



501c3 Nonprofit Rescue
Kennett Square, PA



2025 IMPACT REPORT

**Celebrating 365 Days of Saving Lives
and Enriching Families**



Dear Friends,

The Treetops Mission is to rescue adoptable lost, abandoned or surrendered cats with focus on high-kill shelters. We supply needed medical and socialization care as we help them find permanent homes where they will be properly cared for and loved. And, in return, they bring years of happiness to local families.

Thanks to you, we have found homes for nearly 1000 of those cats since 2007 and have had the privilege of bringing joy to the families who love them. As someone who never grew up with pets through nearly 60 years of life, I now realize they fill a void in our hearts and in our lives that we didn't know we had. On behalf of Treetops, we are grateful to enable this for so many families throughout our community! Thank you for your boundless support to our mission and to families throughout northeastern Pennsylvania.

Your support has enabled us to create a more welcoming and healthier environment for our resident kitties and our many visitors. In fact, in 2025 alone, we saw a nearly 50% increase in visitors to our café. Whether it was to adopt a cat, have some family fun, join an event or just have a little cat therapy to decompress, we welcomed friends old and new to Treetops and are grateful to this wonderful community of supporters.

We also linked with ACCT Philadelphia. This is one of the biggest rescues in our area and, unfortunately, one of the highest volume kill shelters in our state. There were senior cats like Bentley: surrendered by her owner and rescued just a few hours before the scheduled end of her mythical 9th life. And cats like Surrey: loving and playful yet struggling with a massive tumor that ultimately required his leg amputation. Both are now in loving homes with families who adore them. Where others see a euthanasia list, we see a life of happiness with a family made whole by the love of a pet.

As you read this report, you'll see the true breadth and depth of what you've made possible. These stories of love, hope and resilience, as well as the statistics they drive, belong to you. And you are the inspiration behind our mission to find forever homes for our furry companions and the families they so lovingly rescue.

Thank you for your wonderful support in 2025 and for all we are about to accomplish together in 2026!

Maria Boulden,
Treetops Animal Rescue
Board of Directors, Chair



2025 BY THE NUMBERS



54 Cats placed
into forever homes



11 Board members and
1 Intern (all unpaid)
providing strategic support



50% Increase
in cat café visitors



140 New donors
providing financial support



300% Increase
in grant funding
(enabling system upgrades)



57% Increase
in monthly recurring donors



365% Increase in Facebook
watch time with 105%
increase in new content



100% Increase in Instagram
interactions with 26%
increase in new content



1000% Increase
in kitty cuddles, kitty snuggles
& contented purrs :)

SHELTER & ADOPTIONS

Rescue is Our Super Power

2025 was a tough year for animal shelters. Economic pressures, rising veterinary costs and staff shortages have led to overcrowding and underfunding of many local operations. Treetops was no exception. We also had two months of shutdown due to medical issues like ringworm and building issues that needed repair. That's two months without income at a time when expenses spike.

But with your tremendous support and a staff of superheroes, we created a safer, healthier place to support more families and the cats who rescue them. Did we meet all our goals? No. Our net income was negative—meaning we had to draw from savings to keep our operation going. That savings was targeted for growth programs to help more cats, create outreach programs to reach more people and drive improvement programs to proactively avoid issues like ringworm and beyond. As a 501c3 nonprofit, our ultimate goal will always be to use our resources to support the cats and our community. And that means being responsible, meticulous stewards of the incredible community support you give and being completely transparent every step of the way.

Saving the lives of senior and special needs cats is our pathway to touching families throughout southeastern Pennsylvania with the unconditional love and joy of companionship that our special furry friends uniquely give. Our kryptonite is the cat on the euthanasia list, and the one in the corner of the shelter that's been passed over too many times, and the one with a medical issue that causes other shelters to look away. We can't look away. We WON'T look away. These are the cats that bring a depth of love, gratitude and empathy beyond words.

On the surface, we rescue them. But, in reality, they rescue us—not just the lucky adoptive families but also the family of staff and volunteers that make it all possible.

We can't save them all. But we're going to keep trying. And therein lies our greatest need beyond your financial support. Rescue is hard. Even hearts of gold get broken when a cat can't overcome a medical challenge or a family can no longer care for them. So, in addition to your gracious support, come visit us, follow us on Facebook and share our story with your friends. We can use all the love and good vibes you can send.

2025 Challenges

\$-8,266 — Net operating income

\$13,546 — Veterinary Fees

**75% Increase in cat care expenses
(veterinary, pharmaceutical & transport)**

48% Decrease in funds raised

10% Drop in adoptions

**\$150 Minimum cost of one cat's stay at
Treetops until they're adopted**



SHELTER MEDICINE

Healing and Caring

Treetops is unique for so many reasons. But when it comes to shelter medicine, our rescue stands out because of our focus on the underdog...or should I say “undercat”. We proactively find senior and special needs kitties. We look for the ones on the euthanasia list or otherwise deemed “unadoptable” by other shelters. In fact, in 2025 thanks to our fantastic Rescue Manager and expert staff, we partnered more with other rescues to share learnings and best practices, to increase awareness of our furry residents and to help find homes for the longest rescue friends. In fact, rescues proactively engaged Treetops because our faster turnover rate and creative community engagement expertise. Some would look at other rescues as competitive. We see ourselves as all on the same team: trying to help families and our furry friends throughout the area live their best lives.

Of course, targeting senior and special needs cats means longer stays and higher vet bills. In 2025, Treetops’ veterinary-related costs were over 75% higher than the prior year. Kittens and younger cats without health issues tend to find homes easily. It’s the older cats, especially those with health, behavioral or other issues, that take time. And this is where we thrive—giving cats the time, space, hope and love to rest, recover and show their true, unique and wonderful selves. Thankfully, we also have amazing vet partners like Pocopson Veterinary that care for our residents with extra support and compassion, especially given our nonprofit status and deep compassion for those cats that have had a rougher time than most. And we’re especially grateful for those that provide medical fostering for our cats for a deeper level of recovery care and support before they enter the Treetops environment.



SUCCESS STORIES

The Treetops Team in Action

Frankie

Eight-year-old Frankie arrived in June with an unknown history... but his body showed that it was not a kind one. His worn, weathered appearance and injuries suggested years of living outdoors without comfort, consistency, or kindness. Essentially, a life without much hope.

When he first arrived, Frankie didn't trust humans at all. He stayed in his condo almost 24/7, even after we began leaving the door open so he could explore. Over time, with gentle encouragement, he started allowing soft pets from gentle humans and short visits from other cats.

Frankie's medical needs are substantial: daily heart murmur and anxiety medication, ongoing skin treatments, and he appears to be deaf. Despite all he's endured (and his grumpy face) Frankie is a quiet, sweet boy who craves safety, affection, and a chance to finally rest. In a traditional shelter, Frankie would likely be deemed "unadoptable" and euthanized. But at Treetops, he's exactly the kind of cat we're here for.



Bentley

After 16 years with the only family she had ever known, Bentley was surrendered to ACCT Philly. After just 10 days at the shelter, this fragile senior cat was placed on the time-stamp list. The team from Treetops arrived only moments before Bentley was scheduled to be euthanized.

Once safe back at Treetops, we realized how dire her situation was. Bentley weighed only 3.5 pounds. She was suffering from hyperthyroidism and a severe upper respiratory infection. Weak, grieving, and confused, she was doing everything she could just to hold on. She deserved another chance. The Treetops team was determined to give it to her!

Bentley was placed with an experienced foster who could provide the medical care, patience, and love she needed to heal. Slowly, she began to recover. Today, Bentley is healthy, active, and thriving. She's even rediscovered her personality—though she's still a bit grumpy. But after everything she's been through, this senior lady has earned it!

SUCCESS STORIES

The Treetops Team in Action

Surrey

Just two days after arriving at Treetops in June, Surrey was placed on a health hold and moved into a medical foster home after we discovered a cancerous tumor on his leg. His best chance at survival was a full leg amputation.

Thanks to the incredible generosity of supporters like you, Surrey received the life-saving surgery he needed, healed beautifully in foster care, and, on September 21st, he went home to his forever home.

Now, Surrey is living his best life, surrounded by love and some Treetops alumni kitty friends.



Cruella

Cruella arrived at Treetops in August from a partner shelter with what seemed like a simple eye infection. Once in our care, we discovered it was much more serious—an ulcer that had progressed too far to save the eye, and removal became the best option for her comfort and health.

With the help of the Pocopson Vet team and the gentle, attentive recovery care from a TTKC volunteer, Cruella recovered beautifully—ever the kind, gentle soul, patiently and hopefully waiting for someone to offer her a little affection.

Our once gentle alpha, Cruella, is now soaking up affection, hopping up for pets, and enjoying leisurely naps in her adoptive home.

Because of YOUR generous support, cats like Frankie, Bentley, Surrey and Cruella get the specialized care they need... and a second chance. Your donations help provide:

the treatments that
keep them healthy

the specialized care that
helps them heal

a chance for the happy,
carefree lives they deserve

OUR STAFF

Small But Mighty

The only thing more boundless than their energy, expertise and commitment is their love for the cats and passion for rescue. This is the team that does the hardest of the hard work and runs the gambit of joy and sorrow, blessing and curse, reality and hope that is animal rescue. Our payroll budget is very limited to enable maximum financial support to our residents. And these staff members are worth their weight in platinum for all they are and do for our rescue and our community.



Kristine Baney

President & Rescue
Manager



Bethany Partsch

Café Staff



Sarah Taylor

Café Staff



Stephanie Sauer

Donor Relations
Manager

OUR VOLUNTEERS

The Heartbeat of Treetops

Our Volunteers are the heartbeat of the rescue operation. Not only do they stock, clean, repair and do countless jobs that keep the operation running smoothly, they spend time with the cats to show them the love, companionship and enrichment they so sorely have missed. Off hours, snow days, holidays, you name it, our volunteers bring the best of humanity every single day.

Adam Peterson

April & Kat Macouley

Barbara Miller

Becky Juarez

Bethany Levin

Bud & Debbie Adary

Catherine Charleton

Ellen & Lynn Stroud

Emily & Mia Baroni

Emma Heck

Grey Teige

Helen & Valerie
Prakoso

Jackie Mangini

Kaitlyn Scherquist
(with mom Sunah)

Kendall Smith

Krista Kaufman

Laura Minnick

Laura Weimer

Lauryn Vincolato

Lori & Reese Wilson

Makayla Kerwin

Matthew Franco

Matt Korwan

Meg Patterson

Melissa Goldacker

Naiomi Laurence
(with mom Tammy)

Natalie Linder

Rahul Karnik

Regina Fees

Sabrina Rundle

Samantha Drainer

Sarah Taylor

Sarah Thomas & family

Stephan Partsch

Stephanie Sauer

BOARD OF DIRECTORS

Guiding Our Mission

Our Board is a dichotomy of local resources who have a passion for cats and rescue along with deep expertise in fields like marketing, finance, legal, business strategy and beyond. And this is more than just a Board of Directors. Each member commits a designated amount of volunteer hours to do everything from data entry to cleaning cat cages to scenario planning to cat fostering. We welcome the opportunity to connect with our community and hope to meet you soon!



Maria Boulden
Chair



Kristine Baney
President



Adam Peterson
Vice-President



Juliana Swaren
Secretary



Sarah Thomas
Treasurer



Sarah Shaner
Intern



Ellen Stroud



Lynne Stroud



Regina Fees



Matthew Franco



Morgan Kaelin



Pamela Morton

WHAT'S NEXT

We have two major projects in flight to further enable our rescue operation:

New CRM Software

We currently have five different systems that store data on cats, donors, visitors, volunteers, followers and other parts of our rescue effort. None of those systems are integrated or compatible with each other. Tracking is extremely labor intensive and analysis is nearly impossible. How did we get here? For years we've made do with free and/or discounted offerings that enabled us to have something better than pencil and paper. And now, thanks to a grant awarded by Chester County Community Foundation, we are configuring and deploying new information management software built specifically for nonprofits that will house all of our critical data threads in one system. The analysis and tracking this new system features will enable better engagement with our followers, closer relationships with a growing list of donors, easy volunteer management and statistical insight that makes us better positioned to support our residents and the families we connect to them, to name a few. We are targeting launch in the second quarter with configuration and data integration already underway.

Operational Efficiencies

As a nonprofit, we rely heavily on volunteers and minimal paid staffing. We gratefully accept help wherever we can get it. Especially given that rescue is exhausting physically, mentally and emotionally. And that leads to turnover. A lot of turnover. And with that turnover has come a patchwork of well-intentioned processes, tools and systems that could use a little housecleaning and maintenance. With the aid of Board members skilled in process engineering and office management, we are mapping all rescue operational elements, ranging from purchase patterns to cat intake to adoptions to event management and more to streamline the workload on overburdened staff, better support and enable our volunteers, take cost out of our systems and create an even better, healthier, safer and fun environment for our cats and the humans who cherish them. This project is also underway with process mapping expected to be completed by the end of February and streamlined operations in place well before midyear.

We are also developing deeper partnerships with local rescues, establishing formal connections to local schools and our community to recruit volunteers and improve our marketing presence to drive broader reach, better awareness and, best of all, more adoptions. Look for more events too like the Kennett Mushroom Festival and Holiday Lights Parade.

In the meantime, we will continue to champion the "undercat" as we find loving, forever families in our community for our resident cats to rescue. Because we truly believe there's a home waiting for every cat and the world could use some more rescuing.



PARTNERS



GRANTS



Avon Grove



Make an impact with us in 2026:



treetopskittycafe.com/donate



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