

2024

IMPACT REPORT



Dallas
pets alive!

Dear DPA Family:



From the Founder

2024 was a year of remarkable growth and expansion as we welcomed Dogs Matter into our family and saved lives at an unprecedented rate. Collaboration and innovation were at the heart of our achievements, exemplified by the transformative impact of the Adoption Container.

Thanks to the dedication of the DPA family, 763 pets were rescued, 618 found loving homes, and 8,730 families and individuals received support through the PASS program. Additionally, 4,040 owner surrenders were prevented through PASS, and 589 fosters visited the Adoption Container. These numbers are a testament to the hard work, compassion, and commitment of our fosters, volunteers, adopters, and donors.

Our community's generosity came at a crucial time. With intake soaring more than 25% higher than in 2023, donor support was essential in funding critical medical treatments. This growth reflects the powerful influence of the Adoption Container, the expansion of the Dogs Matter program, and the strategic approach of the Foster+ initiative.

Dogs Matter gained extraordinary recognition as its Executive Director, Stephen Knight, was honored as CNN Hero of the Year. This prestigious award highlights his groundbreaking work supporting pet owners battling addiction. For Knight, who is celebrating nearly 14 years of sobriety, this mission is deeply personal. I am eager to see how this recognition propels Dogs Matter to even greater heights.

Our innovative Adoption Container was also celebrated, earning the Outstanding Innovation award at the D CEO Nonprofit and Corporate Citizenship Awards. While its impact on our mission has been extraordinary, the transformation it has brought to our community is just as profound. By raising awareness of animal welfare issues, we empower the community to play a vital role in protecting vulnerable animals. We are thrilled to witness the Adoption Container's growing influence!



2024 is a year I will never forget. Vision, dedication, and an unwavering commitment to our mission have propelled DPA beyond my wildest dreams. I extend my heartfelt gratitude for your steadfast support and investment in DPA's future and the lives of the animals we serve. I cannot wait to see what 2025 has in store and how we will continue to transform the lives of pets and the people who love them!

Leslie 



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PASS Director

Katie Patterson
Technology Director

Jey C. Lehew
Rescue Director





Our Mission

Our mission is to promote and provide the resources, education, and programs needed to eliminate the killing of companion animals in North Texas.

We take an innovative approach to animal rescue and believe in creating a paradigm shift in the way our community views animal rescue.



Foster

Foster families provide shelter, food, care, and love for pets in our program while they await adoption into their forever homes. The number of animals we can save depends entirely on the number of people who open their homes and hearts to foster them. Because we do not have a facility that holds pets, the only way that we can save these animals is with the help of foster homes. DPA covers all medical and training needs, and works closely with foster families to support them while they care for our adoptable pets.

Volunteer

Our organization could not exist without volunteers. As a private, nonprofit organization, we rely on the assistance of caring, hard-working volunteers in all of our programs. Some of our volunteers work directly with the animals at our partner shelters or at adoption events, while others support the program behind the scenes by coordinating information and data, supporting our foster families, keeping medical records, marketing DPA, and much more.

Donate

Adoption fees cover only a fraction of the costs that DPA incurs to get our adoptable pets healthy, happy, and into forever homes. DPA relies on donations from our supporters to cover the remainder of our expenses, as it costs hundreds of dollars per pet on average to carry out our mission. All donations to DPA are fully tax deductible and directly impact our ability to save an increasing number of lives.

Adopt

Families who adopt from DPA are giving an animal a second chance at life. There is no substitute for the feeling of saving a homeless pet through rescue. Our dedicated adoption team ensures each pet in our program finds the best possible forever family.



Adoption Container

In 2024, we proudly celebrated a FULL year of the Dallas Pets Alive Adoption Container—and what a year it was! The fun and impact only grew stronger, with an incredible 68 events bringing the community together. From kids reading to foster pets at our Tales to Tails program to our monthly Caturdays with our purr-fect feline friends, every moment was a blast!

Our Adoption Container became a true hub for animal lovers, with 589 foster visits and a remarkable doubling of pet adoptions—jumping from 47 in 2023 to 95 in 2024! We also hosted a dozen Canine Socials, bringing together foster parents and alumni pets, and welcomed volunteer groups who dedicated time on our rooftop to making toys, enrichment activities, and treat bags for foster families.

One of our favorite success stories from this year is the adoption of Salsa, a spirited tripod kitten who never let his rough start in life dim his zest for adventure. One Friday evening, a couple stopped by our Adoption Container for a date night—and it was love at first sight! Salsa stole their hearts instantly. The couple returned the next day with their kids, and in a truly magical moment, they adopted him on the spot.

That's the magic of the Dallas Pets Alive Adoption Container—turning unexpected moments into forever homes, whether it's a date night adoption or a lifelong happy tail.



95 Adoptions at the Container



97 Container Meet & Greets



589 Foster Animal Container Visits



2024 Impact

308

Volunteers

422

Active Fosters

35

Transports

763

Intakes

2662

Donors

618

Adoptions

\$496K

Medical
Expenses

4040

Surrenders
Prevented

8730

PASS
Interactions

Animal Operations





Rescue

The Rescue Team continues to work tirelessly, identifying the most at-risk pets in need of a second chance through the DPA! foster program. This year, their focus was on the most vulnerable—pets with urgent medical needs across the DFW area. With a dramatic increase in pleas for help, the team faced an overwhelming number of requests for animals requiring extensive medical care, rehabilitation, and specialized support.

Their work is more than just rescue—it's about creating hope, building connections, and giving these deserving pets a future filled with love and care. Thanks to their dedication, DPA brought 24% more pets into the program who once had nowhere to turn are now thriving with compassionate foster families, on their way to finding their forever homes.



763 Pets
Rescued



7 Shelter
Partners



Rescue

Spotlight



At just eight weeks old, Tink faced the unthinkable—she was at risk of euthanasia at the shelter. Fighting an upper respiratory infection, she needed a foster hero urgently. The DPA Marketing team sent out a heartfelt plea on social media, and the community quickly fell in love with her.

Among the many who stepped up, Leslie welcomed Tink into her home, providing the care and love she desperately needed. As Tink healed, she worked her way into Leslie's heart. Before long, it was clear—Tink had already found her forever home.



Fig arrived at Dallas Animal Services as a stray, bearing the scars of a difficult past. At just five years old, she was completely blind and suffering from an embedded collar, evidence of the hardship she had endured.

From the moment Carole, her future foster, saw Fig, she couldn't get her off her mind. Rescuing Fig was a true team effort—she first went to a triage foster for a few days before settling into Carole's care.

As Fig's wounds healed, Carole worked closely with DPA's training partner to help her navigate the world without sight. In no time, Fig blossomed into a happy, confident pup. And before long, she found her perfect forever home—with longtime DPA supporters and fosters who welcomed her with open arms!





Fostering

In 2024, the DPA Foster Team remained dedicated to supporting both animals and the incredible fosters who care for them. We continued to provide supplies, behavioral guidance, and a strong community for our foster parents. Our commitment included 12 in-person Canine Socials for hands-on behavioral training, 12 virtual Canine Seminars, and GoodPup Virtual Training for all canine fosters. We also strengthened our foster support team, ensuring fosters had quick access to help via email whenever needed.

You may remember the launch of our “Unicorn Fosters” program in 2023—focused on dogs needing new placements due to behavioral or environmental challenges. That year, we successfully placed 7 unicorn fosters in forever homes. But in 2024, this program **TOOK OFF**—we doubled that number, finding loving families for 15 unicorn fosters! This milestone is a testament to the dedication of our fosters and the power of second chances.

 **422** Active foster homes in 2024

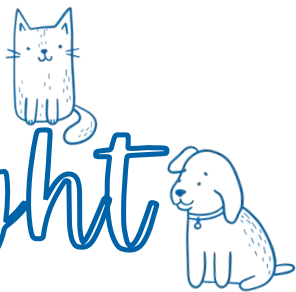
 **12** Canine Socials

 **12** Canine Seminars

 **3** Cat Behavior Workshops



Foster Spotlight



Foster heroes are the heart of Dallas Pets Alive!, making second chances possible for countless animals in North Texas. One of the most inspiring stories is that of Queen, a resilient pup who needed time, love, and care to overcome her tragic start. At just two years old, Queen and her mother were struck by a car—her mother didn't survive, leaving Queen injured and alone. A compassionate Good Samaritan rushed her to Dallas Animal Services, where she was rescued just in time.

Despite her hardships, Queen's journey was filled with hope thanks to her incredible fosters, Elise and Sue. Finding a temporary foster for Queen was no easy task—her behavioral and physical challenges required someone truly special.



That's when Sue and her husband stepped up, embracing Queen as their own. They showered her with love, snapped adorable pictures, and shared her story on social media to help find her the perfect home.

Queen's journey wasn't just about healing physically—it was about learning to trust again. With patience and dedication, Sue and Elise helped Queen regain her confidence, ensuring she felt safe, loved, and ready for her forever home. Queen went from a nervous, injured pup to a happy, playful dog who finally understood what it meant to be part of a family. Thanks to her fosters' unwavering support, she was able to experience the joys of cuddles, treats, and the simple comfort of knowing she was cared for.

With the support of DPA's Foster+ program, Queen spent over a year preparing for her future. And in October 2024, her patience paid off—she was officially adopted! Her story is a testament to the power of fostering, proving that with time, love, and a little help from heroes, every dog can find their happily ever after.



CATS & BARK *Dorms*

The innovative partnership with the Texas Juvenile Justice Department continues to grow with the addition of the CATS Dorm. At the McLennan County State Juvenile Correctional Facility, a group of eight young women have opened their pod to foster cats in need. They share daily responsibilities, providing care and companionship to the animals.

Similar to the BARK Dorm, participation in the CATS Dorm is earned through good behavior and strong academic performance. Through this program, these young women are developing valuable life skills such as patience, responsibility, and empathy. Since the program's launch, they have fostered nine cats, with three successfully adopted!



18

Pets Fostered by
TJJD

The BARK Dorm continues to thrive, recently celebrating its one-year anniversary. This year, several youth and the dogs in their care successfully passed the Canine Good Citizen (CGC) test, which evaluates skills such as polite greetings, staying calm, and responding to commands like "stay" and "come."

In a particularly heartwarming moment, the youth helped reunite a dog named Forbidden with her family after she had been missing for four years. Found tied outside Dallas Animal Services, she was traced via microchip, revealing she had been stolen from her family in St. Louis, MO. Emaciated and in poor health, she was welcomed into the BARK Dorm, where the youth cared for her until her family could make the journey to Texas. Bringing the story full circle, the youth played a key role in helping Forbidden find her way home, demonstrating the compassion and dedication that make this program so impactful.





Medical

This year was a milestone for the Medical Team, as they faced an overwhelming number of urgent cases from our shelter partners. With a surge in medical needs, our dedicated team and fosters worked tirelessly to meet the growing demand in the community. A particularly tough strain of upper respiratory infections spread through the kitten population, leading to multiple enucleations (eye removals), several orthopedic surgeries, and an increase in Fospice pets.

DPA's Medical Team volunteers went above and beyond, providing unwavering support to foster families caring for pets recovering from amputations and surgeries. Working closely with our vet partners, they made critical decisions to ensure every pet in our care had the best possible chance at a happy, healthy life.



\$496,277

on Medical Treatments



\$39,827

on Heartworm Treatments



46% Major Medical Cases



39 Dogs Treated for Heartworm





Medical Spotlight

Sweet Renner arrived at one of our shelter partners as a stray, clearly in need of urgent care. Covered in large masses—including one on his face—he had been neglected for far too long. Despite his condition, his gentle spirit and soulful eyes immediately captured the heart of DPA's Rescue Director, Jey.

Once placed in a loving foster home, Renner was quickly seen by DPA's vet partner. It was then discovered that he was closer to six years old, not three as initially estimated. Along with his masses, he also suffered from severely itchy skin.



But with the right care and compassion, Renner was finally on the path to healing.

After a follow-up on his skin, Renner was finally cleared for neuter and mass removal. During surgery, several masses were taken off, including the large one on his face. The biopsy results were difficult—his mass was a grade 3 sarcoma, with a high risk of regrowth. Given his prognosis, Renner was placed in Fospice care.

Though we initially thought he had only a few months, Renner defied expectations and thrived for nearly nine months with his incredible foster. Despite his health challenges, he was showered with love, spoiled endlessly, and even went on adventures—including a special outing to the DPA Soirée!

In January 2025, Renner crossed the Rainbow Bridge, but not before his foster made it official—ensuring he left this world as a beloved, adopted pet.





Transport

The Transport Team made incredible strides this year, forging new partnerships with organizations in areas where adoptable pets are in high demand. Through their dedicated efforts, they successfully established relationships with six new partners, expanding opportunities for both dogs and cats in our program.

With a focus on finding homes for pets who had been in DPA's foster program for an extended time, every pet transported in 2024 found a loving home—thanks to the support of our new receiving partners.



35 Pets Transported
in 2024



7 Transport Rescue
Partners



Transport Spotlight



Cannoli arrived at DPA early in the year after an urgent plea from Dallas Animal Services. A senior husky with a long list of medical challenges, she was heartworm positive, had mammary masses, and suffered from severe orthopedic issues in her legs. With three legs affected, surgery was not an option.

Beyond her medical needs, Cannoli also faced behavioral challenges. Years of unmanaged pain had turned her into a grumpy old lady—but beneath her tough exterior was a dog simply in need of comfort and care.



Cannoli's incredible foster family dedicated themselves to managing her medical needs and getting her as healthy as possible. With the help of DPA's vet partner, her pain was finally under control, allowing her to feel more comfortable. At the same time, they worked closely with DPA's training partner on behavior modification, helping Cannoli navigate her challenges.

After seven months in foster care with no local adoption interest, the DPA Transport Team found the perfect opportunity—a specialized rescue partner in Florida dedicated to placing huskies with special needs. Thanks to a team of dedicated relay volunteer drivers, Cannoli made the 1,000-mile journey from Dallas to Gainesville, where a brighter future awaited.





Adoption

The Adoption Team has continued to break down barriers to make pet adoption more accessible to the community. Just as with fostering, adoption should be an inclusive and straightforward process. One significant improvement was the removal of landlord checks, allowing adopters to take responsibility for understanding their own rental policies before applying.

Since implementing this change, the team has received zero return requests due to landlord restrictions on breed or size. This adjustment has streamlined the adoption process, allowing inquiries to be reviewed more efficiently and helping more pets—like Kojak, Mocha, and Missy—find loving homes.



618 Adoptions Completed



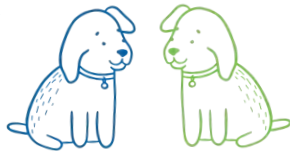
91% Likelihood to Recommend



Adoption Spotlight

Rebel arrived at the BARK Dorm as a foster pup in late December 2023, intended to stay only a few months while his human underwent substance abuse treatment.

Tragically, his human passed away during treatment, leaving Rebel without a home to return to. With no one to reunite with, he became available for adoption.



Despite his quirks, Rebel quickly settled into life at the BARK Dorm. His handler adored him and learned to advocate for his needs. Though he went on multiple outings in search of a forever home, he often appeared timid and unsure. Yet each time he returned to the BARK Dorm, stepping through the gatehouse at TJJD, he visibly relaxed—his tail wagging as he trotted back to his “kids.”

After six months of searching for the right home, Rebel finally captured the heart of a case manager who frequently visited the dorm. In a happy ending worthy of his journey, Rebel “broke out of jail” and into a loving forever home!



Prevention Programs





Dogs Matter



The significant increase in demand for Dogs Matter's services underscores the critical role the mission plays in supporting individuals seeking addiction treatment who also face the challenge of finding safe placement for their beloved dogs. In 2024, our foster program served 200 pets and owners. In addition, Dogs Matter provided Preventative Supportive Services to 296 pets and owners.

Our After Care program supported 37 clients for up to 12 months. From 2023-2024, the After Care program grew 100%, and added two Recovery Coaches to the Dogs Matter Program staff.



496 Dogs & owners provided assistance



148% Increase in clients from 2023



100% Increase in lives impacted



100% Increase in program clients



Dogs Matter Spotlight

Duke was just one of over 500 dogs at the Dallas shelter—dogs who looked like him and faced the same unfair misconceptions. What no one could see was how deeply loved he was. We had the privilege of helping Duke find a foster home and enroll in the Dogs Matter program.

Mikel's journey took him through homelessness, rehab, and a halfway house before reuniting with Duke. Their bond is extraordinary. After rescuing Duke from an abusive past, Mikel gave him a second chance—and despite it all, Duke remained resilient and full of love.



Dogs Matter was also able to support Mikel with After Care services, helping him into a year-long sober living treatment center with Duke! Mikel is thriving having Duke by his side - he has taken classes, and is looking for full-time employment, with the goal of being self-sufficient.

2024 ended with an incredible honor for Dogs Matter—our founding Executive Director, Stephen Knight, was named CNN Hero of the Year! Selected from thousands of submissions, Stephen received this prestigious global award in recognition of his dedication to saving lives through Dogs Matter's mission.

This achievement brings well-deserved recognition, while providing financial support and the opportunity to expand our mission. With new partnerships, sponsorships, and the ability to replicate our life-saving services on a national scale, the future of Dogs Matter has never been brighter. Stay tuned—there's much more to come!



PASS

We are deeply honored and grateful to have had the opportunity to support families and their furry companions in as many ways as possible. Each year, the PASS program grows to better serve the evolving needs of our community. In the past year alone, we were privileged to assist thousands of families during moments of hardship.

Through our efforts, we successfully placed 25 animals into temporary foster care, providing their owners with the time and stability they needed to regain their footing. This initiative, combined with short-term boarding assistance, resulted in over 2,300 safe nights for beloved pets, ensuring they remained cared for while their families navigated challenging circumstances.

Beyond providing temporary housing, the PASS program extended its support to individuals facing a range of difficulties, including financial strain, medical challenges, domestic violence, and homelessness. Our partnerships with like-minded organizations amplified our impact, allowing us to offer critical resources to both pets and their owners.



4040 Surrenders avoided



8370 Families provided resources



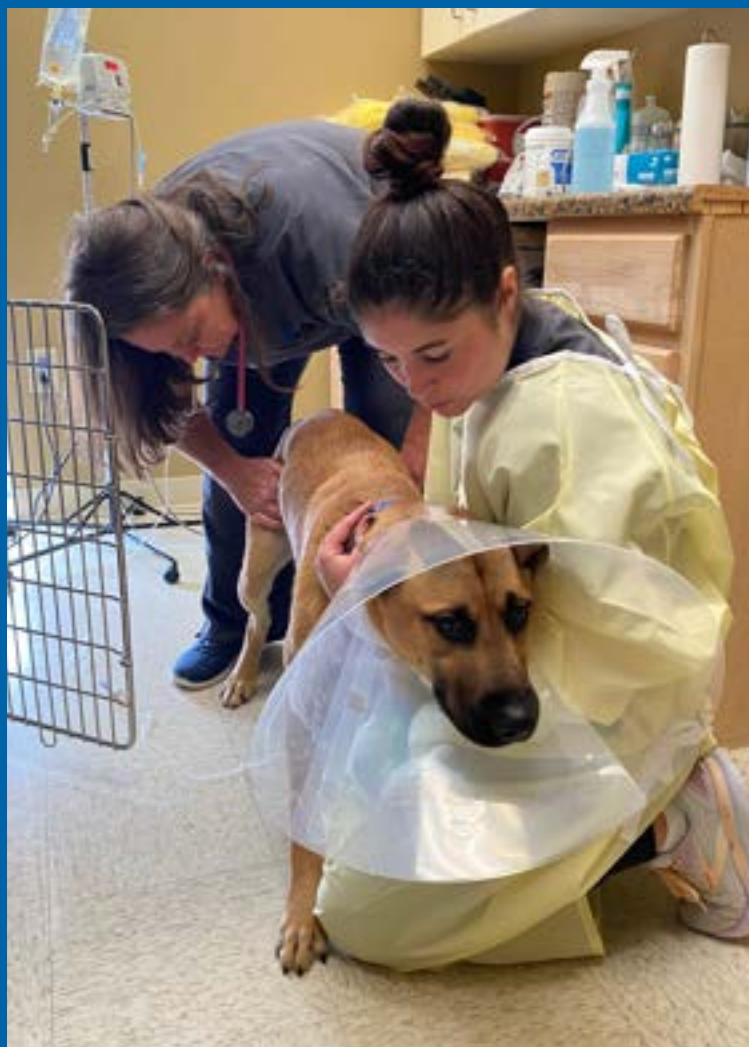
PASS

Spotlight



When a family was suddenly facing housing insecurity for the first time, they were most worried about their beloved cat, Nova. Nova's mom reached out to us for help during this stressful time and when we heard how special she is to them we quickly started networking for a foster. A foster hero stepped up and we were able to get Nova into a safe and loving home while her family found a new living situation.

Nova was in foster care for just under 5 months, where she became fast friends with the resident Chihuahua, Nugget. Her family was relieved to know she was safe while they got settled in a new place, and told us the PASS program was an amazing blessing.



At 10 months old, Fortune was facing a euthanasia deadline at the shelter, but an adopter had fallen in love and was set to take him home. When she arrived, the shelter explained he had Parvovirus. Recently grieving the loss of her husband and Doberman, she felt an instant connection with Fortune and believed it was meant to be. She reached out to us, and we rushed him to our partner, Mazie's Mission, where it was found he also had a severe upper respiratory infection.

On day two, Fortune needed a blood transfusion. Thankfully, one of the vet staff's dogs donated and Fortune began to improve. After a few days of treatment, Fortune, now lovingly renamed BJ, was ready to go home with his new mom. He quickly claimed the king-sized bed, and his mom is amazed at his recovery. BJ's mom cannot believe he would've been euthanized without our help, as he has become the greatest addition to their family.

DFW Pets are Family



The DFW Pets are Family events are thriving, reaching new heights of success! In collaboration with over 10 esteemed organizations in the DFW area, DPA has orchestrated impactful gatherings that provide essential services such as food, vaccines, microchips, and other valuable resources to families in need within the community.

Thanks to the unwavering support of CUDDLly, we are thrilled to announce that these impactful events will persist throughout 2025, ensuring continued assistance to those who rely on the invaluable services provided.



1267 Microchips
Implanted



1055 Cats
Served



2208 Dogs
Served



4628 Vaccines
Administered



56,800 Pounds
of Food



Administrative Team



Volunteer & Human Resources

This year, our team strengthened the foundation of our volunteer program, expanding our community to over 300 active volunteers across 15 teams and equipping new recruits with the tools to succeed - fostering long-term engagement and impact. We also celebrated outstanding contributions, recognizing the dedication and passion that fuel our organization.

In addition to these milestones, we defined our core values, creating a shared foundation that unites and guides our volunteer community. By setting clear expectations and reinforcing our commitment to excellence, we've built a stronger, more connected, and mission-driven team.



\$618,895 Est. VROI



308 Volunteers



24 New Volunteer Orientations



24 Volunteer Awards Distributed



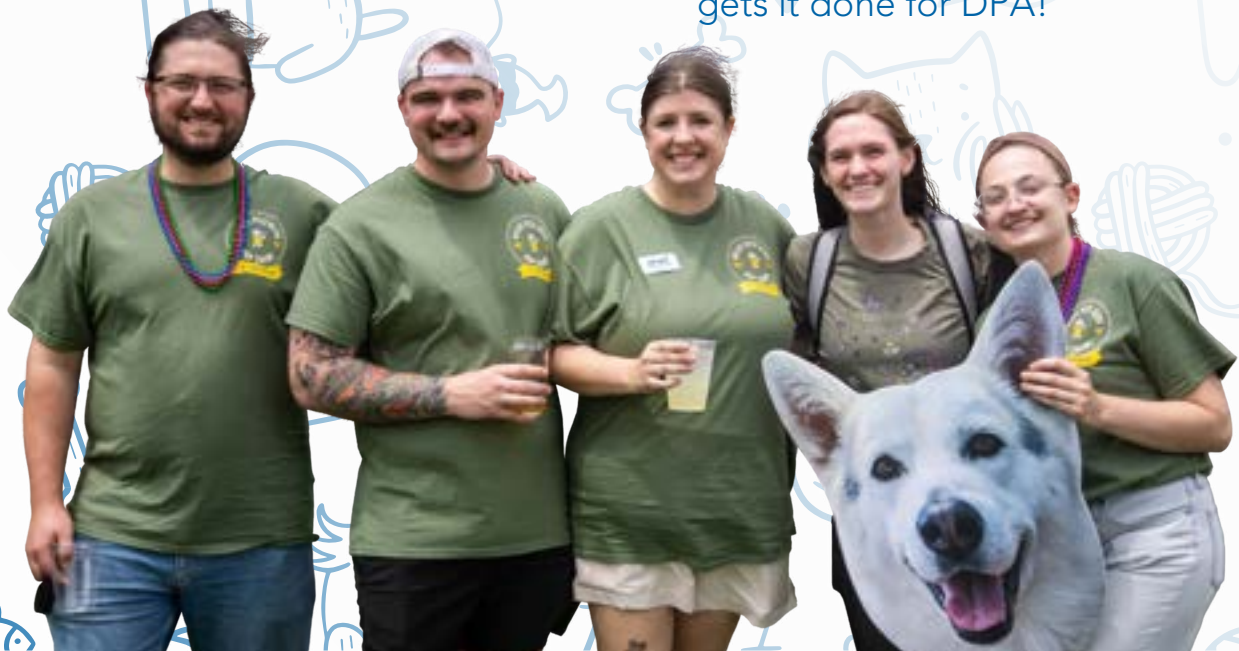
Volunteer of the Year



When Kevin's wife, Jenay, took a full-time role with DPA, he might not have realized he'd be taking on a full-time, unpaid role as well! Kevin graciously supports DPA's humans and animals alike. He's a familiar face at the Container, assisting with events, big clean-out days, and moving or sorting supplies—often driving giant trucks.

His home has welcomed countless fosters (some arriving unexpectedly!) and an impressive volume of donations and supplies which has taken over much of his garage for years.

Kevin's dedication, kindness, and humor bring a much-needed bright spot to DPA, even on the toughest days...those days that happen to bring wasps, even mold. Selfless giving is at Kevin's core, as he is a Marine Corps veteran and is currently a firefighter with the City of Hutchins. Kevin is always there when we need him and he just gets it done for DPA!





Fundraising & Development

Every gift creates ripples of change—from a quick \$5 online donation to a glamorous Soirée sponsorship, a simple bag of kibble to a game-changing six-figure grant, a t-shirt proudly worn or a legacy remembered. In 2024, our supporters' creativity and generosity continue to amaze us, transforming DPA's mission from words into life-changing action for thousands of animals.

Our DPA Champions, those monthly heroes who give through our website, various online platforms, or workplace programs (sometimes with sweet employer matches!), are the backbone of our emergency response. Their steady support means we never hesitate when a dog or cat needs us most.

When you entrust us with your donation, we don't take that confidence lightly. It's a promise we make to you—every dollar, every item, every hour volunteered will work as hard as possible to change lives. Our team, from the front-line animal caregivers to family support specialists, is dedicated to making your generosity stretch further than you ever imagined possible.



\$1,653,430

From Events & Donations



6,250

Gifts



Events

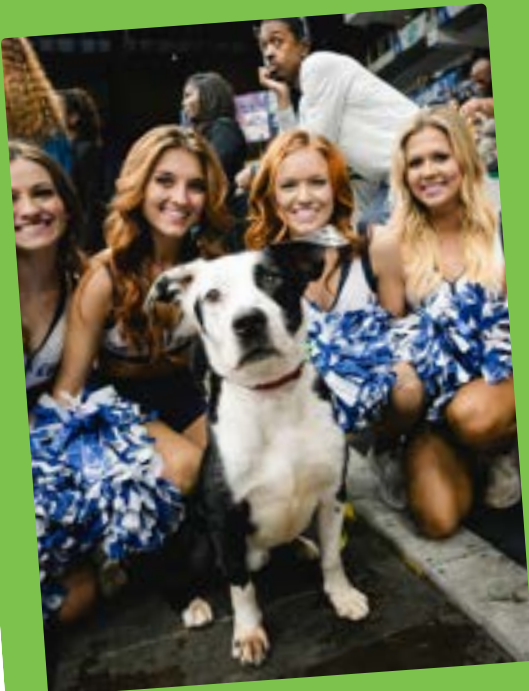


In 2024, Dallas Pets Alive continued to make a significant impact through a variety of high-profile events. In addition to our signature annual fundraisers like QuakeCon, PupCrawl, and Steampunk November, we expanded our presence to new large-scale conferences and conventions, including Anime Frontier 2024, ACE Hardware's Conference, and the Health Care Partners Connect Conference.

These events not only helped us raise critical funds but also expanded our network of corporate and community partners, increasing awareness of our mission. The increased exposure led to several successful adoptions, connecting pets with loving families while strengthening DPA's reach and impact across new industries and audiences.

 **\$16,231** Raised at Community Events

 **\$11,846** From Gift Wrapping



10th Annual PupCrawl

Talk about unleashing a good time! The Dallas Pets Alive 10th Annual Pup Crawl turned our hosts, Community Beer Company, into the ultimate doggy playground! More than 250 party animals (both human and furry) showed up ready to celebrate.

Our fantastic sponsors: T-Mobile, CityVet, Fox4, Hollywood Feed, and a pack of amazing vendors created a festival atmosphere that had tails wagging all day long.

The beer was flowing from dog-themed stations (because who doesn't want to sip a "Wylies Witbier" while petting pups?), as everyone bounced between vendor booths, games, a tattoo parlor, and an amazing raffle.



\$14,437

Raised @ PupCrawl



QUAKECON 2024 GRAPEVINE, TX

QuakeCon 2024 was a keyboard clacking good time! Dogs, cats, video games, and friends is what QuakeCon is all about. Thousands of attendees from all over the world come to attend North America's largest four day long LAN party.

Through Dallas Pets Alive's continued partnership with Bethesda and iD Software, Dallas Pets Alive extends it's mission with the extremely generous gaming community. Video game animal themed t-shirts purchasable onsite or online, charity streams, and a cat cafe all contributed to raising more than \$50,000 in donations this year. Five cats and three dogs found their forever homes during QuakeCon this year including Rei, whose new parents plan to train her to be a service dog.



\$50,998

Raised @ QC

North Texas Giving Day

This annual 18-hour online giving event empowers the community to support local nonprofits like ours. With the help of generous donors, we raised \$138,668 to save homeless animals across the region including \$40,000 in matching gifts from dedicated supporters.

Our friends at Saatchi & Saatchi developed an exciting campaign showing our animals as their AI selves illustrating how donating the cost of everyday expenses could have a huge impact on the welfare of North Texas animals.



Just imagine how many pets we could save if everyone contributed the cost of a month of streaming services or a taxi ride. For the same price we pay for everyday services, we could rescue pets like Vader, Thomas, Scooter, and Daisy and give them the life they deserve.

The support we receive during North Texas Giving Day are not just donations; they are lifelines. Gifts directly impact animals in need, support their humans, and strengthen our North Texas communities.



\$138,668 Raised



DPA Soirée



The 5th annual Dallas Pets Alive! Soirée was a magical evening! On November 15, 2024, more than 350 guests and volunteers gathered at the lovely Renaissance Dallas Addison Hotel, for a night filled with celebration, gratitude, and impact.

Cocktail hour featured adoptable DPA dogs and cats, a fabulous silent auction, raffle, and exotic trips. Attendees enjoyed food, drinks, our auctioneer extraordinaire, Jeff Copeland, and music from our favorite band, In10City. The program kicked off as Leslie Sans honored: DPA fosters - Gabby Quinn & Philip Brown, Dogs Matter Foster - Lisa Ferrell, volunteer - Kevin Bennett, donors - Kevin & Jennifer Kirksey, and life-saving achievement awardee - the Texas Juvenile Justice Team.

We are grateful to our sponsors who made this magical evening possible: The Mastor Family, Hewes Fund Management, Christopher Skoog & Sally Friedman, American Airlines, The T-Mobile Foundation, The Gheisar Family, The Kirksey Family, Cuddly, Gallo, Tito's, HEB, Hollywood Feed, Southern Glazers Distributors, and All Petals Floral Design.

Thank you to our amazing Soirée Committee, Sponsors, Auction Donors, Honored Pets, and most importantly, our Guests and Volunteers. You made the 2024 Soirée a night to remember by raising nearly \$400,000!



\$391,374 Raised



350 Guests



Outstanding Innovation

Dallas Pets Alive was honored as the winner of the Outstanding Innovation award at D CEO's 2024 Nonprofit & Corporate Citizenship Awards. Recognized for our Community Beer Company Adoption Container, this initiative has placed adoptable pets in front of thousands of brewery patrons and community members, leading to a significant increase in both adoptions and foster placements.



Presented in partnership with Communities Foundation of Texas, the annual awards celebrate the impact of North Texas nonprofits and the businesses that support them. This year's program saw a record-breaking number of nominations, underscoring the strength of the region's nonprofit sector and its deep-rooted philanthropic spirit. Winners were selected by D CEO editors, and all finalists were featured in the August issue of D CEO.



Social Media

In 2024, our social media efforts saw remarkable growth as we partnered with several brands, organizations, and creators to enhance our visibility and extend our reach. A highlight of the year was our collaboration with FC Dallas, where we organized an unforgettable media day featuring foster dogs and players. This aired on Telemundo 39 opening us up to a new audience.

We also had the incredible opportunity to work with Susie Cakes Bakery on a special news segment, which led to a series of ongoing collaborations with Fox 4. Through this partnership, our adoptable pets have now been featured several times on the news.

Our relationship with Cuddly continued to thrive throughout the year, and we took this partnership to new heights by significantly growing the amount of e-comm donations we received from the platform.

These collaborations, along with our continuous engagement with followers, and supporters, made 2024 a year of unparalleled growth for our organization on social media. The collective efforts of our partners, creators, and community allowed us to amplify our mission, raise much-needed funds, and make a positive impact in the lives of the dogs we care for.



CUDDLY



\$316,609

In E-Comm Donations



357.6%

Increase in E-Donations



\$65,629

In Monetary Donations



4.2 MM

People Reached

Marketing Spotlight

In 2024, our marketing efforts reached new heights, expanding our audience and driving engagement across all platforms. We grew our online community to nearly 200,000 followers, with significant increases on Facebook, Instagram, LinkedIn, and YouTube.

Our approach to digital marketing resulted in 369,311 total web visits—an 84% increase from the previous year—and nearly 282,000 unique visitors, more than doubling our reach. Additionally, our Google Ad campaigns generated 27,000 clicks, maximizing visibility for adoptable pets and fundraising initiatives.

Social media continued to be an impactful tool for storytelling. One of our most successful posts featured Bronx, a young medical case in urgent need of care. This heartwarming story reached over 435,000 people and garnered 870,579 views on Facebook, helping him find a foster within hours. On Instagram, Mozzarella, a tiny abandoned puppy, captivated our audience, earning 190,226 views and 10,345 likes, proving that compassionate storytelling drives awareness and engagement.

Our focus on visibility and audience engagement strengthened our long-term supporter base. With millions of interactions, record-breaking reach, and a growing network of animal lovers, we're proud of the impact we've made—and excited to build on this momentum in 2025.



Connect with Us



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