

g o o d  m e w s



2025 ANNUAL REPORT

Vision

Good Mews strives to ensure a lifetime of loving care for every feline by ensuring organizational longevity, addressing the population crisis, increasing adoptions, and fostering humane values within the community.

Mission Statement

Good Mews offers an alternative to traditional animal shelters in the Metro-Atlanta area by providing a no-kill, cage-free, limited admission haven for homeless, abused, or abandoned cats until placing them in permanent, loving homes. Good Mews promotes public awareness regarding the value of pets, animal welfare, pet overpopulation, and quality human-animal companionship through education and outreach programs.



MESSAGE FROM THE BOARD OF DIRECTORS

Dear Good Mews Community,

On behalf of the Board of Directors, we are proud to share that 2025 was another impactful year in Good Mews' history — not just in what we accomplished, but in how intentionally we built toward the future.

After 2025, the board undertook a thorough review of our Strategic Plan, and what we found was encouraging: across five pillars — People, Financial Security, Outcomes, Facilities, and Marketing — our team, volunteers, and supporters moved the needle in ways that matter. More than a third of our strategic goals are fully complete, and the majority of the rest are actively in progress. That kind of momentum doesn't happen by accident. It happens because of you. You helped set our direction & goals through survey responses and direct feedback, and then you showed up to help make it happen!

We are excited to share the results of our impact in this report. By continuing to invest in the programs, cats, and people at the heart of our mission we are making a difference in our communities. The board is proud of the discipline and stewardship reflected in these results, and deeply grateful to the volunteers, donors, gala supporters, and legacy givers whose generosity made it possible.

Equally exciting is the work ahead. Our strategic priorities for 2026 and 2027 include growing our presence across the greater Atlanta region — because Good Mews has been the best kept secret long enough. We are developing a facilities roadmap to expand surgical capacity and serve more resident cats, and we are building the community relationships, corporate partnerships, and donor base that will sustain this organization for decades to come.

The board's role is to ensure Good Mews is governed wisely, resourced adequately, and positioned to fulfill its mission for years to come. We are confident that with the foundation built in 2025, and with the continued support of this extraordinary community, our best days are ahead.

Thank you for your trust, your time, and your belief in what Good Mews stands for.

With gratitude,

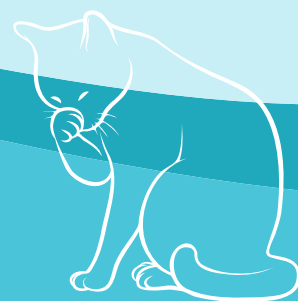
The Board of Directors

Good Mews Animal Foundation



Adrienne Dickerson

Adrienne Dickerson
President, Board of Directors



FROM THE EXECUTIVE DIRECTOR

Dear Supporters, Friends, and Fellow Cat Champions,

As we reflect on 2025, one thing is abundantly clear: **every dollar donated and every hour volunteered made a real, measurable difference for cats in Cobb County and beyond.** This year wasn't just about growth, it was about impact. And that impact belongs to you.

Because of your generosity and commitment, more cats received lifesaving medical care, more community cats were spayed and neutered, and more families were supported in keeping the cats they love. Donor dollars stretched farther than ever, fueling expanded medical services, community pantries, and community programs designed to meet cats where they are out in the neighborhoods we serve.

At the same time, volunteer hours powered the heart of Good Mews. From daily care and medical support to events, outreach, and behind-the-scenes help, our volunteers showed up again and again. Their time, compassion, and dedication allowed our staff to do more, reach more, and help more cats than we could have imagined on our own.

In 2025, the collective power of donors and volunteers helped us deepen our reach into Cobb and surrounding counties, strengthening partnerships and responding to growing community needs. Together, we proved that when resources and heart come together, real change follows with healthier pets, stronger families, and a more compassionate community.

As we look ahead, we are inspired by what's possible because of you. With continued support, we will keep building programs that save lives, expand access to care, and ensure cats receive the dignity and protection they deserve.

Thank you for believing in our mission, for investing your time and resources, and for standing with Good Mews. Together, we are creating brighter futures for cats and the communities that love them.



Nikki Healy

Nikki Healy
Executive Director



Our Impact

Changing Lives—One Cat at a Time



8,000+

*Cats saved from euthanasia
Since 2007*



25,000+

*Life-saving surgeries
Since 2018*



15,000+

*Cats placed into loving homes
Since 1988*

Powered by People



650+ active volunteers



40,000+ volunteer hours every year



40+ foster families supported annually



400+ fosters supported annually



Our Reach

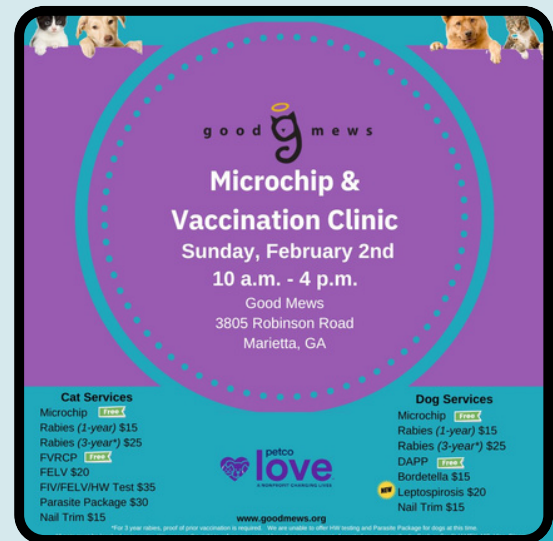
- Serving 25+ Georgia counties
- Impacting 10 U.S. states

VACCINE CLINIC

In February 2025, something truly powerful happened! And it happened because an entire community came together.

In just six hours, our low-cost vaccine and microchip clinic provided lifesaving vaccines, microchips, and preventative care to 156 beloved pets, helping keep families together and pets across our community safe, healthy, and protected.

This kind of impact is only possible when donors, volunteers, staff, veterinary professionals, and sponsors all show up with the same shared belief: that every pet deserves access to care. Our donors make these clinics possible, ensuring that preventative care reaches not just the cats in our shelter, but pets throughout the community who need it most.



Our incredible volunteers and staff gave their time, energy, and heart to keep everything running smoothly, while our veterinary team provided expert, compassionate care every step of the way. We are also deeply grateful to our generous sponsors—Petco Love, IDEXX, Banfield Pet Hospital, and Barking Dog Bakery and Feed—whose partnership helps turn big ideas into real, lifesaving action.

When donors, volunteers, sponsors, and staff come together, the result is more than an event—it's a stronger, healthier community for pets and the people who love them. And together, we're making preventative care not a privilege, but a promise.

SHELTER OPERATIONS

Finding Good Jobs For Good Kitties

In 2025, Good Mews proudly launched the Sue Black Working Cat Program, expanding our ability to help community cats who have been part of Trap-Neuter-Vaccinate-Return (TNVR) efforts but have no safe location to return to. While TNVR is the most humane and effective way to manage community cat populations, there are times when cats lose their outdoor homes due to development, property changes, or safety concerns. The Sue Black Barn Cat Program ensures these cats still have a chance to live safely by placing them as working cats in barns, warehouses, breweries, gardens, and other suitable outdoor environments where they can thrive.

Named in honor of Sue Black, whose dedication to helping cats inspired this effort, the program creates partnerships with property owners willing to provide safe shelter, food, and care for these independent felines. In return, the cats gain a secure territory and a second chance at a stable life. Since launching the program, Good Mews has been able to expand its impact beyond traditional adoption, offering a humane solution for cats who may never become house pets but still deserve safety, purpose, and compassionate care.



FINANCIAL UPDATE

In 2025, Good Mews Animal Foundation experienced one of its strongest financial years to date, further strengthening the organization's long-term stability and ability to serve cats and the community. Following the payoff of the shelter mortgage in 2024, Good Mews worked closely with its investment advisor to better optimize reserves and cash holdings while maintaining responsible risk management and liquidity. These efforts resulted in a 66% increase in investment income and investment returns exceeding 10% during 2025. Overall cash and investments grew from \$1.0 million to \$1.4 million, while organizational equity reached the milestone of \$3.0 million by the end of the year.

The organization also continued investing directly into its mission and operations throughout 2025. Nearly \$160,000 was used for shelter, program, and capital improvements, including the purchase of a new van, installation of an electronic sign, and important hardware upgrades and replacements. Despite expanding services and programs, Good Mews maintained a very low level of liabilities and kept expenses largely stable through careful financial stewardship and operational management. The decision to allow the executive office lease to expire mid-year also contributed to operational savings.

Fundraising and program revenue saw significant growth during the year, with total revenue increasing from \$1.4 million in 2024 to \$1.8 million in 2025. Strong support from donors, annual gala fundraising, increased bequests, and a 15% increase in surgical suite revenue all contributed to this success. Combined with responsible expense management, these efforts resulted in a net income of \$526,000 in 2025 — a substantial increase from prior years. Good Mews remains committed to thoughtful stewardship of donor support while continuing to build a strong and sustainable future for the organization and the cats it serves.



Scott Stein

Scott Stein

Treasurer, Board of Directors

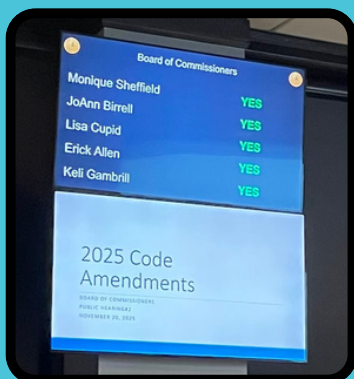


COMMUNITY ACTION



At Good Mews Animal Foundation, our commitment to cats extends beyond shelter walls. We actively advocate for animal welfare through legislative involvement at both the state and local level, including participation in Georgia's Paws, Policy, and Protection Day at the State Capitol and representation at Cobb County Board of Commissioners meetings. By engaging with lawmakers and community leaders, we work to promote compassionate policies, support community cat initiatives, improve access to spay and neuter resources, and ensure that the voices of animals and the people who care for them are represented in important local decisions.

We also find it extremely important to work with other organizations to ensure all animals are given their best chance. This year we did several events with partners including Best Friends Animal Society, Cobb County Animal Services, Humane World for Animals, Atlanta Humane Society, and many more.



ADOPTIONS

Jelly

When Jelly first came to the shelter, she was not thrilled with any of us. Not many people could pet her, and she did a lot of hissing. With the wonderful devotion from her Kitty Buddies, Jelly gradually started to trust us and blossomed into a very sweet girl. A nice guy fell in love with Jelly when he saw her picture online and came to visit her often. Jelly really liked him and the feeling was mutual. When he was finally ready to adopt, he took Jelly home in September 2025.



Unfortunately, Jelly reverted back to being scared, but her dad wasn't worried. He figured this would happen and he was willing to be very patient with her. Jelly gradually started to feel more comfortable and would meow and roll around on the floor, which very much pleased her dad. All the patience and giving her time to learn to trust again paid off because her dad reports that Jelly is doing really well! "She's become very vocal whenever I come home from work and she lets me know how much she missed me. She sleeps and cuddles with me now and has effectively become my shadow. She really is the best thing that's happened to me and want to say thank you so much for letting me adopt her." We are so thrilled with this update and appreciate all his patience and giving a shy kitty a loving home.



Shy cats have a hard time finding people to give them a chance, and when someone comes along like Jelly's dad, we couldn't be more grateful.



ADOPTIONS

Oscar

Oscar came to Good Mews from an overcrowded situation and went right to foster care. When Oscar first got to his foster home he was very scared, hiding frequently, and having limited direct contact with his foster mom. While at the shelter he made it very clear that he did not like being picked up, but his new family reports just the opposite!



“He gets along with the big cats so well, they nap and play together. He's mastered the treat puzzles and loves the snuffle mat. My wife started calling him her "bunny boy" because of his tail, his hops, and resemblance to a Dutch rabbit. He talks to us constantly and wants to be carried around and kissed. He'll even come up to me and "bark" until I pick him up so he can rub against my facial hair. We love this little guy so incredibly much.”

Oscar is a wonderful example of what we are always searching for in our adoptions, a perfect fit that will last a lifetime. Congratulations to Oscar and his family for finding each other!



SURGICAL PROGRAM

The Good Mews Animal Foundation Surgical Program experienced a year of growth, change, and incredible impact in 2025, all while remaining focused on one core goal of improving the lives of cats throughout our community.

During the year, our dedicated team completed 4,547 surgeries, helping thousands of cats live healthier lives while preventing future litters that contribute to overcrowding in shelters and on the streets. Among those surgeries were 2,109 Trap-Neuter-Vaccinate-Return (TNVR) cats, allowing community cats to be sterilized, vaccinated, and returned to the outdoor homes they know while reducing population growth in a humane and effective way.

Beyond the numbers, the Surgical Program continues to serve as a vital community resource by providing accessible, low-cost spay and neuter services to pet owners, rescuers, and caregivers who may otherwise struggle to access veterinary care. By helping both owned and community cats, Good Mews is able to extend its impact far beyond the walls of the shelter and supporting healthier cats, reducing shelter intake, easing strain on local animal welfare systems thus reducing tax payer burden, and helping families keep the pets they love. Every surgery represents not just one life changed, but countless future lives improved through compassionate, preventative care.



Spay / Neuter Community Event

November 12th

Low-cost spay & neuter
surgeries for **only \$25!**

Includes Rabies vaccine and microchip

Spots are limited!

For full details and to request an appointment:

[EMAIL US](#) [▶ SPAYNEUTER@GOODMEWS.ORG](mailto:SPAYNEUTER@GOODMEWS.ORG)



Marketing and Communications Update

In 2025, Good Mews' Marketing & Communications efforts focused on strengthening and building upon the foundation already established across our brand, outreach, and community engagement initiatives.

A major priority this year was improving brand consistency across all channels, campaigns, events, and materials. We began updating many of our brochures, flyers, handouts, and marketing resources to create a more professional, cohesive, and informative experience for our community. With dozens of materials in regular use, this work will continue into 2026.

We also refined our social media strategy on Facebook and Instagram, adopting a "less is more" approach that prioritizes quality, storytelling, and engaging video content over sheer volume. Through this new approach, our combined social media audience grew by 12% (gaining nearly 3,000 followers)—and the total number of people reached each month increased by 50%.

Digital marketing played a larger role in our campaigns and events throughout the year, with greater emphasis placed on integrated email marketing, social media, and digital advertising. These efforts contributed to several standout successes, including the Harvest Market doubling its sales from 2024 and GivingTuesday raising 24% more than the previous year.

Community engagement also expanded through our growing partnership with Atlanta Hard Cider, where monthly trivia fundraising events have created new opportunities for community outreach and consistent revenue.

One of the year's biggest accomplishments was revitalizing our Google Ad Grant program. Through this Google Ads Grant, Good Mews receives up to \$10,000 per month in free Google Search advertising. However, at the beginning of 2025 we were only using a small fraction of those funds. With guidance from a local marketing agency, we successfully restored full utilization of the grant by year's end—dramatically increasing Good Mews' visibility in online searches.

Finally, we unveiled our new outdoor digital sign, creating another powerful tool to share information with the community and expand awareness of the Good Mews mission.

Development Update

2025 was a year of “firsts” for Good Mews Development. For the entire year we raised over \$1.7 Million in funds to support our lifesaving activities. Our success was greatly enhanced by receipt of Good Mew’s largest gift of over \$480,000 which came in the form of a Legacy Gift from an anonymous donor. This gift, combined with a record- breaking \$100,000 plus Giving Tuesday, and a highly successful Tails and Teacups Soiree, lead to a never-before-seen Net Positive Revenue for 2025 of nearly \$550,000.

Beyond the “numbers,” Good Mews Development, in 2025, implemented new, innovative approaches to fundraising. Among these initiatives are a partnership with Trust and Will Platform FreeWill designed to make Legacy and Planned Giving FREE and easy at: goodmews.mygiftlegacy.org. In 2025 Good Mews was also, thanks to the incredible generosity of Lynn and Brent Woodruff, able to establish our very first Endowment Fund, designed to grow as a self-funding mechanism for innovative program activities. Please consider supporting the Fund. If interested in supporting it please contact Mark Dowis, at mdowis@goodmews.org.

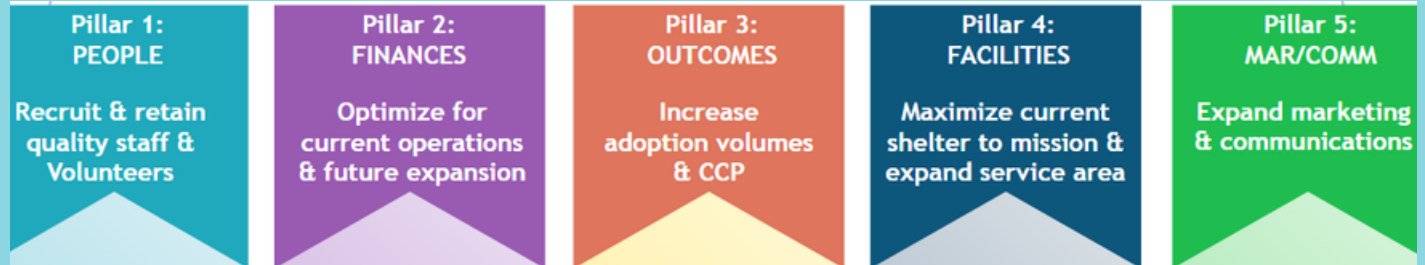
In addition, in 2025, Development created and marketed an IRA/401k Required Minimum Distribution (RMD)/Qualified Charitable Distribution (QCD) program that raised over \$50,000. In addition, we directly raised over \$30,000 dedicated to supporting Good Mew’s Free Drive Through Clinics.

Please accept our heartfelt THANK YOU for all that each of you did to make Good Mews great in 2025. As always, we hope that you will continue to support Good Mews in both saving the lives of cats AND in breaking the cycle of unwanted litters of kittens doomed to a perilous life on the streets.



FUTURE GOALS AND VISION

In 2024 the Good Mews Board of Directors, with staff and volunteer input, developed a set of Strategic Pillars and Strategies. Five Pillars with connected Strategies were identified and goals set.



Some of the 2025 Outcomes guided by these news Pillars and Strategies include:

- Committee Town Halls to improve communications between volunteers and staff.
- Streamlined month end close processes and annual audit completion
- Expand foster capacity;
- Formalizing the Sue Black Working Cat Program
- Launching our Pet Food Pantries
- Establish an Advisory Council
- Increase in educational outreach with schools

Thanks to the hard work and dedication of the Board, Staff, and Volunteers we have completed the goals set forth in 2024. As we look to 2026, the Board continues to guide strategic growth with these pillars in mind and focus on the mission of Good Mews Animal Foundation which include expanding Adoptions, Surgery, and the Community Cat Program.

WAYS TO GET INVOLVED

You can be part of this amazing organization too! There are endless ways to help make a difference in these lives, here are just a few:



Adopt



Donate



Volunteer



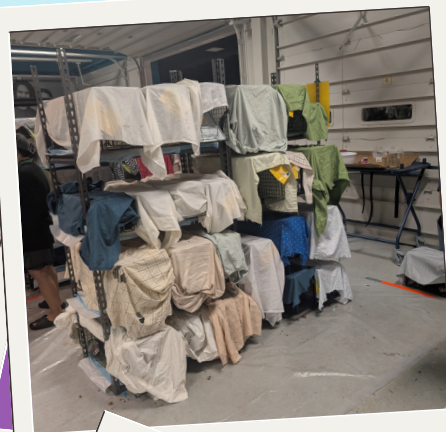
**Foster
a Cat**



**Spread
the Word**

To learn about us and all the ways you can help to find good homes for good kitties, please visit our website at goodmews.org.

2025 CAT-IVITIES!



THANK YOU!

Working and volunteering at Good Mews Animal Foundation takes far more than a love of cats — it takes dedication, compassion, resilience, and heart. Every day, our staff and volunteers show up ready to care for animals who rely on us completely, often balancing emotional situations, long hours, unexpected challenges, and the constant needs of rescue work. From cleaning and feeding to medical care, fostering, fundraising, TNVR efforts, adoptions, and community outreach, every role plays a vital part in changing lives. It is work that can be physically and emotionally demanding, but our team continues to meet those challenges with kindness, teamwork, and an unwavering commitment to the mission.

What makes Good Mews so special is the people behind it. Our volunteers and staff give not only their time and talent, but also their compassion, patience, and belief that every cat deserves care, safety, and love. The impact of this dedication reaches far beyond the shelter walls — touching adopters, caregivers, community members, and thousands of cats each year. Together, this team creates more than just a rescue organization; they create hope, second chances, and a community built on empathy and purpose.



“Until one has loved an animal, a part of one’s soul remains unawakened.”

Anatole France

