



Annual Report 2010

A Message from the President

As 2010 ends, the House Rabbit Network has finished another successful year. I'm amazed to see how we have evolved and grown over the eleven years we have been in existence. We started as a small group of people who just wanted to rescue rabbits and spread the word about the wonderful creatures they are, and the care that they need. Over the years both our organization and website have become nationally known. We regularly publish our newsletters, run many education events, capture stray rabbits, provide rehabilitation and more! We have a growing base of volunteers and supporters that make it all possible and I personally want to give a heartfelt thanks to everyone involved. Without your support we would not have accomplished what we have. Together, we are making a difference for the rabbits.

Looking forward to a successful 2011,

Suzanne Trayhan
President, House Rabbit Network.

2010 Year In Review

The House Rabbit Network started off 2010 by celebrating our tenth anniversary! Approximately a hundred people celebrated with laughter at the Giggles comedy club. We presented a slideshow of adopted rabbits, and raised over \$1628. In the spring we held our annual Yankee Candle fundraiser.

Over the course of the year we captured seven stray rabbits in several different towns. These rescues are always an adventure. Some of them, such as Inara, are very simple with friendly bunnies that really want to be captured. Others are more work! 2010 was also the year of the Great Angora Rescue. Over 160 rabbits were removed from a home in Canada. We assisted with moving about 75 of these rabbits into various rescues in the northeast. HRN took in several of the rabbits and provided medical care for the ones that were ill.

During the year we increased our foster homes to almost 30, expanding further north into New Hampshire and south down to the cape. Aside from our multiple locations in the Boston area, we have rabbits in Burlington Vermont, Plymouth NH, Unity NH, Amherst MA and Mashpee MA.

We had many adoptions and it was extra nice to see some long term foster buns adopted too! Chanel and Cashmere, Patience and Sam, Livy, MacKenzie, Harold, Peach and Shimmer were some of our long term foster buns that were adopted! We even found a home for six year old Violet!

The foster rabbits also provided some interesting medical cases during the year. It started in January with Twilight, who had a mysterious neck ailment. Luckily for Twilight, he recovered and is now healthy, happy and has been adopted into a wonderful home. The doctors were stumped, and never figured out what was wrong with him. Over the summer, Stella had a uterine prolapse which required emergency surgery at

Angell. She also recovered and has a great home! We also had our share of abscesses too.

With summer came our annual Summer Bunny Bash, this year hosted by Emily in Waltham. HRN volunteers and friends were able to meet, trade bunny stories and enjoy some good food together. We gave out our annual volunteer awards. Our 2010 recipients were Katie Kelly for Hotline Volunteer of the Year and Jean Player for Bunny Boarder of the Year.

During the fall we had our annual Flatbread fundraiser. It was a crowded night with a couple hundred people attending. We had many wonderful, supportive corporations that made donations to our auction resulting in great prizes for our attendees, and HRN raising almost \$3300.

The year ended on a high note with HRN winning another grant from Oxbow! We received \$1000 in cash and \$1000 in product. Thank you Oxbow!

House Rabbit Network, Inc.
Profit & Loss
 January through December 2010

	Jan - Dec 10
Ordinary Income/Expense	
Income	
4 · Contributed support	
4005 · Adoptions	10,090.00
4008 · Sponsorships	3,814.96
4010 · Indiv/business contribution	9,501.56
4120 · Donated other serv - non-GAAP	3,283.75
4210 · Corporate/business grants	1,000.00
4420 · Affiliated organization revenue	127.75
4430 · Fundraising agencies revenue	144.78
4 · Contributed support - Other	28.90
Total 4 · Contributed support	27,991.70
5 · Earned revenues	
5150 · Program-related sales - other	3,652.59
5210 · Membership dues - individuals	5,588.76
5310 · Interest-savings/short-term inv	1,179.00
5490 · Miscellaneous revenue	25.53
Total 5 · Earned revenues	10,445.88
Total Income	38,437.58
Expense	
7500 · Other personnel expenses	
7510 · Fundraising fees	995.35
7540 · Professional fees - other	1,834.37
Total 7500 · Other personnel expenses	2,829.72
8100 · Non-personnel expenses	
8105 · Veterinary Expense	11,597.48
8110 · Supplies	4,169.87
8130 · Telephone & telecommunications	946.74
8150 · Mailing services	72.00
8170 · Printing & copying	1,252.14
8190 · In-house publications	68.00
Total 8100 · Non-personnel expenses	18,106.23
8300 · Travel & meetings expenses	
8320 · Conference,convention,meeting	150.00
Total 8300 · Travel & meetings expenses	150.00
8500 · Misc expenses	
8515 · Bank Charges	90.00
8591 · PayPal	51.67
Total 8500 · Misc expenses	141.67
8600 · Business expenses	
8650 · Taxes - other	130.50
Total 8600 · Business expenses	130.50
Total Expense	21,358.12
Net Ordinary Income	17,079.46
Net Income	17,079.46

Adoptions and Intakes

During 2010 we placed 145 rabbits into good, indoor homes. We took in 148 rabbits; 6 rabbits were returned. There were 5 sanctuary rabbits, and sadly 13 rabbits passed away in foster care.

Education Events

27 Education Events were held in 2010, including the Tufts Open House, Pet Rock and the Boston Vegetarian Festival!

House Rabbit Network Programs and Descriptions

The House Rabbit Network excels in promoting rabbit education and rescue. Our education program is aimed at helping current rabbit guardians take the best possible care of their companions. We have expanded our reach into the community trying to educate people who may not have known about rabbit rescue and resources for information, and encouraging people to think twice before getting a pet. Our adoption and rescue program concentrates on helping shelters, capturing strays, providing any medical or behavioral care needed, and placing the rabbits into good, loving, indoor homes. Below are descriptions of several of our programs.

Adoptions: All of our rabbits for adoption are advertised on our web site. Prospective homes are carefully screened to make sure they understand the proper way to care for a rabbit, provide the necessary veterinary care, and house the rabbit indoors. We encourage people to think carefully before adopting and work with them to choose the right rabbit for their home. We average about 151 rabbits per year placed into indoor homes. Two years ago we started taking videos of our rabbits, which is a great way to show their personalities to prospective homes who are researching online.

Shelter Support: We regularly work with local shelters, assisting with questions they may have about rabbits and taking in some of their bunnies. The rabbits we take in are both excess due to volume and rabbits with behavior or medical needs. We have successfully treated many rabbits for medical problems and placed them for adoption.

Strays: We get many phone calls and emails each year about stray domestic rabbits. When a stray rabbit call comes in, a volunteer will gather information (location, sightings, number of rabbits) to assess the situation. Sometimes the rabbits are so tame we can just pick them up, while other times we need to stake out the rabbits and try to corral them into exercise pens. We now have many experienced volunteers who are quite skilled at capturing loose rabbits. After capture we look them over to determine sex, age and health. Many may have minor medical issues such as coccidia, mites and sore hocks and some have more serious problems. They all receive the appropriate veterinary care and when healthy placed up for adoption.

Rehabilitation: Our rehabilitation program is aimed at providing medical care for our rabbits and any socialization/behavior modification that might be needed. Some of the strays and shelter rabbits have needed medical treatment. This past year our rabbits had surgeries for maloccluded incisors, abscesses, and a uterine prolapse. In addition we had many cases of coccidia, sore hocks and mites. **We have never made a medical decision based on cost.** Several shy and aggressive rabbits were socialized to make them more adoptable.

Website: Our web site has been an amazing educational tool. With over 80 articles on rabbit behavior and care, the Rabbits for Dummies book list us as one of the top ten rabbit websites. If you do a Google search on “House Rabbit” we are the third site listed. We have reached many people with a diverse collection of articles such as basic care, bonding, aggressive rabbits, choosing a good pellet, holiday safety, crocks versus water bottles and lots more. New articles are added to our library after each newsletter is published. Our website also features all of our

rabbits available for adoption. We make sure our information is current and include features such as the Bun of the Month to encourage people to visit on a regular basis. Our blog has been a great draw to our site, allowing us to keep people informed about rescues we are doing, different rabbits for adoption and medical care that some rabbits are receiving.

Education Events: We regularly staff education booths at a combination of stores, fairs and festivals. We strive for a variety of locations to reach as large an audience as possible. This includes local pet stores, other stores such as Starbucks, and high attendance events like the Boston Vegetarian Festival and PetRock. In addition, we always participate in the Tufts Open House, which is not only attended by the public, but introduces veterinary students to the House Rabbit Network.

Newsletters and Email Bulletin: We have consistently published three newsletters each year. Our news team gathers diverse articles to cover a variety of health, care, outreach and success stories. We feature rabbits for adoption, fundraisers, education events, grants and other newsworthy items. In order to reach a broader audience and communicate with our supporters in a timely manner, we introduced an email list where we can send out a monthly bulletin. This bulletin is approximately one page long and contains brief tidbits of information, a featured rabbit for adoption and current newsworthy events such as fundraisers, upcoming education events, recent press or grants. We feel these programs are a great way to create a bond between the rabbit caregivers and ourselves, paving the way for future education.

Facebook: In December 2009 we opened a Facebook page, and it has been far more successful than we could have realized! Within 8 months we hit 1000 fans and regularly post about adoptions, adoptable buns, fundraisers, rabbit transports needed, and sponsorships of rabbits. It has really enabled us to interact with our support base on a much different level.

Email and Hotline: The House Rabbit Network operates both a phone line and email account where the public can ask us questions. Our volunteers are prompt with their responses to assist rabbit guardians. We answer questions ranging from spay/neuter concerns, bonding, stasis, surprise litters, wild baby rabbits and more. We direct wild rabbit questions to a local rehabilitator with whom we have established a strong relationship. We keep a national rehabilitator handy for calls outside our geographic area.