

# SPERANȚA SHELTER 2024 Annual Report

# 2024



# SPERANȚA SHELTER

Activity report: 2024



At Speranța Shelter, we had a very dynamic year, with lots of activities, both internal and external. We dedicated all our time and resources for the benefit of the stray dogs and for a more pet-friendly society. We had one of the best years regarding the adoptions and also started different programs in order to reach people with our messages not only on traditional channels, but also in contexts from their daily lives, in less conventional ways.





## Adoptions

- **128 dogs adopted**, while the shelter continues to host about **400-500 dogs** permanently.

*Remarcable adoptions for senior dogs, or “Christmas miracles”: Monkey (adopted after 18 years spent in the shelter); Milă, Mustață, Fetița (all three adopted by one family), among other that found families in 2024.*



This is a result of our continuous efforts to promote also senior dogs and to educate people towards responsible adoptions.

## Cooking for dogs with celebrities

One of our most successful undergoing projects is Tocăniță pentru toți Bobiță (Stew), series of events through which we promote adoptions. Together with celebrities from sports, theatre, the world of cinema or showbiz, we cooked for our dogs at the shelter, promoted adoptions and taught them about pet-friendly society and better communities for our pets.



Events from Tocăniță series:

- Edition 10, February 3, with football manager Mihai Stoica and his daughter, the online influencer Teodora
- Edition 11, March 9, with Moto Soul Sisters club
- Ediția 12, March 30, with tv star Virgil Ianțu
- Edition 13, June 27, with tv star Andi Moisescu
- Edition 14, July 6, with the radio host Ciprian Muntele
- Edition 15, October 5, with the actor Marius Manole
- Edition 16, October 19, with Om la Lună rock band
- Edition 17, October 26, with artist Bianca Sârbu
- Edition 18, December 7, with Coma rock band and designer Mihaela Glăvan





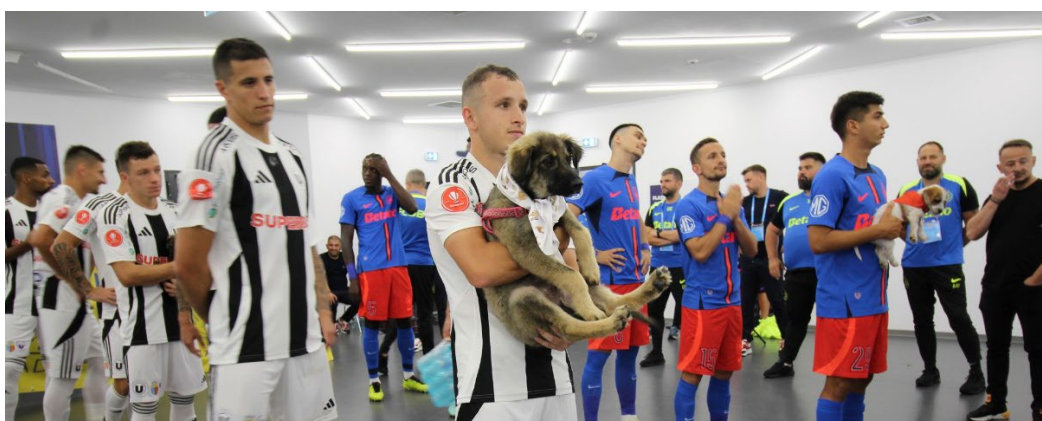
Among the other stars who visited us in 2024, there are also other animal lovers, such as tennis player Andreea Prisăcariu or actress Carmen Tănase.

## Football and adoptions

In 2024 we had been again part of the national campaign “Fill the void in your life”, initiated by Ilfov County Council Animal Protection (regional authority).

Football players entered the stadiums with dogs from Speranta Shelter:

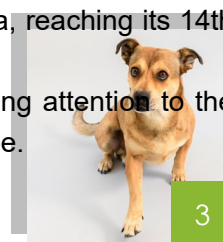
- **FCSB vs FC Universitatea Cluj**, 13 July, Ghencea Stadium - Gigi, Maradona and Bosumflata dogs;
- **Dinamo București vs FC Rapid 1923**, 22 December, Arena Națională stadium – Berta and Veronica dogs;
- **Dinamo București – FCSB** (derby of Romania), 20 October, Arena Națională stadium, with 45.000 attendance – Petru, Agata and Augustin dogs



## 2024+ Where we have been & what else we've done

Events where we promoted our cause in 2024, part of our efforts to be present in people’s daily lives (where we might meet our next supporters):

- We started the year with Doga, yoga with dogs from the shelter, at the invitation of Ilfov County Council Animal Protection and Ohana Vet, at Lightaholic Studios, on 6 January, in Bucharest.
- Pet Expo fair, 16-17 March, Bucharest – being present with puppies and ending with happy adoptions.
- BIAS - Bucharest International Air Show, the biggest air show in Romania, reaching its 14th edition, August 30-31 - we attended the press conference with 3 dogs.
- Form Music Therapy, 24 March – we drummed with animal lovers to bring attention to the cause of stray dogs, as dogs are therapy for the soul, just like music can be.

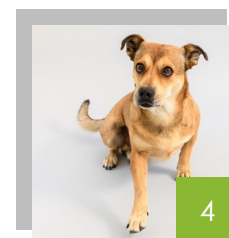




- We had a very lucrative tour, in May, in the USA, where we exchanged views and discussed the future of our domain at the annual Animal Care Expo Conference, San Antonio (Texas), we had various meetings with representatives of the animal sector welfare from the United States, we exchanged best practices and got to see what some of the state-of-the-art equipment in the shelter world looks like.
- Bazar de Cotroceni, October 12-13, Bucharest – we set up a stand, where visitors could interact with some of our dogs and watch our story in video format.
- Two of our paraplegics ran a special race, dedicated to dogs with problems, at the Canicross Fun Run, in Herastrau Park, on October 26, to draw attention to the needs of these wonderful dogs.
- For the first time, on October 31, a part of the shelter was, for a few hours, the filming set for a TV production, “Povestiri din Bocșa”, directed by Ioan Cărmăzan, with the participation of the actor Ion Ionuț Ciocia (also known for the role of Brânzoi). Thus, we continue to reach people, with the cause of stray dogs, through more and more varied channels.

#### What else we did:

- In December, we launched the first clip of the series **Speranța vă povestește (tells you)**, through which we aim to present the shelter through the eyes of our Patrocle and through the voice of Claudiu Cîrțină. Patrocle was adopted by a Romanian family from the Netherlands, but he could not settle because his heart remained with the family in the shelter, so he returned after 10 days to Speranța.
- Also, in December, we launched a special cold season adoptions campaign, with the support of partners such as Mars and JYSK Romania.
- Another campaign carried out during the year, through which we drew attention to the needs of the shelter, was through the Kaufland Card.
- In December, we concluded a partnership with Paws Self Wash, from Bucharest, through which adopters receive free washes for puppies adopted from Speranța.
- In September, we rescued 6 dogs from the Târgu-Jiu Shelter, called one of horrors, where dozens of dogs were euthanized in one night, and we supported the public initiative to ban euthanasia. All the dogs are being rehabilitated after the trauma they suffered there and are part of the Messengers of Speranța program.





### Speranța, part of larger efforts to improve animal welfare environment:

- We participated in an important debate for the future of pets in Romania, initiated by Ilfov County Council Animal Protection and with the participation of representatives of e-commerce platforms, such as OLX.  
The goal was to identify solutions that online platforms could implement to combat illegal pet trafficking, including false adoption ads, but also to facilitate better control by public authorities - June 21, Bucharest.
- We participated in a new debate on the topic of stray dogs, organized by the National Veterinary Sanitary and Food Safety Authority - ANSVSA, on September 30, together with several organizations and institutions in the field. The discussion was about sterilizations, adoptions, the prohibition of euthanasia, better control of the commerce with pets and many others, topics that then ended up in legislative projects.

### Rock & dogs



We attended the Dirty Shirt concert at Club Quantic on May 19th at the band's invitation and promoted the cause of stray dogs and responsible adoptions.

Dirty Shirt included us in their autumn campaign, Fur-ever Friends, an initiative through which the rock band promotes the good deeds of non-profit associations in the country. Our team participated to the year-end concert, where the messages of our supporters, such as Carmen Tănase, were displayed.

Also in 2024, we were present for the first time, even if not physically, at Electric Castle music festival, where Mars Romania (Pedigree) had an interactive installation to promote dogs from shelters, including the Speranța Shelter.

The end of the year also brought a partnership with those from the Coma rock band, that launched a series of branded items with Speranța messages, such as mugs, t-shirts, caps, available through the Printoteca platform.

## Messengers of Speranța

- Number of dogs we worked with in 2024: **20**
- Since 2020: **>50** dogs in total
- +New program for going out in the park with dogs: 2 editions (July 31, September 4)
- Special cases of dogs with deep trauma, but who have seen amazing progress: Agripina, Mărțișor, Emil, Lauda, Haiduc, Mioara, Mișu.





The **Messengers of Speranța** is one of the most important programs carried out at the Speranța Shelter, a unique one in Romania, through which canine rehabilitation specialists work with traumatized dogs, with varying degrees of anxiety, some of them rescued from terrible situations, but who were given the chance to a new life.



*Adi (adopted in Vienna), the dog that lived for years in only a yard of chain, before being rescued by Speranța.*

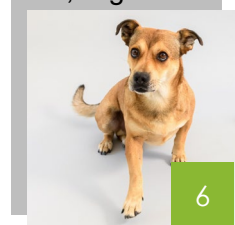
*Curcanul (adopted in England), a dog confiscated by Police from the "apartment of horror", from which he had never come out. + They are joined by other "graduates" of Speranța, adopted in the country.*



## Education for the future

**We organized 10 events**, in the shelter, where students from different schools could interact with the dogs, paint, participate in interactive games with useful information about animals or team games with the aim of promoting adoptions, as well as other activities aimed at bringing them closer to our little best friends. The older ones helped socialize the dogs, which is extremely important so that the dogs become easier to adopt.

- **They visited us:** Liceul Teoretic Internațional de Informatică București, Liceului Tehnologic Ion I.C. Bratianu, București, American International School of Bucharest, Școala Gimnazială Gheorghe Corneliu, Domnești, Școala Privată Atlas, București, Liceul Deutsche Schule Hermann Oberth, din București, International School of Bucharest, Liceului Teoretic Bilingv "Miguel de Cervantes", Liceul Teoretic Ioan Petruș, din Otopeni.
- Students from the "Alexandru Ioan Cuza" Theoretical High School, Bucharest, organized a special fundraising action and the promotion of a better world for pets.





- **We visited**, with puppies, Colț de Rai Kindergarten and King George International High School, both in the capital.
- **We concluded a collaboration agreement** with the Interact Club Bucharest association, and several groups of young volunteers joined our public events.
- **We signed a collaboration protocol** with the Faculty of Veterinary Medicine (USAMV), based on which several students came to the shelter for internships. They were joined also by students from other universities, like "Nicolae Titulescu" University, from Bucharest.



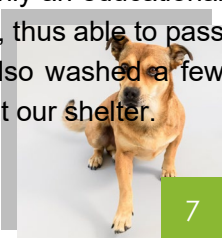
*We celebrated 1 June, International Children's Day, in the shelter, with over 30 kids from Romniceanu Gallery and Casa Bună Association, which together painted the dogs kennels made by House Doctors and spent quality time in the company of our dogs.*

In all of these events, we have interacted with more than 200 students from schools. There have also other campaigns for adoptions and animal welfare that we organized with different schools.

**“Fur-ever friend” campaign**, Faculty of Journalism and Communication Sciences - University of Bucharest (FJSC), Animax Vulcan, April 4-6. We promoted responsible adoptions and the idea of an pet-friendly society, together with the wonderful volunteers from FJSC and some dogs from the shelter, within the educational project 4/4PentruPrietenii, supported by the Embassy of the United States of America and the American Councils for International Education. One of the events coincided with the International Day of Animals Without Families on April 4.



**Stop.Wash.Adopt**, June 15 iunie, Speranța Shelter. A different kind of education is when we speak to young people in their language, on their channels. Although it was not necessarily an educational event, joined us many influencers with a considerable impact among young people, thus able to pass on our messages to support responsible adoptions. All in an event where we also washed a few puppies, with the products donated by Bewellstore and launched for the first time at our shelter.





## Multinational of Good



We launched the new Multinational of Good program, through which we organize days dedicated to volunteers, employees from different companies, who want to spend time with us. We organized **14 events** with approximately **200 people** from 15 different companies active in the Romanian economy.

The goal is to promote responsible adoptions and a pet-friendly society.

Last but not least, we celebrated World Animal Day in one such event, organized in our shelter, where over 40 employees from Mars Romania volunteered and dedicated their day to our dogs.

### Improvements made to the shelter

We **equipped the shelter's clinic** with several devices, including state-of-the-art cages, equipped with infrared and oxygen therapy and one device that costs about as much as a car, but helps us with over 100 tests, bought with the support of Viva Credit.

We **renovated two sections** of the shelter, with **22 paddocks** in total, and **painted multiple sections** of the shelter. We introduced **electric heating in 5 paddocks** (15 in total). We also made **several repairs** to the poured concrete along the shelter and **repaired or replaced many of the dog houses**.

### Special thanks

We thank those who were with us, donors, adopters, including distance adopters and people who supported our cause. We especially thank the companies that understood that their involvement is needed in order to carry on our mission, such as our main partner Mars Romania.

We also thank the other partners who supported our programs in 2024: Viva Credit, JYSK Romania, Kaufland, Dedeman. Last but not least, we are happy to have beside us our friends from Throwback Caffee and the House Doctors, always very helpful.

Stay with us to do more good together...

