



## 2014 ANNUAL REPORT

**MISSION: To improve the quality of life for captive-born wolves and wolf dogs**

### Strategic Objectives:

**Rescue:** Save captive-born wolves and wolf dogs whose caretakers are no longer able to provide for them, for whatever reason. W.O.L.F. provides rescue assistance within a nationwide network with international reach.

**Sanctuary:** Provide life-long homes in a natural habitat that take into account not only the animal's physical requirements but also their emotional needs.

**Education:** Teach the general public about wolves, stressing that wolves belong in the wild and should not be bred with dogs or kept as pets.

### Rescues & Sanctuary:

- Four new animals were welcomed at our sanctuary. All will receive life-long care in a natural habitat setting at our 180-acre facility.
- We sadly report the passing of five of our wolf dogs, the eldest being 18 years of age.
- Assisted in rescue alerts and logistics for 175 wolves and wolf dogs in need of new homes.
- Continued as an accredited member of the American Sanctuary Association.



Companions Spartacus and Trigger were both rescued in 2014

### Education:

- Presented 19 formal educational programs across the Front Range which included explanations of wild wolf biology, behavior and ecology, in addition to wolf dog information and the captive wildlife crisis. Close to 1,200 people attended these events.
- Attended nine large general public events across the northern Front Range showcasing our educational materials to thousands who were in attendance at each event.
- Distributed over 9,000 educational newsletters throughout the U.S. and internationally.
- Kept supporters informed through e-newsletters which included general sanctuary information and various action alerts.

### Communications & Publicity:

- Over 3.2 million hits on our website.
- Maintained pages on social networking sites to expand awareness, including Facebook (270,000 followers), Twitter and YouTube.
- Responded to roughly 10,000 email inquiries and 3,000 phone calls.
- W.O.L.F. was featured in numerous local newspaper articles and on several radio stations.

### Donors:

- Nearly 2,000 individual supporters donated to W.O.L.F. in 2014.
- Raised \$80,000 in one day with 420 donors (including one \$40,000 matching donation) through Colorado Gives Day in early December.
- Over 230 people attended our annual *A Truly WOLF Affair* gala in June.
- 88 "Patron Volunteer for a Day" visits were provided.

## Volunteers:

- Trained 50 new volunteers for hands-on work with the animals at the Sanctuary and for educational programs.
- Corporate work groups, totaling 295 individuals, helped with maintenance, fire mitigation and construction projects.
- About 6,500 volunteer hours were served in total.



Volunteers helping with facility maintenance

## Financial Profile:

Sources of income include direct public support through memberships, other cash donations, in-kind donations, fundraisers (including our annual gala) and merchandise sales. Our donors learn about us through public events and educational programs, newsletters, social media, our website, supporters/businesses that raise funds for us, and word-of-mouth solicitation.

<b>2014 Revenues:</b>		<b>\$ 374,520</b>
<b>2014 Expenses:</b>		
Program	83%	\$ 261,068
Management & General	9.2%	\$ 29,009
Fundraising	7.8%	\$ 24,539
<b>Total Expenses:</b>		<b>\$ 314,616</b>

## Staff (full- and part-time):

Shelley Coldiron, PhD	Executive Director
Jim Englert	Facilities Assistant
Bob Proulx	Facilities Manager
Michelle Proulx	Director of Animal Care & Education Programs
Amelia Wieber	Volunteer Coordinator
Susan Weidel, JD	Rescue Coordinator (volunteer)

## Board of Directors:

- Mike Thompson - Chair** (2013-present)  
President, Rist Canyon Volunteer Fire Dept.  
Bellvue, CO
- Claudia Whitcomb, CPA - Treasurer** (2014-present)  
Owner, Dye & Whitcomb  
Fort Collins, CO
- Ronald Bright, DVM - Member** (2013-present)  
Retired Professor and Surgical Veterinarian  
Bellvue, CO
- Shelley Coldiron, PhD - Member** (2011-present)  
W.O.L.F. Executive Director & Biotech  
Entrepreneur  
Loveland, CO

## Advisors to the Board:

- Susan Weidel, JD - Legal Advisor** (2013-present)  
Retired Attorney  
Laramie, WY
- Carol Mahoney - Development Advisor** (2014-2015)  
Nonprofit Development Consultant  
Fort Collins, CO



Companions Ahote and Kaileah

**www.wolfsanctuary.net**  
**P.O. Box 1544, Laporte, CO 80535**  
**(970) 416-9531**