



**Critter Creek  
Farm Sanctuary  
Impact Report  
2023**

# Who We Are

## ***Our Mission***

Critter Creek Farm Sanctuary's mission is to promote compassion for farmed animals through rescue and outreach.



## ***Our Vision***

We envision a world in which animal cruelty is a thing of the distant past. We won't stop giving a voice to the voiceless until this vision comes to fruition.

## ***Our History***

Founded in 2016 by Dr. Erin Amerman and Dr. Chris Amerman, in three short years CCFS grew to become the largest bovine sanctuary in the United States. CCFS has two facilities totaling 415 acres that house 235 rescued animal residents and a wildlife refuge. With our ever-growing social media accounts, frequent media features, and popular monthly "Farmers Moo-kets," CCFS reaches millions of people per year with our message of compassion.



# CCFS 2023 Animal Rescue Impact

**Critter Creek Farm Sanctuary is home to 235 animals of nine different species.**



**176 cows**



**5 water buffalo**



**1 bison**



**12 horses**



**10 donkeys**



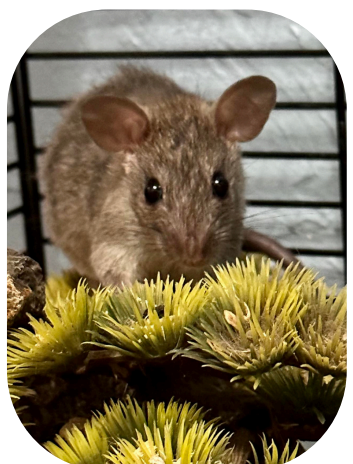
**23 pigs**



**2 turkeys**



**5 dogs**



**2 rats**

**In 2023, CCFS took in 29 abused, neglected, or abandoned animals who had nowhere else to go.**

# CCFS 2023 Outreach Impact: Social Media

In 2023, CCFS reached over 40 million people across social media platforms.

## Social Media Statistics, 2023



Facebook



Instagram



TikTok

90,200 Followers

48,400 Followers

6,000 Followers

686,400  
Engagements

467,000  
Engagements

31,400  
Likes

39,500,000  
Reach

3,200,000  
Reach

32,000 Views\*

8,300,000  
Minutes Viewed

88,500 Profile  
Visits

28,000 Unique  
Viewers\*

*\*TikTok statistics are for only 60 days.*

**Post 1:** In 2021, Amos and Lionel were rescued by the @southfloridaspc from a horrific cruelty case. They were being sold, alo...  
Reach: 429,153  
Thu Dec 21, 04:29 PM

**Post 2:** (Sound on!) Sometimes in sanctuary life, you find y...  
Reach: 312,139  
Wed Oct 4, 06:03 PM

**Post 3:** Have you ever seen a baby mooperson yawn? Well, now you have! 🤤 It's OK, Yoda, eating carbs makes me sleepy, to...  
Reach: 221,835  
Thu Oct 5, 06:19 PM

**Post 4:** Part 2 of our Critter Hearts series. ❤️ The love mookids feel for their mamas is...  
Reach: 65,300  
Wed Oct 11, 05:44 PM

A snapshot of our popular Facebook posts.

**1,968,009**  
Accounts reached

0% from ads

+3.6%  
**43K**  
Followers

+2,216%  
**1.9M**  
Non-followers

Impressions: 2,791,161 (+294%)

Content type

A snapshot of our 90-day reach on Instagram.

# CCFS 2023 Outreach Impact: On-Site

**In 2023, about 15,000 guests witnessed the power of sanctuary.**

Critter Creek's Farmers Moo-kets have become a local phenomenon, averaging 700-1200 guests from around the state. Guests make meaningful connections with the animals, eat plant-based foods from 15+ vegan food vendors, and browse products from local artists and craftspeople. Our October Moo-ket surpassed 1500 guests!

CCFS also hosted 26 private tours, one large party, the Turkey Trot foot race, and the Swamp Cross bicycle race.



**Turkey  
Trot**

**Farmers  
Moo-ket**



# CCFS 2023 Impact: Volunteers

In 2023, CCFS hosted 14 large group volunteer days and had about 100 regular volunteers.



# CCFS 2023 Financial Data

Income		Expenses	
Monetary Donations	\$289,820	Animal Feed	\$55,730
Private Tours	\$4,450	Employee and Independent Contractor Salaries	\$122,796
Farmers Moo-kets	\$20,032	Veterinary Care	\$26,734
Hay Donations	\$50,000	Gas, Insurance, Supplies, Travel, and Miscellaneous Expenses	\$67,547
Merchandise	\$3,000	Infrastructure	\$92,227
<b>Total</b>	<b>\$367,302</b>	<b>Total</b>	<b>\$365,034</b>

