



# 2024 Annual Report

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Brighton, MA 02135

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## **Officers and Board of Directors Dec 31, 2024**

- |  |   |
|--|---|
| • Taline Lorensian, President                          | • Deni Auclair, Treasurer                                 |
| • Karen Evans, Vice President, Director of Development | • Emily LaRosa, Secretary, Director of Data & Informatics |

## Our Mission

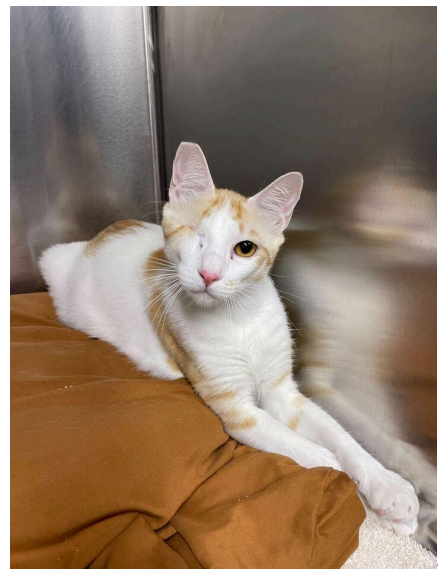
*The Cat Connection is a 501(c)(3) nonprofit no-kill organization whose mission is to **find a safe and loving home for every cat**. Our primary goal is to rescue abandoned, stray, abused, neglected, unwanted, and injured cats, and to facilitate their adoption into responsible permanent homes. This includes special needs cats and kittens with conditions that will require a specialized approach to adoption.*

*We also support our community by providing much-needed veterinary and behavior consulting services to caring cat owners who cannot afford to provide basic veterinary care to their beloved pets, including spay/neuter, vaccinations, microchipping and emergency procedures.*

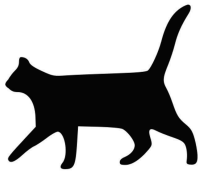
*The third aspect of our approach is to help control the feral cat population through our Trap-Neuter-Return-Maintain (TNRM) program, and through the trapping and socialization of feral kittens.*

*We serve MetroWest and the greater Boston area. Through our network, we also support cat rescue throughout eastern Massachusetts and have partnered with rescues in Tennessee and St. Thomas as well as countries such as Oman and Qatar to save abandoned cats and support overcrowded shelters.*

Bebek (left) and Habibi (right) from Qatar.



# The Year In Cat Care



**435 Cats  
Adopted**



**~260  
Volunteers**



**~240  
Spay &  
Neuters**

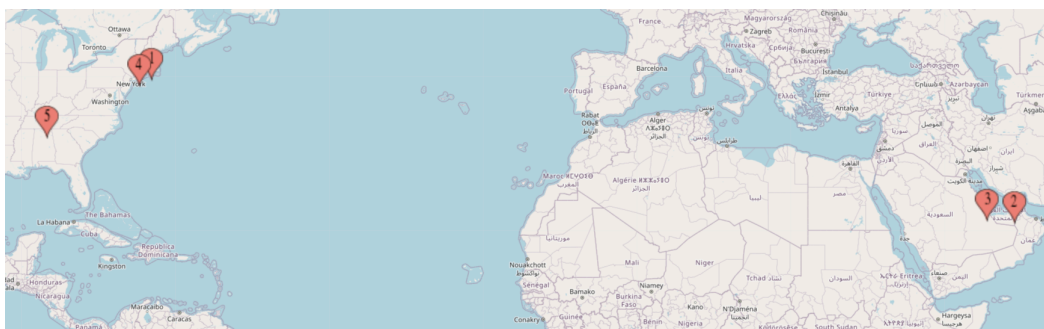


Seven

Ron Weasley



**Cats came from Massachusetts, Connecticut, Tennessee, the United Arab Emirates, and Qatar!**



# Summary

## Programs and Shelter Operations

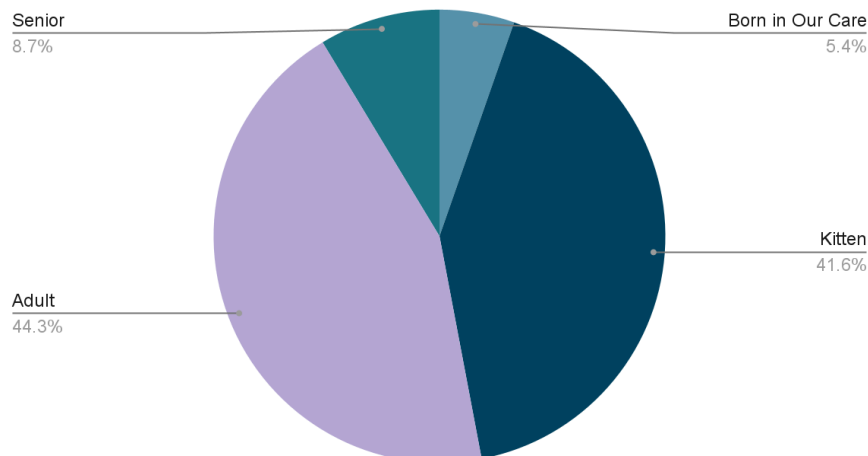
2024 was our third full year at our new shelter. With the experience gained over the past three years, we've been able to refine our shelter policies, learn best practices for handling and vetting cats, and continually onboard new volunteers. We came close to our adoption goal of 500 cats this year and are aiming to reach that goal in 2025!

This year, of the 465 cats that came into our care, most were private surrenders and strays in the Boston area with a few notable exceptions from other states and countries. (Kiki - left and Kit Kat - right)



Our shelter strives to provide care to all cats regardless of age, living situation, or medical history.

Cats Entering Our Care in 2024





## Community Support

We have continued to assist low-income individuals in the community through our spay/neuter and medical assist programs, as well as the Pawsitive Pantry. Through these programs, we have been able to help families by providing medical care, food, and supplies for their furry loved ones. These programs also support our mission through reducing cat abandonment and displacement.

## Events

2024 was a moderately successful year for TCC's events in terms of raising funds to support our cause, but a great time was had by all attendees honoring our feline friends! Our Garden Party was a great success despite a rainy day, but our Whiskers & Whiskey gala had disappointingly low attendance and did not meet our fundraising goal. However, the events committee also coordinated TCC's participation in events such as the Amazing Acro-Cats Show, Steampunk Festival, and the Loving Cats Worldwide Convention, where we successfully continued to communicate to the public our mission and passion. We continue our search for event partners interested in improving cat care in greater Boston and Massachusetts!



Annual Garden Party at the historic  
Durant-Kenrick house in Newton

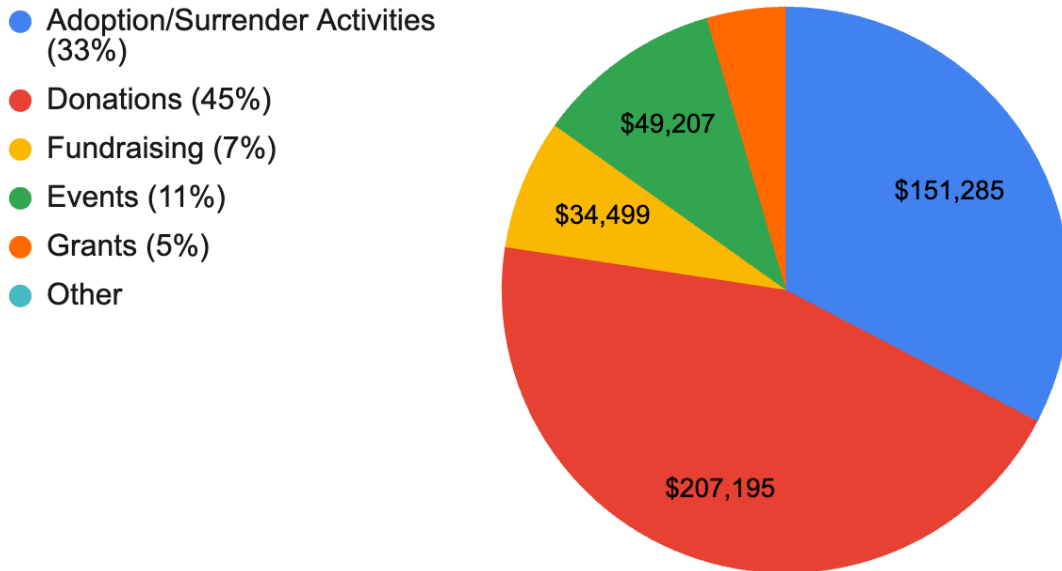
Our Whiskers & Whiskey gala with our  
vet award winners, the staff at  
Veterinary Emergency Group Newton



# Financial Overview

Thanks to the heroic efforts of TCC volunteers, constituents, and our board, we ended 2024 with a \$9,965 surplus - a positive bottom line for the first time since opening the shelter! This was accomplished largely through donations, grants, adoption and surrender fees, and fundraising campaigns.

## Income By Activity - \$463,063 Total

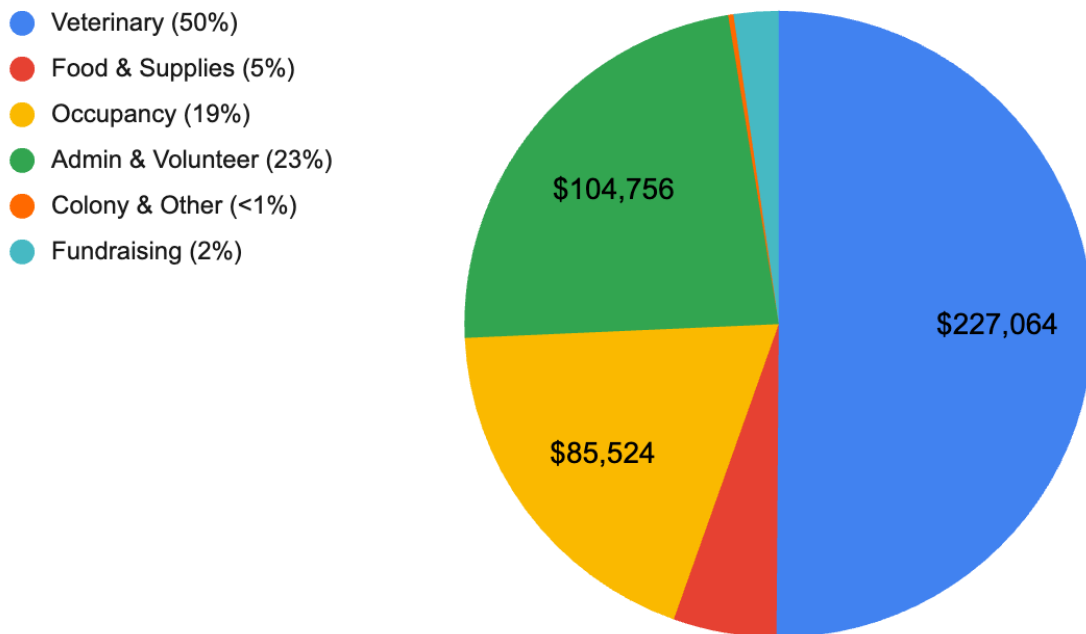


### Income trends:

- Donations increased significantly, with a 36% increase over 2023. This was due in part to continued engagement with constituents. The larger impact, however, was due to advice and support from a volunteer fundraising advisor, Abby Lovinger, who designed several campaigns, including Giving Tuesday and Year End Match, that raised more in donations than any TCC campaign in several years. We are so grateful for her help!
- Fundraising activities, not including our major events, brought in 50% more in income than 2023, with a successful Spring Appeal and “kitten cuddles” with Google, where kittens are brought to the Google offices in Cambridge for staff to safely and securely play with and enjoy the company of lively, socialized kittens.
- Events income decreased by 27%, in large part due to a decrease in income from TCC’s signature event, Whiskers & Whiskey. Despite having the wonderful team from CBS’s Pet Parade, Tiffany Chan and Jacob Wycoff, as MCs, we had disappointingly low attendance numbers. We are optimistically looking forward to greatly increased attendance in 2025!

- Our intrepid grants team, led by Susan DeLellis and Elisif Brandon, once again did a yeoman's job soliciting and winning grant funds from various sources. The main granting bodies that helped support TCC include the Massachusetts Animal Coalition, an anonymous foundation, and the First Parish in Waltham's Jones Partnership grant. Other granting bodies included The Cummings Foundation, the Town Fair Tire Foundation, Meowbox, Inc., and Watertown Savings Bank.

### Expense By Category - \$453,099 Total



Our expenses this year totaled \$453,099. The majority funded programs, including veterinary care, food, and other materials directly related to cat care, with veterinary expenses by far the largest expense.

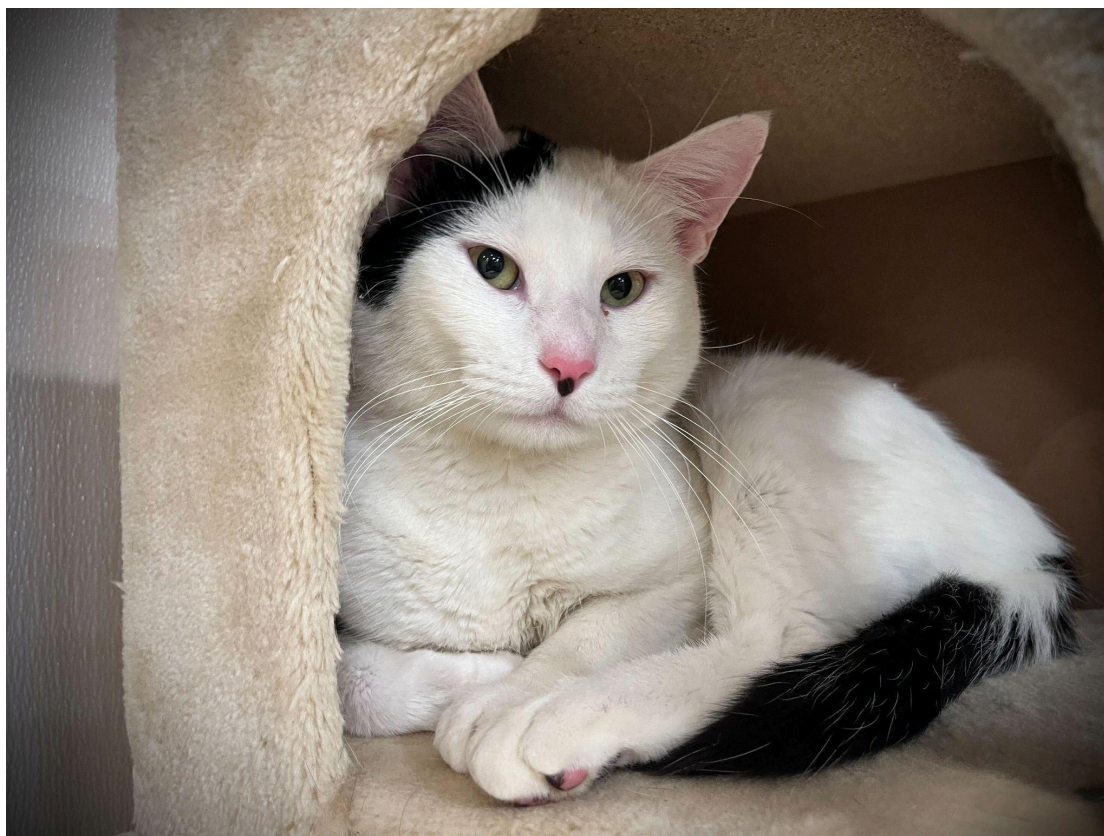
Veterinary expenses include:

- Emergency vet visits - \$70,912
- Medications, testing, and vaccines - \$45,096
- Spay/Neuter - \$36,475 (includes some other expenses like vaccinations and SNAP tests)
- Dental - \$32,332
- Non-emergency visits - \$28,645
- Medical Assist - \$16,804
- Dermatology - \$800

### Expense Trends:

- Veterinary expenses increased by 6% over 2023, reflecting price increases by several veterinary practices.
- Overall, program expenses increased by a mere 3%, due to increased efficiency in shelter operations.
- Administrative expenses decreased by 21%, in large part due to the departure of our shelter managers, lower insurance costs, and far lower legal fees.
- Fundraising expenses stayed level, while occupancy decreased significantly due to paying off triple net costs covering two years presented by the landlord for payment in 2023. In addition, final shelter construction costs were paid in 2023.

Oregon





# Major Achievements

The Cat Connection is exceedingly proud of the number of cats we save, families we help, and communities we serve. We are continually working to improve our efficiencies, both operational and financial, while increasing the depth and breadth of our services, fundraising activities, and geographical reach.

## Major accomplishments in 2024 include:

- Continuing to control the number of colonies and colony cats, supporting TCC's goal of long-term reduction of homeless cats
- Onboarding and training well over one hundred new volunteers
- Recruiting one new board member who specializes in communications and community development
- Coming close to our adoption goal of 500 cats as TCC found homes for 435 cats
- Continuing our partnership with PAWsitive Pantry, distributing hundreds of pounds of pet food to low-income families in MA
- Assisting 20 families with financial assistance to provide medical care for their cats.
- Expanding on our smaller event fundraisers
- Garnering grants through the TCC Grant Committee, bringing in much-needed funds for veterinary care, spay/neuter, enrichment toys for the shelter, and PAWsitive Pantry.
- Continuing to grow our social media presence, increasing Instagram and Facebook followers

## Goals for 2025 include:

- 500 adoptions
- Increased number of board members through internal and external recruiting
- Improved operations and collaboration across intake, foster, medical, and adoption workflows to help our 100% volunteer organization operate smoothly
- Increased development capabilities and increased engagement of our largest and most loyal donors
- Increased impact of small event fundraisers
- Increased marketing and brand awareness of TCC's shelter through relationships with community partners

## Our Volunteers!

Our volunteers are the heart and soul of The Cat Connection, and none of this would be possible without them. From the dedicated shelter volunteers and tireless reception team to the compassionate fosters, skilled trappers, and committed colony feeders, every individual plays a vital role in the organization's work. The adoption team works tirelessly to match cats with loving homes, the events committee brings the community together to support the mission, and the grants team works behind the scenes to secure critical funding. Whether answering phones, cleaning litter boxes, writing proposals, or bottle-feeding kittens at 2 a.m., these volunteers make a measurable impact on the lives of cats in need.

The organization is also deeply grateful to the veterinarians who generously donate their time and expertise:

- Dr. Ariana Ferraro
- Dr. Amy Shroff
- Dr. Shayna Kennedy
- Dr. Kim Heald

Dax



# Our Thanks!

Our generous donors and supporters help us to fulfill our mission

We couldn't exist if we didn't have the dedicated, passionate, and supportive vets and clinics as our partners:

## 2024 TCC Veterinary Partners

- BluePearl
- Boston Animal Hospital
- CVCA
- Heal Veterinary Clinic
- Lowell Humane Society Spay/Neuter Clinic
- Massachusetts Veterinary Referral Hospital
- PetMedic
- Weston Veterinary Hospital
- VCA City Cats
- Veterinary Emergency Group Newton

Our generous event, company, organization, and foundation sponsors - as well as our many individual donors, help us ensure we have the resources to continue on our mission.

## 2024 TCC Event Sponsors:

Antico Tico, Inc.	Steve Snider
Beth Mandelbaum & Richard Bernstein	Susan Bergman and family
Everett & Sons Insuran	The Dog Retreat and Spa
Grey2K USA Worldwide	Watertown Savings Bank

## 2024 Company, Organization and Foundation Donors

A-list Detailing	Boston Bruins Alumni	Chakra Power Yoga
Amuletto Mexican Table	Brookline Booksmith	Charisma
Arancini	Brookline Grooming and Pet	Charles River Canoe & Kayak
Arubacat	Supply	Charles River Hospitality
Attractive Nails	Burton's Grill	Group
Backyard Sellers Goods	Buyers Platform	City Works Eatery
Burton's Grill	C N Marchionne Insurance	Colvin's Inc
Bistro 781	Celebrity Series of Boston	Comella's
Boston Bruins	Central Rock Gym	Concord Cheese Shop Costco

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Crumbl Cookies	Nickerson & Hills Inc	Waltham Chamber of
D21 buying team	Nickerson & Hills Inc	Commerce
Da Vinci Ristorante	Panera Bread	Watertown Savings Bank
David Niquette	Park Lodge Hotel Group Pinz	Y3k Tutor in Your Home
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Game Underground	Pinz	
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Il Casale	Sports Museum	
Institute of Contemporary Art	Star Market	
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No 1	Stop & Shop	
Jake 'n Joe's	Sweet Basil	
Lexington Venue Cinema	The Cat in the Box	
Lface Designs	The Concord Museum	
Life Time	The Local	
Long's Jewelers	The Outer Limits	
Loyal Companion	TLK Pet Care	
Lucozzi Portraits	Total Wine & More	
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Mad Mud	Via Lago	
Made with Mud	Vinotta	

Nigel and Mandarin



Nimbus and Stratus





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