



PROGRAMS, SERVICES, BENEFITS



Life Unlimited of Virginia Inc., with its divisions **Rikki's Refuge** and **Wild and Feral**, continued to make a positive impact on the planet in 2010. We were recognized for our efforts by being consistently voted a five-star service facility by many rating organizations (such as Great Nonprofits), and by popular vote being named the number one animal facility in Virginia.

GREAT Nonprofits

LIFE UNLIMITED OF VIRGINIA INC Nonprofit Reviews

Average rating ★★★★★

In 2010, 97% of our hands-on, person-to-person work was done in 49 U.S. states and the District of Columbia. Of that, 75% of our work was done in Virginia (55%), Maryland (14%), and D.C. (6%); 3% was in North Carolina; the remaining 22% took place elsewhere in the United States and abroad. Internationally, we had an impact on 47 cases in 12 countries which included helping 14 U.S. military families with their pets.

Far more cases were handled through the phone, internet and mail and these cases had a much farther reach with the percentages of cases more evenly spread throughout the United States and abroad.

As the founder of **Life Unlimited of Virginia, Inc.** it amazes me to see each year the new directions we reach out to and how more and more of our work deeply involves the human species. We are pulled to grow in the direction of those seeking help. When there is a need, we try to fill that void.

As we expanded into the social media realm in 2010, our work took a very profound human twist. Our official spokes cat, **Vincent D. Cat** became a social icon for love, compassion and understanding. We found ourselves connecting with and providing advice to people seeking help with their animals such as medical emergencies for those living in rural or overseas areas where a veterinarian was unavailable; those questioning if an issue was an emergency and required immediate attention or if it could wait until regular business hours, thereby saving them a great deal of money; how to handle behavioral issues; offering suggestions to veterinarians on difficult cases; consoling the lonely and depressed, sometimes spending hours talking to them until they could be connected to a life-saving hotline; providing grief support; and more.

One day **Vincent D. Cat** was reading so many depressing messages that he had the urge to write, "Good Morning Good News here's a few good things in the world today", and to tell a few stories of happiness and success; and urge his readers to think positive and be happy. The next day his readers begged for another happy blurb. By demand, this has developed into a daily inspirational newsletter, where people can read something happy as well as contribute their happy news. Since May 15th, 2010 when **Good Morning Good News** was first published we have over 5,000 daily followers, and many others following on our blog, RSS feed, and Facebook Page.



With the economy remaining fairly poor in 2010, we were not able to expand our animal facility. We were able to expand in directions that did not require financial support, but instead utilized the knowledge of our extensive web of volunteers. We offered many more educational programs; ran a 10 week summer camp for teens and preteens; invited many more intellectually handicapped groups to visit and to receive training; and ran a number of free entertainment / educational programs for children in rural and low income areas.



With the poor economy we saw many local businesses struggling and failing. Since we have a large advertising base we entered into cooperative advertising and cooperative programs with them to help boost their business as well as ours. This involved advertising, special incentives and special events such as a Cut-a-Thon at a local beauty salon. Often, the initial event provided fundraising for us and the long-term benefit of new customers to the merchant. Not all the businesses that we partnered with were local. Some would offer an incentive for online or mail order purchases. It was an outstanding win-win situation for all.

Our new division, **Wild and Feral** (formed in 2009), dramatically expanded their operations in Southwest Virginia, assisting many people and county governments with the management of feral cats, and providing a viable spay/neuter program.

Rikki's Refuge, our No Kill multi-species sanctuary, and **Life Unlimited of Virginia, Inc.'s** first project, was, of course, formed to protect nonhuman animals and to give them a refuge environment for life. These animals don't show up by themselves – they are, or were, all attached to humans at some point. So each human who needed to “get rid of” or who wanted to adopt was of course touched by us.



And now that you have seen an overview of what we offered to our various clients, let's take a look at some details.

Let's look first at direct interactions with people and their animals, and the benefits these people received.