

PILOTS TO THE RESCUE IMPACT REPORT

2023



THE MISSION

- 🐾 To **prevent at-risk animals from being euthanized** by transporting them via air and ground transportation to give them the best chance at adoption.
- 🐾 Volunteer pilots fly animals from critical situations to safety, ultimately **saving lives**.



THE PROBLEM:

- 🐾 Every year, approximately 920,000 animals in US shelters are euthanized. This number could be **significantly reduced** if there were a way to transport animals from overburdened shelters to rescues and adoption centers with capacity to give these animals a chance to find their forever homes.

OUR SOLUTION:

- 🐾 Pilots To The Rescue uses **ground transport** and **volunteer pilots** to safely and quickly move pets in need. Air transport is often the only option available for at-risk animals, as ground transportation can take over 24 hours with multiple trip segments and may not be safe for some animals.





2023 HIGHLIGHTS


Mission Count:
75



Miles Travelled:
92,529



Souls Saved:
1,003

 We raised \$2M which paid 100% of funding needed to purchase a new plane in 2024



THE WOLF CONSERVATION CENTER

- 🐾 In addition to saving cats and dogs, we worked with The Wolf Conservation Center to transport Babs, an **endangered Mexican Wolf** from Tennessee to Texas.



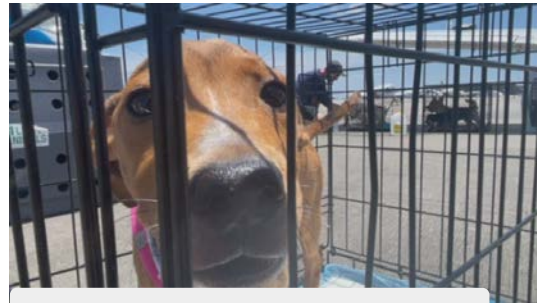
PRESS COVERAGE:

In 2023, the work of Pilots To The Rescue was featured in media outlets with an estimated audience reach of **60,144,756**. Below are few examples of media coverage:



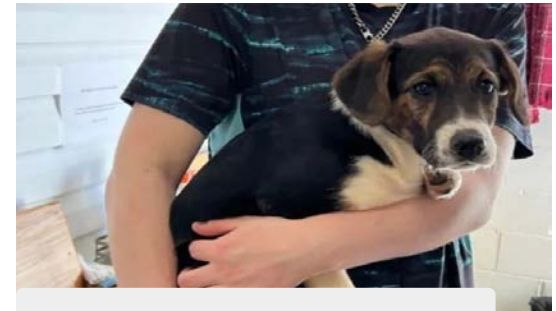
Pilots To The Rescue Flies 16 Dogs To Forever Homes In Michigan

Sep 28, 2023



These animals need our help: ' Pilots transport dogs in need from Myrtle Beach to N.Y.

Jul 30, 2023



Pilots To The Rescue saves 10 dogs from euthanasia in Hillsville

Mar 17, 2023



SOCIAL MEDIA

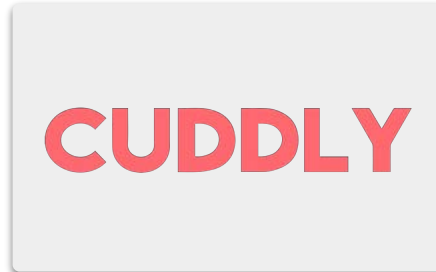


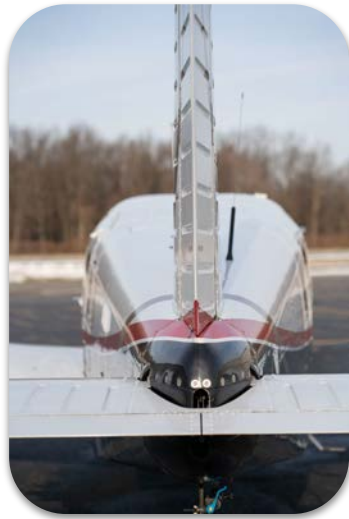
- 🐾 In 2023, our work reached 649,311 on Facebook and 334,098 on Instagram (**a 100% increase from 2022**).
- 🐾 Our net followers on Facebook **increased** by 9.5% from the previous year.
- 🐾 Social media influencers including Cooper Payette, Kellee Edwards, Linsey Brechbill, Just Planes, Dear Danes, Larry the Great Dane, Rachel Pedersen, Jessica Burch, Zuzana Kleckova, Kay Hall, Sabrina Giardina, Michelle Young, and Taylor Morgan joined missions and shared content with their followers.



2023 MISSION SPONSORS

🐾 The generous support of our sponsors makes our life-saving work possible. A special thanks to **BISSELL Pet Foundation**, **CUDDLY**, and **The Swilled Dog**





2023 FINANCIALS

Total Income = \$3,384,070

Total Expenses = \$2,107,631

Program = \$1,690,339

Fundraising = \$304,942

Administration = \$112,350

Change in Net Assets = \$1,276,439

Ending Net Assets = \$2,666,683



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