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BBB Wise Giving Report for

Big Cat Rescue Corp

BBB Wise Giving report **issued** April 2008.

BBB Wise Giving report **expires** October 2009.

DOES NOT MEET ONE OR MORE STANDARDS.

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Charity Contact Information

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Name:

Address:

Phone:

Web Address:

Big Cat Rescue Corp

12802 Easy Street

Tampa, FL 33625

813-920-4130

www.bigcatrescue.org

BBB Wise Giving Alliance Comments

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formerly known as: WildLife on Easy Street

Year, State Incorporated: 1995, Florida

Affiliates:None

Stated Purpose: "to provide a good home for the limited number of cats that the sanctuary can afford to take in ... [and] reduce the number of cats that suffer the fate of abandonment and abuse by educating as many people as possible about the conditions that lead to the plight of these animals. "

Evaluation Conclusions

Big Cat Rescue Corp (BCRC) does not meet the following Standard [for Charity Accountability](#).

Standard 20 : Complaints - Respond promptly to and act on complaints brought to its attention by the BBB Wise Giving Alliance and/or local Better Business Bureaus about fund raising practices, privacy policy violations and/or other issues.

BCRC does not meet this standard because its response to three complaints brought to its attention by the BBB of West Florida was to post on its website links to copies of these complaints along with allegations that the complaints were "false."

In the fall of 2007, BCRC distributed in Florida a flyer about upcoming public meetings being held by the Florida Wildlife Conservation Committee to discuss neighbor notification of exotic animal ownership. Shortly after the BCRC flyer was distributed, the BBB of West Florida, located in Clearwater, received written complaints alleging that the flyer threatened individuals, businesses and/or organizations that possessed such animals. BBB of West Florida forwarded three of the complaints to BCRC.

Upon receipt of the complaints, BCRC posted on its web site criticism of the three individuals alleging that each filed a "false" complaint with the BBB. In addition, BCRC posted links on its website to the complaints received from the BBB of West Florida.

The BBB Wise Giving Alliance informed BCRC that publicly identifying and criticizing individuals who complained about it to the BBB is not an appropriate way to respond to complaints, whatever their nature. BCRC subsequently removed from its web site the above mentioned criticism of the individuals as well as the links to the complaints received from the BBB.

Big Cat Rescue Corp (BCRC) meets the remaining [19 Standards for Charity Accountability](#).

Programs

BCRC provides a permanent retirement home for more than 100 lions, tigers, cougars, leopards, jaguars, and other exotic cats. Guided tours of its facilities teach visitors about the animals, the suffering that many experienced in captivity as pets or as animals used for display or performances, and the threats faced by native populations back in the wild. BCRC also gives classroom presentations at area schools that show slides and pictures of the animals together with paw prints, play toys, and other artifacts. Some (\$55,709 or 8%) of BCRC's program activities are carried out in conjunction with fund raising appeals.

For the year ended December 31, 2006, BCRC's program expenses were:

Program services	726,774
Total Program Expenses:	<u>\$726,774</u>

Governance

Chief Executive : Carole Baskin, CEO

Compensation*: none

Highest Paid Executive: Scott Lope, Operations Manager

Compensation*: \$28,382

Chair of the Board: Jamie Veronica

Chair's Profession / Business Affiliation: President, Big Cat Rescue Corp.

Board Size: 5

Paid Staff Size: 3

*2006 compensation includes annual salary and, if applicable, benefit plans, expense accounts, and other allowances. The organization indicates Ms. Baskin and Ms. Veronica both serve without compensation.

Fund Raising

Method(s) Used:

Direct mail, special events, print, television and radio advertisements, grant proposals, Internet appeals, planned giving, and cause-related marketing

Fund raising costs were 5% of related contributions. (Related contributions, which totaled \$637,213, are donations received as a result of fund raising activities.)

BCRC incurred joint costs of \$60,774 for informational materials and activities that included fund raising materials. Of those costs \$55,709 was allocated to program expenses, and \$5,065 was allocated to fund raising expenses.

Tax Status

This organization is tax-exempt under section 501(c)(3) of the Internal Revenue Code. It is eligible to receive contributions deductible as charitable donations for federal income tax purposes.

Financial

The following information is based on BCRC's audited financial statements for the year ended December 31, 2006.

Source of Funds

Educational tours and activities	494,496
Contributions and grants	490,834
Gift shop (net)	95,431
Investment income	85,079
In-kind services and contributions	84,510
Special events (net)	61,869
Rental income from operations	12,749
Total Income	\$1,324,968



Uses of Funds as a % of Total Expenses

Programs: 92% Fund Raising: 4% Administrative: 4%

Total income	\$1,324,968
Program expenses	\$726,774
Fund raising expenses	34,883
Administrative expenses	31,460
Total expenses	\$793,117
Income in Excess of Expenses	531,851
Beginning net assets	1,645,531
Ending net assets	2,177,382
Total liabilities	241,845
Total assets	\$2,419,227

Note: In 2006, BCRC recorded in-kind donations totaling \$84,510, which included other labor (\$82,385), accounting (\$1,250), and a vehicle (\$875).

Complaints

Number of complaints processed by the BBB in the last 36 months 6

Other complaints

The organization responded to complaints brought to its attention in 2006 3

The organization responded to the complaints but did not appropriately address complaint issues brought to its attention in 2007 (see Evaluation Conclusions.) 3

The BBB of West Florida and the BBB Wise Giving Alliance received 21 other similar complaints in 2007 which were reviewed but not forwarded to the organization and therefore not included in the above complaint data.

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