

WHEN PROFIT LIVES IN A CAGE

The call came the way these calls often come: urgent, limited on details, and heavy with what we already feared. Law enforcement asked our rescue to assist with a residence where animals were being removed for care.



We can't share specifics about this active case, because law enforcement is handling the investigation. What we *can* share is what our role required us to do next.

24 dogs and 13 cats were taken in—and many were in terrible shape. Urine burns covered feet, bellies, and tails. Some of the cats were so matted and overgrown it was impossible to tell gender before grooming. These are animals who have been living in conditions that steadily, predictably, and painfully break bodies down.

They're now receiving the veterinary care they need. They've been bathed and groomed, have clean bedding, good food, and gentle handling.



This happens here — yes, here. Not somewhere else. Not in other states. Here. In our towns. In our neighborhoods.

These animals are used and used and used—often with no regard for their health or wellbeing. Their bodies become a business plan. To some, money matters more than life, and a living animal becomes inventory: produce puppies, produce kittens, produce cash.

Backyard breeding doesn't always look the same. We've seen animals confined—kept in cages or small spaces, covered in waste, under-socialized, underweight, shut down and terrified of the world. We've also seen dogs who weren't literally caged but were still neglected in ways that left them in obvious, heartbreaking condition.

The doodles we helped (from a breeder) became a community concern because they kept getting loose and were repeatedly found roaming the neighborhood in clearly poor condition.

We've worked alongside other rescues assisting dogs whose puppies were sold time and again. The amount of trauma these dogs experienced will never be fully known. What we do know is this: when dogs are bred repeatedly without humane care and enrichment, they often don't know grass, toys, affection, or what it feels like to be safe. Many are fearful of everything—hands, voices, leashes, doorways, the outside world.

The "unsellables" pay, too - and sometimes the harm shows up in the puppies themselves. We've seen batches of adorable pups dumped, presumably because they weren't easy to sell. Some were very sick with Parvo, a devastating and preventable disease. Then, strangely enough, another batch appeared after another reproductive cycle would have come and gone... and then another. DNA testing confirmed what instinct already suspected: the pups were related.



This is the part that turns your stomach: when profit is the goal, the animals most likely to suffer are the ones who can't earn it.

The numbers behind the heartbreak are staggering. Different organizations measure differently, but the reality is clear: hundreds of thousands of animals are dying each year because there aren't enough homes, resources, and prevention. And while "backyard breeders" are hard to count (many aren't licensed and don't want to be found), Humane World for Animals estimates at least 10,000 puppy mills exist in the U.S., with less than meaningful oversight.



This is not about shaming people who have ever purchased a pet. Many families are kindhearted and truly have no idea what can happen behind closed doors. Backyard breeding often survives on what good people don't know, and on what can be made to look normal from the outside.

Buying from breeders keeps the market profitable, and profit too often comes at the animal's expense. Even when a situation appears fine, the truth may be hidden. **It stops when we stop funding it**—and start choosing compassion on purpose.

ROUGH START – BRIGHT FUTURE

Meet **Koda**,

Like so many animals in rescue, Koda has had to navigate circumstances that weren't fair—and weren't her fault. But she's come through it with her heart wide open, and she is truly a *100% good dog*: fully potty trained, calm and well-mannered (no jumping, no barking at passersby), and easy on a leash. She's gentle with children, respectful with cats, and has done well with other dogs.

Koda's favorite place is simply near her people—following a step behind, doing her little "house patrols," then curling up at your feet at night. She doesn't demand attention; she just wants to belong. If you're looking for a sweet, steady companion, Koda is ready for her bright future—with you.

THANK YOU



BECAUSE OF YOU, GIVING HEARTS DAY WAS A LIFE-CHANGER

Our community showed up in a huge way—raising over **\$82,000** for our rescue. **We're beyond grateful**, and we want you to know exactly what that means: these funds are earmarked for spay/neuter assistance, so we can stop suffering before it starts. Countless lives will be changed because of this generosity—fewer unplanned litters, fewer animals born into hunger and hardship, and fewer pets left without a safe place to land.

This is one of the highest-return investments you can make in animal welfare—because prevention creates a ripple effect. Spaying and neutering doesn't just help one animal at a time; it prevents generations of suffering, reduces strain on shelters and rescues, and frees up limited resources so more animals already in need can get the help they deserve. **Your support reaches farther** than any single moment—it multiplies.

And Giving Hearts Day itself? It was truly **magical**. We were surrounded by people who care deeply—supporters, volunteers, and neighbors working to make the world better through so many worthwhile organizations. We're proud to be among them, and even prouder to be part of a community that shows up with compassion, generosity, and hope.

From all of us—**thank you for believing** in prevention, in rescue, and in second chances. **You made this happen.**

We felt it all day—the messages, the shares, the gifts, the encouragement. That's the power of community: people linking arms so animals they'll never meet can be safe and loved.



6

Six numbers.
A month of urgency met with action - and a year of prevention, healing, and second chances that keeps adding up.



FEBRUARY SNAPSHOT

122

Animals Taken in

54

Adoptions (Feb)

66

Spay/Neuter Surgeries (February)

2026 NUMBERS

435

Animals in Our Care (Current snapshot)

136

Animals Spayed/Neutered

329

Animals Served



RESCUE MYTHS: BUSTED

Every month, we're going to take one common rescue myth and lovingly set the record straight. Not because anyone means harm, but because understanding how rescue actually works helps animals. We'll **spotlight one myth at a time** so you can see the big picture without needing a decoder ring.

MYTH 1: "You guys must have millions."

Busted - and we'd like to know where they're hiding! If someone has spotted our "millions," please tell us. We will happily accept directions, a map, or even a vague gesture toward the treasure. ☺

What we do have is a fundraising team that works relentlessly - because rescue doesn't run on good intentions and a couple of Facebook posts. It runs on real dollars, real planning, and a whole lot of behind-the-scenes work.

We've built revenue streams like gaming, which can be profitable...but it's not "easy money." The upfront investment is big, the workload is bigger and keeping it running takes serious time and coordination.

Then there's this reality check. Our **veterinary costs** alone are regularly **over \$80,000 per month**. That's just vet care - **one piece of the puzzle**. That doesn't include food, supplies, cleaning, transport, emergency boarding, training, repairs, medication, or the countless little things that add up fast when you're running an organization that's caring for countless animals. Oh, let's not forget the buildings and the vehicles - upkeep, insurance, and maintenance - whew!

So, no - we don't have millions. We DO have a community. We have grit. And we have a mission that costs real money, every single day. Every time our community donates, shares, volunteers, sponsors, or supports a fundraiser, they aren't padding a surplus, they're **helping keep the system strong enough to keep saying "yes" to the next animal who needs us.**



RESCUE MYTHS (Quick Busted)

You must have millions.

Vet care alone can run \$80K+/month, plus real business costs.

You take every animal

Capacity + quarantine + fosters + safety are real limits

Rescues are picky

We match for long-term success, not quick turnover

Behavior issue= bad animal

Behavior is communication; many thrive with time and structure

Adoption fees are profit

Fees offset only a portion of medical and care costs

Rescue animals are damaged

They're animals often healthy, sometimes healing, always worthy

Purebreds don't end up in rescue

They do...more than people think.

Spay/neuter is optional.

Prevention is the biggest life-saver there is.

Rescue is cuddles all day.

It's joy + heartbreak, grit + logistics + a LOT of disinfecting,

happy tails



Steven



Billy Butcherson



Kovo



Poppy & Gru



Vincent & Veronica



Tonks & Raven

Happily Ever After

Adopted Cats

Gristle, Kringle, Chanel, Cosmo, Cecil, Leo, Reggie, Billy, Ebba, Yoshi, Mario, Gilbert, Neil, Bella, Yoda, Rey, Caleigh, Calypso, Dawson, Tompte, Koral, Smudge, Bo, Clem, Emery, Alesana, Jax, Benson, Pierce

Adopted Dogs

Buck, Queenie B, Maddox, Buffy, Larry, Parker, Jojo, Baby, Steven, Pepper, Stevie, Kenworth, Frankie, Murphy, Beau, Honey 2.0, Sassy, Dino, Cooper, Suzy, Josie, Esther

Parakeet - Borb Rabbits - Bambam & Thumper

UPCOMING EVENTS

SPACE ALIENS HELPING EARTHLINGS

March 2 | present letter from FB
20% of purchase donated to FFRR

BOXERS & BEER

April 23rd | 4 p.m.
Bismarck Elks

B-I-N-G-O

Every Thursday, 6 p.m.
GIDEON's BREWING COMPANY
Great Prizes | Cash Play only

BLACKJACK

Thursdays, Fridays, and Saturdays | 6 p.m.
DJ's Pizza & Lounge | 70 Santee Rd | Lincoln

PETSMART MEET & GREET

Every Saturday | 11am – 2pm

DOG TRAINING CLASSES

With Trainer Nancy Gerhardt
Basic | Intermediate | Advanced
Visit Eventbrite for details



Charlotte



Sylvester



Zoe



Our pot of gold isn't at the end of a rainbow - it's in the everyday wins: animals gaining weight, learning trust, and landing in safe homes. If you want to be part of those happy endings, fostering is the fastest way to make a life-saving difference.

These adorable faces are waiting for their forever families.



LOUIE



PONCHO



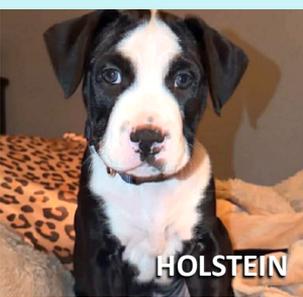
CHARLIE



WANDA



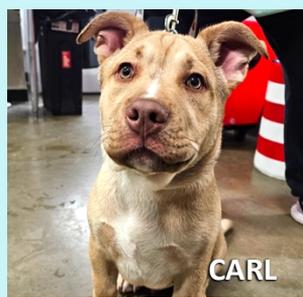
BITSY



HOLSTEIN



GINNY



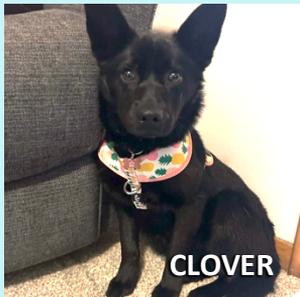
CARL



SABRINA



THELMA



CLOVER



FLICKER



NERYS



DOLLY



CHESTER



NALA



We're feeling extra lucky this month—not because rescue is easy, but because we have an army of people who refuse to look away. Thank you for being part of the reason animals get another chance.