

Midwest Animal Rescue & Services

A woman with short brown hair and glasses, wearing a maroon textured sweater, is shown in profile from the chest up, holding a small, white, fluffy dog. She is looking down at the dog with a gentle expression. The background is a blurred indoor setting, possibly a veterinary clinic or office, with a blue chair and a desk visible.

2024-2025 Impact Report

A Year of Growth

A Message from our Executive Director

Hi MARS Community,

Stepping into this role has been both an honor and a responsibility I carry deeply.

Following Susan's leadership is not something I take lightly.

She built something incredibly meaningful—something rooted in compassion, commitment, and a belief that every animal deserves a chance.

That foundation continues to guide everything we do.

**FY23–24 was about building the foundation,
FY24–25 was about stepping into it.**



This was the year where plans began turning into action.

- We expanded our medical capabilities
- We strengthened our veterinary team
- We deepened our connection to the community

We also took a step back to evaluate what we would need to grow sustainably—identifying opportunities to improve systems, communication, and the overall infrastructure that supports this work.

And through it all, we continued to do what we have always done—show up for the animals who need us, no matter what.

This year wasn't perfect. Growth rarely is. But it was meaningful, intentional, and necessary.

Because of you, we didn't just maintain—we moved forward.

With gratitude,
Amy
Executive Director

Who We Are

Foster-based rescue, thoughtful placements, and caring for 100+ animals at a time

Midwest Animal Rescue & Services (MARS) is a foster-based rescue built on one simple belief:

**Animals deserve more than a quick outcome.
They deserve the *right* one.**

We don't operate out of kennels or rely on walk-in adoptions.

Our animals live in foster homes—where we learn who they are, what they need, and where they'll thrive.

From there, we match them intentionally with adopters who are ready for that commitment.

At any given time, over 100 animals are in our care. Each one supported by fosters, volunteers, medical teams, and a community that makes this work possible.

This isn't just rescue.

It's a network of people choosing to show up — again and again — for animals who need them.



500

Animals adopted
into homes

48

Community
Events &
Partnerships

100+

Average Animals in
Foster Care at Any
Time



The Year at a Glance

Together, we make a difference.

- Veterinary team expanded
- Operation: Save MARS campaign completed
- Investments in care, staffing, and infrastructure



Every number represents a life changed—and a community that made it possible.

A Year of Growth

This year marked a turning point for MARS.

The groundwork laid in the previous year allowed us to begin expanding—thoughtfully, but confidently.

What that growth looked like:

- Hired Dr. Zach and expanded our veterinary team—increasing access to care for both rescue animals and the community
- Launched Operation: Save MARS, rallying our community and strengthening our future
- Continued improving marketing and outreach—reaching more adopters, fosters, and supporters
- Began planning improved systems and tools
- Strengthened communication, donor engagement, and operations
- Expanded events and partnerships—creating more opportunities to connect with our community

This was a year of movement—forward, upward, and together.



Moments that Defined This Year



Boulder's Second Chance

Boulder came back to MARS after three years—underweight, uncomfortable, and in need of serious care.

He wasn't a quick fix. He needed time, medical support, and someone willing to believe in what was possible.

With the help of a dedicated foster and this community, Boulder began to heal.

His coat improved. His weight returned. His personality came back.

He's still on his journey—but he's no longer where he started.

That's what this work looks like.

Seeing—and helping—the dog others might overlook.

 **URGENT:**
HELP SAVE MARS
& OUR MISSION!



Operation: Save MARS

This year, our community showed up in a way we'll never forget.

Together, we raised over \$100,000 to support our mission and veterinary clinic.

This wasn't just a fundraiser—
it was a moment of belief.

Because of this campaign, we've been able to continue investing in the care, systems, and infrastructure that support every animal who comes through our doors.



Built for Better Care

This year, we invested in the spaces where care happens.

Thanks to a generous donor and community partners, our treatment room received new flooring—creating a cleaner, safer, and more functional space for the animals who rely on us every day.

This is what behind-the-scenes impact looks like.

The Power of Community

This year, we hosted **48 events**—each one creating space for connection, education, and impact.

From large-scale events like the Auto Show to smaller community gatherings, every moment mattered.

Supporters showed up in ways that were generous, creative, and deeply meaningful.

From small donations to major gifts, from sharing posts to attending events—every action contributed to something bigger.

MARS is not just an organization.
It is a community.



The Lab Rescue

Fourteen Labrador Retrievers were living outside—confined, under-socialized, and without the care they needed.

This wasn't a quick intake.

It required coordination, space, and a plan.

In partnership with No Dog Left Behind, we brought them into rescue in phases—ensuring each dog had the support they needed to succeed.

Fosters stepped up.

Our community showed up.

One by one, their world changed.

From outdoor confinement → warm homes

From uncertainty → stability

From surviving → being seen

This is what local, community-powered rescue looks like.



Financial Snapshot

Transparency matters to us — not just where resources go, but why.

In FY24–25, we focused on expanding our capacity to meet growing need—investing in medical care, our team, and the infrastructure that supports this work every day.

- Total Revenue: \$885,731
- Total Expenses: \$970,474
- Operating Result: \$(197,854) intentional investment in growth

Where those investments showed up:

- Expanded veterinary care—giving animals like Boulder the time and treatment they need
- Strengthened staffing and operations—supporting 500+ adoptions and 100+ animals in care at any time
- Invested in clinic space and infrastructure—creating safer, more effective care environments
- Sustained community-driven efforts like Operation: Save MARS

This year reflects a period of intentional investment.

We chose to meet the need in front of us—while building the foundation to support this work long-term.

Every dollar spent supports the animals we serve.

\$886K

Total Revenue

\$970K

Total Invested in Care
& Operations

\$198K

Intentional Growth
Investment



Looking Ahead

If this year was about growth, the next is about refinement and sustainability.

- Strengthening how we operate—so we can serve more animals, more effectively
- Expanding access to veterinary care in our community
- Improving systems and tools to better support communication and donor relationships
- Deepening partnerships that make this work possible

**We are not just growing—
we are building something that lasts.**

THANK YOU

Everything you've read here exists because people chose to show up.

To foster.

To adopt.

To donate.

To share.

To care.

This isn't work we do alone.

It never has been.

As we continue growing, we're doing it with intention—building something that can support more animals, more sustainably, for years to come.

Thank you for being part of it.

— MARS

