



**KOREAN K9
RESCUE**

ANNUAL REPORT

2020

MISSION STATEMENT

We're a 501(c)(3) dog rescue creating a better future for homeless and mistreated dogs in South Korea.

2020 RECAP

2020 tested our ability to overcome adversity.

In early 2020, we carried out plenty of adoptions, hosted a successful Jindo Prom Party, and had one of our rescue missions featured on The Dodo. We also finally opened our state-of-the-art 19,000 sq. ft. rescue and rehabilitation facility in Bundang, Korea!

Things were looking promising, until COVID-19 forced us to re-think every aspect of our rescue in order to survive. The most challenging part was transporting the dogs from Korea to the United States. With overseas travel at a standstill, we no longer had flight volunteers that could help us. We had to resort to transporting the dogs via cargo, which was quadruple the cost of flight volunteers and the airlines kept increasing the cargo costs. Thankfully, our supporters came through and generously donated to our fundraising initiatives that helped mitigate the costs: Go-Fund-Me campaigns (including Flight to Freedom), virtual Strut Your Mutt, and our Giving Tuesday apparel.

The rest of the year ended up having more positive notes! We expanded our adoption radius to parts of Pennsylvania, hosted our annual Howl-o-ween Party virtually, won a Petco Holiday Wishes grant, and hosted a live virtual tour ("A Day at Bundang") of our facility in Korea. And, to top it all off, we finished the year with a total of 458 successful adoptions! This includes two very meaningful adoptions, Miro and Kangsan. Both of these dogs were with us for over a year but they each finally found their forever homes too. We not only survived through this challenging year; we actually thrived by the end of it. This is all thanks to our incredible supporters and hardworking team that stayed strong for our mission.

FOUNDER'S LETTER

2020 Letter from the Director Gina Boehler

It goes without saying that 2020 was a year marked by adversity. It was a challenging one for our rescue, but we persevered, as evidenced by everything we accomplished.

We started the year strong with frequent adoption events, our Jindo Prom & Friends Party Fundraiser in February, and, on March 1st, the highly anticipated opening of our rescue and rehabilitation facility in Bundang, Korea. Now, the facility enables us to rescue over 1,000 dogs annually. But two weeks after its opening, we were presented with a challenge unique to COVID: a dramatically higher cost to transport the dogs from Korea to the US.

It was at this point that we had to increase our adoption fees to cover the 112% uptick in transport costs. The higher costs did not deter the many people looking to adopt our dogs. Amidst the height of the pandemic, we received hundreds of applications a week. When we transported our dogs to the United States, we faced a new dilemma: when a city is under lockdown, how do you safely place a dog with its new family?

To overcome that challenge, we developed a system of no-contact placement. After matching a dog with an adopter through fully remote communication, we followed COVID safety measures and dogs to their new homes without ever going inside. This was how we placed 250 dogs, from the northern tip of Manhattan to the southernmost neighborhoods in Brooklyn, with their forever families. We couldn't have done it without our volunteers. Our organization is 85 percent volunteer-run, and, in 2020, their tireless commitment to our mission was more evident than ever.

In addition to reworking our transport and placement process, we had to reevaluate how to introduce our dogs to potential adopters. Prior to COVID, we handled this at our in-person events. As our Instagram follower count grew larger every day, it became clear that we should use that platform to our advantage in a tangible way, sharing our dogs and answering questions about the adoption process. That's



when we began live-streaming and had thousands of people tune in to watch our adoptable dogs. We also took some of our annual events online, including the Best Friends' Animal Society's Strut Your Mutt fundraiser and our signature Howl-o-ween Party. After the collective success of these livestreams, we embarked on our most ambitious livestream to date: a tour of our Bundang facility. It was a huge success with hundreds of our supporters purchasing virtual tickets to access this exclusive live event that took place in Korea..

Our 2020 started strong and, against all odds, we ended on a series of high notes - our livestreams, our ongoing fundraising efforts (totaling over \$151,170 for the year), and the arrivals and adoptions of 458 dogs]. We are so thankful to our community of followers, sponsors, volunteers, and adopters. Your continued support is such an honor, and we can't wait to see where we'll go together from here.

Gina Boehler
Founder & Director
Korean K9 Rescue

HIGHLIGHTS

TWO VIP ADOPTIONS IN 2020!

January 2020 - Miro was with our rescue for over one year. He had been through a few homes before us and we were elated when he was officially adopted by his wonderful fosters, Andrew & Ken! Big congrats to Miro and his new family!



September 2020 - Our handsome long-stay Jindo mix Kangsan was officially adopted! It took many months to rehabilitate our handsome boy Kangsan so we could finally be ready for a loving forever home. We waited patiently for the right family who understood his needs and found one with Nhan and Henry! Congratulations to Kangsan and his loving family!

INTAKE REPORT

- January - 45
- February - 39
- March - 36
- April - 30
- May - 41
- June - 39
- July - 42
- August - 47
- September - 34
- October - 41
- November - 36
- December - 46

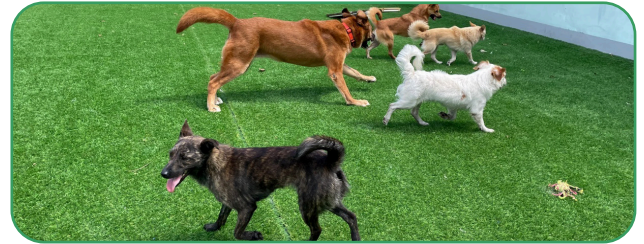
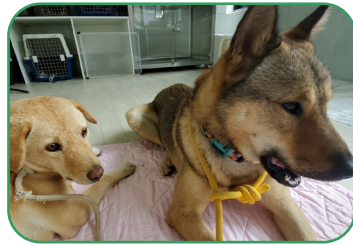


TOTAL FOR 2020 INTAKE

476 dogs

TOTAL FOR 2020 OUTCOME

458 dogs



JINDO PROM & FRIENDS PARTY FUNDRAISER!

February 9th, 2020

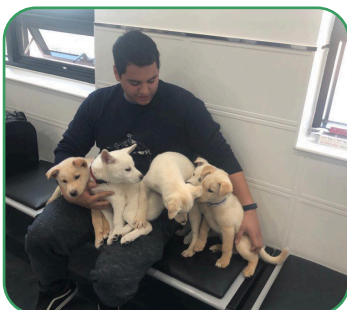
Jindo Prom & Friends Party Fundraiser! We hosted a party to raise funds for our center in Bundang, Korea. All the dogs dressed up in 80's prom attire and fun was had by all! We raised \$2,250,00 with the help of our alumni and supporters!



THE DODO

February 11th, 2020

The Dodo featured the amazing story of Hinsoona and her puppies we helped rescue from Jeju Island, Korea. The video was posted on social media and garnered over one million views! Hinsoona was a stray dog whose incredible heroic love for her puppies led to the entire family being rescued and finding loving forever homes in NYC!

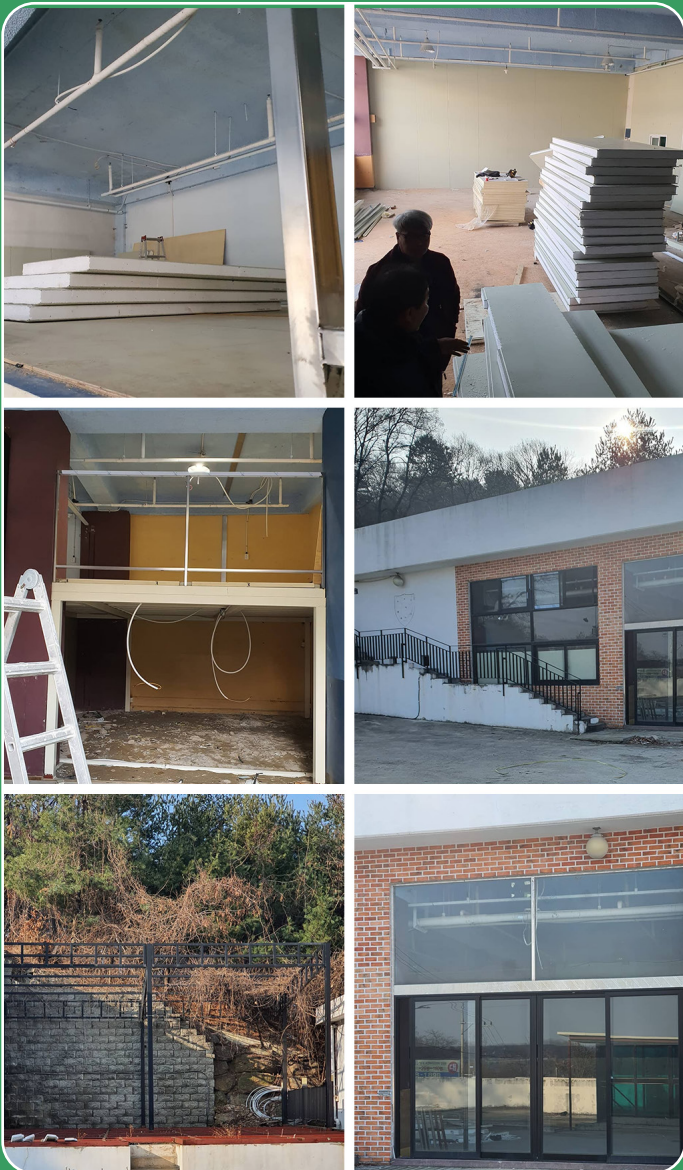


BUNDANG FACILITY

March 1st, 2020

We opened up our state-of-the-art rescue and rehabilitation facility in Bundang, Korea. It started as a dream a few years ago and turned into a reality when we secured a long-term lease to renovate and build the most advanced rescue facility in all of South Korea. Nestled in the outskirts of Bundang in a quiet, scenic mountain area, our facility is over 19,000 sq ft of building and land combined together to create a safe haven for our rescue pups waiting to come to the US. Our facility was designed to enable: Rescue, Treatment, Training/ Rehabilitation. Together with our training team of 8 staff members 24/7, we are able to save over 80 dogs per month and facilitate over 1,000+ dogs per year from Bundang. We are so proud of our achievements and the cleanliness of our facility!

BEFORE



AFTER



IMPACT OF COVID-19

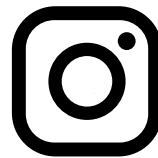
MARCH - DECEMBER 2020

We were faced with our most challenging financial situation in our short history. The travel restrictions resulting from the COVID-19 pandemic had eliminated the affordable flight volunteer program we previously relied upon to transport dogs from South Korea. As a result, we had to resort to using the more expensive airline cargo option, where costs continued to increase in 2020 due to price hikes from the airline companies. This resulted in the cost of transporting dogs from Korea via cargo to increase by 112% since the beginning of the pandemic. This created a significant financial burden that we struggled to overcome.

PATREON LAUNCH

May 19th, 2020

We launched our very own Patreon Account to help support our activities at our Bundang Facility. Our exclusive behind-the-scenes rescue content gives our patrons a glimpse behind the scenes in Korea!

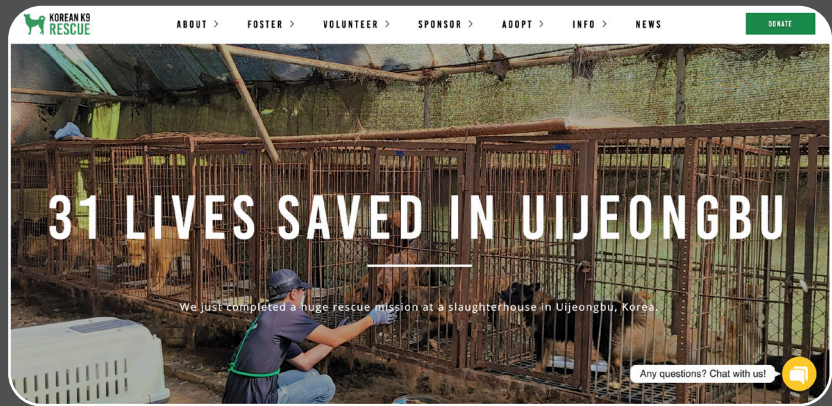


REACHED OVER 50,000 FOLLOWERS ON INSTAGRAM IN MAY 2020

NEW WEBSITE

June 2020

Launched our brand new website with a new design and more visually appealing.



HOWL-O-WEEN PARTY

October 31st, 2020

We hosted a virtual Howl-O-Ween Party! Due to the pandemic, we were unable to have our legendary in person Howl-O-Ween Party so we had to do it virtually! It was a huge success and contestants submitted their doggy costume videos and we raised over \$6.5k in raffle ticket sales! Big Thanks to our alumni and community for their support! Winners of our costume contest were:

- 1st place - Pixi (@erikawithaj)
- 2nd place - Pepe (@dindojjindo)
- 3rd place - Gilly (@gilly_thegoodboy)
- 4th place - Gertie (@_aj.ross_)



LIVE FACILITY TOUR

December 18th, 2020

We hosted our first ever LIVE tour of our facility in Bundang, Korea! Over 300 people RSVP to this historic event where we celebrated the holidays at our facility with over 80 rescue dogs, our rescue partners, volunteers and staff! We raised a whopping \$11,859 and combined with our "Flight 2 Freedom" campaign, raised a combined total of \$73,049 to end a roller coaster of a year on a high note!



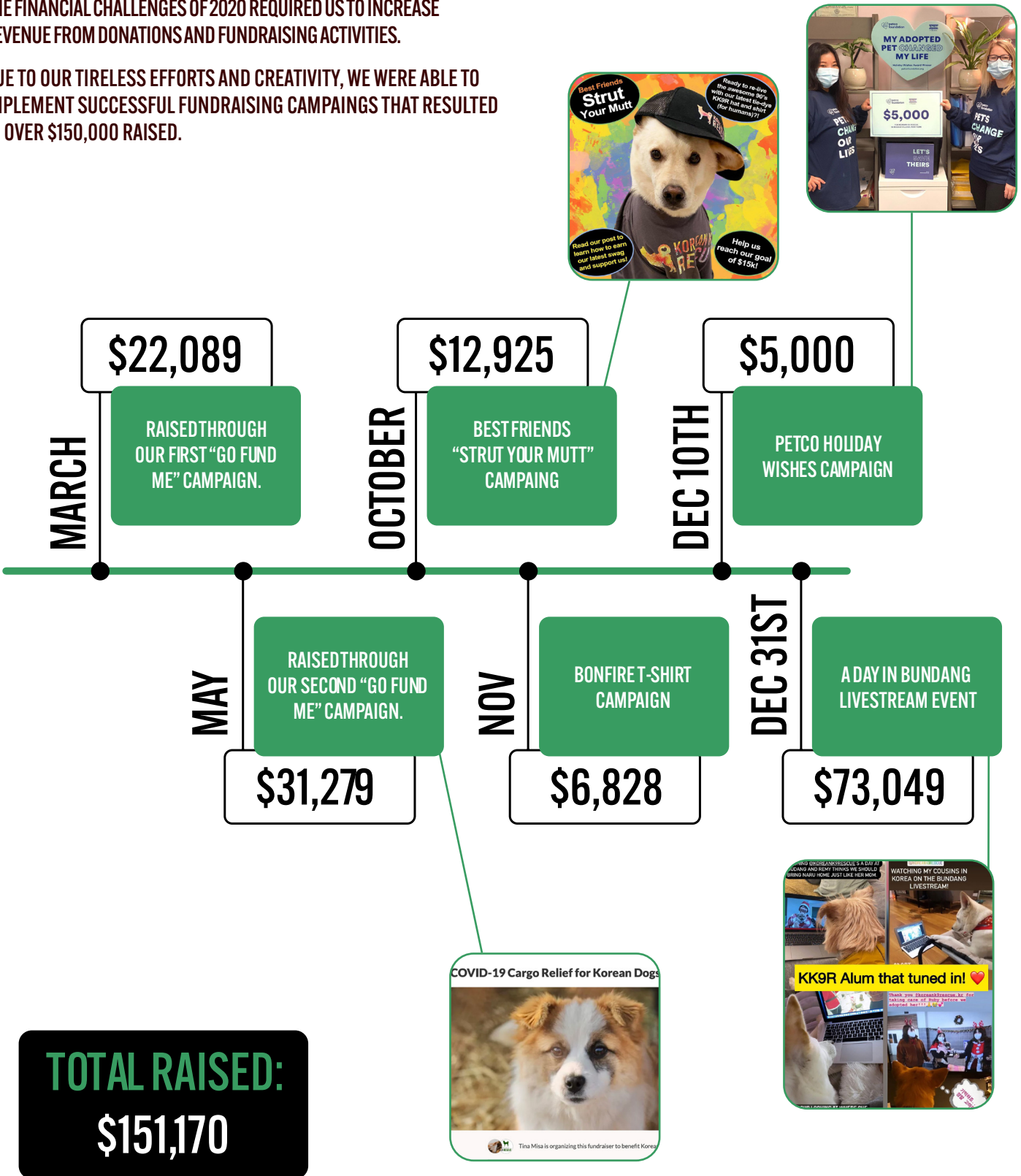
Thank you for making "A Day at Bundang" a success!



OUR FUNDRAISING ACHIEVEMENTS

THE FINANCIAL CHALLENGES OF 2020 REQUIRED US TO INCREASE REVENUE FROM DONATIONS AND FUNDRAISING ACTIVITIES.

DUE TO OUR TIRELESS EFFORTS AND CREATIVITY, WE WERE ABLE TO IMPLEMENT SUCCESSFUL FUNDRAISING CAMPAIGNS THAT RESULTED IN OVER \$150,000 RAISED.



FINANCIAL REPORT

3%
GRANTS AND OTHER INCOME
\$20,647

44.5%
CONTRIBUTIONS
\$304,670

52.5%
ADOPTION FEES
\$359,219

TOTAL REVENUE
\$684,536

3.4%
FUNDRAISING
\$22,132

1%
MANAGEMENT & GENERAL
\$5,749

TOTAL EXPENSES
\$650,647

95.7%
ANIMAL SERVICES
\$622,766

TEAM

Thanks and Acknowledgements

To all the fosters and volunteers, we couldn't have done it without you.

Big thanks to our Fosters, Volunteers, Trainers and Supporters
Partners: Petco Foundation, ASPCA, Best Friends Animal Society, and
Foster Dogs NYC, Fi Dog collar, Raw Dynamic



HAPPY TAILS

From our adoptors





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