



STOLA

Saluki Tree of Life Alliance

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An IRS 501(c)(3) nonprofit charity.

Annual Report 2003

Where have we been?

Since our inception in May, 2000 STOLA has grown faster than we ever imagined. We now have more than 1000 volunteers and supporters nationwide. To meet the increasing needs of Salukis requiring help we have also increased the number of Regional Coordinators from one in each region to multiples in each region. We also added a Database Coordinator and a Transportation Coordinator who works with the Regional Coordinators to arrange overland or air transport as needed. We always try to place a dog in a home near its location but sometimes the perfect home is in a different location making transportation necessary. We are also fortunate to have access to mapping software which can aid in transportation operations and has been used on several occasions to help members of the Saluki community track lost Salukis. In spite of a sluggish economy, we have been able to increase our operating budget sufficiently to ensure that all Salukis coming into our program have the best veterinary medical care. During the first quarter of 2003 we have placed nearly as many Salukis as we did in the entire year of 2002. Needy Salukis continue to arrive and we continue to meet their needs.

How did we get here?

STOLA's success is only because of one reason - our amazing volunteers. Hundreds of selfless people have come forward to aid Salukis in whatever way they can. Some can give endless hours of their time and love to foster needy Salukis, to pick them up from shelters, to take them for veterinary care, to teach them social skills they may be lacking such as houstraining or simply allowing a human to touch them. Some of the Salukis come to us in bad condition with gunshot wounds, improperly healed broken bones, parasites, tick borne diseases such as ehrlichia, or heartworm infestations. Some are near starvation and cannot bear to be touched for fear that the abuse they have undoubtedly suffered will continue. Not all Salukis who come into STOLA's care are rescues. We also do owner-assist and breeder-assist placements in emergency situations to ensure that all Salukis, no matter what their situation, can be placed in a loving home.

Not all our volunteers do hands-on work with Salukis. Equally important to our caregivers are the people who help with fundraising, bookkeeping and accounting, website management, publicity and public outreach. Every one of our volunteers is a treasure, each giving whatever time and money they can to aid our cause of helping Salukis in need. In these difficult economic times as people are forced to take additional jobs or change locations just to make ends meet, they still find time to help. STOLA is fortunate to have a loyal following who are dedicated to Saluki welfare and as we continue to grow and flourish each and every volunteer can take credit for helping to save Saluki lives.

STOLA is people of diverse backgrounds all dedicated to working together for a common cause - Salukis.

Budgeting and Finances

STOLA has taken a broad, multifaceted approach to fundraising. Our many programs offer a wide variety of people different ways to support STOLA. Financial updates are posted to the web site on a quarterly basis.

•**STOLA Buddy Program** is the first tier of our fundraising program. Donors of \$25.00 or more per year receive a complementary subscription to the quarterly *New Leaf* newsletter. Annual solicitation letters will soon be in the mail.

•**Vehicle Donation Program** is proving to be one of our best fundraisers. We can accept cars (running or not in most cases), RVs, trailers and boats. The donor receives a tax write-off and all expenses for towing, smog control, etc. are taken care of at no cost to the donor. We have begun a nationwide series of public service announcements on radio and television to promote this program, but we need your help too - word of mouth is the best publicity tool - **please tell your friends and family about STOLA's Vehicle Donation Program and ask them to spread the word.** Detailed information is available on the website at <http://www.stola.org>. Just click on the "Support STOLA" button.

•**Emergency Fund** was established to raise funds to cover the arrival of large numbers of Salukis within a short time period as may occur from an emergency kennel closing, natural disaster or terrorist attack. We continue to solicit funds for this fund with a goal of reaching a minimum of \$20,000 which would allow us to provide care for approximately 40 Salukis arriving in close proximity.

•**STOLA/SHR Auction** was established to benefit both STOLA and Saluki Health Research through auction of donated items at the on-line eBay Auction site. Donations of antiques, collectibles, jewelry, artwork, or dog-related items are always welcome. Donors receive a tax write-off since both STOLA and SHR are IRS 501(c)(3) nonprofit organizations. To donate items in support of this worthy cause, please contact STOLA at stola@gazehound.com.

Other ways to support STOLA are through direct donation, through **iGive.com** where a percentage of on-line purchases will benefit us. Also, you can order wine through **Renaissance Winery**, gourmet food through **Horizon Foods**, great Saluki coats through **Hound Togs**, Flint River Ranch Natural pet health food and supplies through **Dogbazaar.com**. And you can shop at the **STOLA Store** at our website. Just go to the STOLA website at <http://www.stola.org>, click on "Support STOLA" and you will be taken to the links for these sites. We also have a **Stock Donation Program** where you can unload those failing shares and receive tax benefits, and we are always grateful to those who include STOLA in their wills. STOLA is also actively seeking grants for specific projects and programs.

One special way to support STOLA while remembering a beloved Saluki or family member is through our on-line **Memorial Pages**. Memorial Pages can be accessed by clicking on the "Support STOLA" button on the website.

Why do we keep fund-raising?

Some people may think we are funded adequately and do not need to continue fundraising activities. Nothing could be farther from the truth. Why do we continue to fundraise? Because the Salukis keep coming in needing medical care, food, grooming, transportation in addition to the love they receive. We must plan for the eventuality of receiving forty or more dogs within a short time span. As we have already received 28 within a few weeks time, we know we must be ready for that eventuality to occur again. From that experience we learned how essential it is to have an emergency fund and to prepare for the inevitable time when it will be needed.

Saluki Placements

Since STOLA's inception in 2000 there have been 96 dogs in our caseload; therefore our inception to date average is 32 cases served per year. We have provided veterinary medical care in every case and socialization when needed.

Detailed placement reports are posted to the website on a quarterly basis and may be viewed at <http://www.stola.org>. Hard copies of these reports are available on request by contacting STOLA at the address provided in the Information Availability section of this report.

Additional Accomplishments:

- Microchip Registry.** STOLA has established a free microchip registry for Salukis to ensure that Salukis coming into our care can be quickly identified and returned to their rightful owners. All Saluki owners are encouraged to enroll their dogs in this free service, just in case.
- Shelter Networking.** STOLA continues to network with humane shelters and organizations across the United States. We have mailed over 2000 letters to shelters nationally giving them information about STOLA and our willingness to take responsibility for any Salukis that come into their shelters. We have also provided these shelters with photographs of both smooth and feathered Salukis and information about Saluki needs and behavior.
- Education/Outreach.** STOLA is more than a rescue organization. We also provide educational materials about the Saluki breed, training materials specifically designed with Salukis in mind, and an on-line mentorship/support group for people new to the breed.
- Rescue Prevention.** STOLA's prime directive is that the welfare of the dog comes first. With this in mind we work to ensure that all Salukis we place are adopted into homes which are appropriate for them.
- We provide educational materials to prospective homes to ensure that a potential adopter is well informed about Saluki personality and behavior prior to beginning the adoption process.
- We go to great lengths to assess each Saluki's personality, health, age and specific needs and to match them with the perfect home for that dog.
- We do extensive interviews and site visits to ensure that each dog will have a safe, loving home.
- We write into the adoption agreement that if for any reason that person is unwilling or unable to keep the dog it will be returned to STOLA for rehoming.
- Our adoption coordinators keep in touch with adoptive homes to make sure the adoption is a good fit for both dog and person on a long-term basis.

Where are we going?

STOLA's primary goal is to keep helping Salukis in need and to continue to improve our services to the dogs and to the Saluki community.

STOLA Accounts Year to Date Summary December, 2002**Account Balance 12/31/02: \$26,820.15**

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|---------------------|-------------|
| Cash Carryover 2001 | \$18,660.64 |
| Expenses | \$18,821.40 |
| Revenue | \$26,980.91 |

EXPENSES:

| | |
|------------------------------|-------------|
| Veterinary Care | \$ 7,369.15 |
| Transportation of Dogs | \$ 3,609.07 |
| Fundraising Expense | \$ 2,421.68 |
| SHR: Ebay Proceeds (Q4-2001) | \$ 1,717.35 |
| Advertising | \$ 1,075.70 |
| Insurance | \$ 888.00 |
| Postage | \$ 444.42 |
| Adoptees Placement Supplies | \$ 300.00 |
| Telephone Reimbursements | \$ 337.23 |
| PayPal Processing Fees | \$ 103.61 |
| Medical Clinic 6/4/02 | \$ 67.00 |
| Boarding | \$ 272.84 |
| Office Supplies | \$ 184.68 |
| Corporate Filing Fee | \$ 20.00 |
| Bank Service Charges | \$ 6.00 |
| Printing/Copying | \$ 4.67 |

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|-----------------------|--------------------|
| Total Expenses | \$18,821.40 |
|-----------------------|--------------------|

REVENUE:

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|------------------------|--------------|
| Donation Income | \$ 11,004.93 |
| STOLA Store | \$ 7,738.15 |
| Adoption Donations | \$ 3,860.00 |
| STOLA Buddies | \$ 2,435.00 |
| Auction Income | \$ 955.51 |
| Book Sales | \$ 735.00 |
| Memorial Donations | \$ 250.00 |
| PayPal Interest Income | \$ 2.32 |

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|----------------------|---------------------|
| Total Revenue | \$ 26,980.91 |
|----------------------|---------------------|

2002 Percentage of Expenses:

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|------------------------------|-------|
| Veterinary Care | 39.2% |
| Transportation of Dogs | 19.2% |
| Fundraising Expense | 12.9% |
| SHR: Ebay Proceeds (Q4-2001) | 9.1% |
| Advertising | 5.7% |
| Insurance | 4.7% |
| Postage | 2.4% |
| Adoptees Placement Supplies | 1.6% |
| Telephone Reimbursements | 1.8% |
| PayPal Processing Fees | 0.6% |
| Medical Clinic 6/4/02 | 0.4% |
| Boarding | 1.4% |
| Office Supplies | 1.0% |
| Corporate Filing Fee | 0.1% |
| Bank Service Charges | 0% |
| Printing/Copying | 0% |

2002 Percentage of Income:

| | |
|------------------------|-------|
| Donation Income | 40.8% |
| STOLA Store | 28.7% |
| Adoption Donations | 14.3% |
| STOLA Buddies | 9.0% |
| Auction Income | 3.5% |
| Book Sales | 2.7% |
| Memorial Donations | 0.9% |
| PayPal Interest Income | 0% |