

PILOTS TO THE RESCUE IMPACT REPORT

2024





THE MISSION

- 🐾 To **prevent at-risk animals from being euthanized** by transporting them via air and ground transportation to give them the best chance at adoption.
- 🐾 Volunteer pilots fly animals from critical situations to safety, ultimately **saving lives**.





THE PROBLEM:

- Every year, approximately 920,000 animals in US shelters are euthanized. This number could be **significantly reduced** if there were a way to transport animals from overburdened shelters to rescues and adoption centers with capacity to give these animals a chance to find their forever homes.

OUR SOLUTION:

- Pilots To The Rescue uses **ground transport** and **volunteer pilots** to safely and quickly move pets in need. Air transport is often the only option available for at-risk animals, as ground transportation can take over 24 hours with multiple trip segments and may not be safe for some animals.





2024 HIGHLIGHTS

Mission Count:

52



Miles Travelled:

69,456



Souls Saved:

950



2025 Goal: 1,500 Souls Saved



NOAA FISHERIES

- 🐾 In addition to saving cats and dogs, we partnered with NOAA Fisheries to transport **33 cold-stunned sea turtles** from Massachusetts to Georgia and Florida for continued rehabilitation.



PRESS COVERAGE:

In 2024, the work of Pilots To The Rescue was featured in media outlets with an estimated audience reach of **32,5177,668**. Below are few examples of media coverage:

FLYING



[Pilot Animal Organization Steps Up Following Hurricane Helene](#)

November 1, 2024

news12 BROOKLYN



[Greenpoint man takes to the skies to rescue of at-risk animals in the south ahead of Hurricane Milton](#)

October 11, 2024



yahoo!news



[Wheels are up and tails are wagging! Pilots to the Rescue flying dogs to New York](#)

December 6, 2024



SOCIAL MEDIA

- 🐾 In 2024, our work reached 767,006 on Facebook and 308,760 on Instagram (**a 20% increase from 2023 on FB**).
- 🐾 In 2024, our Facebook page gained 5.2K new followers, which represents a **60% increase** in new follows compared to 2023.
- 🐾 Social media influencers including Kyle Thomas, Kate Broug, Alex Lee, Gabby Epstein, Samantha Schneider, Gillian Moore, Ethan O'Rourke, and Mack Rutherford joined missions and shared content with their followers.



MISSION SPONSORS

 The generous support of our sponsors makes our life-saving work possible. A special thanks to **BISSELL Pet Foundation, CUDDLY, Hartz Loving Paws, Modern Aviation, and The Swilled Dog.**



CUDDLY

Hartz 

 **MODERN
AVIATION**


**SWILLED
DOG**



2024 FINANCIALS

Total Revenue = \$4,553,896

Total Expenses = \$3,091,043

Program = \$2,073,794

Fundraising = \$848,663

G&A = \$168,586

Change in Net Assets = \$1,462,853

Ending Net Assets = \$4,129,533

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