



Lollypop Farm



YOU MADE HOPE POSSIBLE

2020 ANNUAL REPORT



VISION

A just and compassionate world
for all animals.

MISSION

Together with our community,
we better the lives of animals
through justice, prevention, and
life-saving care.



This year had the potential to be the worst year for animals and people in our community. With your support, we were able to accomplish incredible things in the face of adversity. We achieved a save rate of 91%, far surpassing the 85% goal set in our 2018-2021 strategic plan.

With you by our side, we kept our doors open to take in the homeless and find them new families. Your dedication ensured our humane law enforcement investigators were there to help the abused. Your compassion made it possible to supply pet food to those families struggling through the pandemic.

Over the past year, I have been constantly reminded of the strength and resilience displayed by our community. You proved that your hearts are always big enough to help every pet in need. You not only made hope possible in 2020, you helped bring us another step closer to a just and compassionate world for all animals.

With Lollypop Love,

A handwritten signature in dark ink, appearing to read 'Alice Calabrese', written in a cursive style.

Alice Calabrese, CAWA
President and CEO
Lollypop Farm, Humane Society of Greater Rochester

When Sophie was surrendered to Lollypop Farm, she was in desperate need of critical care. Dirty and matted, Sophie had given birth to two puppies but was struggling to deliver the third. Immediate veterinary intervention saved Sophie and her puppies. Sophie and her pups were then able to recover and receive round-the-clock care in a loving foster home.

Their story may have begun with a heartbreaking crisis, but thanks to you it ended in heartwarming homes for all.

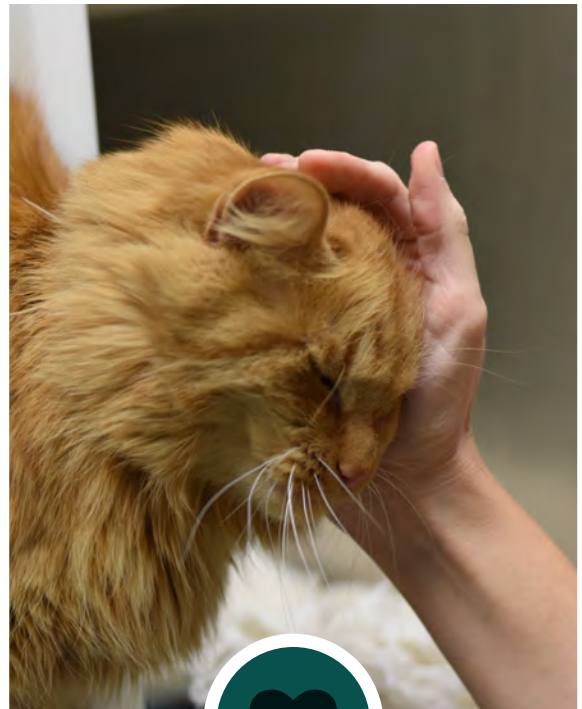


BECAUSE OF YOU
3,562 PETS
RECEIVED A
SECOND CHANCE



8-year-old Flerken found himself homeless when his owner passed away. Your compassion ensured he had somewhere to go. Flerken received loving care from the Lollypop Farm shelter team, veterinary services in the Klingenstein Veterinary Clinic, enrichment and behavioral intervention, and the chance to find a new family to call his own.

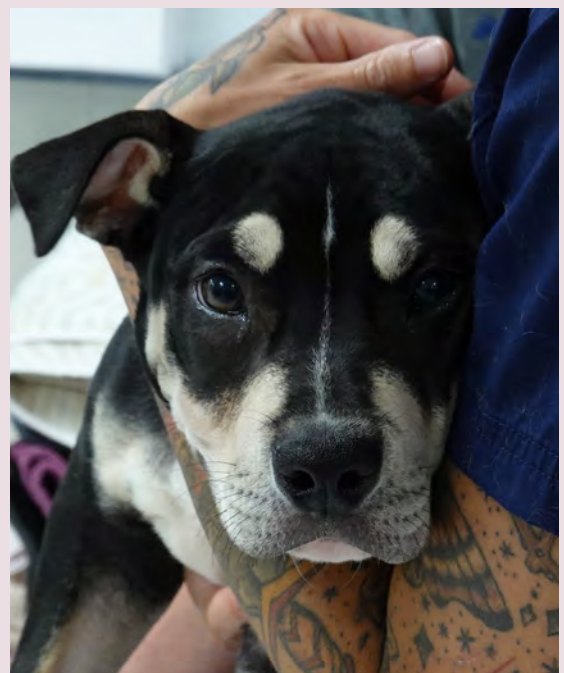
Each pet brought to Lollypop Farm has a different story, but every one relies on our community's support to receive their second chance.





3,768

homeless pets were
brought to Lollypop Farm
in 2020



Your support helps more than just dogs and cats. Lollypop Farm offers second chances for animals of all kinds. Goats, sheep, horses, and pigs all received veterinary services and compassionate care thanks to you.



205 FARMYARD FRIENDS WERE ADOPTED TO NEW HOMES IN 2020

After being brought to Lollypop Farm for a second time, Ginger spent a long time waiting for the perfect place to call home. But while she was at Lollypop Farm, she enjoyed enrichment and care with the equine team. Ginger showed off her talents at our equine clinics and events and went to her new loving home in September 2020.



13 EQUINES HAVE NEW PASTURES TO CALL HOME



In 2020, the Lollypop Farm
veterinary team performed

**14,531
EXAMINATIONS
AND
7,023 SURGERIES**



1,005 PETS

received individual support through
the foster care program

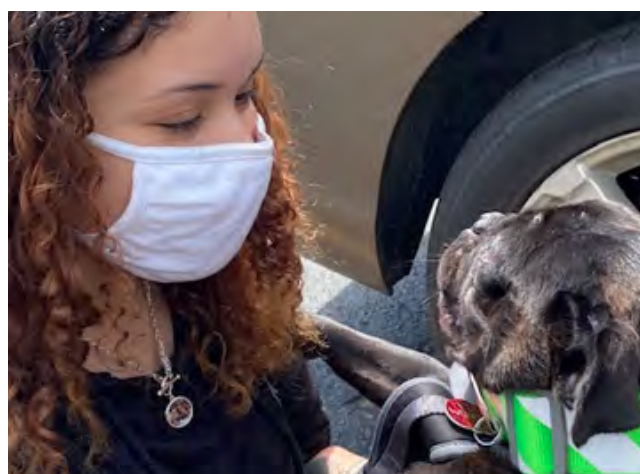
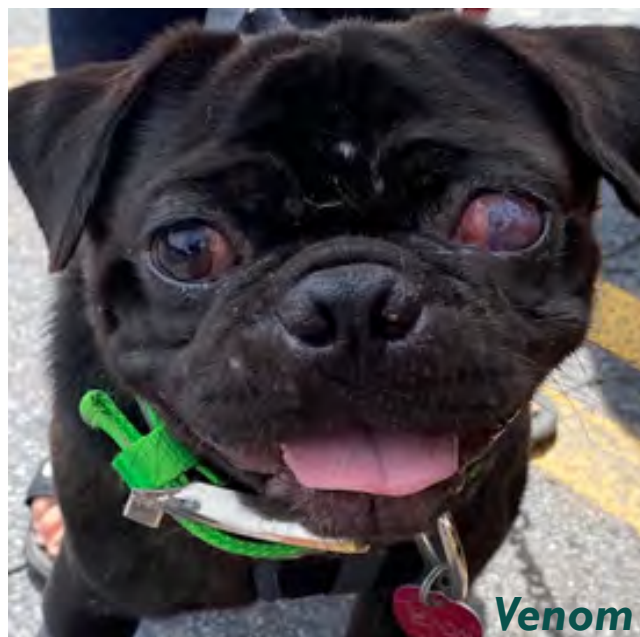


Iris

Only a few months old, Iris was brought to Lollypop Farm after being attacked by a dog. With her jaw broken in two places, blood pooling in her eye, and multiple other injuries, our veterinary team was not sure this tiny kitten would survive.

Thanks to you, Iris received life-saving procedures and recovered in the quiet and loving home of a foster care volunteer.

Foster care with kind-hearted volunteers offers the one-on-one attention and loving comfort that only a home setting can offer, which is precisely what some animals need to heal.



Whether connecting pet owners with resources or performing surgeries in the Klingenstein Veterinary Clinic, our veterinary team makes every effort to keep pets with the families who love them.

When 10-month-old Venom was playing with his husky brother, he severely injured his eye. His family had always taken him to the veterinarian regularly,

kept his vaccinations up-to-date, and kept him healthy. They just couldn't afford the \$1,000 surgery that Venom needed. Your compassionate support and Lollypop Farm veterinarians stepped in to help and returned him to his loving family.

Grateful for Lollypop Farm's help, the family held a fundraiser selling delicious Caribbean food and donated \$300 to help future pets in need.



1,164 FERAL CATS

received spay/neuter surgeries, rabies and distemper vaccinations, and ear tipping to ensure the health of Rochester's community cat populations and prevent future homeless litters.



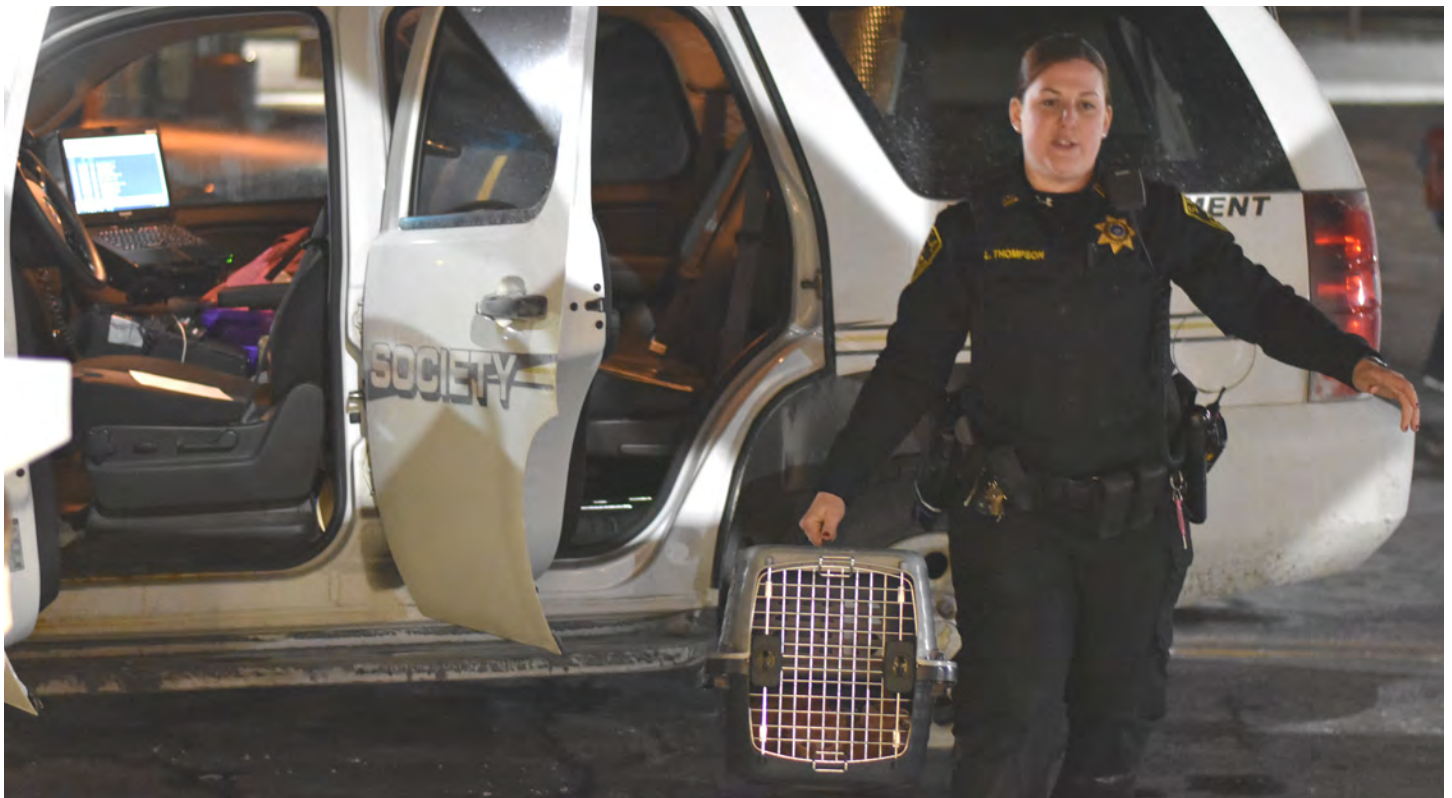
1,909 CATS AND DOGS

received spay/neuter surgery through SNIP, our spay/neuter incentive program that provides low-cost services to qualifying families, veterans, and college students.





The Lollypop Farm Humane Law Enforcement Department continued to investigate animal crimes in our community throughout 2020. Because of your support, investigators were able to save pets like Ivy, who was found emaciated, afraid, and in desperate need of life-saving care. With your help, this severely neglected dog's life was turned around and she found a family to love her.



797

cases of suspected animal cruelty were investigated in 2020 by Lollypop Farm humane law enforcement investigators

192

animals were surrendered during cases or removed from unsafe conditions

7

cases resulted in the arrest of the abuser

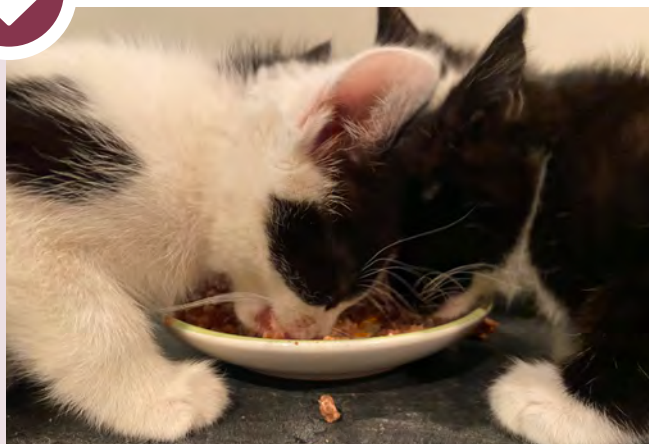
Lollypop Farm maintains an SPCA designation and is charged with investigating and enforcing the animal cruelty laws of New York State. Without government or agency funding, our Humane Law Enforcement Department protects the pets of Monroe, Orleans, Genesee, and Livingston counties. Humane law enforcement investigators play a critical role in ensuring a safer community for Rochester's pets in need.

**MANY FAMILIES HAVE STRUGGLED
THROUGHOUT THE PANDEMIC.
TOGETHER, WE HELPED KEEP PETS
IN HOMES BY PROVIDING RESOURCES
AND FOOD.**



566 FAMILIES IN NEED

were provided emergency food
and supplies through the
Pet Pantry Program.



25,139 POUNDS OF FOOD

were provided to families to feed their furry
family members through Pet Pantry events
and partnerships with area food banks.



65 CATS AND DOGS

were temporarily sheltered for
families in crisis through the
Mary Ellen Program.





LOLLYPOP FARM IS DEDICATED TO KEEPING PEOPLE CONNECTED TO THE ANIMALS IN OUR COMMUNITY.

When the pandemic kept our community apart, Lollypop Farm's Humane Education Program created ways to bring people together. Lollypop Farm redesigned programs to offer online experiences to engage the community about pets and how to help them.



220 CHILDREN PARTICIPATED IN CAMP@HOME

Live online sessions with Lollypop Farm experts along with engaging educational materials gave kids a camp-like experience from afar. Some participants joined us from as far away as Puerto Rico!



SHELTER HELPERS & ANIMAL ACADEMY

were introduced to provide valuable animal programming and service learning experiences to children and teens.

**YOUR SUPPORT DIRECTLY
BENEFITS PETS IN NEED.**



THANK YOU!

DONATE WITH CONFIDENCE!



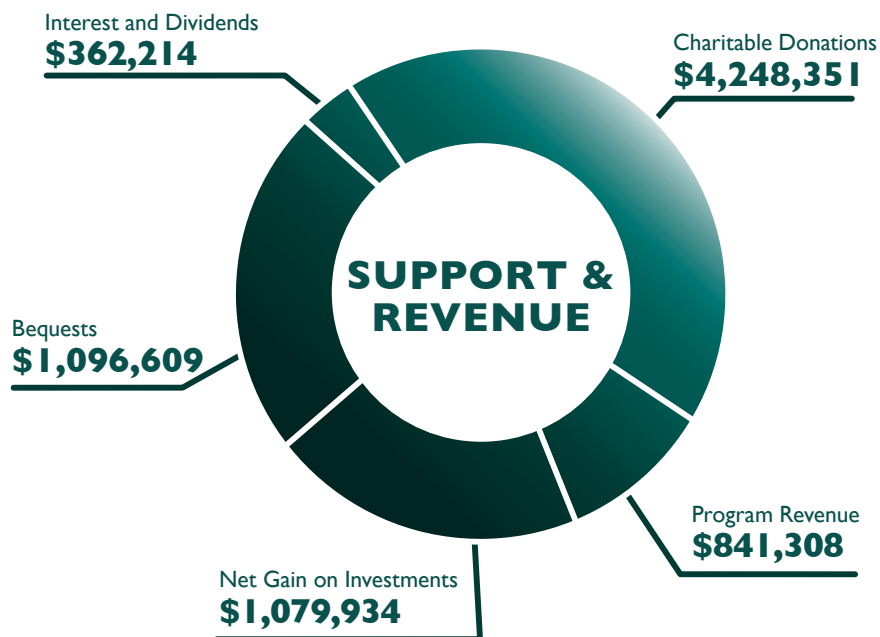
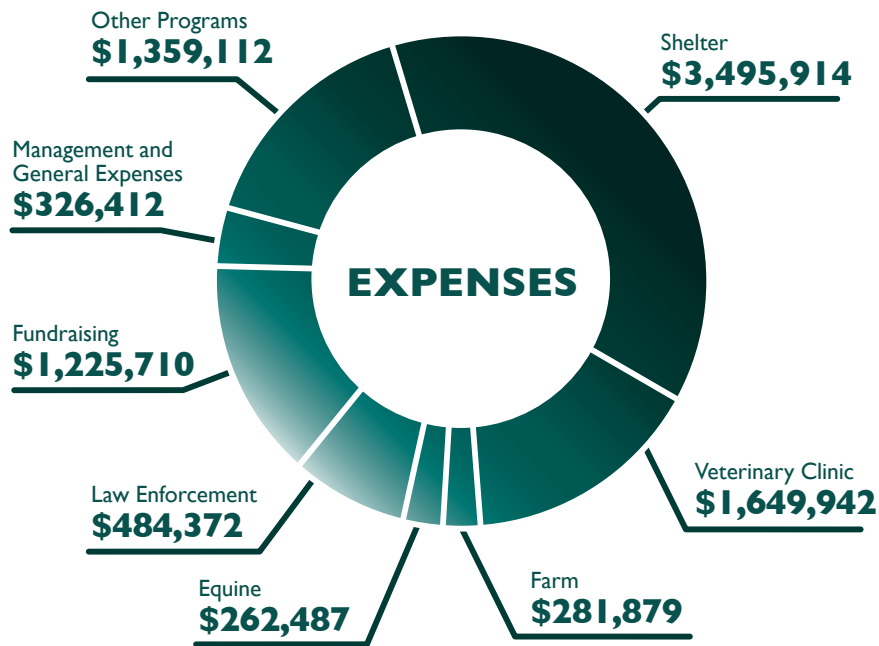
“You can tell Lollypop Farm, as an organization, cares for the animals as much as we do. You walk through the halls and see the staff loves the animals they care for and are doing an incredible service for our community. We’re happy to be donating our time and money to make a difference.”

– DON & JILL GRESS



Jill started volunteering at Lollypop Farm when she was 15 years old and her passion for animals continues to this day. Today Don and Jill Gress can be found volunteering in a variety of areas of the shelter to help pets in need. They foster kittens at home and help cats find new families as adoption counselors. Don has

played Santa for Holiday Pet Photos and is a member of the Lollypop Farm Board of Directors. They’ve even included a gift in their will. No task is too small and no challenge is too great for Don and Jill Gress if it means helping a pet in need.



The most recent audited financials (FY 2019-2020) for the Humane Society of Rochester and Monroe County for the Prevention of Cruelty to Animals, Inc. (aka Lollypop Farm), may be obtained at lollypop.org or upon request by contacting Lollypop Farm at 99 Victor Road, Fairport, NY 14450. This information is also available by contacting the New York State Attorney General Charities Bureau, 120 Broadway, New York, NY 10271. Lollypop Farm is a registered trademark of the Humane Society of Rochester and Monroe County for the Prevention of Cruelty to Animals, Inc. Lollypop Farm, the Humane Society of Greater Rochester, is registered as a 501(c)(3) non-profit organization. Contributions to Lollypop Farm are tax-deductible to the extent permitted by law. Our tax identification number is 16-0743047.

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FISCAL YEAR 2019-2020

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