



# Annual Report

## 2024/25

May 13, 2025

586 Palwaukee Drive  
Wheeling, IL 60090  
Heartlandanimalshelter.org  
info@heartlandanimalshelter.org  
847-296-6400





# Table of Contents

MESSAGE FROM BOARD PRESIDENT.....	3
MESSAGE FROM EXECUTIVE DIRECTOR.....	4
THE FLOOD .....	5
RESULTS .....	6
STRATEGIC PLAN.....	7
COMMUNITY.....	8
HOME AT LAST.....	9
PEOPLE - STAFF.....	10
PEOPLE - VOLUNTEERS & FOSTERS.....	11
OPERATIONS.....	12
COMMUNICATIONS & MARKETING.....	13
FUNDING.....	14
FINANCIALS.....	15
A TRANSFORMATIONAL GIFT.....	16
MISSION, VISION, & VALUES .....	17





## MESSAGE FROM

C.J. Sultz  
President, Board of Directors

As I'm sure you remember 😊, last year I wrote about our new strategic plan, which launched in 2024 and is the focus of this year's report. We've organized the report around our five strategic goals so everyone can clearly see how our day-to-day operations align with and advance those priorities. (Read more about the goals on page 6)

The board monitors progress on these goals during our meetings, while the staff carries out the work. As you'll see in the pages ahead, despite significant 2024 challenges, we achieved meaningful progress across all goals.

What a year 2024 was—where do I even begin? As we all know, on June 26th, we experienced a catastrophic flood that disrupted our operations for more than seven months. Even though we're finally “back in business,” it's important to reflect on all that happened—and to celebrate the incredible achievements that emerged from this crisis:(read more about the amazing support we received after the flood on page 8)

- We urgently found homes for 101 animals thanks to our amazing fosters, businesses, and other animal shelters.
- Signature Aviation at Chicago Executive Airport offered us a hangar where we set up a temporary shelter and clinic.
- Every aspect of staff activity was reimaged to continue saving animals without a physical shelter: ACAs worked remotely, foster support became central, our medical team set up a temporary clinic, and adopters met our dogs and cats at the airport. Everyone managed the flood of donations.
- The “Noah's Bark” crisis team—comprised of select staff and board members with relevant expertise—met daily (and later biweekly, then weekly) for over seven months to oversee remediation, remodeling, financing, and insurance claims.

This crisis could have been debilitating. We could have halted intake or remained in temporary spaces. But thanks to Jenny's exceptional leadership, we not only survived but are now positioned to thrive. The board deeply appreciates her tireless dedication.

I also want to thank our incredible board, and hope that you will, too: Paige Anderson, Larisa Bazan, Tom Bohn, Amy Downey, John Fairbairn, Scott Hargadon, Andy Kopon, Chris Proesel, Teri Rossi, Suzanne Shapiro, and Sharon Zuiker. And thank YOU!



## MESSAGE FROM Jenny Schlueter Executive Director

Last year, Heartland faced an unprecedented obstacle: a flood that submerged our shelter and damaged almost everything in its path, requiring a seven-month journey to rebuild while working in several temporary bases, including what we lovingly called the "Heartland Hangar" and "The Plaza."

This local crisis unfolded against a backdrop of concerning national trends – increasing numbers of animals entering shelters, coupled with a slowdown in dog adoptions (cat adoptions are up slightly!). Here in Chicago, these pressures are acutely felt, with Chicago Animal Care and Control facing significant overcrowding and a disheartening drop in their animal save rate, which had reached over the crucial 90% "no-kill" threshold between 2018 - 2021. Adding to these difficulties are the soaring costs of veterinary care, which, as highlighted by the New York Times, have risen over 60% in the past decade, impacting both pet owners and the shelters striving to care for animals in need.

Yet, despite this sobering landscape and the significant disruption caused by the flood, Heartland demonstrated remarkable resilience. The dedication of our incredible team, coupled with the unwavering support of our community, enabled us to not only weather the storm, but to achieve significant progress.

In 2024, we increased our intake by 40% and adoptions by nearly 50%, rescuing over 1,200 animals and finding loving forever homes for nearly 1,100. These figures include the 1,204 animals we rescued (788 cats and 416 dogs) and the 1,078 successful adoptions (668 cats and 410 dogs).

Our ability to not just survive but thrive amidst local disaster and national headwinds underscores the profound impact of collective action. Within these pages, you'll witness the tangible results of your compassion – the lives saved, the hope rekindled, and the enduring spirit that defines Heartland.

While we celebrate these achievements, we remain deeply aware of the many animals still awaiting their chances in overcrowded shelters. Your continued support is more vital than ever, enabling us to aid animals in our immediate community and contribute to the broader movement. We were also extremely fortunate to receive a transformational gift that will give us the stability to continue to grow our services sustainably and ensure our organizational longevity. More on that on page 15!

Thank you for being an indispensable part of the Heartland family. The positive feedback on our new facility was truly gratifying. Even amidst last year's upheaval, our mission remained steadfast. The numbers you'll find within this report illustrate what we can accomplish together. We extend our sincere gratitude to everyone who stood by us throughout this challenging year.

With heartfelt gratitude,



# THE FLOOD

On June 26, 2024, a water pipe burst under the shelter, raging through the building and destroying everything in its path and threatening the safety of animals. In the end, two and a half feet of water left the building unusable. For the 101 animals in the shelter and the dedicated people who care for them, everything changed in an instant, and we still feel its repercussions in virtually everything we do.

- **June 26, '24:** The water had not drained when the parking lot quickly became our staging area, complete with portable white boards, rows of cat carriers, and a picnic table where we could work. All animals relocated; Remediation begins same day
- **July 1, '24:** Heartland Animal Shelter relocates to a temporary facility at the Chicago Executive Airport, generously donated by Signature Aviation. This temporary home is affectionately dubbed the "Heartland Hangar."
- **August-September '24:** Planning, permitting, bidding
- **October '24 - February '25:** Rebuilding and improvements
- **December 13:** Heartland moves again, this time to another temporary location in Lynn Plaza, Wheeling.
- **January 16:** Heartland moves back to its newly renovated (and improved!) shelter.
- **February 16:** Heartland celebrates its Grand Reopening at the rebuilt shelter. Over 250 supporters attended this momentous occasion.



## OUR HERO

In the early morning hours of June 26, 2024, Waste Management of Illinois sanitation worker Antun "Tony" Maticic was doing his usual rounds.

Tony, who regularly greeted the shelter cats during his morning rounds, noticed an unusually large number of animals peering from the windows. Upon closer inspection, he discovered two feet of water inside the building, with more rapidly filling the parking lot.

Without hesitation, Tony alerted authorities to the emergency, likely saving many of the animals. In recognition of his selfless actions, Heartland held a thank-you party and proudly presented Tony with its annual BIG HEART AWARD.



# 2024 RESULTS



## INTAKES

### ARRIVALS

1,204

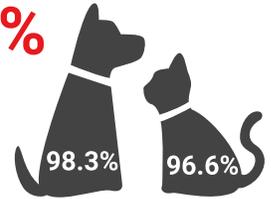


- Total intake up 20% vs. 2023
- Cat intake up 40% vs. 2023
- Dog intake down 4% vs. 2023

## OUTCOMES

### LIVE RELEASE RATE \*\*\*\*

97.7%



### COMMUNITIES & PARTNERSHIPS

CATEGORY	DOGS	CATS	TOTAL	%
Transfer In	328	468	796	66%
Stray	16	207	223	19%
Owner Surrender	11	22	33	3%
Return *	59	42	101	8%
Born in Care	0	27	27	2%

### CATEGORIES

	CATS	DOGS	TOTAL	%
Adoption	668	410	1,078	90%
Transferred Out	15	32	47	4%
Return to owner	18	4	22	2%
Other **	25	7	29	2%

### TRANSFERS

- Illinois 1,058
- Texas 39
- KY/OH (Appalachia) 19
- Arizona 13
- Puerto Rico 12

#### Top partner: CACC 471

- Dogs from CACC: 33%
- Cats from CACC: 44%

### ADOPTIONS

Dog adoptions up 5% versus 2023  
Cat adoptions increased 36% versus 2023

#### Notes:

\*"Returns" include all animals that returned after adoption from Heartland regardless of length of time since adoption.

\*\*Animals "serviced in" counted in intake totals, but not in adoption or transfer outcomes accounting for a small percentage of outcomes.

\*\*\*A few other animals also account for outcomes not represented in the chart (i.e., small animals and wildlife that we help on occasion.

\*\*\*\*Live Release Rate (LRR) = total "live outcomes" divided by total "intake." The category "other" includes died or lost in care and euthanized.



# STRATEGIC PLAN

At Heartland, our passion is to find every dog and cat in our care a safe and loving forever home. Recognizing the power of a clear roadmap, Heartland’s Board of Directors convened a diverse group of stakeholders in 2023 to develop a new Strategic Plan.

This five-point plan incorporates the views of our staff, volunteers, board members, community representatives, volunteers, fosters, and donors. Through in-depth research, survey responses from 284 stakeholders, interviews, and an analysis of our community demographics, we developed a comprehensive “SWOT” (strengths, weaknesses, opportunities, and threats) analysis.

The plan was officially approved on October 17, 2023, and we’re now focused on bringing it to life through a detailed operational plan with metrics for evaluating success. Led by the Executive Director and coordinated with senior staff, the Board closely monitors the implementation through quarterly progress evaluations.



## FUNDING

Ensure long-term financial stability in an increasingly challenging environment

## COMMUNITIES & PARTNERSHIPS

Extend our services by investing more in community and partner-oriented foster and diversion programs



## PEOPLE

Invest in the people who support our operations

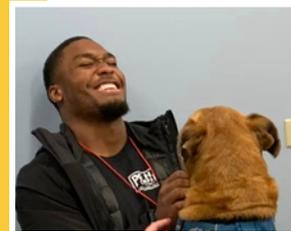


2024-2026



## OPERATIONS

Continuously improve shelter operations



## COMMUNICATIONS & MARKETING

Create and implement effective and consistent communications and branding to all internal and external stakeholders



# COMMUNITY



Heartland is forever grateful for the outpouring of support following the flood. Here are just a few of the people and groups that made it possible for us to keep doing our life-saving work. Some we only learned about months later when they came to drop a check or a donation of food, blankets, and other supplies.

- **FOSTERS** Soon after the flood, our amazing fosters jumped in and welcomed the displaced and scared animals into their homes, making sure they felt safe after a very traumatic day.
- **VOLUNTEERS** Many devoted volunteers helped us empty the flooded building, sort hundreds of pounds of donations, transport pets to new homes and appointments, take home bags and bags of laundry, and assist with adoptions.
- **DONORS** We put out the call for supplies and we got more food, toys, treats, and blankets than we could imagine. Blue Buffalo sent over pallets of food! We ended up needing two PODS to store it all!
- **BUSINESSES** Waldmann Lighting gave us a place to work during the hectic first few days after the flood and provided food storage as well. Weber Flavors stored a huge amount of furniture and administrative items for us. The Chamber of Commerce jumped in to help us find a new temporary home and support us every step of the way.
- **SIGNATURE AVIATION** Signature Aviation at Chicago Executive Airport gave us a large airplane hangar where we set up a temporary base, providing us a place for medical and adoption operations as well as office space.
- **AREA SHELTERS AND RESCUES** Immediately after the flood, Tree House Humane Society, The Anti-Cruelty Society, and Animal Care League transferred dozens of cats into their programs. 4 Paw Luv provided supplies and surgeries.
- **CAT CAFE** Our partnership with The Cat House Cat Lounge & Boutique in Roselle launched in the nick of time and had been instrumental in ensuring we could continue cat adoptions while the shelter was under construction ([thecathouselounge.com](http://thecathouselounge.com)).
- **PET BOARDING** Best Friends Pet Care in Lincolnshire donated an entire wing for our bigger boys, including Abu and Sarge. Staff and volunteers had round-the-clock access to feed and walk them. We also boarded animals at Doggy Days in Round Lake, Meow Chicago, and Waggles Pet Resort.
- **LOCAL GOVERNMENT** The Village of Wheeling, the Palwaukee Business Association, and the Greater Wheeling Area Chamber of Commerce and Industry were all supportive. The Wheeling Police and Fire Departments were first on the scene to help our animals. Public Works also headed over to our building to help. The Village of Prospect Heights worked quickly to inspect and approve our temporary location at the airport, as did the Illinois Department of Agriculture.



# HOME AT LAST

After the floodwaters receded, we were left with the daunting task of making the building habitable. Our immediate priority was clearing out everything below the 2.5-foot waterline – a stark and undeniable mark of the devastation.

As the construction progressed, we resolved to seize this "now or never" opportunity to implement changes that will benefit our animals for years to come. We also worked on creating a welcoming environment for the staff, volunteers, and families eager to open their hearts and homes to a new companion.

#### PHOTOS

Below: The cat lounge adjacent to the cat adoption rooms a bright, multi-use meeting space. Large windows encircle it, letting cats and people watch one another and filling the building with light. Below right: Cats and kittens jump in and out of clear "bubbles" and enjoy watching prospective adopters waving at them from the reception area. Our medical room includes a medical grade curtain to divide the room for surgeries or ISO as needed. Right: Sweet Fleur, now adopted, joined about 250 Heartland fans at our February 16 open house and ribbon-cutting ceremony.





# STAFF



Even as we packed up the shelter and moved to the airport hangar, our staff were determined not to let the flood or anything else impact our goal to save and find forever homes for some of the neediest dogs and cats.

## Medical Staff

Within a day of unpacking a truck full of medical supplies, we saw our first patients at the new “Heartland Hangar Medical Center.”

We even set up areas for ISO and quarantine and treated everything from ringworm to URIs to bone fractures as well as performing surgeries. It was a challenging space, but we made the most of it.

## Program Staff

Within a few hours of setting up a triage area in the parking lot behind Heartland, we were sending animals to fosters and other shelters. By the end of that day, all 101 of the dogs and cats who were at the shelter at the time of the flood were safe.

The staff kept up this level of intensity throughout our seven months of remote operations and made the most of the immense hangar space for doggy playgroups, playtime for cats in the small office space, lots of off-site adoption events, and of course, cool promotional pics with animals and airplanes!

The way our staff and volunteers worked together to successfully carry out our mission during this difficult time is an embodiment of our Culture Expectations which we rolled out in 2023. We can't think of a better way to illustrate that they are alive and well and an important part of our continued success.



## Heartland Staff

- Olga Bernad** - Social Media Coordinator
- Oscar Damaszk** - Animal Care Attendant
- Edie Eiseman** - Business Operations Manager
- Danielle Gordon** - Marketing Manager
- Eric Gordon** - Lead Dog Adoption Liaison
- Carrie Johnson** - Behavior & Enrichment Manager
- Adam Joyce** - Animal Care Attendant
- Natalia Katney** - Animal Care Attendant
- Aurora Leon** - Medical Manager
- Jason McIverney** - Veterinary Technician
- Michelle McKenna** - Programs Assistant
- Jenny Nogle** - Program Coordinator
- Abby Okrsezik** - Lead Animal Care Attendant & Operations Assistant
- Matthew Olson** - Animal Care Attendant
- Amanda Ranallo** - Cat Program Lead
- Emily Reome** - Animal Care Attendant
- Courtney Robinson** - Director of Mission Advancement & Marketing
- Allyson Rosenthal** - Shelter Operations Manager
- Jenny Schlueter** - Executive Director
- Foster Seifert** - Animal Care Attendant
- Mary Wozencraft** - Programs & Community Engagement Manager



Before the flood waters even receded, the call went out, and the response was immediate. Volunteers arrived at the Wheeling parking lot, bringing not just helping hands but also comfort for the displaced animals. This outpouring highlighted a core belief: Heartland's strength lies in its people – staff, volunteers, fosters, and donors.

Heartland's network of 200 foster homes, previously offering mostly temporary care, became critical for the 101 animals. We streamlined our foster onboarding process to get immediate short-term care for the animals as well as pairing people up to co-foster when we needed a longer placement. Fosters became essential partners, coordinating adoption meetings and performing more duties in their home with guidance from staff.

Volunteers were equally vital. They tackled the arduous task of emptying the flooded shelter, salvaging supplies, and sorting hundreds of pounds of donations. Operating without a permanent facility presented immense logistical challenges, which volunteers met by transporting animals to foster homes and vet appointments. In temporary locations, including an airplane hangar and a former phone store, they assisted with everything from cleaning and medication to facilitating adoption events.

Despite the catastrophic disruption, Heartland remarkably increased its animal rescues in 2024. This achievement directly reflects the swift and selfless actions of its fosters and volunteers, who formed the bedrock of the organization's survival and recovery.

When onsite volunteers could return to the shelter in mid-February 2025, we discovered that our fears of losing volunteers due to the long hiatus from our building were unfounded, as we still have approximately 200 active volunteers, the same number that we had prior to the flood.

Heartland recognized their indispensable contribution with appreciation events and additional training. The story of the flood and its aftermath underscores the profound impact of community compassion, demonstrating that one of our biggest strengths is the unwavering dedication of its volunteers and fosters.



# OPERATIONS

A traveling ACA Team, intakes and playgroups in an airplane hangar, ISO and medical treatments in bathrooms, sharing office space with mechanics, and meet and greets in parks, backyards, boarding facilities and wherever else we could make it happen! From late June, 2024 until mid-January, 2025, we took thinking outside the box to a whole other level!

## **Adoptions**

Our biggest adoption partnership by far has been with The Cat House - Cat Cafe and Lounge in Roselle - which was responsible for almost half of our 719 cat adoptions in 2024. We had some great adoptions happen at Meow Chicago as well, including long-term special needs resident, Frank, who is now Meow's official greeter and activities manager at their Schiller Park location!

Heartland also hosted reduced-fee adoption events at PetSmart, Petco, Pet Supplies Plus, and Highland Park Subaru. We also participated in various local and national campaigns:

- Angels with Tails
- Clear the Shelters - NBC Universal Local
- Best Friends National Adoption Weekend
- Empty the Shelters - BISSELL Pet Foundation
- Petco Love - PetSmart Charities
- Subaru Loves Pets
- Chicagoland Humane Coalition's Super Adoption Saturday

We're also expanding our partnerships, launching two new satellite adoption centers in May, 2025, with Noah's Ark Pet Supply in Winnetka and PetSmart Northbrook! Both locations will provide temporary housing for adoptable cats with options for pop-up adoption events for dogs, too!

## **Community Support - Keeping Pets with their People**

Heartland continues to assist community members with their animals. Our goal is always to keep pets in their homes if possible. We found temporary care for several cats and dogs when their families faced insecure housing. Sibling kitties Katja and Finn had been living in a car with their guardian and we cared for them until she got back on her feet. We also helped a former adopter who lost her home and desperately needed a place to stay with her large dog she had adopted several years prior. We paid for an extended stay hotel where she could stay with her dog, giving her the time she needed to find a new home for them. We also supported area residents and other rescue groups by distributing free food and supplies. And we formed a partnering with the Elk Grove Village Food pantry to provide pet supplies for their pantry. We also continue to offer post-adoption behavioral counseling, and hosted four free vaccine and microchip clinics in partnership with Cook County Animal and Rabies Control.

## **Facilities Committee**

Throughout the year, our Facilities Committee got more than they bargained for. on any given year, this group may review estimates for common building repairs or landscaping, but this year, they were intimately involved with the shelter redesign. This team was in almost daily communication for most of the year and continue to work on final punch list items and repairs that couldn't be made during the colder weather.



# COMMUNICATIONS & MARKETING

Heartland's public marketing strategy focuses on increasing awareness and support for our mission among key groups: adopters, volunteers, fosters, donors, and the wider community.

## **Social Media**

The goal of our social media program is to further engage current supporters and expand overall reach.

- Facebook: Approximately 19,000 followers
- Instagram: Around 14,000 followers
- TikTok: Over 2,700 followers

This past year we had several celebrities and influencers share and collaborate with us including Justin Theroux, Jennifer Anniston, and of course local influencers Eric and Joey of Pink Tongue Productions. We plan to focus on growing LinkedIn, X/Twitter, and Threads, as well as our YouTube channel in the coming year.

## **Website**

Our website serves as a central hub for information and community connection ([heartlandanimalshelter.org](http://heartlandanimalshelter.org)). Over the next year, we are planning a redesign of the site with a target relaunch in Summer, 2026.

## **Email**

Over the past year, we upgraded our email marketing system, allowing us to better track communication and results, which is essential in nurturing relationships. Email remains a key strategy for engaging our existing audience. We send regular monthly emails to our constituent list of 7,500 people and supplement these with targeted emails for events and fundraising campaigns.

## **Print Outreach**

Print materials, including our "Heartbeat" newsletter, campaign letters, postcards, and holiday cards, continue to be important for reaching an audience who prefers traditional mail. They are a critical means of support.

## **Media Relations**

Print and video media are vital for broadening our reach. The impact of traditional media was clearly demonstrated following the flood. We secured dozens of stories including six live local TV segments which resulted in a significant outpouring of support and donations. Notably, ABC7 news anchor Rob Hughes did a feature story and a follow-up at the Hangar, and was the emcee of our 2024 Golden Paw Gala.

## **Events and Outreach**

In the aftermath of the flood, we maintained our regular event schedule and even added more off-site adoption events. The flood impacted our ability to host a Giving Tuesday event at our shelter. Instead, we did a number of segments from CACC, and garnered even more interest and donations than usual.

## **Internal Communications**

Our internal communication strategy for staff, volunteers/fosters, and the Board include Facebook groups for volunteers, monthly meetings and team-building events. The primary tool for communicating with volunteers and fosters is a weekly email newsletter, which has more than 590 subscribers.



# FUNDING

## FY 24/25 YEAR IN REVIEW

This was a landmark fiscal year for Heartland, defined by generosity, community spirit, and transformative giving. When we created our FY 24-25 budget, of course we did not know that a flood would significantly impact our revenues and expenses, but thankfully, we are on track to surpass our original profit goal, even before the addition of other unforeseen gifts from our community. Thanks to the unwavering support of our donors, we raised over \$500,000 for the Heartland Flood Relief Fund. This vital funding enabled us to launch shelter renovations without delay—bridging the gap before insurance support arrived—and allowed us to resume essential services sooner. Just as significantly, this campaign welcomed 3,200 first-time donors into the Heartland community, expanding the circle of compassion that sustains our mission

One of the year’s most memorable moments came during the Golden Paw Gala. Under the dynamic leadership of Event Chair Liz Goldberg, the evening surpassed all expectations, raising a record-breaking \$155,000. The energy and enthusiasm carried into the holiday season, with Giving Tuesday alone generating nearly \$70,000. Combined with the Holiday Appeal, which brought in an additional \$27,649, our year-end efforts culminated in nearly \$100,000 raised to support animals in need during the coldest months.

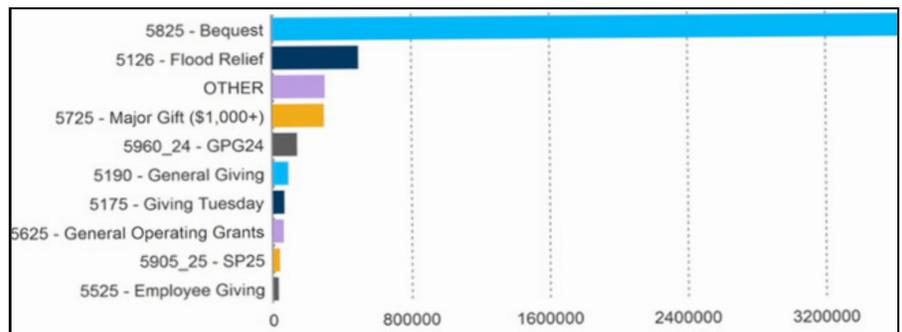
Amid the momentum and celebration, this fiscal year also brought a poignant chapter. This past summer, we were deeply moved by the news of the unexpected passing of longtime advocate, adopter, and friend, Sara L. Adler. In a final act of extraordinary kindness, Sara left Heartland a nearly **\$5.9 million** endowment—a gift that not only honors her legacy, but will shape the future of our shelter for generations to come. Read more about Sara and her amazing gift on the next page.

### LOOKING AHEAD

As we reflect on a year of remarkable milestones and deeply meaningful generosity, we carry that momentum with us into the future. The success of this fiscal year has laid the groundwork for bold next steps. In the year ahead, we are expanding our Mission Advancement Team to deepen our impact and strengthen our outreach. With 3,200 new donors joining the Heartland family, we see an exciting opportunity to build lasting relationships—nurturing these new supporters while reengaging those whose involvement has waned.

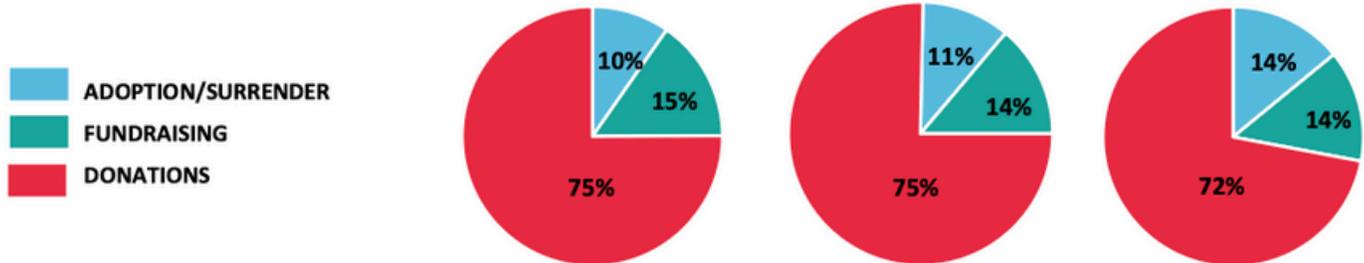
Central to this effort is the highly anticipated relaunch of our donor membership program, Heartland Heroes. This revitalized membership program will offer supporters ongoing ways to stay connected, informed, and inspired by the work their monthly gifts make possible.

This year also reminded us of the enduring power of legacy giving. Sara L. Adler’s extraordinary \$5.8 million endowment gift not only honored her lifelong commitment to animal welfare, it illuminated what is possible when someone chooses to make Heartland part of their legacy. In the coming months, we will be placing renewed focus on identifying and stewarding others who may wish to include Heartland in their estate plans. By cultivating meaningful donor experiences at every stage of giving, we are building a sustainable future—one where Sara’s spirit, and the spirit of all our supporters, continues to shape the lives of animals for generations to come.

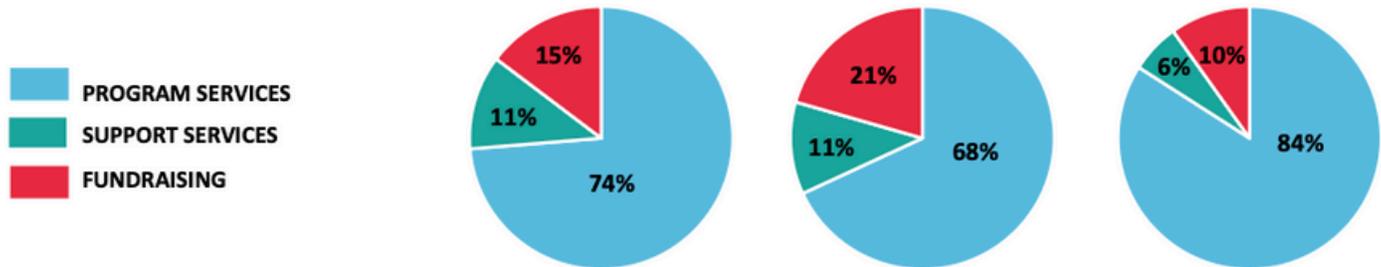


# TREASURER REPORT (based on fiscal year)

	843 adoptions <b>**AS OF 4/30/25 6/1/24-5/31/25</b>	960 adoptions Audit Not Complete 6/1/23-5/31/24	885 adoptions Audited 6/1/22-5/31/23
<b>REVENUE AND SUPPORT</b>			
Adoption/Surrender Fees	\$137,895	\$152,495	\$145,039
Fundraising	\$216,855	\$193,846	\$143,464
Donations	\$1,069,564	\$1,055,336	\$741,341
<b>Total Revenue</b>	<b>\$1,424,314</b>	<b>\$1,401,677</b>	<b>\$1,029,844</b>



<b>EXPENSES</b>			
Program Services	\$912,506	\$863,741	\$917,308
Support Services	\$143,869	\$143,560	\$66,384
Fundraising	\$182,106	\$261,082	\$107,844
<b>Total Expenses</b>	<b>\$1,238,481</b>	<b>\$1,268,383</b>	<b>\$1,091,536</b>



Program Services include: wages (70%), animal care expenses, operations/occupancy, etc.

Support Services include: wages (15%), accounting/legal fees, administrative expenses, etc.

Fundraising includes: wages (15%), fundraising costs, etc.

For further details on what is included in these expenses, please see our annual financial statements.

<b>NET ASSETS</b>			
Beginning Of Fiscal Year	\$1,826,950	\$1,583,859	\$1,645,551
End Of Fiscal Year	\$7,632,183	\$1,826,950	\$1,583,859
<b>LIABILITIES</b>			
Current Liabilities	\$93,401	\$51,380	\$85,339
Long Term Liabilities	\$447,351	\$460,542	\$474,463
<b>CASH BALANCE</b>	<b>\$401,626</b>	<b>\$125,071</b>	<b>\$156,495</b>
<b>FAIR VALUE INVESTMENTS</b>	<b>\$6,423,972</b>	<b>\$845,648</b>	<b>\$418,739</b>
<b>TOTAL CASH &amp; INVESTMENTS</b>	<b>\$6,825,598</b>	<b>\$970,719</b>	<b>\$575,234</b>

A copy of the organizations's Form 990 is on file at 586 Palwaukee Drive, Wheeling, IL.

\*\* Amounts for FY 2024-2025 are unaudited figures as of 4/30/25.

\*\* Amounts for FY 2023-2024 are unaudited figures as of 5/31/24.



## *Transformational Gift for the Future of Heartland Animal Shelter*

We are honored and deeply grateful to announce a remarkable \$5.8 million planned gift from longtime supporter and animal advocate, Sara L. Adler, to Heartland, upon her passing.

Sara's extraordinary generosity—the largest gift in our history—reflects her deep love for animals and her unwavering belief in Heartland's mission. This transformational gift will establish The Sara L. Adler Legacy Endowment, a permanent fund that will provide a reliable, ongoing source of income to support Heartland's lifesaving work for decades to come.

This endowment ensures that Sara's legacy of compassion will live on, allowing us to plan boldly for the future. Guided by our strategic plan, we will expand our partnerships, invest in the people who support our operations, grow our programs, and protect countless animals for generations.

While this gift lays a strong foundation for the future, our present-day work remains urgent. Every day, animals arrive at our doors in need of shelter, medical care, and love. To meet these needs, we continue to rely on the ongoing support of our community for our daily operations so that Sara's gift can work for our future.

Our present donors' support fuels the work that happens right now—rescuing animals, finding them loving homes, and giving them a second chance.

Sara's incredible commitment shows what's possible when one person's vision is matched with action. We invite you to honor her legacy by continuing to stand with Heartland and the animals we serve.



Sara at Heartland's  
2023 Golden Paw Gala



Sara's pets Nermal, Petey, Anjie and Zorro  
inspired her to support Heartland



# Mission, Vision, & Values

## OUR MISSION

Heartland Animal Shelter provides excellent care to the most vulnerable dogs and cats until we find them good homes. Through progressive programs, outreach, and collaborative partnerships, we also work to keep all companion animals with their families.

## OUR VISION

Heartland is building a humane community where pets and people thrive together in Chicagoland and beyond.

## OUR VALUES

- **Compassionate:** We are compassionate members of our community who equally value serving our animal friends and their human guardians.
- **Community-oriented:** We believe in cultivating a community-oriented approach with our stakeholders to provide a network of support, resources, and advocacy for homeless pets in need.
- **Respectful:** We hold the value of respect as a cornerstone of our mission, ensuring that every interaction with our animals, staff, volunteers, and community reflects a deep consideration for the dignity and worth of all.
- **Collaborative:** We work together and learn from each other to make Heartland the best it can be. We collaborate, listen, share ideas, and give/receive feedback in the spirit of continuous improvement.
- **Safe:** We are committed to fostering a safe and fear-free environment for animals and humans alike. We model safe handling and minimize anxiety with humane and respectful treatment of the animals in our care.
- **Trustworthy:** We create a foundation of trust by being transparent and accountable to all stakeholders. We honor our commitments and support one another with empathy and honesty.
- **Integrity:** Our decisions, practices, and policies are shaped by the unwavering commitment to do what is right and ethical.