

Elbra's Dream



Annual Report 2020

Elbra's Dream



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Tammy Duffy, CEO Elbra's Dream

Dear Friends,

As I look back on 2020, I am struck by what an extraordinary year we had at Elbra's Dream. It was full of new milestones and achievements few could have imagined during a global pandemic. In 2020, we were able to grow our revenue by ___% while maintaining our % cost-recovery ratio.

You've made quite the difference in 2020! I am so thankful for the impact you've had on the lives of the animals in the communities we serve. Through your generous support, you helped us provide over 167 free educational webinars and 47 additional educational support materials. Working with local governments and law enforcement in Mercer County, these materials focused on a multitude of topics, including animal first-aid to best practices for animal shelters. As we look forward to 2021, we know you'll be excited to learn we are launching new programs that will continue to drive positive community engagement and training for those in animal welfare.

With your help, we will continue to meet the educational needs of the animals and community.

Tammy Duffy, ACO, CEO
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Onward to Many More Achievements in 2021!

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Who We Are

Elbra's Dreams mission is to educate the public and train those who work at animal shelters throughout Mercer County, New Jersey to ensure that the best possible care is provided to all sheltered animals. In doing so, we seek to build a strong sense of community in support of our core philosophy of advocating for these animals, who must be given a voice. We are motivated by the desire to see that any semblance of animal cruelty evaporates from our local shelters.

Our core strategy is the development of educational programs. We want to educate shelter staff on how to build and maintain proper shelters, we reinforce healthy staff behaviors on the right ways of running shelters to make sure that they take the best possible care of all the animals. The course material will also be made available online. We also seek to engage the entire public so that they, too, become advocates for these animals, reinforcing oversight of the shelters through public awareness and, if needed, political activity.

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WHAT WE ACCOMPLISHED IN 2020

To our local community we offered the following number of courses and animal updates

Month	Free Webinars	Other Educational Pieces
Dec 2019	5	2
Jan 2020	12	2
Feb 2020	7	3
March 2020	3	0
April 2020	3	1
May 2020	6	3
June 2020	13	4
July 2020	25	5
Aug 2020	12	2
Sept 2020	6	4
Oct 2020	20	4
Nov 2020	26	11
Dec 2020	29	10
Total	167	47

In addition, we participated in other community education programs such as:

- Hamilton township animal shelter open house
- Prepared community educational handouts for a rabies clinic
- Worked with the Hamilton township council and department of Health in the township to mandate 24 ECE credits of continuing education credit for shelter staff and ACO's
- The founder became a certified ACO

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- Creation of Elbra's Dream website that is a resource for the entire NJ animal shelters, MCPO and others focused on animal regulations, best practices, etc.
www.elbrasdream.com
- Creation of TNR education program for the community
- Interactions with MCPO
- Interactions with Hamilton township animal transition team
- ACO ride-alongs at the Trenton Animal shelter and Jersey Shore Animal control
- Set up donation site for Elbra's Dream
- Joined Animal Professional Organizations

IAABC: International Association of Animal Behavior Consultants

NACANET: National Animal Care and Control Association

NJCACOA: NJ Animal Control Officers Association

- Community outreach to all shelters in Mercer County
- Continuing Education for CEO: 50 hours
- Establish financial entities for Elbra's Dream
- Developed training programs for Veterinary technologists
- Developed and distributed TNR community education pamphlets
- Cookies and toy donations to Hamilton and Trenton Animal Shelter in New Jersey

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NEW PROGRAM HIGHLIGHTS FOR 2021

- Virtual Zoom courses focused on TNR
- Virtual Zoom courses focused on Animal CPR and First Aid
- Virtual courses on veterinary medicine and surgery
- Alliances with Veterinary schools
- Continued Free webinars offered throughout the year
- Creation of animal educational courses for the community
- Fund raising programs to help continue drive Elbra's Dream's mission

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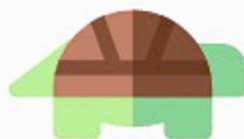
Financials

Profit and Loss

January - December 2020

	Total
INCOME	
Sales	4,050.00
Uncategorized Income	4,000.00
Total Income	8,050.00
GROSS PROFIT	
	8,050.00
EXPENSES	
Advertising & Marketing	157.36
Bank Charges & Fees	236.80
Contractors	70.25
Dues & subscriptions	194.00
Insurance	231.09
IRS	266.90
Legal & Professional Services	39.99
Liability Insurance	262.99
NJ Div of Consumer Affairs	60.50
Office Supplies & Software	161.00
Other Business Expenses	2,800.11
Taxes & Licenses	30.50
Total Expenses	4,511.49
NET OPERATING INCOME	3,538.51
NET INCOME	\$3,538.51

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Balance Sheet

As of December 31, 2020

	Total
ASSETS	
Current Assets	
Bank Accounts	
Cash on hand	9,637.76
Checking	-891.67
Paypal	-1,749.35
Total Bank Accounts	6,996.74
Accounts Receivable	
Accounts Receivable (A/R)	-338.15
Total Accounts Receivable	-338.15
Total Current Assets	6,658.59
TOTAL ASSETS	\$6,658.59
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
MasterCard Credit Card	4,154.78
Total Credit Cards	4,154.78
Total Current Liabilities	4,154.78
Total Liabilities	4,154.78
Equity	
Owner's Pay & Personal Expenses	-159.83
Retained Earnings	-874.87
Net Income	3,538.51
Total Equity	2,503.81
TOTAL LIABILITIES AND EQUITY	\$6,658.59

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Board of Directors for Elbra's Dream

President and CEO

Ms. Tammy A Duffy, ACO

Vice President

Dr Sathish Rohini

Treasurer

Dr Hector Ortega

Secretary

Mr. Philip Tusa

Director

Mr. Donald Waslin

Executive Program Coordinator

Ms. Michelle Sathish

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Thank You to All of our Donors for 2020!

Anonymous

Nancy Philips

Abigail Jones

Annette and Ted Tkacs

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