 6%, while **total income declined by only 2%**. **Project-related** expenditure—which accounts for approximately 70% of total costs—was **reduced by 7%** compared with the previous year, reflecting a disciplined policy of cost rationalization and prudent resource management.

However, 2025 was also marked by a number of **operational challenges**, particularly within the fundraising department, where staff turnover created a period of instability. Combined with the decision to limit investment during the year, these factors inevitably constrained the Foundation's capacity to generate additional income. Despite these challenges, ***Save the Dogs*** **remained firmly committed to supporting its programs and field activities**, while steadily strengthening its financial resilience and organizational capacity in preparation for the years ahead.

STATEMENT OF INCOME AND EXPENSES AS OF 31.12.2025					
COSTS AND EXPENSES	**31.12.2025**	**31.12.2024**	**INCOME AND REVENUE**	**31.12.2025**	**31.12.2024**
A) COSTS AND EXPENSES FROM ACTIVITIES OF GENERAL INTEREST			**A) REVENUES AND INCOME FROM ACTIVITIES OF GENERAL INTEREST**		
1) Raw materials, ancillary materials, consumables and goods	€ 17.675	€ 44.216	1) Membership fee income	€ -	€ -
2) Services	€ 71.239	€ 151.856	2) Income from members for mutual activities	€ -	€ -
3) Use of third-party assets	€ 2.340	€ 2.320	3) Revenue from services and sales to members	€ -	€ -
4) Personnel	€ 215.087	€ 215.843	4) Donations	€ 153.040	€ 180.466
5) Depreciation and amortization	€ 5.468	€ 6.942	5) Income from the 5 x 1000 scheme	€ 192.135	€ 173.060
5 bis) Impairment of tangible and intangible fixed assets		€ -	6) Contributions from private entities	€ 431.092	€ 457.781
6) Provisions for risks and charges			7) Revenue from services and sales to third parties		€ -
7) Other operating expenses	€ 1.084.120	€ 1.124.524	8) Contributions from public bodies	€ 11.525	€ -
8) Opening inventories	€ 26.352	€ 15.370	9) Income from public contracts		€ -
9) Allocation to restricted reserves		€ -	10) Other revenues and income		€ -
10) Use of restricted reserves as decided by the governing bodies		-€ 26.442	11) Closing inventories	€ 31.558	€ 27.612
TOTAL COSTS AND EXPENSES FROM ACTIVITIES OF GENERAL INTEREST	**€ 1.422.281**	**€ 1.534.628**	**TOTAL REVENUES AND INCOME FROM ACTIVITIES OF GENERAL INTEREST**	**€ 819.349**	**€ 838.919**
			SURPLUS/DEFICIT FROM ACTIVITIES OF GENERAL INTEREST	**-€ 602.932**	**-€ 695.710**

STATEMENT OF INCOME AND EXPENSES AS OF 31.12.2025					
COSTS AND EXPENSES	**31.12.2025**	**31.12.2024**	**INCOME AND REVENUE**	**31.12.2025**	**31.12.2024**
B) COSTS AND EXPENSES FROM OTHER ACTIVITIES			**B) REVENUE AND INCOME FROM OTHER ACTIVITIES**		
1) Raw materials, ancillary materials, consumables and goods	€ -	€ -	1) Revenue from services and sales to members	€ -	€ -
2) Services	€ -	€ -	2) Contributions from private entities	€ -	€ -
3) Use of third-party assets	€ -	€ -	3) Revenue from services and sales to third parties	€ -	€ -
4) Personnel	€ -	€ -	4) Contributions from public entities	€ -	€ -
5) Depreciation and amortization	€ -	€ -	5) Income from contracts with public entities	€ -	€ -
5 bis) Impairment of tangible and intangible fixed assets	€ -	€ -	6) Other revenue, returns and income	€ -	€ -
6) Provisions for risks and charges	€ -	€ -	7) Closing inventories	€ -	€ -
7) Other operating expenses	€ -	€ -			
8) Opening inventories	€ -	€ -			
TOTAL COSTS AND EXPENSES FROM OTHER ACTIVITIES			**TOTAL REVENUE AND INCOME FROM OTHER ACTIVITIES**		
	€ -	**€ -**	**SURPLUS/DEFICIT FROM OTHER ACTIVITIES**	**€ -**	**€ -**
C) COSTS AND EXPENSES FROM FUNDRAISING ACTIVITIES			**C) REVENUE AND INCOME FROM FUNDRAISING ACTIVITIES**		
1) Expenses for regular fundraising activities	€ 39.414	€ 65.155	1) Income from regular fundraising activities	€ 1.077.180	€ 1.221.504
2) Expenses for occasional fundraising activities	€ 13.038	€ 1.037	2) Income from occasional fundraising activities	€ 189.272	€ 69.780
3) Other expenses	€ 312.671	€ 344.876	3) Other income	€ 5.115	€ -
TOTAL COSTS AND EXPENSES FROM FUNDRAISING ACTIVITIES	**€ 365.123**	**€ 411.068**	**TOTAL REVENUE AND INCOME FROM FUNDRAISING ACTIVITIES**	**€ 1.271.567**	**€ 1.291.284**
			SURPLUS/DEFICIT FROM FUNDRAISING ACTIVITIES	**€ 906.444**	**€ 880.216**

STATEMENT OF INCOME AND EXPENSES AS OF 31.12.2025					
COSTS AND EXPENSES	**31.12.2025**	**31.12.2024**	**INCOME AND REVENUE**	**31.12.2025**	**31.12.2024**
D) COSTS AND EXPENSES FROM FINANCIAL AND ASSET MANAGEMENT ACTIVITIES			**D) REVENUE AND INCOME FROM FINANCIAL AND ASSET MANAGEMENT ACTIVITIES**		
1) Bank-related expenses	€ 21.773	€ 23.015	1) From bank accounts		€ 1.054
2) Loan-related expenses	€ 2.046	€ 4.827	2) From other investments		€ -
3) From real estate assets		€ -	3) From real estate assets		€ -
4) From other assets		€ -	4) From other assets		€ -
5) Provisions for risks and expenses		€ -	5) Other income	€ 948	€ 2.926
6) Extraordinary expenses	€ 4.579	€ 2.956			
TOTAL COSTS AND EXPENSES FROM FINANCIAL AND ASSET MANAGEMENT ACTIVITIES	**€ 28.397**	**€ 30.797**	**TOTAL REVENUE AND INCOME FROM FINANCIAL AND ASSET MANAGEMENT ACTIVITIES**	**€ 948**	**€ 3.980**
			SURPLUS/DEFICIT FROM FINANCIAL AND ASSET MANAGEMENT ACTIVITIES	**-€ 27.449**	**-€ 26.817**
E) GENERAL SUPPORT COSTS AND EXPENSES			**E) GENERAL SUPPORT INCOME**		
1) Raw materials, ancillary materials, consumables and goods	€ 4.144	€ 4.516	1) Income from seconded personnel	€ -	€ -
2) Services	€ 76.745	€ 54.964	2) Other general support income	€ -	€ -
3) Use of third-party assets	€ 22.549	€ 21.640			
4) Personnel	€ 121.948	€ 118.953			
5) Depreciation and amortization	€ 6.292	€ 9.199			
5 bis) Impairment of tangible and intangible fixed assets		€ -			
6) Provisions for risks and charges		€ -			
7) Other expenses	€ 1.421	€ 1.625			
TOTAL GENERAL SUPPORT COSTS AND EXPENSES	**€ 233.098**	**€ 210.896**	**TOTAL GENERAL SUPPORT INCOME**		
			SURPLUS/DEFICIT FROM GENERAL SUPPORT ACTIVITIES	**-€ 233.098**	**-€ 210.896**
TOTAL COSTS AND EXPENSES	**€ 2.048.900**	**€ 2.187.389**	**TOTAL REVENUE AND INCOME**	**€ 2.091.864**	**€ 2.134.183**
			SURPLUS/DEFICIT FOR THE YEAR	**€ 42.964**	**-€ 53.207**

Balance Sheet Romania

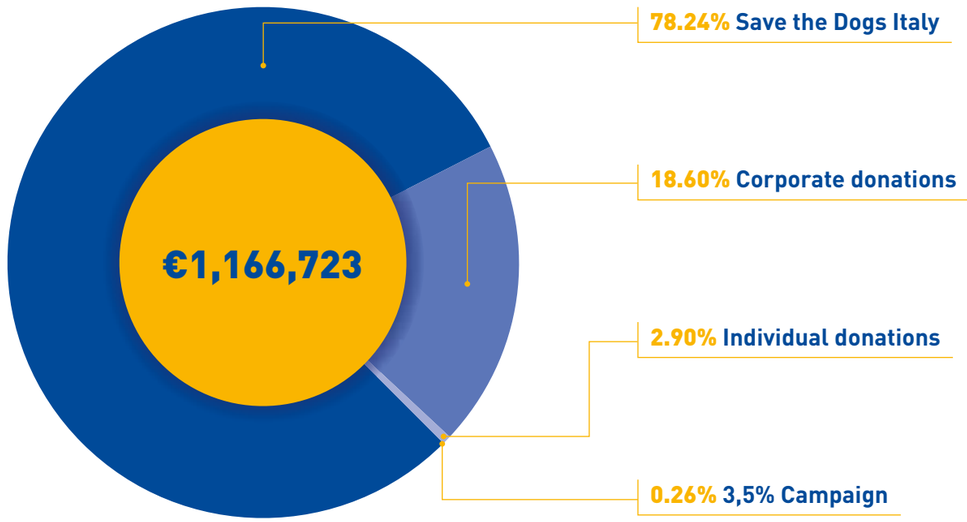
Income 2025

In 2025, total income relating to our activities in Romania declined by **almost 10% compared with the previous year**. This decline was mainly attributable to greater caution among donors in Italy, reflecting a more uncertain global economic climate that saw **a reduction in household spending.**

Corporate donations in Romania also **fell by around 12%**, confirming the continuing challenges facing corporate fundraising. Income from the **3.5%** tax designation scheme **declined significantly**, falling by **57%** compared with 2024.

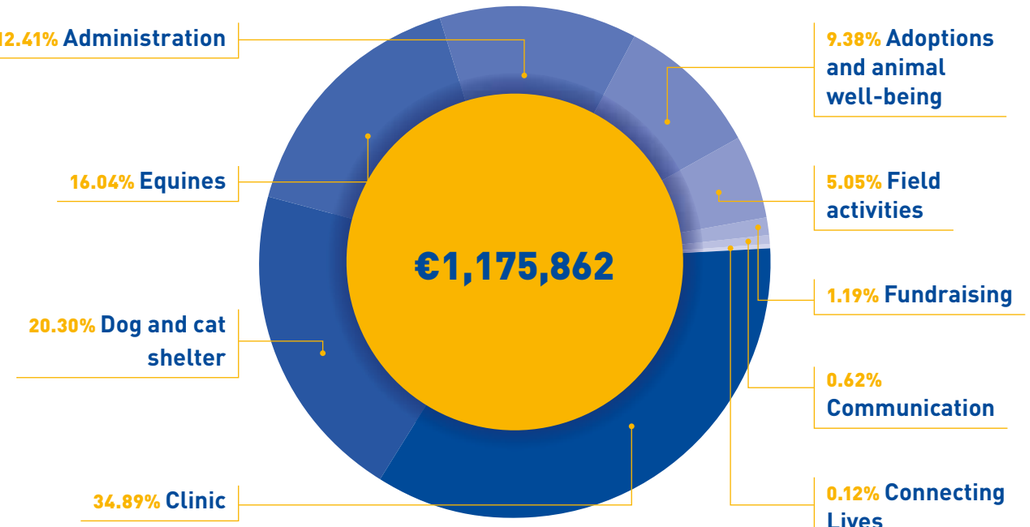
The only positive trend came from **individual donations**, which **increased by 116%**. This result was driven both by local fundraising events and by the introduction of digital fundraising campaigns in Romania, including the appeal launched to support the rescue of the Nuci horses. This channel represents a strategic area in which the Foundation intends to invest further, given its clear potential for future growth.

	EUR
***Save the Dogs* Italy**	**€ 912,900**
Operating expenses	€ 904,000
Extraordinary expenses	€ 8,900
Corporate donations	**€ 216,990**
Individual donations	**€ 33,854**
3,5% Campaign	**€ 2,979**
TOTAL	**€ 1,166,723**



STD Expenses Romania 2025

	EUR
Clinic	€410,234
Dog and cat shelter	€238,666
Equines	€188,658
Administration	€145,966
Adoptions and animal well-being	€110,308
Field activities	€59,331
Fundraising	€13,943
Communication	€7,344
Connecting Lives	€1,413
Ukraine	€0
TOTAL	**€1,175,862**



Expenditure in 2025 was carefully planned and closely monitored on the basis of a detailed assessment of operational needs. **Compared with 2024, total expenditure decreased by 8%.**

Staff costs remained the largest area of expenditure, despite a reduction in the size of the workforce. At the end of 2025, the team consisted of 40 employees, compared with 44 the previous year. In particular, the absence of an additional veterinarian and a staff member dedicated to field activities resulted in an increased operational workload for the existing team.

Despite these challenges, **it was possible to maintain the organization's key performance indicators**, including the number of sterilizations, emergency interventions for animals in the community, and shelter adoptions. This was achieved through the exceptional commitment of the team, **while maintaining the high standards of care and service** expected across the organization.

At the same time, **rising costs throughout Romania** continue to place increasing pressure on long-term sustainability, making careful resource management and ongoing efficiency improvements more important than ever.

Thanks

We would like to thank the following organizations and companies for their generous donations to our association in 2025. Thanks to their support, we have cared for hundreds of animals all year round, providing dogs, cats, donkeys, and horses with high standards of welfare.

Financial support:

Agro Concept
Albion Services
Advisors Financial
Bonatti SpA
Royal Canin
Isopan Est
MARS România
Euromodul
Pegas Impex
Impresa Pizzarotti & C. S.p.A.
Mik Auto Motors
Mik Cosmetics

In-kind donations:

Addinol
Altius
Fondation Brigitte Bardot
Greater Good Charities
Project AnimalAid

Professional services and consultancy:

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

Final Reflections

Romania

The principal objective for 2026 will be to establish and develop the commercial activities of our veterinary clinic. We plan to gradually **introduce fee-based services** for the local community, with the aim of supporting citizens in a progressive transition towards a financially **sustainable model for accessing** our veterinary services.

This represents a cultural shift that will take time, given the habits established over almost 25 years of activity. However, it is a necessary step to ensure the long-term sustainability of the clinic. Alongside this transition, we will invest in the **digitalization** of clinical operations and medical records, an ambitious project that we believe can be completed during 2026.

Supporting our staff will remain another strategic priority. Particular attention will be given to **promoting well-being and preventing burnout** among those working in the most demanding areas of the organization: management, adoptions, animal welfare and the veterinary clinic. The Foundation will also explore **new approaches to supporting, motivating and retaining staff**, with the aim of further strengthening the organization's internal stability.

Looking ahead, we will continue investing in the Foundation's visibility and **attracting new donors, partners and corporate supporters**. A particular focus will be placed on expanding corporate **volunteering and team-building** opportunities, while continuing to develop our own community events.

As these activities grow, maintaining a **sustainable balance** between fundraising initiatives and our core mission will remain essential, ensuring that every program continues to receive the attention, continuity and high standards it deserves.

Italy

2026 will be a **year of consolidation** for the Foundation. Unless exceptional circumstances arise, we will continue delivering our existing projects with a **strong focus on continuity**. With income expected to remain broadly stable, we will not be in a position to expand the scope of our activities or to increase investment in fundraising to the extent we would like.

For **Friends on the Street, Companions for Life**, one of our key objectives will be to formalize a partnership with the Municipality of Milan and the organization that will manage the city's **first shelter** expected to welcome people with their companion animals. **Changes within the team** at the end of 2025 will also provide an **opportunity** to refine our **working methods** and further empower our volunteers—both veterinary and non-veterinary—whose commitment is central to the program's success. At the same time, worsening socio-economic conditions are likely to increase the number of complex animal welfare cases, including compulsive animal hoarding and abuse. Meeting these challenges will indubitably require **structured legal support**.

Free sterilization programs will remain a cornerstone of **Too Many Puppies** in Southern Italy. Alongside these ongoing activities, the Foundation is preparing to launch a new intervention model in mid-June 2026, designed to complement and strengthen its partnerships with local organizations in Campania and Calabria.

Internally, one of our main priorities will be rebuilding and strengthening the operational team, which has undergone a number of changes over the past year and is currently experiencing a period of **instability**. This trend that can be observed across **many sectors of the economy**. A major issue now widely discussed concerns the differing **attitudes towards work** among Generation X, Millennials and Generation Z, whose differing expectations can sometimes create communication and collaboration challenges in the workplace. When combined with Italy's ongoing '**brain drain**', and the continuing loss of highly qualified professionals to opportunities abroad, the impact of technology-related mental health issues and declining interest in careers in the social sector, it becomes clear that the Foundation is facing a **complex and multifaceted challenge**.

Looking ahead, **the Foundation's future development** will therefore depend on several key factors. These include the wider **geopolitical situation** and the well-known economic consequences, as well as our **ability to attract talented professionals and encourage legacy giving**—both of which will be essential to securing the organization's long-term continuity and sustainability.

Thanks

2005 | 2025

SAVE THE DOGS and other animals

Making the world a better place for animals, together

SAVE THE DOGS AND OTHER ANIMALS FOUNDATION E.T.S.

Via V. Pareto 36 | 20156 Milan - Italy
T. +39 02 39445900 | F. +39 02 30133300

C.F. 97394230151 | IBAN IT48A0760101600000062998497