



**Critter Creek
Farm Sanctuary
Impact Report
2020**



Letter from the President

Well, you can say one thing about 2020: It definitely wasn't boring. The year started off with a bang when in March, we rescued our now-famous duo Eli the dairy calf and Marley the piglet. Their story was viewed over 30 million times, spreading Critter Creek's message of compassion to broad and diverse audiences. Things were looking bright.

Then, the world changed. By the end of March, what began as a bang turned into a whimper. Along with the rest of the world, we watched as the COVID-19 pandemic swept the globe and our communities closed down. The repercussions were drastic and immediate. Our spring event was canceled. Public tours and volunteer days were put on hold. Donations plummeted. It was all, frankly, terrifying.

But, if there's one thing our animal residents teach us, it's resilience. So, we adapted. Since in-person outreach wasn't an option, we did more online outreach and hosted several virtual tours. Since in-person fundraising became impossible, we learned how to run and optimize online fundraising tools, including merchandise. Since every sanctuary was struggling, we rented a truck, drove four hours south to Ft. Myers to pick up produce donations, and distributed the produce to local sanctuaries.

By the fall of 2020, the world began to open up again. In October, we hosted our fall event Boo with the Moos. And then in November, we decided to go even bigger, and hosted our first-ever Farmers Moo-ket. Fifteen vendors and over 300 guests came out to enjoy time with the critters, eat plant-based goodies, and support local artists and craftspeople. Our December Farmers Moo-ket was even bigger, with over 20 vendors and 400 guests. The year 2020 ended as it had started: with a bang.



Chris with produce donations.



Guests and vendors at our first-ever Farmers Moo-ket.

This year was uniquely challenging, but it highlighted how much we have to be thankful for. At the top of that list is **YOU**. You all allowed us to continue carrying out our lifesaving work, and helped us spread our message of compassion to ever-larger audiences. Thank you for sticking by us during this difficult time.

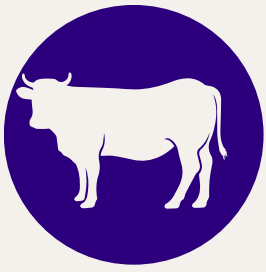
Thank you all,
Erin Amerman

Erin Amerman,
President and Founder



Animal Rescue Impact

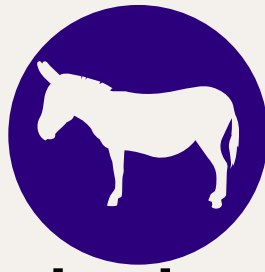
In 2020, CCFS rescued 30 animals who had nowhere else to go.



20 cows



1 pig



2 donkeys



2 dogs



2 turkeys



2 rats



1 bison



Rescue Highlight: Illegal Slaughterhouse

In 2020, CCFS partnered with Farm Sanctuary, Animal Legal Defense Fund, and five local sanctuaries to save 113 animals from an illegal slaughterhouse.



Sheep and goats were living in filth and had no access to forage.



A reciprocating saw hangs ominously next to a slaughter table.



Birds were crammed into small, filthy enclosures.

Outreach Impact

In 2020, CCFS participated in 13 outreach events and was featured in a wide variety of media.



Outreach Type	Details
Print, Digital, and Television Media	Featured in over 20 print, digital, and television media stories, including The Dodo, Access Hollywood, Ivanhoe Broadcasting, and local media
Events Hosted at the Sanctuary	Hosted the following events at the sanctuary with over 1000 guests total: <ul style="list-style-type: none">• 2 public tours• 1 cycling race• 1 volunteer orientation• 3 large-scale events• 3 virtual tours
Events Attended on Behalf of the Sanctuary	Attended the following events on behalf of the sanctuary: <ul style="list-style-type: none">• 2 VegFest events

Financial Data

Income		Expenses	
Monetary Donations	\$187,945	Animal Feed	\$86,122
Hay Donations	\$27,000	Employee and Independent Contractor Salaries	\$59,412
Total	\$214,945	Veterinary Care	\$39,276
		Gas, Insurance, and Miscellaneous Expenses	\$13,791
		Property Taxes	\$6841
		Total	\$205,442



Thank You!

This was all possible
because of your generous
support.



Thank you to all
our donors
and volunteers.

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