



Heartland
ANIMAL SHELTER

Annual Report 2022-23

Salad on her adoption day!

2022

During 2022, Heartland Animal Shelter saved more than 900 animals. All were homeless, and some suffering from illness or injury. By the end of the year, 857 of those dogs and cats were in loving, forever homes.

INTAKE

918

555 cats
363 dogs

Rescued



OUTCOMES

857

502 cats
355 dogs

Adopted

LIFE-SAVING PARTNERSHIPS

5th largest Chicago Animal Care and Control transfer partner

19 rescue partners in Illinois

27 out-of-state partners from areas with the highest euthanasia rates, including Texas, Indiana, and Kentucky

67 percent of Heartland pets came from rescue partners

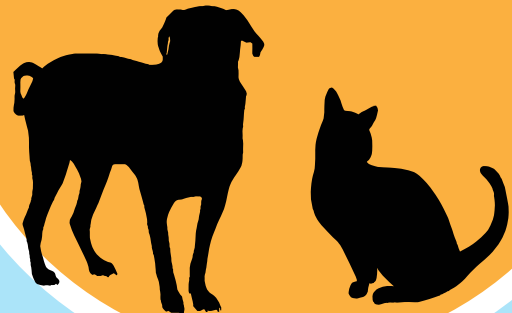


35% higher intake

2nd half of 2022 vs. same period of 2021

98.6%

Live-Release Rate





C.J. with Butterscotch

From the President

This past fiscal year, we celebrated two important milestones—our 20th anniversary as an organization and our first full year in our new home! Sometimes we get so caught up in the many day-to-day activities of running the shelter that we forget to take a step back and reflect upon successes and our role in making them. So let me first thank all of you for everything that you do which has allowed us to save the lives of 15,000+ animals since we opened our doors, and over 900 in 2022!

I also want to acknowledge Jenny Schlueter for her leadership over the past 11 months! We are so fortunate to have an Executive Director with such deep knowledge of animal welfare and shelter practices, depth and breadth of fundraising skills, connections within the welfare community, and a passionate and positive attitude, which goes a long way in this difficult and emotionally-challenging line of work. Thank you, Jenny!!!

Last year, I wrote about the many external and visible accomplishments that were made, most specifically purchasing, rehabbing, and moving into our own shelter. This year I am going to share many changes that may not be noticeable on the surface but are critical to the

long-term sustainability of the shelter. I am a big fan of Board Source, a non-profit organization whose mission is “to inspire and support nonprofit boards and executives to lead justly and with purpose.” Board Source has worked with tens of thousands of non-profit board leaders from large and small organizations and has done extensive research on board practices. One of their guiding principles is that boards can improve their effectiveness by adopting good governance practices, which has been the focus of the HAS board for the past several years.

Board Source has three categories of 29 different governance best practices – 1) Essential (those that should be adhered to for a board to function successfully); 2) Leading (those that should be adopted in order to achieve board excellence) and 3) Compliance (those that are required for legal requirements). I am very proud that we have conscientiously adopted the following practices:

Essential best practices: Previously we had five, now we have all eight, with addition of board term limits; the creation of a board-sanctioned strategic planning process; and a strategic board member recruiting process.

Leading best practices: Previously we had four and now we have 12 of a possible 16, with the creation of a board member job description, orientation plan, and diversity and inclusion plan; an increase in the number of board members; the addition of board committees including a governance committee; a focus on board giving; and holding a board retreat.

Compliance best practices: We have followed four of the five compliance best practices for many years and the one that we don't is not a legal requirement.

The adoption of principles is a sign of a maturing organization and has often unseen, but very important effects. Specific to Heartland, here are some of the outcomes resulting from putting best practices in place:

- Our first strategic plan (2020-2023) was created by me and Stephanie Muller-Simpson, our former ED, not the board. Our new strategic plan for the next three years will be completed by a strategic planning task force comprised of individuals from different stakeholder groups- board members, volunteers, staff, donors, adopters, and community members (with your input as well – more coming soon!).
- The creation of four board committees (finance, governance, development, and facilities) has allowed us to utilize board members, rather than relying solely on staff, to undertake certain activities, thus leveraging member skill sets and freeing up staff to focus on their responsibilities. Our soon-to-be replaced roof is an example of the diligence of the facilities committee.
- At the annual meeting, we will vote upon a slate of people who applied to be on the board, were given a job description so they could understand what a board member does and does not do, were interviewed by

the governance committee, and were unanimously approved by the full board. This is a change from prior years when prospective members could be nominated from the floor in the meeting without any assessment of their interest in or fit for the board. We have also better clarified who has the right to vote for the slate of nominees based on their involvement and time with HAS.

- By strategically assessing the functional skill gaps on our current board, we cast a wider net for board applications and “advertised” for specific skills that would be beneficial for the board. This resulted in reaching an adopter who brings much-needed human resources skills and who has been recommended for the slate.

To learn more about board governance best practices, consult boardsource.org or email me (cjsultz@comcast.net) and I will be happy to send you these documents.

Finally, I would like to thank our current Board of Directors for their hard work and endless dedication to Heartland Animal Shelter. The 2022/23 directors are as follows:

- President: C.J. Sultz
- Vice President: Scott Hargadon
- Secretary: Chris Proesel
- Treasurer: Tom Bohn
- Director: Larisa Bazan
- Director: Amy Downey
- Director: John Fairbairn
- Director: Teri Rossi
- Director: Suzanne Shapiro
- Director: Samantha Vircol
- Ex officio: Jenny Schlueter

Kind regards,



C.J. Sultz
President
Heartland Board of Directors



Jenny with Baby Boy

From the Executive Director

I came to Heartland in the midst of a big and exciting organizational change. Although it's never easy, I am encouraged that despite some growing pains, we're well on our way to capitalizing on Heartland's strengths while instituting some new practices to ensure we continue to grow and improve.

During my first year, the goal has been to learn what has been working well, figure out what gaps need to be filled, and to build a positive and supportive culture. First, we had to build up our team—more than half of us have been with Heartland for less than a year—so it feels good to finally have a little experience under our belts.

Recently we finalized our Heartland Culture Expectations—an essential component of getting an organization ready for the next step in its evolution—and ultimately to save more lives. The staff and volunteers were able to contribute to a mutual vision of the kind of organization that they wanted to contribute to. Please read through the full plan later in this report but the main tenets are:

- Support a Collaborative Organization
- Create and Maintain a Culture of Safety
- Commit to Healthy Communication
- Achieve Excellence Through Continual Improvement

I'm very proud of this work and excited to see how it will impact everything we do.

We have a couple more positions to be filled, and then we'll be in a place to build a stronger donor base for more financial security, develop more community programming to help people and pets thrive in their homes and continue to rescue the animals who need us the most.

Thanks so much for the opportunity to lead Heartland - the passion and dedication that everyone demonstrates to our organization is humbling, and I'm so grateful to be a part of it.

Kind regards,


Jenny Schlueter
Executive Director
847-296-6400 x1010

OUR TEAM

Staff

We call Heartland the small shelter with a big heart. Our heart is the staff, volunteers, fosters, and donors that care for the approximately 1,000 animals we rescue annually.

Jenny Schlueter joined Heartland in June 2022 as our new Executive Director. A lifelong animal advocate, Jenny worked for seven years at Chicago Animal Care and Control (CACC), the city shelter, focusing on marketing, outreach, policy, events, and program management. In addition, Jenny previously served as the Development Director at Tree House Humane Society.

We also welcomed four new senior staff members and are currently searching for a Development Manager, Veterinarian, and Vet Tech.

- Samantha Cardoza, Cat Program Lead
- Oscar Damaszk, Animal Care Attendant
- Edie Eiseman, Operations Manager
- Chris Flores, Animal Care Attendant
- Danielle Gordon, Marketing Coordinator
- Eric Gordon, Animal Care Attendant
- Ian McCallister, Dog Program Lead
- Char Morris, Operations & Volunteer Coordinator
- Jenny Nogle, Program Coordinator
- Abby Okrzesik, Animal Care Attendant
- Dani Orsini, Medical Manager
- Jim Salvinski, Animal Care Attendant
- Jenny Schlueter, Executive Director
- Jake Sternberg, Animal Care Attendant
- Andrew Swirsley, Animal Care Attendant
- Joey Vircol, Medical Tech
- Mary Wozencraft, Programs & Community Engagement Manager

Volunteers

Our volunteers' contributions to caring for Heartland's animals and the organization's capacity are invaluable. They do everything from cleaning and medicating animals to organizing events and facilitating adoptions.

In 2022, 256 dedicated animal lovers volunteered at Heartland, up from 144 the previous year which was limited by COVID. During the first four months of 2023, 188 people already have been helping at the shelter.

We are in the process of growing the volunteer program by offering training and opportunities in more advanced areas. For example, volunteers are now facilitating dog nose work. In addition, we have started to train adoption liaisons to help with the matchmaking process.



Camden relaxes in his foster home.

Fosters

Our fosters offer loving, safe environments where these animals can heal, decompress, and learn what it means to live in a home.

In 2022, of the more than 900 animals in our custody, 525 spent some or all of their time in almost 300 different foster homes.

Over the past year, the role of fosters in our organization has evolved. In the past, animals generally stayed in foster homes until adoption. We now use short-term fosters to reduce shelter stress and improve an animal's quality of life.

OUR ANIMALS

Intake

Heartland continues to focus on rescuing animals at high risk of euthanasia because they are in overcrowded shelters or have more extensive medical or behavioral issues. These include seniors, neonatal kittens, and dogs from abuse cases.

During 2022, Heartland saved 918 animals, up from 877 the previous year but down from 977 in 2020. Intake continues to increase. During the second half of 2022, it was 34% higher than during the same months of 2021. In the first four months of 2023, we rescued 266 animals.

Heartland prioritizes helping the animals at Chicago's open-access shelters. During 2022, 55% of our intake came from CACC and the Anti-Cruelty Society, and we were proud to be CACC's fifth-largest partner with 283 transfers.

We also continue supporting our nearly 50 partners in the Indiana-Kentucky area and southern Texas. Unfortunately, these areas suffer the country's highest euthanasia rates.

Outcomes

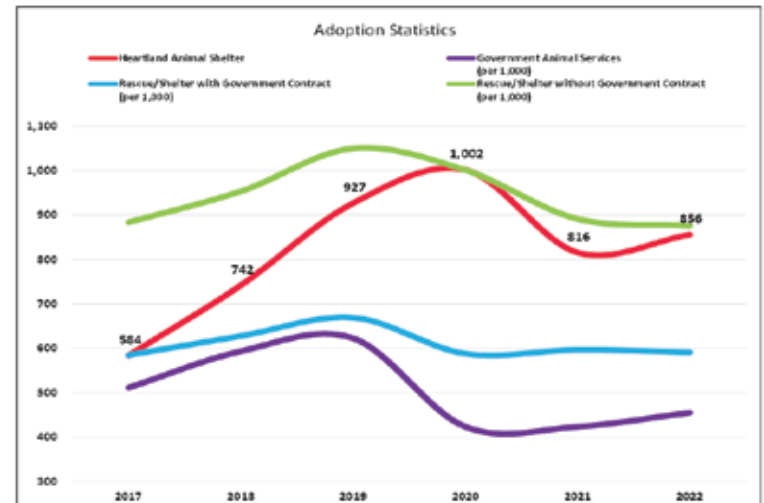
Heartland finished 2022 with an impressive 98.6% Live Release Rate, despite striving to help animals with severe medical and behavioral challenges. Nationally, a rate above 90% is considered "No Kill."

During 2022, 857 dogs and cats were adopted from Heartland, a year-over-year increase of 5%. The number of animals remains lower than before the COVID shutdown, part of a national trend in reduced adoptions of medium and large dogs, perhaps because more people have gone back to working outside the home.

We are, however, starting to see some positive trends. In the second half of 2022, 19% more animals were adopted compared with the same months of 2021. In the first four months of 2023, we found new homes for 262 animals, compared to 215 in the same period of 2022.

2022 INTAKE			
Category	Dog	Cat	Total
Transfer In	75%	63%	67%
Stray	2%	24%	15%
Returned	19%	9%	13%
Owner/Guardian Surrender	2%	5%	4%
Born In Care	2%	-	1%

2022 LIVE RELEASE RATE						
Outcome	Dog		Cat		Total	
	#	%	#	%	#	%
Adoption	355	97%	502	97%	857	97%
Euthanasia	6	2%	3	1%	9	1%
Feral/Wildlife	-	-	8	2%	8	1%
Return to Owner/Guardian	2	1%	3	1%	5	1%
Died	1	<1%	2	<1%	3	<1%
Transfer Out	1	<1%	1	<1%	2	<1%
Total	365		519		884	
Release Rate	98.1%		99.0%		98.6%	



Adoption Philosophy

Heartland is committed to an "open adoption" philosophy that focuses on reducing barriers by engaging potential adopters as individuals and without judgment, utilizing conversations, offering same-day adoptions, reducing/waiving fees, and eliminating the stigma of returns.

Over the previous year, we found homes for many of our longest-term residents, including dogs Liam, Sgt. Pepper, Nicks, Thunder Paws, and cats such as Ned, Gloria, Marvin, and Charmin.

OUR PROGRAMS

Medical

One of Heartland's core values is to rescue animals that other organizations may overlook or who would be euthanized due to the potential cost of their care.

Over the past year, we added diagnostic equipment, and now have the capacity to perform in-house blood and urine screening.

We also converted our "Cuddle Room" into a "Surgical Suite" that can also be used for isolation as needed.

In addition to spay and neuter surgeries, we performed mass removals, amputations, enucleations and dentals at the shelter. This has helped save resources while reducing stress for our animals.

We continue to receive special rates for care at several local emergency and other providers, which allow us to provide advanced care while keeping our costs down.

Diversion

In addition to finding homes for Heartland animals, we work with our community to keep pets in their homes.

Over the past year, we have provided diversion resources to reduce owner surrenders. For example, a U.S. Marine came to Heartland to relinquish his beloved Corgi before being deployed abroad. We found the dog a foster home and reunited them when the Marine returned to the country.

We continue to support area residents by hosting a free food and supplies pantry at the shelter, offering post-adoption behavioral counseling, and participating in a Cook County vaccine and microchip clinic. We will be participating in four more of these clinics during this year.

Behavioral

We are very focused on alleviating shelter stress by delivering mental and physical enrichment. We provide in-kennel activities and do everything possible to get them out of their kennels. Here are a few examples:

- Our dogs usually get four to five walks daily.
- We provide enrichment feedings using interactive toys, puzzles, and treats.
- We hold afternoon and evening playgroups.
- Dogs get swim class and play time thanks to Splash Dog and Bosly's Backyard.
- We recently started doing nose work.
- We have stepped up our program of short-term fosters to give dogs a break from the noise and chaos of shelter life.
- For more complex behavioral issues, we enlist the help of a veterinary behaviorist.
- We may assist adopters with the costs of a positive-reinforcement trainer.
- We give coupons to all adopters for the Animal Care Center of Buffalo Grove.

Cat Enrichment

Our cats spend most of their time in open "colony" rooms where they can run around, play, or snuggle with each other. Cats are caged only when they are in isolation, ill, or because of a specific behavioral issue. Heartland cats are great fans of the catio and their bird feeders.



Triscuit loves watching birds

OUR EVENTS

Fundraising and Outreach

We celebrated Heartland's 20th anniversary at the annual **Golden Paws Gala** on October 15. The event was held in an outdoor tent at our new shelter to allow guests to see the new facility. It included a ribbon cutting, tours, silent auction, raffles, Fund a Need, vegetarian fare, and live music.

Last year we were also able to host another signature event, **The Walk of Love**, in person for the first time in three years. The event included the walk, food and beverages, raffles, attending sponsors, and was a great opportunity to all be together again. We look forward to this year's event on June 17 at Potawatomi Woods, and hope you can join us! (Tickets available at bit.ly/Heartland_WOL.)

Over the past year, we added two new events to our roster:

Shelter Slumber Pawty



Volunteer Hannah sleeps with Jill & Jack

For 24 hours, volunteers, staff, and Heartland fans lived at the shelter, eating, catnapping, doing Yoga, and playing Twister with the pets. We streamed the event on Facebook Live to give viewers a look behind the scenes. Thirty-eight shelters participated in this international event, which was started by a group of Illinois residents working with Project Bella.

Hearts Aglow Open House



Santa and Mrs. Claus with Flo Jo

To celebrate the holidays, we hosted the first Hearts Aglow Open House. The event was an opportunity to visit the recently opened shelter and enjoy activities including a visit with Santa and Mrs. Claus, giving gifts to the animals, and enjoying a hot chocolate bar. The evening ended with an outdoor lighting ceremony in honor or memory of a person or pet.



Lola & her new family

Adoption

Heartland hosted reduced-fee adoptions events throughout the year at the shelter, in local suburbs, and Chicago. We were invited to participate in national adoption programs including:

- Clear the Shelters - NBC Universal Local
- Empty the Shelters - BISSELL Pet Foundation
- Petco Love
- PetSmart Charities
- Subaru Loves Pets

OUR OUTREACH

Neighbors

Thank you to the Village of Wheeling, the Palwaukee Business Association, and the Greater Wheeling Area Chamber of Commerce and Industry. And thank you to our neighbors who have made donations to the shelter and socialize with the animals during their lunch hours. We also greatly appreciate the specially medical lights donated by Waldmann Lighting.

Heartland continues to offer tours to local scout troops. This year we've already had 12 troops at the shelter. We also host high school students and corporate volunteer groups.

Digital

We continue to use our digital channels to connect with potential adopters, donors and others. Social media and our web page remain our primary means of outreach. Last year we posted to Instagram and Facebook (including stories and reels), Twitter, and TikTok. We currently have more than 14,000 Facebook (up from 13,000 last year) and nearly 4,000 Instagram followers. Our TikTok account is off to a good start, with 2,083 followers and 16.2K likes. We recently created a Facebook group where our adopters can share updates on their animals. We also continue to use the Facebook dog and cat volunteer pages.

Media

Heartland continues to work closely with Chicago and suburban media outlets to spread the word about homeless animals and encourage adoption. We continue our in-studio "Adopt a Pet" segments on WGN-TV. Other coverage: ABC-7 Chicago, CBS News Chicago, Daily Herald, Fox 32 Chicago, Journal & Topics, NBC Chicago, Patch, Telemundo Chicago, WGN Radio 720, and WMBD.

Partnerships

Heartland continues to partner with the Chicagoland Humane Coalition. We held a Pittie Parade in Arlington Heights to raise awareness of and celebrate the often-stigmatized "Chicago Dogs" (AKA bully breeds).



HEARTLAND'S PROMISE

Major Gifts Initiative

We spent the last year planning and executing the launch of our \$1,000,000 Major Gifts Initiative with the goals of:

- Paying for our new facility, which better meets the needs of our dogs and cats, and the community.
- Working on the shelter to provide stronger enrichment and improve the quality of life for animals and humans.
- Expanding medical programming, shelter diversion, and outreach.
- Growing the Institutional Advancement Team so we can serve more animals as well as our community.

We are grateful to have collected over \$600,000 in donations so far, leaving just under \$400,000 left to reach our goal.

To help us achieve this milestone, we received a generous matching gift of \$50,000 from Jennifer Steans and Jim Kastenholz. This gift means that every dollar donated to the campaign will be matched through November.

If you haven't donated yet and want to have your dollars matched, please contact me for more information, including naming opportunities.

Thank you so much for your continued support!

Jenny Schlueter
Executive Director
Jennifer@heartlandanimalshelter.org

OUR FUNDRAISING

Grants and Foundations

We greatly appreciate the corporate grants and foundation awards we received during fiscal year 2022. Thanks to a small but devoted group of volunteers, we are increasing our capacity to apply for funds. Our funders include:

- Allstate Foundation
- Bank of America
- Best Friends Animal Society
- Bissell Pet Foundation
- Crown Family Philanthropies
- First Eagle Investments Foundation
- Gurtz Family Foundation
- National Christian Foundation
- Petco Foundation
- Petfinder Foundation
- Petsmart Charities
- Polk Family Charitable Fund
- Rachel B. Williams Foundation
- Safron Foundation
- Salesforce Foundation
- SBB Research Group
- Schwab Charitable
- Subaru-American Society
- The Albertson-Safeway Foundation
- The Irving & Phyllis Millstein Foundation for Animals
- Triford Foundation

Heartland Heroes

Heartland depends on its recurring monthly donors to provide ongoing support for our animals and help us plan for the future. We are currently focusing on growing this program. Since the beginning of 2022, the number of Heroes has increased from 57 to 74.

This year we updated the program incentives to encourage participation. Among other changes, members are now invited to participate in quarterly video calls with the Executive Director. (Learn more about joining the program at Heartlandanimalshelter.org.)

Special Funds

We continue to raise money for the Arlo and Dr. Do More Funds. The Dr. Do More Fund gives us the resources to care for treatable animals that might not otherwise survive. For example, this fund covered the costs of hospitalizing several puppies that suffered from the potentially fatal Parvovirus. In addition, with assistance from the Arlo Fund, we can address our dogs' mental and emotional needs by providing enrichment and training while they await adoption.

New Kitten Fund

In 2023, the Heartland Board announced the addition of the Dill and Penny Kitten Fund to our specialty fund roster. They created the fund in honor of Amy Downey, kitten foster extraordinaire, on the occasion of fostering her 100th kitten. Amy named the fund in honor of Dill and Penny, two of her favorite foster kittens.

With this fund, we will be able to support more fosters and continue to save the lives of the most vulnerable animals that end up at the shelter. The new fund will also allow us to engage the community proactively in curtailing the homeless cat and kitten population.

Bequests and Trusts

During the 2022-23 Fiscal Year, we were the beneficiaries of \$322,000 bequests and trusts. We also received notice of an additional \$200,000 bequest that will be paid during the next fiscal year.

Fundraisers

Giving Tuesday: +\$40,000

Hearts Aglow/Holiday: 100+ participants;
130+ tribute lights; +\$42,000

End of Year Campaign: +\$23,000

Slumber Pawty: 242+ donors; +\$25,000

Super Bowl, March Madness, Tie Dye & BINGO:
+\$15,000

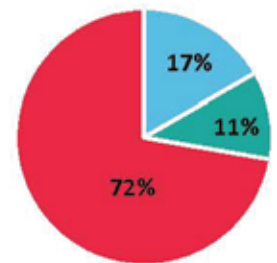
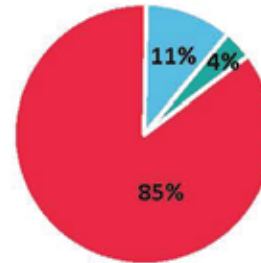
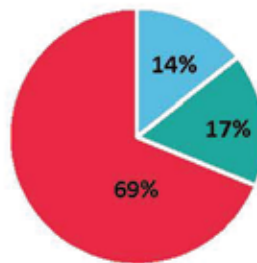
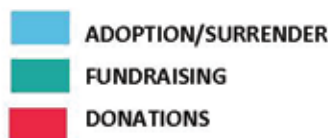
HYP: +\$22,000 (40% higher than prior FY)

Shelter Them with Love: \$4,250
(check out the new design on our website)

OUR FINANCES

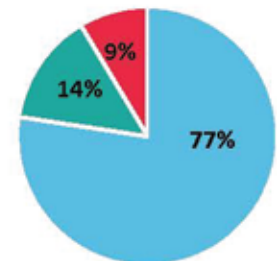
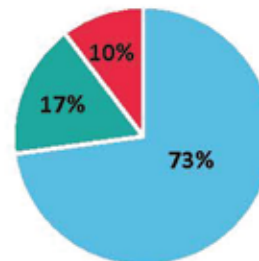
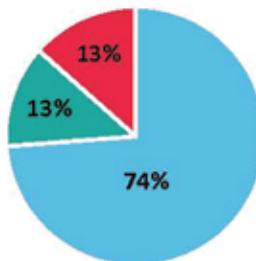
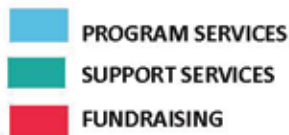
TREASURER REPORT (based on fiscal year)

	843 adoptions **AS OF 4/30/23 6/1/22-5/31/23	791 adoptions Audited 6/1/21-5/31/22	900 adoptions Audited 6/1/20-5/31/21
REVENUE AND SUPPORT			
Adoption/Surrender Fees	\$137,806	\$142,303	\$174,331
Fundraising	\$160,698	\$48,286	\$115,055
Donations	\$658,602	\$1,128,239	\$754,345
Total Revenue	\$957,106	\$1,318,828	\$1,043,731



EXPENSES

Program Services	\$715,869	\$665,397	\$646,615
Support Services	\$123,634	\$153,428	\$117,107
Fundraising	\$130,583	\$94,658	\$71,629
Total Expenses	\$970,086	\$913,483	\$835,351



Program Services include: wages (70%), animal care expenses, rent/occupancy, etc.

Support Services include: wages (15%), accounting/legal fees, administrative expenses, etc.

Fundraising includes: wages (15%), fundraising costs, etc.

For further details on what is included in these expenses, please see our annual financials statements.

NET ASSETS

Beginning Of Fiscal Year	\$1,645,551	\$1,240,206	\$1,031,826
End Of Fiscal Year	\$1,613,546	\$1,645,551	\$1,240,206

LIABILITIES

Current Liabilities	\$59,244	\$43,061	\$30,017
Long Term Liabilities	\$461,741	\$474,462	\$0

CASH BALANCE	\$140,396	\$139,237	\$158,084
FAIR VALUE INVESTMENTS	\$508,386	\$296,524	\$813,817
TOTAL CASH & INVESTMENTS	\$648,782	\$435,761	\$971,901

A copy of the organizations's Form 990 is on file at 586 Palwaukee Drive, Wheeling, IL.

** Amounts for FY 2022-2023 are unaudited figures as of 4/30/23.

Culture Expectations

Support a Collaborative Organization

- Respect and appreciate those around you
- Be willing to teach and learn from others and work as a team
- Be empathetic - put yourself in someone else's shoes
- Remember the big picture

Create and Maintain a Culture of Safety

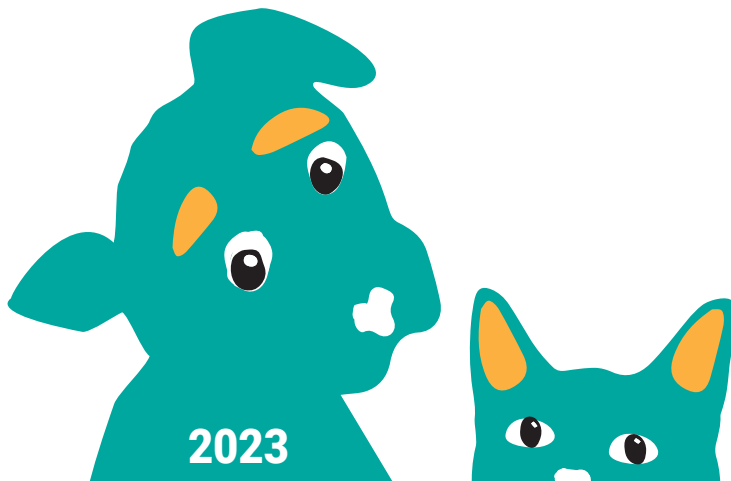
- Don't be afraid to seek help when needed
- Commit to a fear-free environment by modeling safe handling
- Minimize anxiety with humane, kind, and respectful treatment
- Clarity + Accountability = Trust

Commit to Healthy Communication

- Communicate in a constructive, positive, and non-confrontational way
- Seek common ground and suggest solutions to meet shared goals
- Assume positive intent - people are usually doing the best they can
- Disagree and advocate your concerns directly and respectfully and offer solutions

Achieve Excellence through Continual Improvement

- Look for opportunities to make things better for animals and people
- Don't let perfect get in the way of good
- View mistakes as okay, and as opportunities for growth
- Remember that everyone has a role to play in our organization



HEARTLAND
Animal Shelter




HEARTLAND ANIMAL SHELTER


586 Palwaukee Drive


Wheeling, IL 60090


Heartlandanimalshelter.org

847-296-6400

 HeartlandAnimalShelter

 heartland_animal_shelter

 heartlandanimalshelter

 AdoptHeartland

On the Cover

Heartland rescued Salad from Chicago Animal Care and Control, the city shelter, after getting a call that she was suffering from pneumonia and may not make it through the night. After two months at Heartland and in a wonderful foster home, Salad found her new best friend. Her new name is Sam.