

HOPE REIMAGINED

2021 ANNUAL REPORT



MISSION

TOGETHER WITH OUR COMMUNITY,
WE BETTER THE LIVES OF ANIMALS THROUGH
JUSTICE, PREVENTION, AND LIFE-SAVING CARE



VISION

A JUST AND COMPASSIONATE WORLD
FOR ALL ANIMALS



AT LOLLYPOP FARM,

I HAVE THE GREAT JOY OF SEEING

TRANSFORMATIONS HAPPEN EVERY DAY.



Alice Calabrese, CAWA
Certified Animal Welfare Administrator
President and CEO
Lollypop Farm, Humane Society
of Greater Rochester

I witness traumatized pets learning to trust. I see injured and sick animals recovering and healing. I observe our community's generosity making incredible, life-saving work possible. I also see the work that lies ahead for Lollypop Farm.

In 2018, Lollypop Farm set out with a new strategic plan, and since then we, too, have made a miraculous transformation. In times of uncertainty, our staff, volunteers, and community banded together and rose to the challenges set before us.

Our save rate is now over 93%, a gold standard in the animal welfare community. This achievement is not only representative of thousands of lives saved, but it also illustrates the effort devoted to every single pet in our care. Dogs like Beanie who suffered from severe medical and behavioral challenges, and like Buffy, who suffered a vicious attack

resulting in expensive medical care her family couldn't afford, are now happy, healthy, and safe.

Your generosity allows us to help keep pets with people who love them and eliminate the trauma of losing a member of the family during a difficult time. Your generosity allows us to focus our care on the animals in desperate need of the services only Lollypop Farm can provide. YOU have made it possible for us to give pets and people a second chance.

From the bottom of my heart, thank you for making this journey of transformation possible.

With Lollypop Love,

A handwritten signature in black ink, appearing to read 'Alice Calabrese'.

Alice Calabrese, CAWA



A FAMILY EMERGENCY SHOULD NOT MEAN GIVING UP A MEMBER OF THE FAMILY

When her owner brought sweet, 13-year-old Akira to Lollypop Farm, she thought it was to say goodbye to her dear friend. She'd loved Akira since she was just a month old, and now her friend had developed several large, painful mammary tumors. Unemployed during the pandemic, her family was struggling and unable to afford the surgery needed. She thought she had run out of options for her sweet companion, and didn't want to see Akira suffer.

Worried that cancer may have spread, Lollypop Farm veterinarians took x-rays. Confirming Akira's lungs were cancer-free, she was cleared for surgery in the Klingenstein Veterinary Clinic. During the procedure, a heavy, 8-inch mass was removed and Akira was given a second chance to live out her life with her family who clearly loved her. Pets like Akira are able to stay with their family thanks to the Lollypop Farm H.O.M.E. (Help & Options for Medical Emergencies) program and animal lovers like you.

152 PETS

received veterinary care that made it possible for them to stay with their families.

**14,660
POUNDS**

of food and supplies were provided to families to feed their pets.

**163
FAMILIES**

in crisis were helped through the emergency pet food program.

84 PETS

were temporarily sheltered for families in crisis through our Mary Ellen program.

IN 2021, THE LOLLYPOP FARM VETERINARY TEAM
PERFORMED 8,521 SURGERIES TO HELP PETS
IN THE SHELTER AND OUR COMMUNITY.



1,453 feral cats received spay/neuter surgeries, ear-tipping, rabies and vaccinations to prevent distemper. We are here to ensure the health of Rochester's community cat populations and prevent homeless litters.



2,094 cats and dogs received spay/neuter surgeries through S.N.I.P. (our spay/neuter incentive program) that provides low-cost services to qualifying families to help their pets.



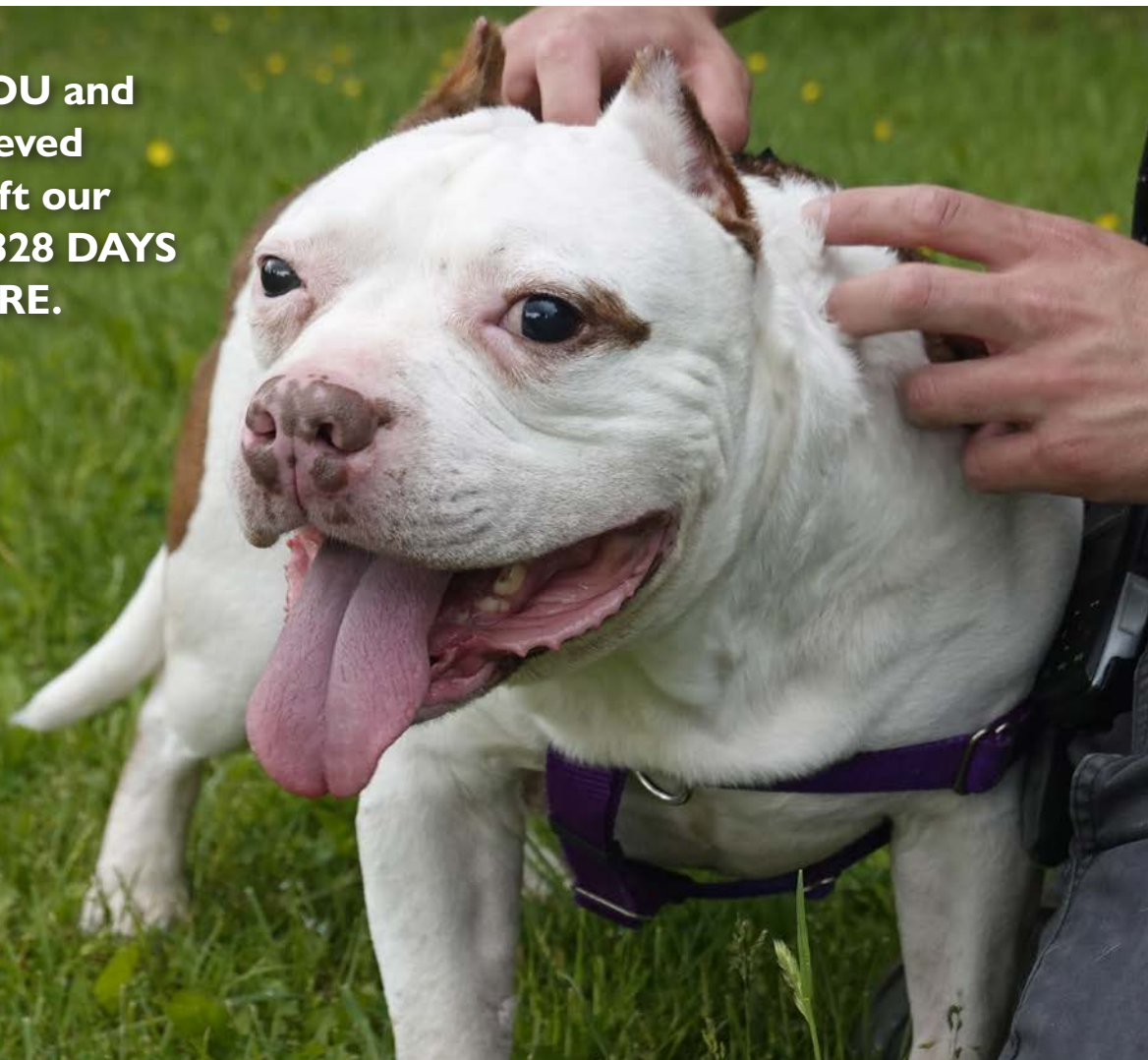
When a tumor had grown on Lily's head, your support made it possible for her to receive care at Lollypop Farm's Klingenstein Veterinary Clinic, and a second chance with a new family.

When we first met Big Me he was chained to a tree. It was clear this little mixed-breed had known very little affection in his life. He was suffering from neck pain and was mostly blind. There are some that might have mistaken him as aggressive, but our behavior team saw beyond his rough exterior.

It wasn't long before staff had affectionately renamed him Beanie, but it would be a

long time before Beanie left the shelter. Beanie would need extensive care and pain management from our veterinary clinic. Beanie required a strict behavior modification plan and patience as he learned to trust. The Adoptions Team was challenged with helping him find the perfect place to call home. It was almost a year before we found Beanie the perfect family.

THANKS TO YOU and others who believed in him Beanie left our shelter AFTER 328 DAYS OF LOVING CARE.





Because of you,

4,277

pets received
a second chance.



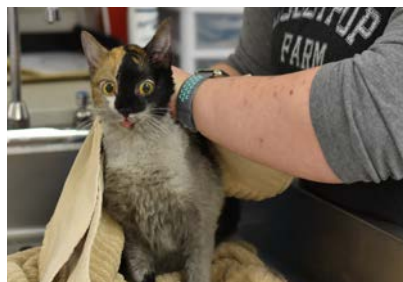
439 ANIMALS LIKE BEANIE

RECEIVED BEHAVIOR MODIFICATION TRAINING
TO HELP OVERCOME CHALLENGES TO ADOPTION.

IT WAS 3 A.M. WHEN HUMANE LAW ENFORCEMENT RECEIVED THE CALL.

After a devastating fire, firefighters on the scene discovered cats living in the home. Nothing could have prepared us for what we would discover. The number of cats in peril seemed endless, some having suffered burns and others smoke inhalation. In just 24 hours, over a hundred cats were removed from what was left of their home, and brought to Lollypop Farm for care.

Our shelter jumped into action making space to care and treat the population. Many required complicated surgeries. Those that were healthy were undersocialized, requiring behavior intervention and carefully placed adoptions. They may have come in as 100 cats from a house fire, but each cat left individually cared for and loved.



Without animal lovers like you,
Lollypop Farm would not be able to be
there for the pets who need us most.

A close-up photograph of a brown rabbit's face, looking directly at the camera. The rabbit has long, thin whiskers and its ears are visible at the top. A dark green rectangular box is overlaid on the upper left portion of the image, containing white text.

**IN 2021,
4,508 HOMELESS ANIMALS
WERE BROUGHT
TO LOLLYPOP FARM.**

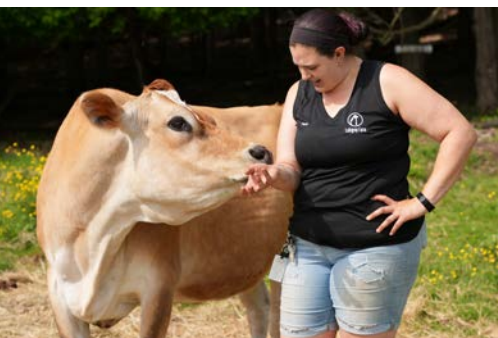


178 FARM YARD FRIENDS

FOUND NEW HOMES IN 2021.

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.



NEW WAYS TO C.A.R.E.

In 2021, Lollypop Farm launched a new program to provide Compassionate Aide for Retired Equine or C.A.R.E. Often unrideable and expensive pets to keep, retired equines have significant challenges on the road to adoption. C.A.R.E. allows kind members of the community to take these horses in for long-term foster care and write-off the expenses associated with their upkeep on their taxes. This creative solution breaks down barriers helping homeless horses.



9 HORSES

found new pastures to call home in 2021.



LOLLYPOP FARM MAINTAINS AN SPCA DESIGNATION

AND IS CHARGED WITH INVESTIGATING AND ENFORCING

THE ANIMAL CRUELTY LAWS OF NEW YORK STATE.



With no government or agency funding, our Humane Law Enforcement Department depends on individual donations to protect the pets of Monroe, Orleans, Genesee, and Livingston counties.

Lollypop Farm's 5 investigators respond to calls for service and act as ambassadors on behalf of the pets in our community. Through their investigations they often come across situations where there is no intentional harm.

The pet's family either doesn't have the right information or resources to provide appropriate care. In these cases, investigators do their best to help provide what is necessary to keep pets with families who love them whether it's food, access to veterinary care, or information.





It seemed like a normal day at the Country Max in Henrietta when store employees were suddenly informed that customers had heard disturbing noises coming from a self-serve dog wash station. After CCTV recordings showed a man repeatedly punching a German Shepherd mix, employees knew just who to call. Lollypop Farm Humane Law Enforcement investigators identified the suspect. Partnering with Rochester Area Crime Stoppers, Lollypop Farm Humane Law Enforcement located and charged him with overdriving, torturing, and injuring an animal.



3,378 CASES

of animal cruelty were investigated by Humane Law Enforcement in 2021.



86 COMMUNITY MEMBERS

in need were assisted by Humane Law Enforcement officers.



770 ANIMALS

were removed from unsafe conditions by investigators.

SAVING LIVES THROUGH FOSTER CARE



Pets recovering from complicated medical procedures or who are stressed by the shelter environment benefit greatly from foster care. Your support provides foster care volunteers with the supplies they need to provide care to pets in the comfort of a loving home.



1,095 CATS, 209 DOGS, AND 387 OTHER ANIMALS

RECEIVED INDIVIDUAL SUPPORT THROUGH

THE FOSTER CARE PROGRAM IN 2021.

IN 2021, 1,300 ADULTS AND CHILDREN EXPERIENCED NEW WAYS TO LIVE ALONGSIDE ANIMAL FRIENDS IN OUR COMMUNITY THROUGH LOLLYPOP FARM HUMANE EDUCATION PROGRAMS.

Programs like Summer Camp and Shelter Helpers emphasize the importance of helping animals and those in need. Campers learned to see beyond stereotypes, creating rat mazes, and interacting with furry friends they may not have previously encountered. Shelter Helpers focuses on learning the importance of working as a community to help those in need.

Animal-loving adults built upon their ability to care for pets by taking Pet First Aid & CPR. Other initiatives like the Animal Crimes Intervention Program or A.C.I.P. provided a psychoeducational learning course for those convicted of animal crimes to learn accountability and understand prior motivations that led to animal abuse and neglect.





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

75% of Lollypop Farm's
operating income comes
directly from donations.

DONATE WITH CONFIDENCE!



NEIGHBORS LIKE YOU MAKE LIFE-SAVING CARE POSSIBLE FOR PETS IN NEED

Past adopter, long-time volunteer, and supporter Susan Boyd is also a member of the Lollypop Farm Legacy Society having pledged a gift in her will to provide care and second chances in the future.

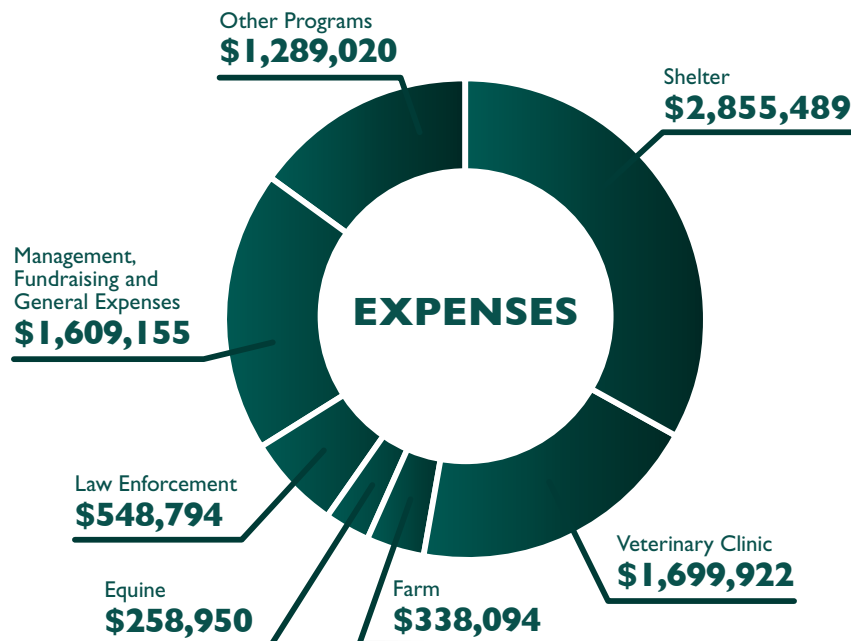
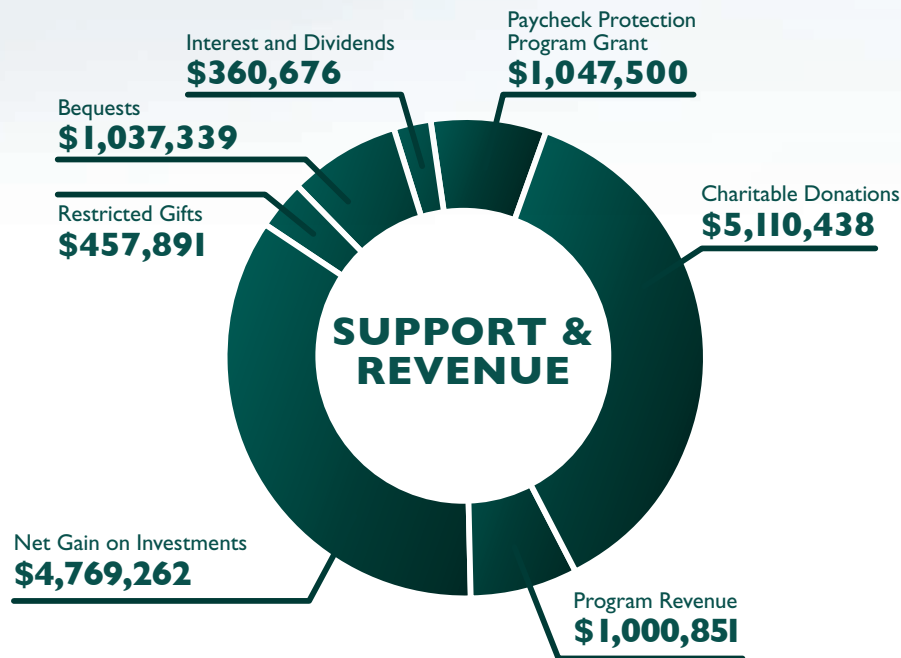


“I have been an animal lover all my life, and having been a volunteer here for 16 years, I have seen the growth not only in the building’s size but in the number of programs offered to the community such as the Pet Guardian program and the Spirit Cat adoption program. Donating to Lollypop Farm makes me feel good that I am playing a small part in helping homeless animals find loving new homes.”

– **SUSAN BOYD**



FISCAL YEAR 2021-2022



The most recent audited financials 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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Lollypop Farm, Humane Society of Greater Rochester

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