

IT'S WHO WE ARE



 
bidea^owee[®]
animal people for people who love animals[®]



2011 ANNUAL REPORT

LETTER FROM THE CHAIR

Dear Friends of Bideawee,

In fiscal year 2011, Bideawee began to see the results from a disciplined approach that has helped guide the organization through the economic uncertainty of the past half decade. Throughout these difficult times Bideawee's commitment to cultivating and supporting the life-long relationships between pets and the people who love them has never wavered. As in 1903, when Bideawee was established by Flora D'Aubry Kibbe, all of the staff and volunteers are dedicated to making a dramatic impact in the lives of countless homeless animals and the never ending quest to finding the animals at Bideawee loving forever homes.

By placing a premium on new ideas, innovation and collaboration, Bideawee has built a foundation for success across multiple business lines that will serve the organization well into the next decade. This commitment to visionary thinking and leadership has resulted in the modernization of all parts of the business that have had a significant impact on Bideawee's ability to communicate with animal lovers and to care for and find loving homes for animals in our care.

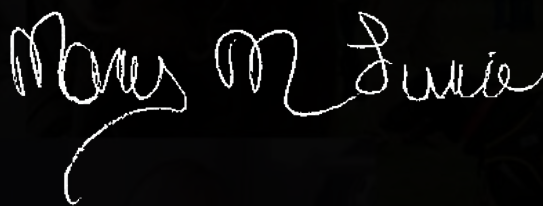
Our adoption centers have utilized the latest technology to elevate public awareness of cats and kittens awaiting adoption in Manhattan. Bideawee's Kitty Play Date gives animal lovers from around the globe the opportunity to give Bideawee's cats and kittens much needed exercise and mental stimulation by controlling Kitty Play Date's three unique cat toys at our Manhattan location from the comfort of their own home via their computer and an internet connection.

The Animal Hospitals at Bideawee have taken significant steps to ensure that the care and service we provide pet parents is every bit as good the best in class care that our hospitals provide their pets. The investment in a new phone system has centralized all Bideawee's many numbers and now provides clients a way to reach a Bideawee staff member at any time during business hours. The Animal Hospitals at Bideawee have also implemented survey mechanisms to monitor customer service and satisfaction. The surveys provide critical data so that opportunities are identified that can improve the experience for both the pet and pet parent. The organization launched the Loving Legacy program that provides owners peace of mind by caring for beloved pets should owners become unable to care for them themselves due to illness or death.

Bideawee's programs and services continue to set the organization apart from others in the animal welfare field and are enjoying robust participation from volunteers and adopters. Bideawee U – A Learning Center for Pets and People continues to bring the Reading to Dogs and humane education programs for children and parents into the communities we serve creating life-long relationships with the pets and people of Bideawee.

The accolades received by Bideawee in 2011 are fitting recognition for the organization that found loving homes for 980 dogs and cats last year and continues to be the mark of excellence in supporting the incredible journey pets and people enjoy throughout life.

Although Bideawee has accomplished much during the past year it is a challenging time for every animal lover. As the economy stagnates and the numbers of lost and abandoned animals in NYC continue, the need for Bideawee's life-altering programs and services has never been more apparent. The Board would like to thank our many supporters, volunteers and dedicated staff that give so selflessly of their donations, time and effort to uphold all that makes Bideawee such a special place. We assure all of you of our unwavering commitment to develop programs and uncover new opportunities that will lead Bideawee into the next decade.



Mary M. Luria, Esq.
Chairperson, Bideawee Board of Directors



LETTER FROM THE PRESIDENT

Dear Bideawee Family, Friends and Volunteers:

Each year Bideawee faces exciting new challenges. And, 2011 was no different as we continued to build on our successes while positioning ourselves for the future.

Those successes are based on many factors, all of which combine to define who we are. Two of the most important are our incredible staff and volunteers that continues to amaze me with its unselfish professionalism, and boundless love for the animals we shelter in preparing them for a new forever home.

Volunteers are another critical component of Bideawee's success. More than 450 volunteers spent more than 12,400 hours caring for our animals by performing an array of tasks. At the top of our volunteer list are our Directors. Our Board's dedication and experience continue to provide outstanding leadership and direction that allow Bideawee to succeed.

Many of our successes came from collaborations with other organizations. We developed working relationships with organizations including the Pet Safe Coalition, NYC Animal Care and Control, the ASPCA, Last Hope, HSUS and the Mayor's Alliance for NYC's Animals.

Those relationships came to the fore during the natural disasters that struck the US last year. Working with the ASPCA and the Pet Safe Coalition in the aftermath of the floods in Missouri and the tornadoes in Arkansas, we were able to rescue and care for pets caught up in these disasters. At home, when Hurricane Irene came ashore, Bideawee was forced to evacuate its Manhattan shelter. All of our pets were safely relocated to our Wantagh facilities. We also worked with the Pet Safe Coalition, to establish an emergency shelter for pets of Nassau County residents who were forced to evacuate their homes and were not able to take their pets.

Another highlight of the year was the launch of our advertising and marketing campaign that caught the eye of supporters and donors everywhere. Unlike traditional approaches that focused on the dire and dramatic suffering of pets, Bideawee charted a new course that underscored the life-long relationship between pets and the people who love them. The campaign defined Bideawee's services in terms of positive, life-changing results. And thanks to the generosity of our committed donors, we applied our highly-effective fundraising program to significantly improve our adoption and veterinarian services, behavior modification and training; humane education; community outreach; and end-of-life care, including burial, cremation and bereavement support.

The results of these efforts can be seen in many ways; among them are the honors and recognition we received. In 2011 we:

- Received accreditation from the Better Business Bureau of New York;
- Earned a coveted three-star rating from Charity Navigator, America's premiere charity rating evaluator;
- Voted "Best Animal Adoption Agency" in the Hamptons by readers of Dan's Papers and "Best Pet-Lovers" in NYC by the Village Voice;
- Featured on local and national media, including ABC, Fox News, NYC Media and NBC;
- Honored by the Pet Safe Coalition and the Nassau County Legislature.

For more than 109 years, Bideawee has been a leader in animal welfare and pet adoption services. Thanks to the leadership provided by our Board of Directors, the organization is poised to experience continued growth and success. As we move into the 100th year at our Manhattan address where our founder, Mrs. Flora Kibbe first rescued animals from the East River, I think it's clear how our many parts work together to build on our past successes while positioning us to meet our future challenges.

It's simply who we are.

With my sincere thanks,

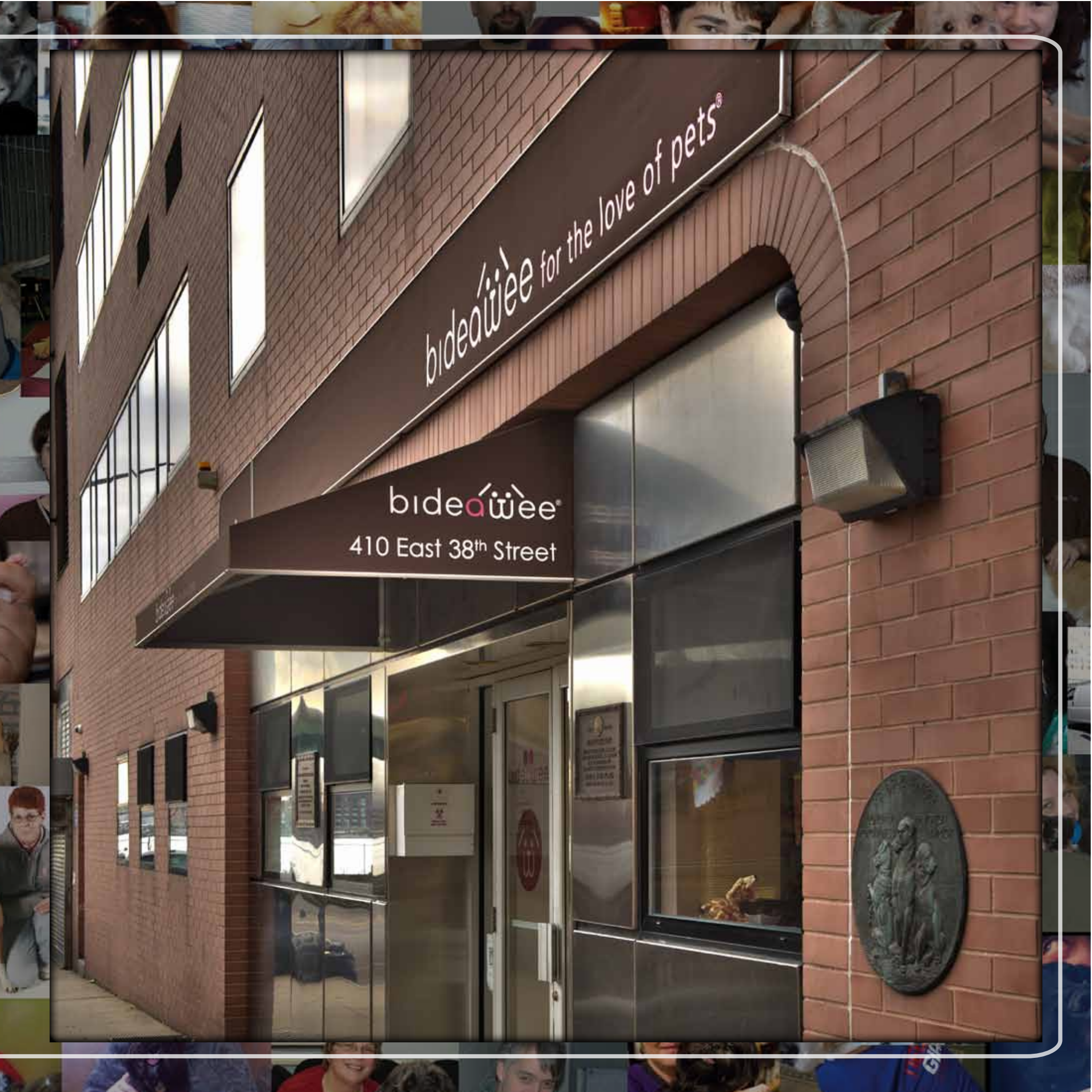
Nancy Taylor

Nancy L. Taylor
President & CEO



bideawèe® for the love of pets®

bideawèe®
410 East 38th Street



BIDEAWEE, INC.
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WELCOME TO



bideaweek®

- Adoption Center
- Dog Park
- Veterinary Hospital
- Pet Memorial Park

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PROGRAMS & SERVICES

BIDEAWEE MISSION STATEMENT

Bideawee cultivates and supports the lifelong relationship between pets and the people who love them.

Bideawee Highlights for Fiscal Year 2011

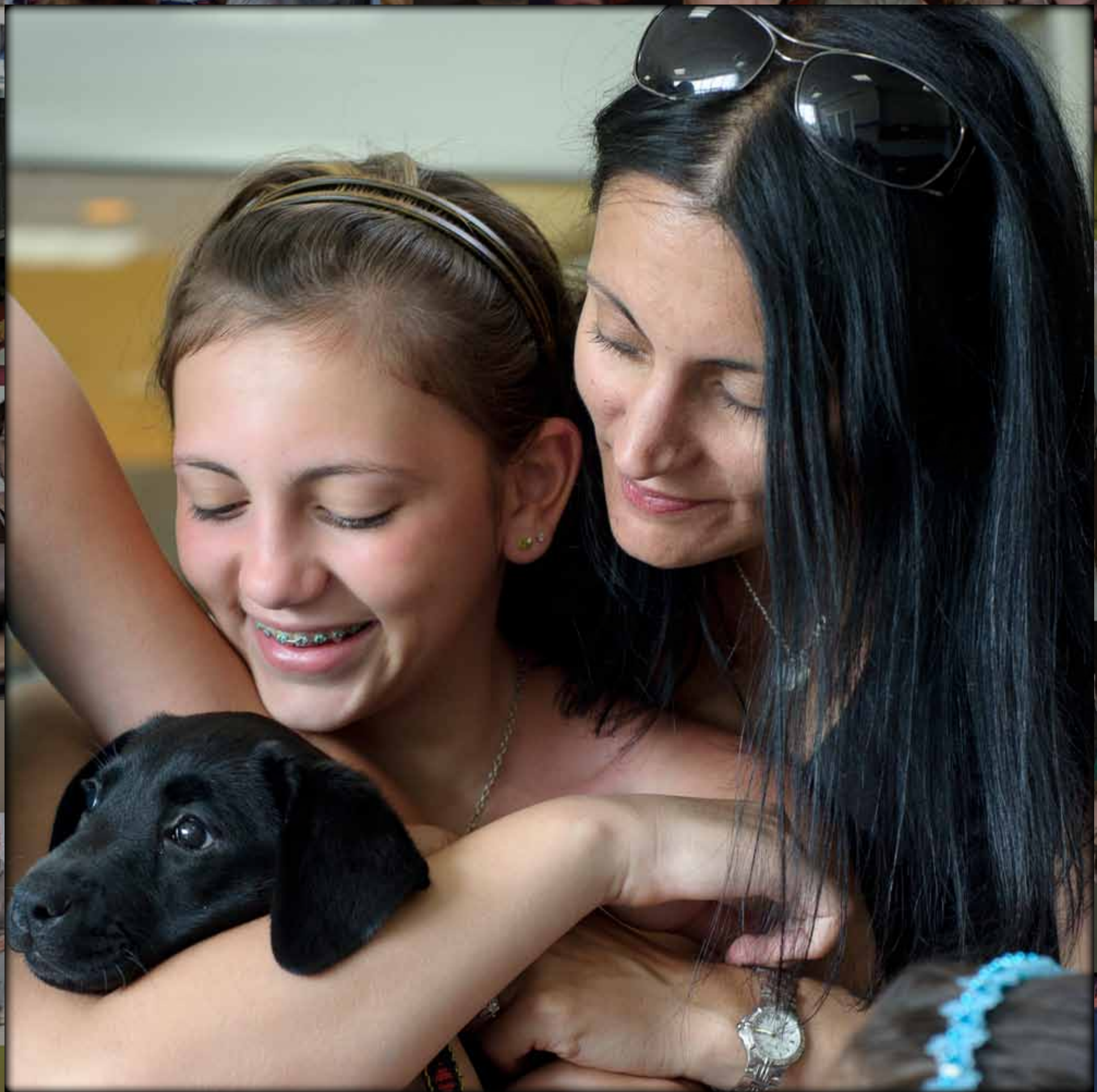
- 980 Adoptions
- 642 Second Start Rescues
- 454 Volunteers
- 12,439 Volunteer hours donated
- 91 Pet Therapy Pairs
- 41 Reading to Dogs Program Locations
- 4.8 % Adoption Return Statistics
- 8,133 Private Client Visits to the Animal Hospitals at Bideawee
- 1,170 Pet Memorial Park Interments and Cremations

Bideawee was honored by the Better Business Bureau with the Seal of Approval for the fourth consecutive year in recognition of the organization's achievement in meeting its twenty criteria for reputable charitable organizations.

Bideawee was recognized by some of New York's most visible media outlets in 2011. Winning "Best of" awards by The Village Voice, Dan's Paper, and Our Town is a testament to all of the individuals that comprise the Bideawee community. Bideawee, which means "stay awhile," a Scottish phrase, is one of the country's oldest and most respected animal welfare and pet adoption organizations. Founded in 1903 by Mrs. Flora Kibbe, Bideawee has been providing shelter, care and compassion to homeless animals in helping them to find their forever homes for more than 100 years.

Bideawee operates from three locations serving the greater New York metropolitan area and Long Island communities with facilities in Manhattan, Wantagh, and Westhampton, New York.

Bideawee is a not-for-profit 501(c) 3 humane organization and 100% of Bideawee's funding comes from private sources. For more information visit: www.bideawee.org



ADOPTION CENTERS AT BIDEAWEE

Bideawee operates two Adoption Centers, one in New York City and one in Westhampton, New York. The Adoption Centers at Bideawee offer a temporary home to abandoned, neglected and rescued animals. The animals under the care of the Adoption Centers at Bideawee come from the following four primary sources.

- o 30% - Local "high kill" municipal shelters
- o 30% - Owner surrenders or abandoned
- o 30% - Various shelters across the country and Caribbean
- o 10% - Local private rescue groups

Reflecting Bideawee's commitment to the community the organization places a premium on the needs of the local animal welfare organizations and animals in dire circumstances facing imminent death. Through unique partnerships and collaborations Bideawee is able to provide temporary homes to a variety of adoptable animals that would otherwise be euthanized. Bideawee aims to find forever homes for all of the animals in the organization's care and the intake philosophy considers the adopters' preferences to ensure that the Adoption Centers maintain a healthy variety of adoptable animals.

Bideawee's award winning staff of matchmakers and team of experienced volunteers provide the utmost care and attention to each animal residing in the Adoption Centers. All animals in need receive shelter, food and the critical socialization needed to stay healthy, active and well adjusted until they are matched with a forever family.

Every animal welcomed into our Adoption Centers receives a comprehensive medical exam and corresponding treatment when warranted from the Animal Hospitals at Bideawee. All of the animals are age-appropriately up-to-date on their vaccinations, are spayed/neutered, and have a microchip. They have all received anti-flea/tick/fungal treatments, heartworm preventative, and are de-wormed. All animals have had their feces tested for parasites and have received a full line of blood work, as well as any other necessary tests, treatments, or medications that are necessary. All dogs receive basic obedience training and a complete behavioral evaluation prior to being offered for adoption.

The Adoption Centers at Bideawee are staffed with expert matchmakers. Each Matchmaker possesses a unique, in-depth understanding of the personalities and behavioral traits of each animal in their care. Bideawee's Matchmakers meet with potential adopters personally so they can get a complete understanding of their lifestyle. Bideawee requires that adopters bring their entire family in to meet the animal before the adoption, including any dogs that a family has currently, to ensure that this is a good match. This critical step in Bideawee's adoption process gives Matchmakers the critical insight needed to find the perfect animal to match a prospective adopter's lifestyle while touching their heart.

SECOND START

Bideawee's Second Start program saves dogs and cats that are destined to be euthanized in municipal shelters throughout the New York metropolitan region. Bideawee routinely visits municipal shelters across the Tri-State area to save abandoned animals from facilities that routinely euthanize animals simply due to the lack of space and resources at overwhelmed shelters.

The Bideawee Second Start Program is on the forefront of proactive and progressive efforts to save homeless and abandoned animals and give them hope for a better future that usually includes the care and commitment of a forever home. The vast majority of the animals that Bideawee saves through the Second Start program are victims of abuse, neglect, and starvation necessitating immediate intervention from the veterinary medical professionals at the Animal Hospitals at Bideawee. Second Start supporters allow Bideawee to help animals escape an untimely death, by residing under our watchful eye in warmth and comfort until the rescued animal finds a forever home.

ANIMAL HOSPITALS AT BIDEAWEE

The Animal Hospitals at Bideawee serve private clients and the resident population of the Adoption Centers at Bideawee from two fully equipped modern locations in Manhattan and Westhampton. The Animal Hospitals, led by Dr. Robin Brennen, a Commander of the United States National Disaster Medical System's Veterinary Medical Assistance Team, provide private clients a welcoming environment and a culture of collaborative care tailored to the needs of each pet and owner that is unmatched in the New York Metropolitan area. Ensuring the health and comfort of the animals entrusted to the Animal Hospitals at Bideawee are 5 veterinarians, 8 licensed veterinary technicians and 12 veterinary assistants and support staff. The hospitals are open to the public seven days a week and offer night and weekend appointments at both locations to serve the needs of the pet lovers in the community.

Services include:

- o Wellness and preventative care
- o Diagnosis and treatment of illness
- o Elective, orthopedic, soft tissue and emergency surgery
- o Specialty medicine
- o Dental Health Service
- o Digital radiography
- o Laser capabilities

To accommodate emergencies and complex cases the Animal Hospitals at Bideawee have state-of-the-art surgical suites and long standing affiliate relationships with a vast network of best in class specialists that are accessible to private client patients.

VETERINARY MEDICAL ASSISTANCE FUND

Bideawee values the critical role that the Animal Hospitals at Bideawee play in the community and recognizes that the less fortunate deserve access to veterinary health care. To assist those in the community most in need Bideawee has established the Veterinary Medical Assistance Fund to provide assistance to private pet clients who would otherwise not be able to afford serious medical care for their pets. This community-centered program allocates funds to offset the high costs associated with emergency treatment, catastrophic illness, or other special veterinary medical care for pet owners in need. Without Bideawee's commitment to the communities the organization serves and assistance from VMAF, less fortunate pet owners may be forced to give up their animals to a shelter or euthanize them because of their inability to pay for much needed medical expenses. In 2011, the Bideawee Veterinary Medical Assistance Fund provided more than \$12,506 in aid to help owners and their pets that cannot afford veterinary care.



READING TO DOGS – Creating confident kids in the classroom and beyond

Bideawee's Reading to Dogs program provides children with the tools and confidence needed to overcome reading challenges through the help and attention of a highly trained, non-judgmental therapy dog. This year Bideawee witnessed continued growth in the Reading to Dogs program. This life-altering program continues to attract pet therapy pairs that want to make a life-long difference in a young person's life. The interest from community-based organizations that want to host programs continues to rise as Bideawee's Reading to Dogs continues to generate positive results and gains critical acceptance with educators.

As commitment from Bideawee's volunteer community flourishes and educators recognize Reading to Dogs' incredible impact on children, this program is poised for rapid and sustained growth. Parents and teachers of children in the program report that this unique approach strengthens children's reading skills, while bolstering their self-confidence and instilling a deep respect for pets further ingratiating Bideawee into the community.

DOGA – Exercising with your best friend

Bideawee hosts Doga classes in Manhattan and Westhampton to provide pet parents an opportunity to participate in a challenging workout session that relaxes and deepens the bond between dog owners and their faithful pets. Doga utilizes the traditional yoga poses while giving dogs an opportunity to be massaged and stretched while their owners learn to relax with their pup by their side. Certified Doga instructors conduct safe, playful 50-minute yoga classes that have been developed specifically to promote health and wellness for dogs and their owners.

PET THERAPY – The Power of pets to help heal

Bideawee's Pet Therapy program recognizes how the healing power of pets can improve the health and emotional well-being of people in need. The Delta Society, one of the premiere pet therapy accrediting bodies in the United States has bestowed affiliate status on Bideawee's Pet Therapy program. This honor recognizes Bideawee as the only active Delta Affiliate in NYC and one of three programs with this honor in New York State.

Bideawee trained pet therapy volunteer teams visited more than 142 facilities in the metropolitan New York and Long Island region. During the more than 100 Bideawee Pet Therapy visits each month the program provides the rejuvenating power of pets to schools, youth centers, homeless shelters, nursing homes and hospitals touching the lives of more than 6,000 grateful participants. Additionally, Bideawee has worked with Fordham University to develop an innovative program to bring therapy dogs to campus during exams. Students had an opportunity to take a short break from the pressure of finals by socializing with a dog during the evening.

TRAINING – Supporting pet/people relationships through communication and understanding

Training serves an essential role in satisfying Bideawee's mission. Bideawee offers training for adopters and non-adopters at all three of Bideawee's facilities. Training programs include group classes, including the always popular "Puppy Kindergarten", socialization exercises and private classes. The training program at Bideawee is administered by certified animal trainer, Mike Rueb and has been developed to improve a pet's behavior and help pet owners better understand the messages their pets are trying to communicate.

bideawee
410 East 38th Street





HUMANE EDUCATION – The building blocks of strong relationships between pets & people

Bideawee U is committed to bringing humane education into the communities of the Metropolitan New York area. Members of Bideawee's volunteer family conduct classes in schools, libraries and area organizations so that members of the community have access to information and education on how to be caring, responsible and friendly pet owners. The organization creates original content on pet safety, training, animal health, licensing and ethical animal treatment issues that serve as the foundation for the program. Bideawee continues to see strong demand for these educational programs and anticipates the demand will continue to increase in the future.

LOVING LEGACY

Bideawee's Loving Legacy program allows pet owners to fulfill the promise that they've made to their pets when they first fell in love. Participants in the Loving Legacy program have comfort that comes with knowing that Bideawee will step in and care for their beloved dogs and cats when the owner pre-deceases them or is rendered incapacitated and can no longer look after them.

Loving Legacy is one of a very few innovative programs across the country that will ensure that if an owner predeceases their beloved pet that the pet will spend the rest of its life in a warm, caring and compassionate environment. The Loving Legacy program provides customized, high-quality life-care that fits the needs of each participant's pet. All pets that participate in the program will receive love, companionship, exercise, excellent nutrition and top-notch medical care so they can enjoy a long healthy life surrounded by people that can care for their needs.

PET MEMORIAL PARKS AT BIDEAWEE

The Pet Memorial Parks at Bideawee are sanctuaries where pet lovers can honor and memorialize lost pets. With locations in Wantagh and Westhampton the Pet Memorial Parks at Bideawee are among the oldest facilities in the country. The Parks have served as the final resting place for beloved pets for multiple generations of pet lovers. The Pet Memorial Parks provide pets and people a respectful and serene atmosphere within the beautifully landscaped grounds.

The caring and considerate staff and counselors at the Pet Memorial Parks at Bideawee have been specially selected for their compassion and their ability to respectfully help, support and guide pet owners through losing a pet. The entire staff is committed to helping grieving pet owners determine the desired arrangements for burial or cremation services. The Pet Memorial Parks at Bideawee are sensitive to the very personal and private nature of losing a pet and offer special services, such as transportation and a private viewing room at each location to help ease the pain that accompanies the loss of a beloved pet.

The Pet Memorial Parks at Bideawee adhere to regulations regarding the treatment and internment of pets established by the State of New York.

BEREAVEMENT COUNSELING – Coping with Loss

To help grieving pet parents Bideawee offers Pet Loss Support groups on a regular basis at Wantagh, Westhampton and Manhattan. At these discrete group sessions Bideawee's qualified and experienced grief and bereavement counselors help pet owners come to terms with losing a pet. These well-attended group sessions help pet owners manage the emotional and psychological reaction to losing a beloved pet. Attendees are welcomed into the Bideawee family with open arms and can share their grief in a non-judgmental comforting environment with other pet owners that have experienced the sense of loss and mourning that accompanies the death of a pet.

DOG PARK AT BIDEAWEE

The Dog Park at Bideawee is a membership-only facility that is the East End of Long Island's home for a thriving social community of dogs and their owners. Located within the Bideawee Campus in Westhampton, the park's fenced grounds utilize the natural contours of the landscape to provide dogs of all ages and sizes to freely socialize with other dogs. The park offers owners the ability to segregate large and small dogs in designated spaces or all dogs are free to socialize in the communal sections of the park where they can run and frolic in the great outdoors. Open seven days a week, the Dog Park at Bideawee offers multiple membership types to cater to different segments of the local and seasonal population.

BIDEAWEE VOLUNTEER – Commitment to the cause

Bideawee volunteers are the personification of the care, commitment and compassion that the organization provides to pets and the people that love them. Bideawee's volunteer community is comprised of selfless individuals that come from all walks of life. The tapestry of Bideawee's family of volunteers is comprised of corporate volunteers from some of Wall Street and the entertainment industries' most prestigious firms, NYU students, recent college graduates, mid-career professionals, and retirees all seeking to satisfy their undeniable love of animals by giving back to the pets that give back unconditionally.

The Bideawee Volunteer community dedicated more than 12,439 hours to animals in need by walking dogs, socializing cats, and providing critical manpower for events. Without the dedication of Bideawee's volunteers many of the programs, services and special events that the organization relies upon to elevate awareness, raise funds and get animals adopted would not be possible. Each and every volunteer makes a contribution that has a positive impact on the life of the animals in need at Bideawee. The ability of the volunteer community to give generously of their time is only matched by their ability to share their love, compassion and affection with the pets that so desperately need love in their life.

For volunteers that want to take on increased responsibilities Bideawee offers two unique programs that allow volunteers to take advantage of specialized training that will increase the scope of their influence within the organization. Introduced in 2010, the following two specialized volunteer units have experienced rapid growth and are poised to make an even greater impact on the organization in the coming year.

PAW'D SQUAD

This team of specially trained outreach volunteers has received training in Bideawee's adoption procedures; matchmaking and customer care so that they can conduct offsite adoption at events. By representing the organization offsite, they have become the face of the Bideawee brand and have continued represent the care, quality and professionalism that differentiate Bideawee from the competition.

I-TEAM

A group of dedicated and purpose trained volunteers that have shown the dedication, aptitude, clinical knowledge and desire to provide critical care to the cats and dogs in the Isolation Ward of our Adoption Centers. Animals in temporary isolation are sequestered from the rest of the resident animal population and staff so that they receive the necessary medical care before they become available for adoption. These animals' ability to find forever families is in large part contingent upon the specialized care and active socialization that the I-Team provides while they are in isolation.



PROGRAMS & SERVICES

MARKETING & EVENTS

Bideawee entered 2011 with a renewed commitment to solidifying the organization's position as a long-standing leader in the animal welfare community. Bideawee implemented a strategy that allowed the organization to create a unique and ownable message, tone and aesthetic. Working with the venerable advertising agency Publicis & Hal Riney, Bideawee's new campaign was a dramatic departure from formulaic animal welfare marketing. While the majority of Bideawee's competitors continued to elevate the deplorable condition of animals in need, Bideawee took a dramatically different approach. Bideawee welcomed people to engage with the brand through a new campaign shot by photographer Peter Samuels that highlighted the wonderful work and the results of the entire Bideawee family of businesses. The campaign revealed the depth of services and the everlasting relationship that Bideawee enjoys with pets and pet lovers. The campaign was a true representation of Bideawee's ideals and articulated how Bideawee accompanies pets and pet lovers through their life-long journey together.

The advertising campaign was supported across multiple platforms in 2011. All of metropolitan New York witnessed the campaign's launch through placement on billboards in high traffic corridors in and around New York City. The campaign was sustained through flights of kiosks in key zip codes in Manhattan, print publications covering New York City and the East End of Long Island including Avenue Magazine, Dan's Paper, New York Family, New York Resident, The Southampton Press and a variety of digital media outlets.


Bideawee also adopted a singular strategy and defined a clear role for social media platforms. Just a few years ago, social media outlets such as Facebook and Twitter were in their nascent stages of growth. Today social media is deeply entrenched in society and is a critical way that Bideawee engages and entertains an ever-growing audience. Bideawee has consolidated all social media outlets and has implemented a strategy that encourages Bideawee fans and followers to participate in the conversation while allowing the organization to subtly promote all lines of business.

Events are important tools that complete the organization's marketing strategy. In FY2011, Bideawee revised the event strategy to participate selectively in industry events and place a priority in events that the organization creates or is the only animal welfare brand participating. Bideawee embraces the opportunity to be an active participant in the animal welfare community and continues to participate where the organization can make a visible and profound difference.

As a result of the new event strategy Bideawee participated in more than 75 events in the past year ranging from industry events such as Broadway Barks and Bideawee-owned events across metropolitan New York and Long Island including Love on a Leash. These events elevated the organization's profile among opinion leaders and influencers while enhancing Bideawee's leadership position in the market.

Bideawee continues to create ground breaking collaboration opportunities with non-profit organizations and for profit brands. Bideawee reaffirmed a commitment to central Long Island with a unique association with other smaller animal welfare organizations that allowed them to have a presence at the Bideawee Campus for Pets and People in Wantagh. An industry first collaboration with multiple private entities laid the foundation for a unique program that positions Bideawee as an aggregator of pet services for pet lovers in New York City.

BRAND CAMPAIGN


TOGETHER
FOREVER.
WRITTEN IN
SLOBBER. 



Pets are for life. At Bideawee we offer people and pets the services they need to build lasting relationships. Our adoption centers, skilled matchmakers and trainers work hard to make sure you make the right match. Get to know our adoption centers, and all we offer at bideawee.org or call 1.866.262.8133.



animal people for people who love animals™ **bideawee**

WE CAN'T DEFINE
TRUE LOVE.
BUT WE KNOW IT
WHEN WE SEE IT. 



Pets are for life. At Bideawee we offer people and pets the services they need to build lasting relationships. Our adoption centers, skilled matchmakers and trainers work hard to make sure you make the right match. Get to know our adoption centers, and all we offer at bideawee.org or call 1.866.262.8133.



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Public relations continued to perform an important role for the organization. By securing a number of non-paid media opportunities members of Bideawee executive team and other members of the Bideawee community were positioned as authorities on a host of animal welfare topics. Bideawee was featured in a number of local and national electronic media stories on ABC, Fox News, NYC Media and enjoyed a recurring appearance on NBC's LXTV made possible by the Mayor's Alliance for New York City Animals. Bideawee proactively seeks out public relations opportunities to augment the organization's commitment to multiplatform marketing as a way to solidify our leadership position in the community.

Metropolitan New York is the epicenter of the animal welfare community and the Bideawee Ball represents the preeminent event hosting the pets, people and companies that make a definitive difference in the community. Animal lovers throughout the metro area eagerly anticipate the organization's signature event where Bideawee unites friends, pet lovers, corporate partners and special guests. The Ball gathers 300 animal lovers and their pets to celebrate the work that the entire Bideawee staff and volunteer community do to benefit homeless animals.

The Bideawee Ball was held on June 13, 2011, at Guastavino's, New York City's quintessential art deco masterpiece that occupies the unique space under 59th Street Bridge. The incomparable Ms. Loretta Swit hosted the evening's festivities. Ms. Swit is a multiple Emmy award winning television personality and noted animal lover. She's best known for giving life to the role of Major Margaret "Hot Lips" Houlihan on the long running television show MASH in addition to other key roles on the big and small screen. The Bideawee Ball is noted for being an evening filled with festivities and surprises and in 2011 the Ball didn't disappoint.

Guests including legendary singer Roberta Flack, television personality Beth Ostrosky-Stern, Prince Lorenzo Borghese, and professional poker player Beth Shak, were treated to perfectly prepared edibles, music and dancing to a perfect mix of classics and today's latest hits, live and silent auctions and the annual Bideawee award presentations. Professional auctioneer Damon Casatico created a spirited bidding competition on auction items that included trips to vacation destinations, items for foodies including dinner in the private wine room at the renowned Danny Meyer restaurant Maialino and private dining from Top Chef Finalist Danny Gagnon and jewelry from some of the year's top designers.

Nancy Taylor, Bideawee President & CEO presented The Volunteer of the Year and the Corporate Award to an individual and a brand that epitomize a commitment to caring that has a monumental impact on the lives of animals in need.

Bideawee Board Member Emeritus Joseph Garrison was honored with the Volunteer of the Year award. Mr. Garrison has dedicated a large portion of his life to improving the circumstances of animals in need and has given his time selflessly to Bideawee for more than 15 years. During his term on the board, he oversaw the organization through the transition into the digital era. He demonstrated the forethought that was necessary to position Bideawee for growth well into the 21st century. Bideawee is forever grateful for Mr. Garrison's contribution to the organization and his efforts will have a lasting impact on the lives of all the animals Bideawee touches.

The prestigious and highly coveted Corporate Award was presented to IAMS for their continuing commitment to animal welfare, particularly animals in need and awaiting forever homes. Eric Rayvid, accepted the award on behalf of IAMS' and reaffirmed IAMS commitment to animals and animal lovers.

BIDEAWEE NEW YORK CITY EVENTS

In April, Bideawee participated in Stuyvesant Town's Doggie Day at the famous Stuyvesant Town apartment complex. This dog friendly event was hosted for current Stuyvesant Town residents and provided the Animal Hospital at Bideawee the opportunity to create a dialogue with residents in close proximity to the Hospital. Throughout the day the Animal Hospital provided micro-chipping and veterinary health demonstrations to residents with pets. Bideawee's Paw'd Squad was in attendance with adoptable dogs and a member of the Learning Center team was onsite to host a DOGA demonstration.

The Animal Hospital at Bideawee hosted the first in a series of unique open house events in April. The open house events are tailored to introduce the Animal Hospital to recent Bideawee adopters. When invited guests entered on the evening of the event they were welcomed into the Animal Hospital with hors d'oeuvres and wine. There was an opportunity to mingle with other pet parents while enjoying demonstrations on animal health from the experienced staff. All guests left the open house with a greater understanding of the benefits of providing their pets the continuity in care that only the Animal Hospital at Bideawee can provide.

Bideawee participated in Adoptapoolza, the annual Mayor's Alliance citywide adoption event conducted in June. This industry event bands together a majority of the New York Metropolitan areas' animal welfare organizations to actively promote and encourage adoption during this one-day event at Washington Square Park. Bideawee extended our relationship with Unleashed by Petco by providing adopters Animal Hospital at Bideawee gift bag that featured an incentive to visit the Animal Hospital.

As the heat of the summer descended on the city, the entire Broadway community gathered to support New York City's fight to end animal homelessness. July marks the coming of the annual "Broadway Barks" extravaganza hosted by Bernadette Peters and Mary Tyler Moore. The Bideawee family came out in force to demonstrate the organization's commitment to finding homes for New York City's homeless animals. Bideawee was welcomed to the main stage of Shubert's Alley with the hit Broadway show "The Book of Mormon" where the staff was able to showcase adoptable animals.

In August, Bideawee co-hosted a wine tasting event at the Upper West Side wine store 67 Wine. The first of two events that were co-hosted by Bideawee and 67 Wine proved to be a resounding success. The events elevated the awareness of the organization and set the stage for creating a series of events in the coming seasons.

The Mayor's Alliance selected Bideawee as the only organization to participate in September's My Dog Loves Central Park Country Fair. The 9th annual event included The Best in Park Dog Show, Games & Contests, Top Tips Tent and agility demonstrations for more than 8,000 pet lovers.

BIDEAWEE LONG ISLAND EVENTS

As one of Westhampton's most prominent citizens, Bideawee demonstrates the organization's commitment to the community by hosting some of the East End's most memorable events serving pets and people. Bideawee's 155-acre campus in Westhampton serves as a welcoming location for a variety of events throughout the year. The prominence of Bideawee in the local landscape coupled with the execution of a focused event strategy has resulted in increased media coverage and solidified the organization's position as the leader for pets and the people that love them on the East End.

The 3rd annual Bideawee Art Contest and Expo is one of the organization's signature events taking place in February. The event is a tremendous display of how deeply Bideawee is integrated into the community and the cooperation that exists between the organization and local schools. Every February local art teachers encourage their students' participation in the Bideawee Art Show and Expo. The number of children that submit works of art to the Show continues to grow and during Show weekend visitors were greeted to works of art overflowing from the Learning Center. The Show drew hundreds of people into the Learning Center and the Adoption Center to look at the dogs and cats awaiting forever homes.

Throughout the year Bideawee and the North Fork's own Palmer Vineyards co-hosted 1.8 mile dog walks through the Vineyards. This innovative collaboration provided dog lovers the opportunity to experience a rare treat as the vineyard manager gave attendees a rare inside glimpse of the vineyards and Palmer's winemaking process.

In the summer heat that blanketed the East End in July, Bideawee hosted the annual Doggie Social. Bideawee welcomed more than 250 people and pets to the campus in Westhampton. The Doggie Social let people and their dogs socialize with other dogs and dog lovers. All dogs had the opportunity participate in an agility course, relax with a session of Doga, cool down in the dog wash and end the day with a special visit with the animal communicator. The entire Bideawee community was instrumental to the success of the Doggie Social. Everyone pitched in and helped prepared the Westhampton campus for the onslaught of people and dogs that attended this special event.

The 11th annual "Love on a Leash" fair and parade marked the end of Westhampton Beach's summer season in September. Bideawee's Love on a Leash has become a Westhampton staple and the eagerly anticipated event was held at The Village Green. Pets and pet lovers from Westhampton and the neighboring communities congregated on The Village Green to compete in the "Best Pet Costume" contest, participate in the training demonstration, learn about volunteer opportunities, get a doggie dental check and play with the puppies on site. The Love on a Leash festival closed with the traditional Bideawee dog parade down Westhampton's main street as participants and onlookers cheered all the dogs in attendance.

For the 29th consecutive year Bideawee hosted "Pet Memorial Day" at the Pet Memorial Parks at Bideawee. This special day recognized and honored that role that beloved and departed pets fill in the lives of those that love them. With a backdrop of music, flag ceremonies, flower presentation and a reading from an interfaith minister people paid tribute and honored their lost pets as individuals or small groups.

Bideawee welcomed in the holiday season with Pet Photos with Santa weekend at Bideawee in Westhampton and Manhattan. The Bideawee community celebrated the holiday spirit of giving, kindness and revelry as Santa Claus visited to take pictures with all the pets and people sharing the holiday spirit.

BUILDING STRONG RELATIONSHIPS IN THE NON-PROFIT AND FOR-PROFIT SECTORS

Bideawee prides itself on its collaborative relationships with other animal welfare organizations in need. When the staff of the ASPCA was overwhelmed with hundreds of homeless animals during the MO floods, they reached out to Bideawee and we responded by sending our Chief of Veterinary Services to establish an on-the-ground animal hospital there, subsequently providing homes for cats and kittens displaced by the floods.

When Last Hope, a Long Island-based all volunteer adoption organization, needed affordable space to run a spay/neuter clinic, Bideawee provided a surgery suite at no cost that made it possible to provide 150 surgeries for feral cats. Bideawee subsequently leased them low-cost space from which they could have a south shore base of operations to offer animal rescue and adoption.

Bideawee also partnered with the Pet Safe Coalition to rescue dogs from the tornado-stricken area of AR. Following that, Bideawee provided space to the Pet Safe Coalition at its Wantagh Campus for People and Pets to establish an emergency shelter during Hurricane Irene for pets of Nassau County residents. As a result, Bideawee was recently honored by the Nassau County Legislature for its responsiveness to the community during natural disasters.

Bideawee also continues its active participation as member of the Mayor's Alliance for NYC's Animals and its mission to end the killing of healthy and treatable cats and dogs at NYC municipal shelters.

Bideawee's effort to develop corporate relationships with the retail side of the pet community has flourished in FY2011. The organization was focused on establishing strong relationships in the pet retailing community so that consumers were exposed to the multiple ways that Bideawee accompanies pets and the people that love them through their journey together. Cultivating strong relationships with pet retail creates an additional communication platform that allows Bideawee to engage pet lovers at the point of sale in a meaningful environment.

Through the active cultivation of retail collaborations Bideawee has co-hosted numerous events throughout Manhattan with Unleashed by Petco. Unleashed by Petco is a unique pet retail concept that blends the intimacy of a boutique with depth of product offered by a big box pet store. Bideawee has hosted adoption events at Unleashed by Petco locations across Manhattan and has been given the opportunity to utilize a variety of donated products and gift cards as rewards and incentives for the Bideawee community.

In addition to fostering relationships with national pet product chains, Bideawee has developed relationships with single operator and Metropolitan New York based multi-unit pet products retailers. These relationships have been utilized in the development of innovative programs that reinforce Bideawee's leadership position in the market.

The organization also created co-marketing programs with key financial institutions in important geographies. Bideawee has worked with TD Bank and Teacher's Federal Credit Union to co-host multiple events. The scope of the event presence has ranged from small event in retail banking locations to large promotional periods that have taken advantage of the consolidated reach of multiple locations.



MAJOR DONORS FY 2011

Bideawee would like to thank our Major Donors for their loyalty and support. Bideawee depends solely on public support and your generosity enables us to carry out our mission of cultivating and supporting the life-long relationships between pets and the people who love them.

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The Flora Kibbe Society was named for our visionary founder who was a pioneer in the animal rescue movement. Membership in the exclusive Kibbe society is reserved for those that share a commitment to Flora Kibbe's vision and have ensured the future of the organization by including Bideawee in their estate plans through a bequest, beneficiary designation or gift of real estate.

Bideawee strives to correctly recognize all donors. We apologize for any errors, omissions or misspellings in this report. To report an error, call our Development Department at 1.866.262.8133.

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FINANCIAL STATEMENT

	2011	2010
REVENUES, GAINS AND OTHER SUPPORT:		
Special events revenue	216,058	236,312
Less: cost of direct benefit to donors	(57,626)	(69,620)
Special events net	158,432	166,692
Bequests and Legacies	6,201,147	7,363,552
Contributions	1,385,409	1,329,298
In-kind contributions	205,973	29,927
Adoption Centers, Animal Hospitals, Loving Legacy and other fees	1,987,238	2,136,912
Cemetery maintenance fees	392,938	336,911
Miscellaneous income	22,100	-
Interest and dividends, net of investment fees	338,190	295,579
Net realized and unrealized gain (loss) on investments	(86,994)	558,159
Change in value of beneficial interest in split interest agreements	54,436	(48,926)
Total Revenues, gains and other support	10,658,869	12,168,104
Expenses		
Program Services		
Adoption Centers	2,682,964	2,529,783
Animal Hospitals	1,910,109	1,713,086
Behaviour, learning and volunteers	516,269	474,741
Memorial Parks	910,082	830,674
Loving Legacy program	165,124	331,754
Total Program Services	6,184,548	5,880,038
Support Services		
Management and General	1,265,613	987,873
Fundraising	1,563,168	1,253,842
Total Support Services	2,828,781	2,241,715
Total Expenses	9,013,329	8,121,753
Change in net assets	1,645,540	4,046,351
Net assets, beginning of the year	25,943,499	21,897,148
Net assets - end of year	27,589,039	25,943,499

FINANCIAL STATEMENT

	2011	2010
ASSETS		
Cash and cash equivalents	\$679,407	\$913,300
Bequests, legacies, and other receivables, net	1,990,580	491,562
Inventory	104,117	99,727
Prepaid expenses and other assets	1,775	9,906
Investments	15,887,335	15,408,498
Property and equipment, net	8,854,351	9,127,375
Beneficial interest in trusts	532,804	478,368
TOTAL ASSETS	\$28,050,369	\$26,528,736
LIABILITIES		
Accounts payable, accrued expenses and security deposits held	\$438,308	\$544,985
Capital lease obligations payable	23,022	40,252
TOTAL LIABILITIES	461,330	585,237
COMMITMENTS		
NET ASSETS		
Unrestricted		
Net investment in property and equipment	8,831,329	9,087,123
Available for operations	9,165,457	7,473,388
Total unrestricted	17,996,786	16,560,511
Temporarily restricted	144,935	141,000
Permanently restricted	9,447,318	9,241,988
TOTAL NET ASSETS	27,589,039	25,943,499
TOTAL LIABILITIES AND NET ASSETS	\$28,050,369	\$26,528,736

These are excerpts from the audited financial statements. Full copies of the audited financial statements can be found at bideawee.org.



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