



2024

Annual Impact Report



Alliance of Therapy Dogs

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Caring people & sweet dogs.



We are an international registry of certified therapy dog teams. At ATD, we provide testing, certification, registration, support, and insurance for Members who volunteer with their dogs in animal-assisted activities. Our objective is to form a network of caring individuals and their special dogs who are willing to share smiles and joy with people, young and old alike.



ATD President's message



Dear ATD Members,

Welcome! This Annual Impact Report offers important details about ATD's impact in the last year, as well as changes made that help further ATD's mission to continue sharing smiles and joy. Here are just some of the highlights from the past year:

- Kim Williams stepped down as President at the end of June 2024.
- As of July 1, 2024, I was elected to the role.
- We lost multiple Directors throughout the year.
- We have added 3 Directors in the Spring of 2024 and then added 6 more at the end of the year.
- Former Director Monica Callahan was hired as ATD's Education and Marketing and Manager.
- Long-time ATD Graphic Designer Stacy Schultz-Bisset retired, and Courtney Roberts took over her role.
- A fresh and updated look for our Handbooks and documents.

Amid all this change, one positive thing we have seen since the COVID-19 pandemic is growth. ATD's current membership is over 19,000. We had dropped to below 15,000 members at one point.

However, with growth comes more expense. Yes, more Members means more income. But with more Members, ATD also incurs more cost for insurance and more costs to process and maintain ATD's memberships.

With ATD's growth, we have added and will likely need to add more staff in the next few years. When you add staff, you also need more space for them, too. As of February 1, we will be moving into a larger office space in Cheyenne, Wyoming.

And as I'm sure everyone is aware; everything just costs more. To help with rising costs, at the past Annual Board Meeting in July 2024, the Board of Directors voted to increase dues as of January 2025:

- Single annual membership goes from \$30 to \$35.
- A new member processing fee goes from \$15 to \$20.
- An additional same household handler or dog goes from \$10 to \$15, as of January 2025.
- The supporting membership will not change, staying at \$20.

Know that these decisions weren't easy to make. ATD has not raised the annual membership fee since 2008.

In addition to addressing change during the Annual Board Meeting in July, the Board confirmed that education is a priority.

- Education for our Members.
- Education for our Tester/Observers.
- Education for the Board and the Office.

Everyone learns in different ways. Thus, ATD will continue to educate in various way - email blasts, short tidbit topics, prerecorded videos, live webinars, and printed documents, to name a few.

We regularly hear Members ask why. Why did that rule change? Why didn't that rule change? As part of the education, we are going to explain why. Know that every ATD Rule and Regulation has a why. They are there and were put into place for a reason. At the base of them all, they're there to keep all our teams and the people we visit safe while sharing smiles and joy.

With change and growth, we need a plan. That plan is in the works.

I'm excited to see what the next couple of years bring to ATD. I know there will be change - there already has been. However, I believe we have the right team at the right time. The one thing I don't see changing is the wonderful people and dogs who make ATD the wonderful organization it has been, is and will continue to be.

Sincerely,

Don Vaughan

President
Alliance of Therapy Dogs



"The woman hugged Daisy, and then began to sob. She held onto Daisy gently and cried for a while. When she finally spoke, she told them she'd been having a rough week and that Daisy was exactly what she needed."

- Whitney Romine, Mayo Clinic Rochester
Team: John & Daisy

311,890

Logged Visits

19,451 **6**

Total Members

Full Time ATD Employees
(4 in-office and 2 remote)

18,437

Registered Handlers

15

Board Members

1,014

Supporting Members

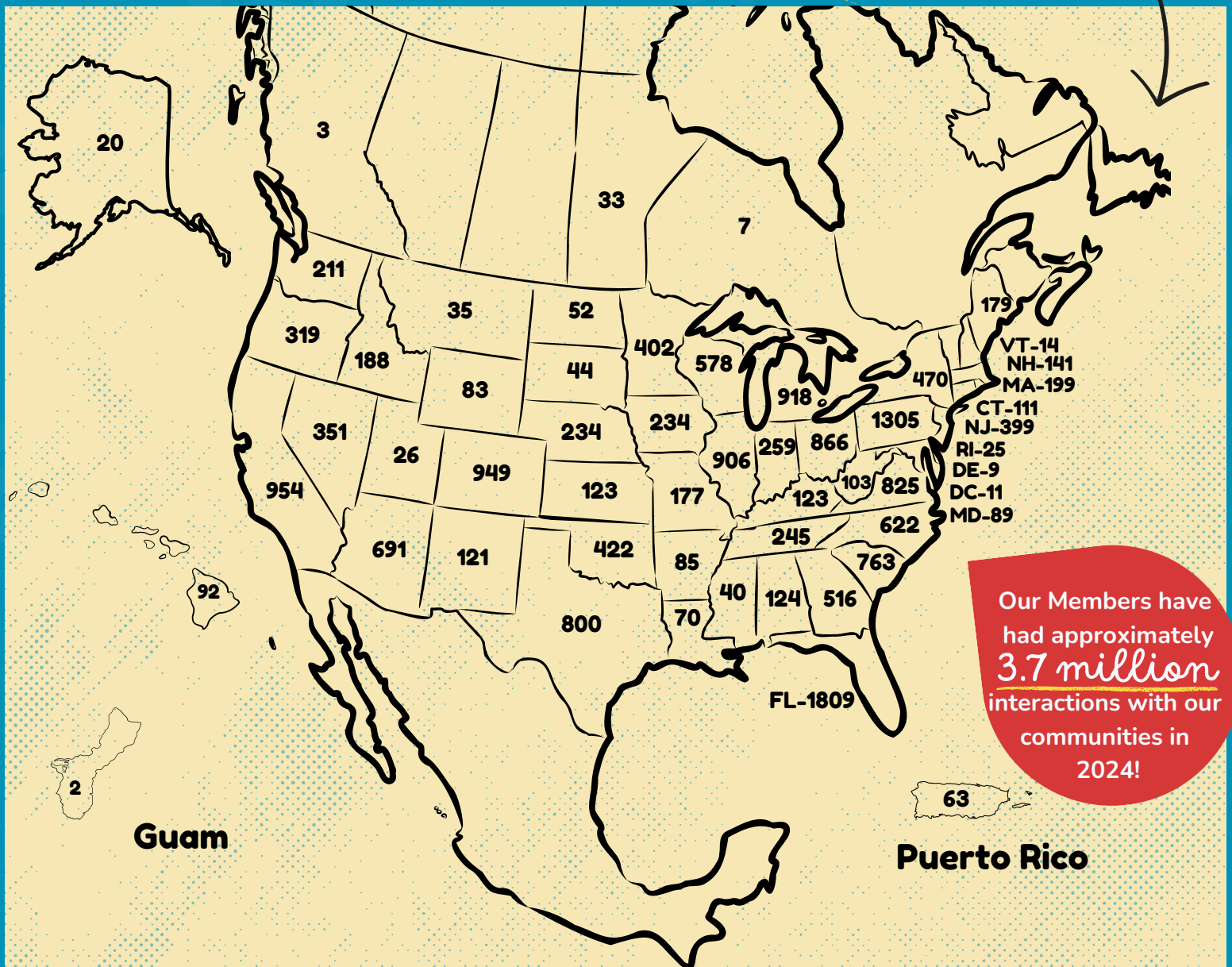
711

171

Junior Handlers

Tester/Observers

Where Can You Find Us?



Our Members have had approximately **3.7 million** interactions with our communities in 2024!

If you need us, we'll be there

Alliance of Therapy Dogs teams
are currently visiting...

- Nursing Homes
- Hospice
- Assisted Living
- Hospitals
- Physical Therapy Offices
- Dentist Offices
- Fire Departments
- Police Departments
- Dispatch Centers
- EMS Stations
- Funeral Homes
- Military Bases
- Military Schools
- VA Facilities
- Peer Support Groups
- Grief Counseling
- Colleges
- Schools
- Libraries
- Airports
- Sports Events
- Competitions
- Court Rooms
- Crisis Response Situations
- Business Offices
- Detention Centers
- Prisons
- and more!



Outstanding
Member 2024

Spring 2024

ATD funded \$10,000 in scholarships for students attending college or technical school. Congratulations to Evelyn Cunningham, Monica Burnsucesco, Charlotte McDonald, Miranda Rivenbark, and Andrew Schanle for being chosen.

Summer 2024

Summer was busy welcoming Don Vaughan as the new ATD Board President, hosting the Annual Board Meeting in Cheyenne, WY, and hiring our first Digital Marketing Manager.

Autumn 2024

ATD attended the 2024 Association of Professional Dog Trainers (APDT) Conference as a sponsor. We provided therapy dogs for the exhibit hall attendees and spoke with many dog trainers about our nonprofit.

Winter 2024

The ATD Board of Directors voted to raise dues by \$5 due to an increase in insurance costs. The 2024 Outstanding Member was chosen. Congratulations to Forrest and Pat Hamilton for being chosen as the 2024 Outstanding Member!

Statement of Financial Position

Fiscal Year: July 2023-June 2024

ASSETS

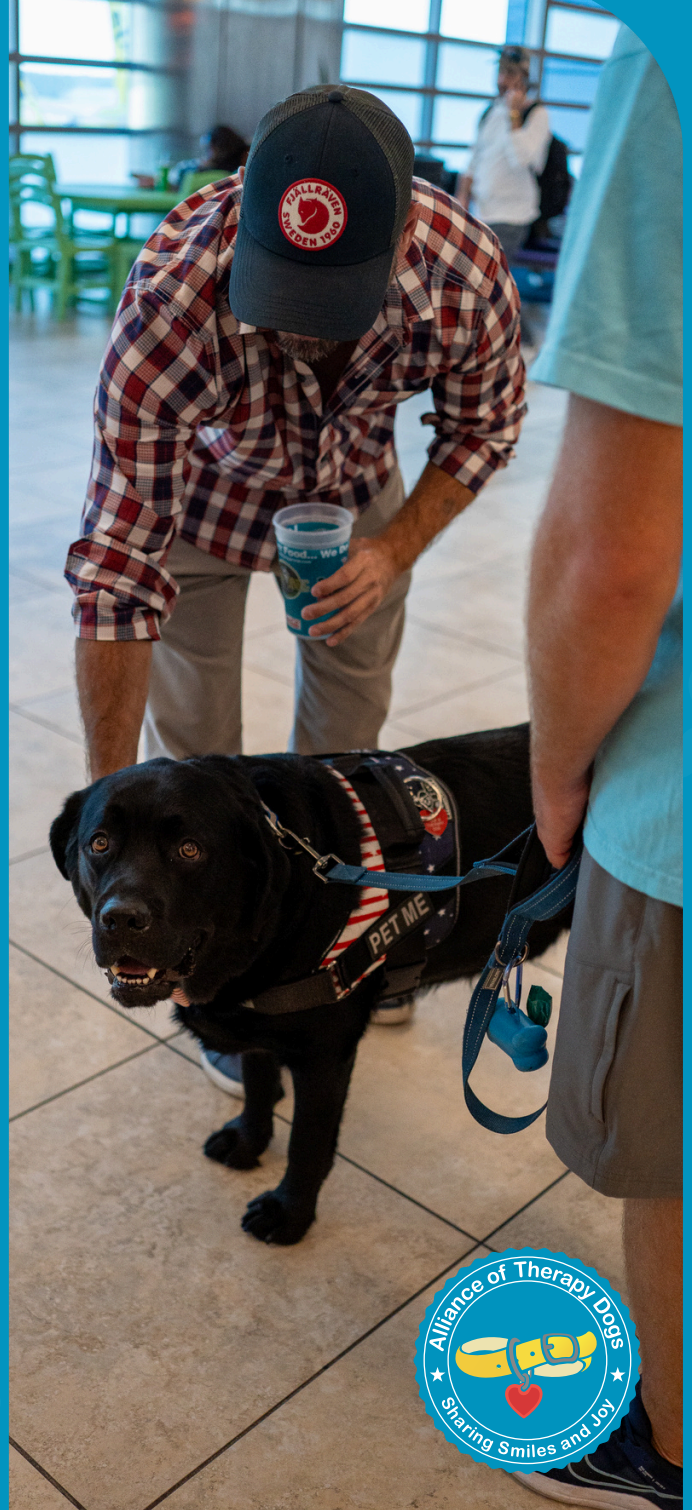
Current Total	\$734,381.72
Fixed Assets	\$173,442.65
Community Foundation Endowment	\$57,021.23
<u>Total Assets</u>	\$964,845.60

LIABILITIES & EQUITY

Credit Cards	\$1,922.68
Other Current Liabilities	\$2,753.27
Total Current Liabilities	\$4,675.95
Equity	\$960,169.65

TOTAL LIABILITIES & EQUITY

\$964,845.60



Funding Summary

\$536,867.25	\$143,938.54	\$92,205.00
Membership Dues	Donations	Processing & Late Fees

Expense Summary

\$220,987.00	\$155,078.00	\$74,248.00
Salaries & Wages	Insurance	Shipping & Postage

We'd like to thank all our donors for their generous support!



More about our endowment fund

Alliance of Therapy Dogs consciously keeps its focus on the mission to provide testing, certification, registration, support and insurance for Members who volunteer with their dogs in animal-assisted activities. As an organization, our goal is not fundraising, as we never want individuals to feel ATD is more interested in money than the volunteer work our Members do in their communities. However, the organization needs to be responsible with its donor dollars and invest in the future. With these goals in mind, in 2022, the ATD Board of Directors approved and established an endowment to ensure that ATD will have the foundation and funds to continue to support its volunteers for another 30 years.

Endowments are designed to protect and grow a principal over time. With the help of our generous donors we have been able to grow the \$20,000 of seeded investment money into an endowment of just over \$61,000 by the close of 2024. Each year, a portion of the income from the fund is distributed to ATD for programmatic and operational support. Over the years, the distribution will grow, providing an additional revenue stream for the organization and helping to diversify our funding sources.

Thank you to our donors, both large and small!
Every penny makes a difference!