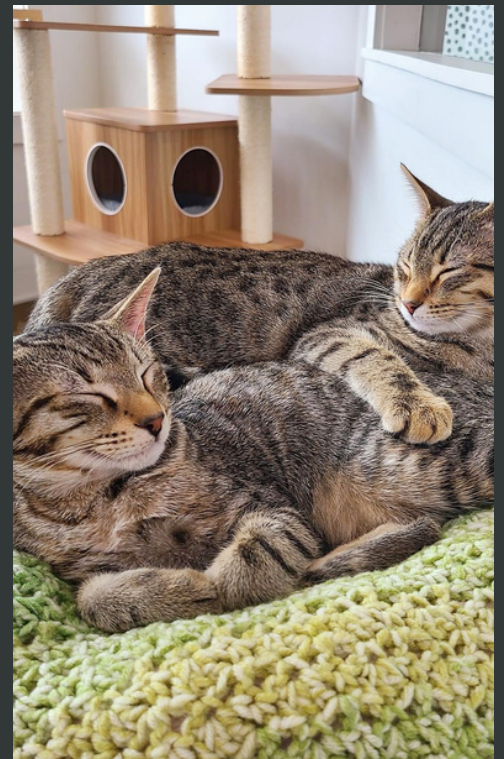


# feliuS

cat café • coffee and adoptions

impact report



2022

# about our work

.....

As the first and only cat café in Omaha, Nebraska, Felius Cat Café & Rescue strives to transform cat welfare through rescue, inclusive experiences, and educational programming. Our café serves as a sanctuary for rescue cats, offering a safe, loving, and cage-free environment while they await their forever homes.

## Rescue

Felius cats are rescued from the streets, born in our care, or owner surrendered. Our unique cage-free shelter provides a safe space for these animals, where Omaha community members can bond over their mutual love of cats. We also provide free trap-neuter-return (TNR) services, helping humanely control Omaha metro's large feral cat population.

In addition, we operate a volunteer-based Maternity Ward, which gives pregnant feral cats a safe space to give birth and nurse their kittens. Once the kittens are weaned, we are able to socialize and adopt them through our café. Our maternity ward not only saves the lives of kittens, but it also provides feral moms with a chance for a better life, as they are given proper care before being TNR'd or adopted into loving homes.

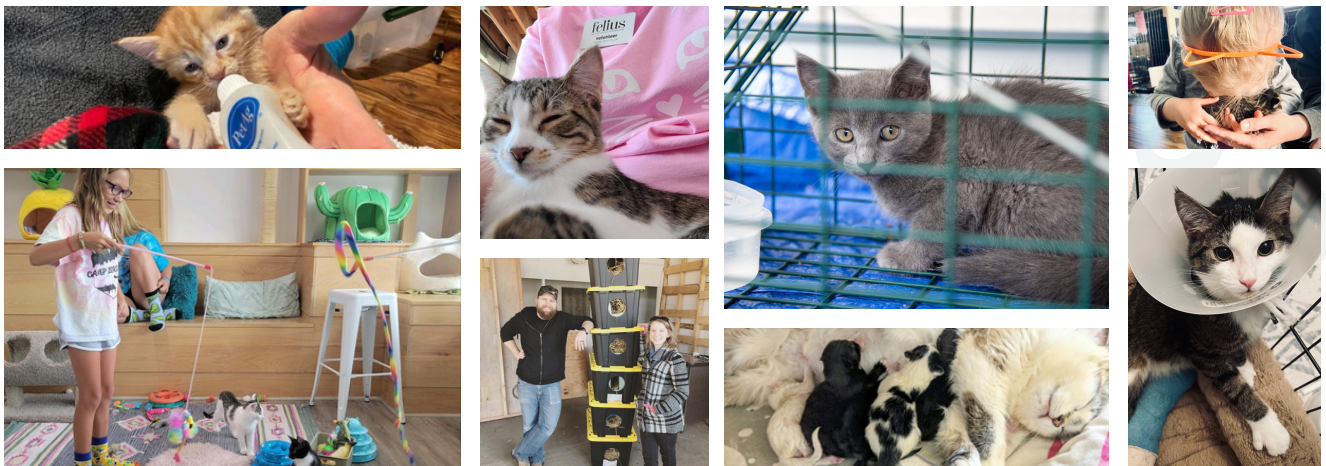
## Inclusive Experiences

We are committed to providing inclusive guest experiences for all. Our café is designed to be a welcoming and accessible space for people of all abilities and backgrounds. We believe that everyone should have the opportunity to enjoy feline companionship, which is why we offer a range of experiences for guests to interact with our rescue cats. From lounging in our cozy cat-themed spaces to participating in educational workshops, there is something for everyone at our café.

## Educational Programming

Our café provides free educational opportunities for visitors to learn about cat welfare and the importance of responsible pet ownership. Through our programming, we aim to inspire and empower individuals to make a positive impact in the lives of cats and in their communities. We are committed to our mission and are grateful for the support of our community, which allows us to continue our work and make a difference in the lives of cats in Omaha and beyond.

This report will highlight our achievements and progress throughout 2022, and demonstrate the impact we have made in the lives of cats and the Omaha community.



# a message from our president



Dear friends and supporters of Felius Cat Café & Rescue,

As we dive into 2023, I wanted to take a moment to reflect on all that we have accomplished in 2022. This has been a banner year for our organization. We achieved amazing milestones in our mission to help cats and promote animal welfare in the Omaha metro area.

Since opening day, we have successfully adopted over 940 cats to loving homes, 208 cats in 2022 alone. By implementing rigorous vetting protocols and providing best-in-class foster care, in 2022 we achieved a 98% live release rate! We also made a significant impact through our trap-neuter-return program, helping 109 Omaha metro cats. In total, we have TNR'd 640 cats and humanely prevented over 600,000 kittens from being born on Omaha streets over the next seven years.

None of this would have been possible without the incredible support of our board, staff, and volunteers. This year, volunteers donated a total of 28,000 hours to help us achieve our mission. Their time was spent socializing, fostering, and transporting rescue cats. We are truly grateful for each and every one of you who have helped us make a difference.

As we look ahead to 2023, we are excited to announce that we have plans to expand our operations and reach even more felines in need. We are working hard to secure funding for a bigger, better cat café and to engage new areas within the community.

I am so proud of what we have achieved together this year and I am confident that we will continue to make a positive impact in the lives of cats in the coming years. I would like to extend my sincerest thanks to all of our supporters and volunteers, who make our mission possible.

Sincerely,  
**Bre Phelan,**  
Board President

A handwritten signature in white ink that reads "Bre Phelan". The signature is fluid and cursive, matching the printed name above it.

# our priorities

---



## #1 Adoptions

With over **940 adoptions** under our belt, our number one goal is to rescue Omaha metro cats and match them with the best possible home. We pride ourselves on thoroughly vetting each applicant and educating them on the nuances of pet ownership. What also makes our rescue unique is our ability to give cats a stress-free experience. From their initial stay in one of our loving foster homes, all the way through introduction into our cat playroom, we always have their best interest at heart.



## #2 Trap-Neuter-Return

We are one of a few Omaha metro organizations that offer free Trap-Neuter-Return (TNR) services. Since launching our program in 2019, we have **trapped over 640 community cats** and enabled them to have longer, happier lives while humanely reducing birth rates. This service is invaluable in areas of the community that don't have easy access to vet care or the resources to trap and transport cats to vet appointments. Over 40% of our TNR jobs are conducted in areas below the Omaha poverty line.



## #3 Community Engagement

Felius offers a unique space for Omaha cat advocates to connect, engage, and share their passion for rescue. **Over 35,000 community members have visited our café over the years** and shared their stories of rescue and adoption, spreading our mission across the Omaha metro. We also bring them together during special events, like our outdoor shelter building workshops and TNR educational events.

# taking on the tough cases

At Felius, **we never shy away from a challenge**. And that includes taking on more difficult medical cases. It is beyond rewarding to see how much a cat can transform given the proper care, time, and tons of love. Below are just two of our special cases from 2022.



## Fig

While working a TNR job, we found three-month-old Fig living among the cat colony residents. After a trip to the vet, we learned that Fig had a condition called *Pectus Excavatum*. In Fig's case, his ribs were actually fused to parts of his spine, causing pressure on his internal organs. Day-to-day, Fig was like any normal cat, but he would get tired fast and his respiration rate was elevated due to the placement of his heart. We took Fig to several specialists and also conducted a DNA test to rule out genetic disorders. Ultimately, it was decided that the least risky course of action was to see if Fig could outgrow his condition and enable his organs to shift. Over time, his condition has improved, but he still requires close attention and care. His long term foster has officially adopted Fig and he continues to be a beloved member of the Felius family.



## Pinot

Pinot was found with an injured hip in the Blackstone District. Our friends at Nite Owl called us for help and we were able to capture this sweet girl. After a trip to the vet, it was determined that she was likely struck by a car and her hip had been severely broken. She would require a Femoral Head Osteotomy, a procedure that removes the femoral head and neck of the femur in order to alleviate pain and give back some normal range of motion. After a long recovery period, Pinot's story ended by getting adopted to a home with another kitty who had undergone the same surgery! Pinot is now living a pain-free, happy life thanks to the support of our amazing volunteers and donors.



# our impact in 2022

---

## cat welfare

**348**

cats found their way to felius in 2022, an average of one every day.

**209**

cats were matched with their forever homes and adopted.

**109**

community cats helped through our TNR program, humanely preventing over 140k kittens from being born over the next 7 years!

**98%**

live release rate for 2022, thanks to our amazing foster program and vetting protocols.

## community engagement

**11k**

cat play sessions enjoyed by community members, a 33% increase from the previous year.

**52k**

users engaged with our website, up 32% from last year.

**298k**

users reached with our social media content, an over 30% increase from the previous year.

**1.8k**

community members engaged at live events across the Omaha metro area.

## volunteers

**28k**

volunteers hours donated, 94% of which were dedicated to cat care.

**41**

volunteers opened their homes to felius cats in need, with 11 new fosters onboarded.

**592**

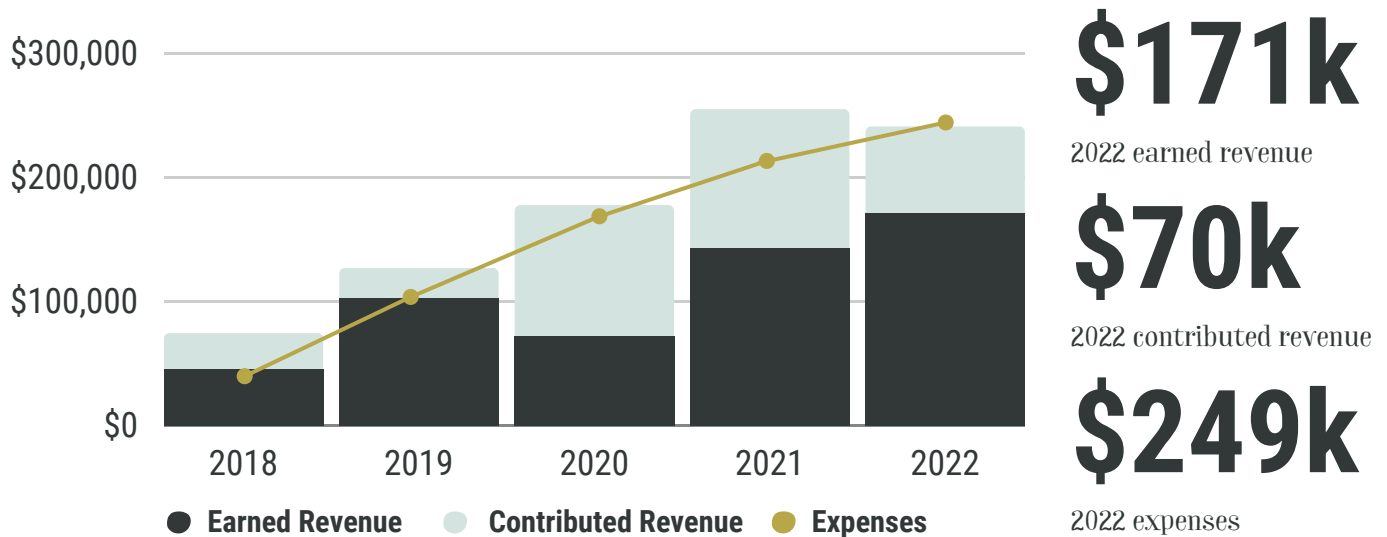
adoption applications processed.

**74**

TNR help requests processed, on par with the previous year.

# revenue and expense analysis

Over the past four years, we have consistently demonstrated steady growth, reflecting the efficient management of program expenses while accounting for rising costs. Despite the challenges posed by the pandemic, we were able to retain key staff members and continue providing essential rescue and adoption services to Omaha metro cats in need. Our results showcase the strength of our financial acumen, the resilience of our organization, and our commitment to making a positive impact in our community. 2022 brought additional challenges with rising supply costs and vetting cost increases, but we were able to persevere and deliver results similar to 2021.



**\$171k**

2022 earned revenue

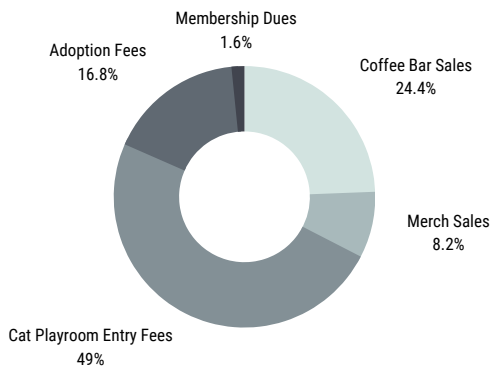
**\$70k**

2022 contributed revenue

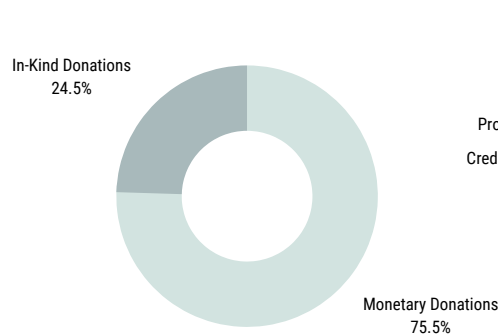
**\$249k**

2022 expenses

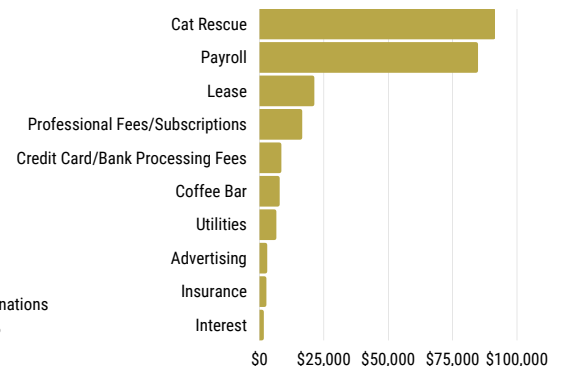
## 2022 Earned Revenue Sources



## 2022 Contributed Revenue Sources



## 2022 Expense Breakdown



## did you know?

**20%**

of felius guests self reported as non-white, a 100% increase over the previous annual survey.

**86%**

of felius guests self reported as female, non-conforming, or non-binary.

# board & committee leads

.....



**Bre Phelan**  
President & Founder



**Molly Buskirk**  
Vice President & Rescue Lead



**Eric Kaplan**  
Board Advisor



**Dr. Angela Kade**  
Board Advisor



**Brandi Holys**  
Board Advisor



**Amy Lawrenson**  
Board Advisor



**David Knapp**  
Board Advisor



**Kristen Beck**  
Board Advisor



**Eryn Swan**  
Board & Rescue Advisor



**Laurie Hageman**  
Café Manager



**Amanda Guidero**  
Foster Care Coordinator



**Rachel Sutko**  
TNR & Maternity Ward Lead



**Kimberly Van Den Akker**  
Adoption Coordinator



**Melissa Bergoch**  
Adoption Coordinator



**Debbie Klinkerman**  
Adoption Coordinator



**Becky Knightly**  
Adoption Coordinator



# our volunteers

## playroom attendants

Abby Bergen  
Abby Goodrum  
Abby Noble  
Alyssa Brunswick  
Amanda Hostert  
Amanda Phillips  
Ann Thierstein  
Anna Preston  
Asha Narayan  
Ashley Edwards  
Ashley Rollins  
Aysha Blake  
Becky Knightly  
Brandon Checchi  
Brian Phillips  
Carolyn Kirby  
Christi Monson  
Claire Yocom  
Clarence Goodwin Jr  
Correta Gagnon  
Courtney Kobza  
Craig Adams  
Dana Oltman  
David Esparza  
Deanne Caulfield  
Debbie Klinkerman  
Delaney Wheeler  
Diane Erdmann  
Dominika Jedinak  
Edna Jasa  
Elisa Sinovic  
Elizabeth Ortega  
Emily Hartzell  
Emma Kresock  
Emma Wojnicki  
Eric Candela  
Faeline Thayer  
Gabriela McClelland  
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Gillian Austin  
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Heidi Green

Jamie McLaughlin  
Jen Lutz  
Jen Steger  
Jennifer Fitzgibbons  
Jennifer Lutz  
Karla Starman  
Katherine Mayer  
Kathleen Franco  
Kimberly Bierbaum  
Kirsten Tessa Antonio-Tolentino  
Kyla Hildebrand  
Leah Edwards  
Lily Parizek  
Lisa Miller  
Lupe Guzman  
Mandie Montag-Quinn  
Mary Wilcox  
Maureen Tierney  
Megan Yank  
Melissa Bergoch  
Michelle Bottrell  
Mykala Keil  
Nicole Ostrander  
Rena O'Connor  
Ryan Suhr  
Sadie Keesler  
Sarah Greenwood  
Sarah Jennings  
Sasha Castellane  
Shauna Gelbart  
Shayla Stater  
Shelby Bussard  
Sophie Spicci  
Stephanie Swift  
Sue Jaspersen  
Sydney Andre  
Tara Kirkland  
Tara Vaughan  
Terri Joy  
Tessa Antonio-Tolentino  
Theresa Crnkovich  
Tina Blaser  
Tracy Hiltbrand  
Wendi Harroun  
Yuka Collison  
Zachary Engle

## fosters

Afton Palmer  
Amanda Frazier  
Amanda Guidero  
Amy Dennis  
Dr. Angela Kade  
Ann Thierstein  
Ashley Rollins  
Becky Doebelin  
Bre Phelan

## maternity ward

Rachel Sutko  
Joni VanDyke  
Molly Pagels



Bridget Chatterson  
Chris Wolfgang  
Courtney Schaffart  
Dmitry Mikulin  
Elizabeth Yearwood  
Emma Beswick  
Erin McArthur  
Holly Britton  
Jackie Berry  
Joni VanDyke  
Kathy Boden  
Kim Van Der Akker  
Lisa Seier  
Marcia Smith  
Mawada Mohammed  
Melissa Bergoch  
Molly Buskirk  
Molly Pagels  
Nicole Schermerhorn  
Rachel Day  
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# detailed financials

	2018	2019	2020	2021	2022	Totals
<b>Earned Income</b>						
Coffee Bar Sales	14,250	35,581	15,987	26,949	47,043	139,810
Merch	4,529	12,583	5,759	12,835	15,767	51,473
Cat Playroom Entry	27,913	70,544	35,402	71,007	94,558	299,425
Adoption Fees	0	1,975	23,050	51,200	32,465	108,690
Event Ticket Sales	3,890	3,490	85	0	0	7,465
Memberships	0	245	1,505	2,511	3,083	7,343
<b>Contributed Income</b>						
Monetary Donations	26,680	19,893	60,759	82,059	52,597	241,987
Grants	0	1,000	34,626	22,018	0	57,645
Foundations	573	0	250	1,346	0	2,169
In-Kind	2,168	3,462	9,876	6,822	17,077	39,406
<b>Total Income</b>	<b>79,168</b>	<b>143,944</b>	<b>184,789</b>	<b>272,122</b>	<b>256,121</b>	<b>936,144</b>
Discounts	(835)	(4,828)	(2,511)	(4,626)	(6,468)	(19,268)
Cost of Goods Sold (Coffee & Merch)	5,410	17,729	7,766	17,704	15,700	64,309
<b>Gross Profit</b>	<b>73,759</b>	<b>126,215</b>	<b>177,024</b>	<b>254,418</b>	<b>240,421</b>	<b>871,835</b>
<b>Expenses</b>						
Payroll	16,409	51,724	60,072	55,697	84,785	268,687
Hiring/Recruiting (Uniform Expense)	727	332	146	162	293	1,659
Credit Card Processing/Bank Fees	1,803	4,341	3,807	6,748	8,416	25,115
Licenses & Permits	541	973	711	688	580	3,493
Repairs/Maintenance	1,906	879	945	1,106	1,731	6,566
Professional Fees (Legal, CPA)	1,577	500	0	2,075	5,500	9,652
Advertising/Marketing	2,725	3,083	0	6,771	2,926	15,505
Office Supplies	388	656	997	236	737	3,014
Cafe Supplies & Janitorial	5,754	3,298	2,787	2,165	3,813	17,816
Equipment Rentals/Expense	486	578	578	883	897	3,421
Lease	9,625	17,700	21,183	23,676	21,223	93,406
Insurance	942	2,128	1,570	2,068	2,604	9,312
Dues & Subscriptions (POS, NAM)	1,521	3,669	4,687	8,523	11,016	29,416
Utilities	1,665	6,379	7,849	6,122	6,472	28,487
Interest Expense	1,514	3,188	2,628	2,026	1,604	10,960
Cat Medical Expenses	0	4,208	37,421	57,356	52,399	151,384
Cat Rescue Supplies & Janitorial	749	4,627	19,270	35,217	38,602	98,464
TNR Supplies	0	490	591	55	280	1,417
Training/Seminars	200	35	200	0	0	435
<b>Total Expenses</b>	<b>48,530</b>	<b>108,787</b>	<b>165,439</b>	<b>211,574</b>	<b>243,878</b>	<b>778,208</b>
<b>Net Operating Income</b>	<b>25,229</b>	<b>17,428</b>	<b>11,585</b>	<b>42,844</b>	<b>(3,458)</b>	<b>93,628</b>
Depreciation Expense	0	0	2,980	2,106	2,106	7,191
Amortization Expense	0	0	3,305	2,333	2,333	7,970
Tax	2,682	5,171	(5,349)	0	515	3,019
<b>Net Income</b>						
	<b>22,547</b>	<b>12,256</b>	<b>10,649</b>	<b>38,406</b>	<b>(8,411)*</b>	<b>75,447</b>

# acknowledgments

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Felius Cat Café & Rescue wants to acknowledge the hard work of the following organizations that make our mission possible!



TACKarchitects