



MABLE'S MISSION

# Impact Report

2025

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# Introduction

Mable's Mission is a foster-based nonprofit dog rescue dedicated to giving dogs a second chance at life. We focus on dogs most at risk, including strays, injured dogs, and those facing euthanasia due to medical or behavioral challenges.

In 2025, Mable's Mission shifted a greater portion of its efforts toward rescuing stray dogs requiring immediate intervention. This strategic shift resulted in increased veterinary expenditures, including emergency care, diagnostics, surgeries, vaccinations, and ongoing medical treatment. While operational costs rose, this approach allowed us to reduce suffering, stabilize dogs sooner, and prevent re-entry into the shelter system.

This impact report outlines our 2025 outcomes, financial allocation, and lifesaving efforts. It reflects our commitment to responsible growth, transparent stewardship, and ensuring that every dog in our care is given the opportunity for a healthy and stable future.

# Our Story So Far

## Our Mission

We believe in creating a compassionate community that values and cares for every dog. Every dog deserves love, dignity, and a chance to thrive, no matter their past.

We are dedicated to giving shelter and stray dogs a second chance at life. By rescuing those at risk of euthanasia or abandonment, providing comprehensive care and rehabilitation, and finding them loving forever homes, we strive to be a beacon of hope for dogs in need.

Through advocacy, education, and collaboration, we are building a network of support for these animals. Together, we aim to inspire a world where every dog is cherished, every wagging tail is celebrated, and second chances are always within reach.

## Our Purpose

At Mable's Mission, our purpose is to save and transform the lives of shelter dogs while building a compassionate and informed community. We are committed to reducing Florida's dog euthanasia rate by rescuing dogs at risk, providing rehabilitation, and advocating for adoption.

Through education, we aim to raise awareness of the struggles shelter dogs face, challenge harmful breed stereotypes, and inspire others to see every dog's potential. Together, we are creating a world where no dog is left behind and every life is valued. This is our purpose. This is Mable's Mission.

Increase of dogs  
saved from 2024

14%



# Our 2025 Goals

1

## Raise Awareness

Educate the community about the struggles faced by shelter and rescue dogs, promote responsible pet ownership, and challenge misconceptions about breeds and adoption.

2

## Save More Lives

Rescue and rehabilitate more dogs than we did in 2024, providing them with the care and second chances they deserve.

3

## Expand Our Foster Network

Grow our foster network to ensure more dogs can transition from shelters to loving temporary homes on their way to forever families.

4

## Grow Our Team

Grow our leadership and volunteer team, with a focus on lead roles and coordinators, allowing the organization to help more dogs without compromising quality of care.

# Our 2025 Strategy

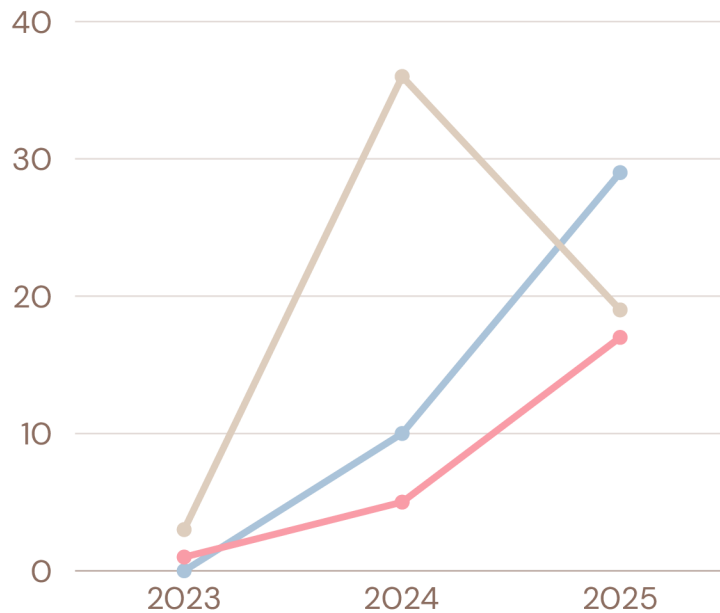
In 2025, Mable's Mission focused on expanding our impact and strengthening our efforts to save more dogs. Our strategy revolves around four key pillars:

1. Increasing Fundraising Efforts and Community Events
2. Enhancing Education and Advocacy Through Social Media
3. Increasing Rescue Efforts
4. Reducing Surrender Rates

INITIATIVES	DETAILS	OUTCOME
Increased Online Fundraising	Online fundraising was expanded through dog-specific campaigns and an online auction.	<ul style="list-style-type: none"><li>• Raised more money for vet bills and surgeries</li></ul>
Better Storytelling through Social Media	Storytelling on social media was strengthened to better communicate impact and drive engagement	<ul style="list-style-type: none"><li>• Grew our FB following by 1.6k and our IG by 1.1k</li></ul>
Increased In-Person Event Frequency	In-person fundraising and community events were increased to support sustainable growth	<ul style="list-style-type: none"><li>• Stronger community feel</li></ul>
Launch Puppy Training Program	Puppy training program to decrease puppy surrender rate	<ul style="list-style-type: none"><li>• Adopters have more support</li></ul>

# Dogs Saved in 2025

Compared to 2023 and 2024



19

Dogs Saved From  
Death Row/Shelters

29

Dogs Saved From the  
Streets

17

Surrenders or Neglect  
Cases Received

This year, we proudly rescued 65 dogs, each with a unique story and a second chance at life.

- 19 dogs were saved from death row or shelters/refuges, many pulled just in time to avoid euthanasia or severe decline.
- 29 dogs were rescued from the streets, given the safety, medical care, and love they desperately needed.
- 17 dogs came to us through surrenders or neglect cases, where we stepped in to ensure they received the care and compassion they deserved.
- 13 dogs were born into the rescue, after their mothers had been rescued.

Every life saved is a testament to the power of community and Mable's Mission's unwavering commitment. Together, we are changing lives, one dog at a time.

# Revenue & Expense Report

Item	Amount
<b>Revenue</b>	
Online Donations	\$56,249.85
Adoption Donations	\$3,262.00
Grants	\$3,000
In-Kind Donations	\$6,874.00
Sponsorships	\$500
Fundraising Event/Merch	\$10,024.82
<b>Total Revenue</b>	<b>\$79,910.67</b>
<b>Expenses</b>	
Operational	\$7,897.86
Program	\$17,252.91
Marketing	\$2,122.51
Fundraising	\$2,056.25
Veterinary	\$43,177.01
<b>Total Expenses</b>	<b>\$72,506.54</b>
<b>Net Assets</b>	<b>\$7,404.13</b>



# Our Expense Details

Category details and monthly budget (% based)

## Operational

Operational expenses include gas for transport, the cost of our transport vehicle, our storage unit for crates and supplies, and expenses related to our website.

## Program

Program expenses include food, beds, supplements, crates, and other needs for our foster dogs.

## Fundraising/Marketing

Fundraising/Marketing expenses include all things related to putting on a fundraising event and advertisements for our adoptable dogs.

## Veterinary

Veterinary expenses include everything related to vetting and medical care, from vaccines to OTC medications & preventatives, to surgeries.

## Budgets

Operational

**15%**

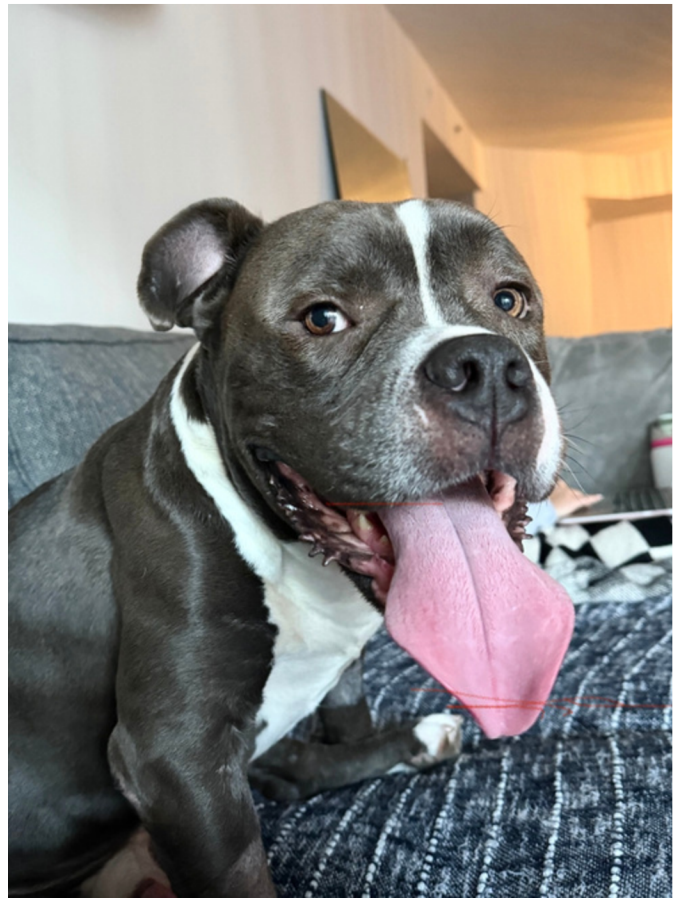
Fundraising/Marketing

**10%**

Program/Veterinary

**75%**

We thank you for your ongoing support. We could not save dogs without you.



## Acknowledgements

We thank our Board of Directors, volunteers, fosters, adopters, supporters and donors for the success of our programs in 2025

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