



LUVIN ARMS ANIMAL SANCTUARY

2020

# ANNUAL REPORT

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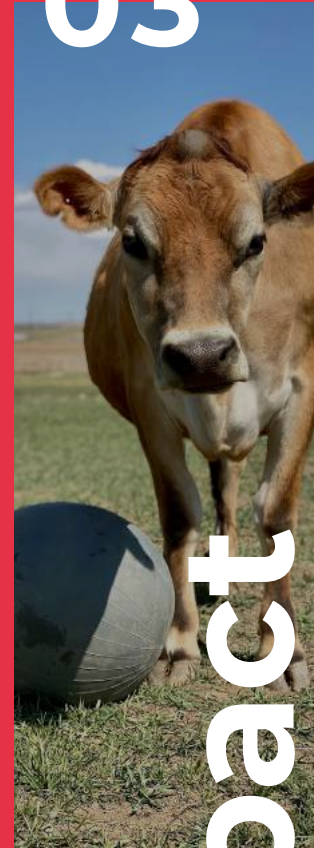
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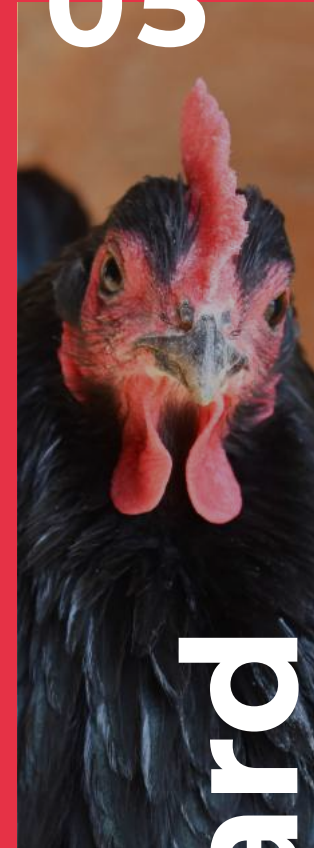
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01

# MISSION STATEMENT

## AHIMSA - NONVIOLENCE TO ALL BEINGS

Luvn Arms is working to provide exceptional lifelong social, emotional, and cognitive care to rescued farmed animals, and to advocate for those who have not been rescued by sharing our residents' stories to inspire, educate, and empower others to embrace a more compassionate and sustainable lifestyle.

Our vision is to create a sanctuary of inspiration and connection where people are empowered to create change that leads to more compassionate choices for themselves, for the planet, and justice for all beings.



# LETTER FROM EXECUTIVE DIRECTOR

## DEAR FRIENDS,

2020 was a year filled with compassion and promise because of YOU! You saved 30 sentient beings and you gave them a forever home at Luvn Arms. When you help give someone a home at Luvn Arms, you provide them a forever HOME. A home is where one feels safe, and where one thrives as one's best self. Each rescued animal that arrives at Luvn Arms is evaluated for their individual needs; physical, mental, emotional, and social. You make it possible to give every animal resident a life that inspires people to make choices that literally save lives. At Luvn Arms we choose to look at 2020 as the year YOU made a difference in the lives of so many beings; nonhuman and human. Your donations of money, time, talent and needed items, not only saved the lives of precious abused sentient beings, but also inspired people to make compassionate choices.

### Let's review what you have accomplished:

- You provided food, shelter, and ongoing medical care to all of our residents.
- You repaired our bird enclosures that were completely devastated in a snowstorm.
- You took our residents on virtual tours in 28 countries and inspired over 25,000 people.
- You volunteered every week cleaning their homes morning and night, whether it was 0 degrees or 100 degrees.
- You rescued sweet Marley Rose, a baby girl dairy calf.
- You repaired and built the quarantine area for Marley. You made it comfortable and bright by painting her room! You put a secure screen on her door so it would be cooler. You even slept with her at night so she wouldn't have to be alone. You spent time with her, talked with her, sang her songs, played music for her, sat with her, cried with her, and supported her.
- And when you knew Marley was still lonely, you helped us rescue Samantha, another baby girl

calf. You have given these girls an amazingly sweet friendship with the promise of a life together in their forever home.

- You provided Lily and Lizzie, two pig sisters, the best cancer treatment plan available at Colorado State University - the third best veterinary program in the nation. You provided ongoing donations and needed funds for their continued care, many bottles of needed sunscreen, and even made them hats, a cooperative effort between two countries.
- You provided Tony the llama the best care possible when he broke his leg.
- You donated your time to design our legacy garden.
- You provided resources to initiate the Individual Enrichment Program for residents.
- You helped us surpass our much-needed goal for our first virtual Gala. Who would have ever known, a virtual Gala would be a thing?
- You helped us plan a virtual author series. Authors, you gave your time to talk with us about your books. You inspired our community with your work. You changed lives by making us think differently about our nonhuman friends. You gave compassion a voice.
- You provided free educational tours to over 600 children throughout the United States and India.
- You provided the needed funds and built an amazing goat playground.
- You provided Niblet, our playful young male horse, with needed shoes, which give him relief from his painful laminitis.
- You gave us funds needed for a rescue glide. A rescue glide allows us to move and treat our large residents if they are unable to get up on their own.
- You purchased a large scale and the needed special custom installation. The scale allows us to weigh our large residents, give them the right dosage of medication, and track their weight for

optimal healthcare.

- You donated your time to talk with our community during a virtual lecture series, and you inspired us to think differently and make changes in our lives.
- You provided funds and the needed help to rescue Leo, Frida, and Dali, our three strong willed donkeys that were neglected and abused.
- You rescued 4 turkeys and 19 chickens from a life of abuse, neglect, and ultimately death.
- You provided our residents with a variety of healthy fresh produce throughout the year. Your donations improved their physical health and mental health. They love to gather for mealtime.
- You increased monthly sponsorships of our residents by 54%.
- You inspired others to create Ahimsa, nonviolence toward all beings.

Thank YOU for your compassion and for being a part of the Luvn Arms family, whether you donated time or money, it was you that built the community of compassion around us. It was YOU that kept Ahimsa as a guiding principle and demonstrated Ahimsa in your actions. As we face new challenges and opportunities, no matter what happens, with you by our side, we will create a world of passion for compassion. A world where all individuals are respected for whom they are...A Beautiful Sentient being who loves life.

***"For it is not enough to be compassionate, you must act." // Dalai Lama.***

Thank you for having Passion for Compassion! Thank you for your support! We are looking forward to welcoming you all to Luvn Arms this year, a place of refuge and sanctuary for all.



With Gratitude,  
Shartrina White, Executive Director  
Luvn Arms Animal Sanctuary

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- Media & Social Impact

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## ENRICHMENT PROGRAM

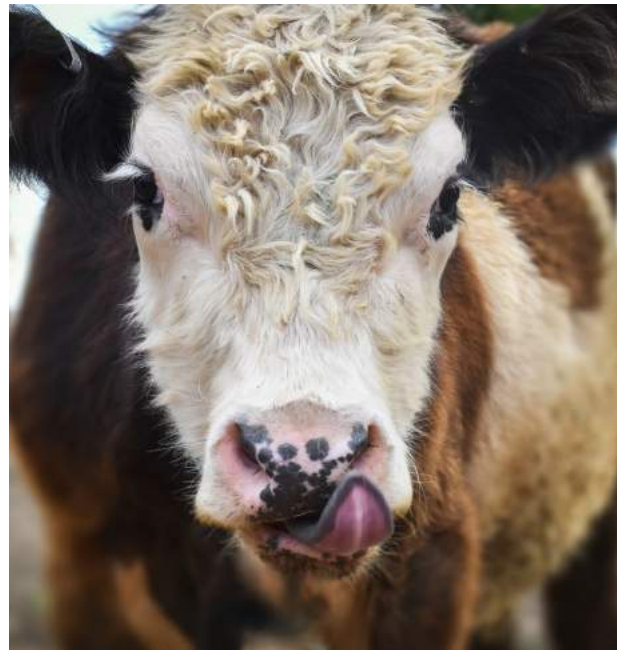
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## SPONSOR HIGHLIGHT







# LUVIN ARMS RESCUED RESIDENTS

LIFETIME LIVES  
RESCUED

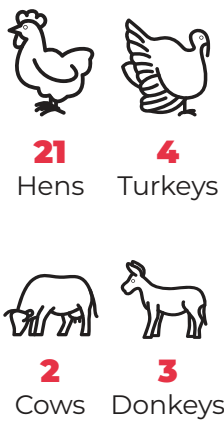
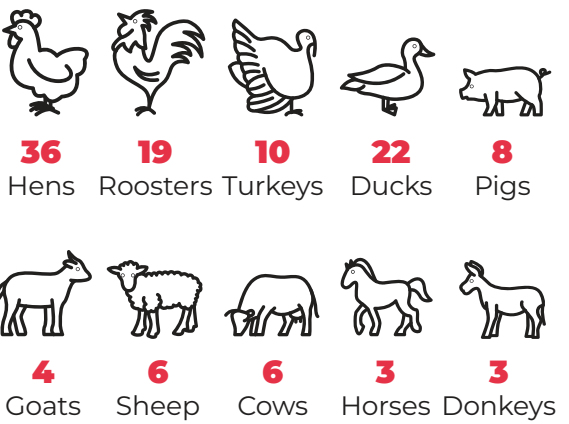
800+

2020 RESIDENTS

2020 RESCUES

117

30







## RESIDENTS:

# Meet Marley & Samantha

Luvn Arms welcomed two new calf residents in 2020, both of whom were rescued from the dairy industry - meet Marley Rose and Samantha! You may be wondering why cows need to be rescued from the dairy industry in the first place. There are a number of misconceptions about the dairy industry and Marley Rose and Samantha can help set the facts straight.

Cows, like all mammals, only produce milk to feed their young. To ensure a steady milk production, cows are impregnated on an annual basis through artificial insemination. Once the calf is born, it is separated from the mother within 1-48 hours. Cows by nature develop strong social bonds and mothers and calves are no exception. Mother cows will continue to search for their taken babies for days to weeks after the birth. If the two were separated by a fence at one time, the mother will wait by the fence for her baby through every type of weather and she will forgo all food and water. The forced separation is tragic and traumatic for both the mother and baby.

The constant impregnation creates a surplus of calves. The majority of male calves born are sent to slaughter for veal as they are of no use to the dairy industry and any "excess" supply of female calves will also be sent to slaughter. Slaughtering adult

dairy cows before their natural lifespan is routine as well. The numerous births and constant milking breaks down a cow's body and milk production declines by year 3 or 4 and it is at that time a dairy cow goes to slaughter. A cow's natural life span would be generally around 20 years. They haven't even lived 1/5 of their life.

Abuse, confinement, and poor welfare is commonplace and well-documented on large-scale dairy operations. For those that live on dairy farms, they lack any quality of life.

Marley Rose and Sammy were both separated from their mothers at birth and Marley was so sickly, she was to be slaughtered in her first week of life. Luvn Arms provided these girls with a forever home, with Marley arriving in the fall and Samantha in the winter. Both required significant medical care upon arrival and each girl suffered from loneliness and trauma from missing their mothers. These two have developed an incredibly strong bond. Marley Rose and Samantha sleep together, cuddle together, talk to one another, and play with each other daily. Marley is confident in her step and eager to be near humans, while Samantha is more shy, but also more vocal. Each girl has her own personality and her own likes and dislikes, but one thing they have in common is their love for each other!



## RESIDENTS:

# Update on Teddy

After a routine shearing in 2019, Teddy suffered a broken leg. Due to complications after the surgery, the veterinarians gave us a choice - amputation or euthanasia. With the help of the entire Luvin Arms' community, Teddy has had access to the highest level of medical care and rehabilitation. He has learned and adjusted to moving on three legs – demonstrating his incredible resilience!

Why do our sheep need to be sheared? Teddy and his best friend, Finn, are Merino sheep. They have been selectively bred to grow wool continuously without shedding, and therefore require shearing one to two times each year. If a Merino sheep is not sheared, they will continue to grow wool and be saddled with discomfort, increased heat sensitivity, and significant health challenges.

Over the course of 2019 and 2020, Teddy received laser therapy, acupuncture, and physical therapy once a week. He was given pain medication, and his wound site was cleaned and bandaged regularly until it healed. We provided daily stretches along with three massages were added to his daily routine in the hopes his limbs would relax enough for a prosthetic fitting.

For mental rehabilitation and enrichment, Teddy received clicker play sessions, 4 times a week. These sessions included touching balls, touching cones, figure 8s, and “wait”. Clicker play gave him confidence. We also introduced hay pillows, to encourage slower eating and provide mental stimulation.

Over time, Teddy has become confident in giving us his weight and stretching his foreleg, he has become self-assured walking on three legs, and his muscles are no longer constantly tense. His strength and mobility have progressed significantly over the past year! We have worked with a few different companies to fit Teddy for a prosthetic leg, but thus far have been unsuccessful (due to difficulties in getting the prosthetic to fit and stay). Although we continue to research prosthetic companies to find one that can fit Teddy just right, rest assured his road to mobility has been successful. He is comfortable, healthy, and happy today.

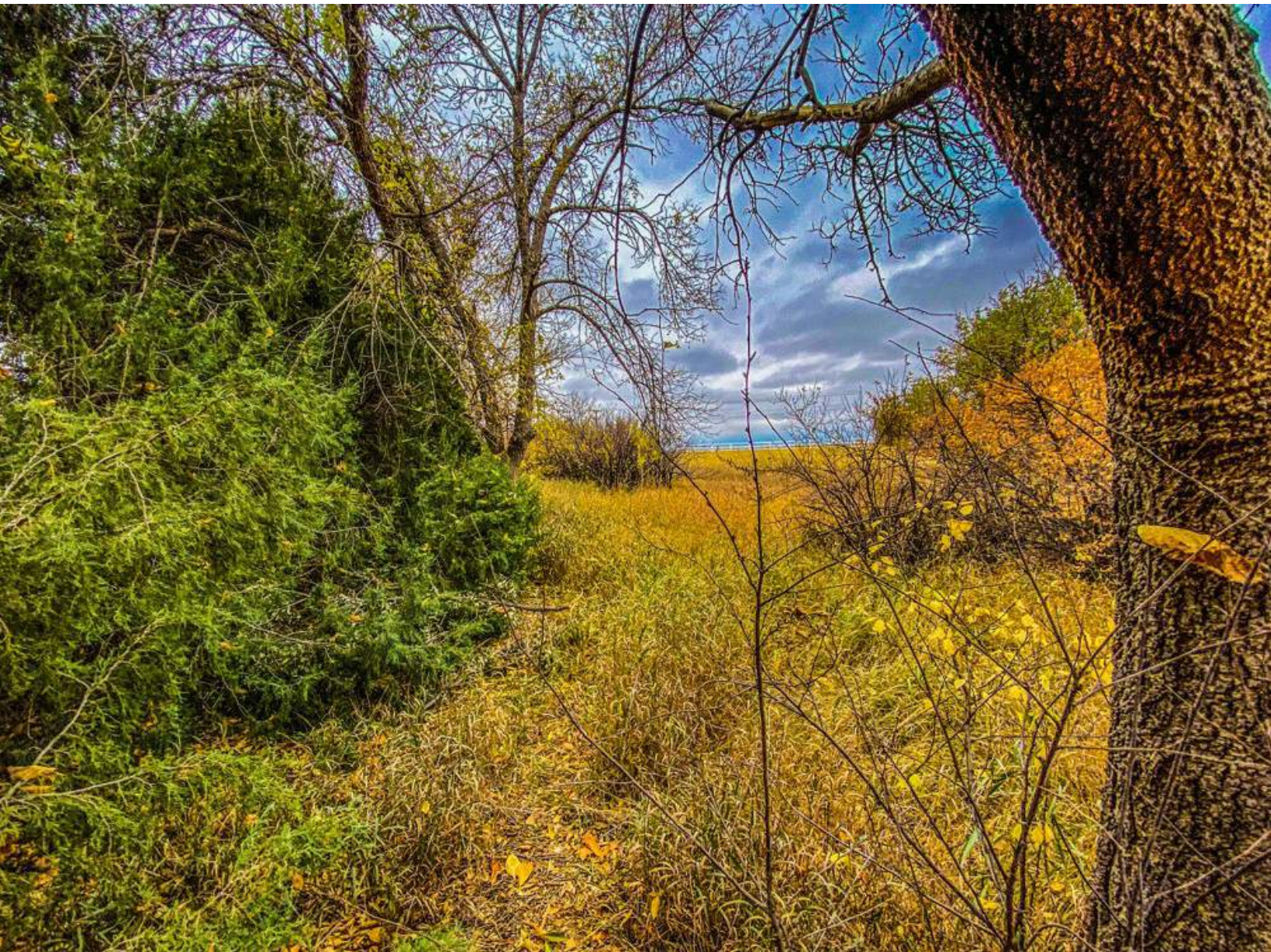




NEW IN 2020:

# Memorial Garden

In 2020 we finalized landscaping designs and plans for a tranquil space on the sanctuary grounds that will honor our residents who have passed. At Luvin Arms, all our residents, past and present, are incredibly important parts of our lives. Because of this, we want to honor their lives forever at the sanctuary. We are creating a beautiful garden in memory of all of our beloved residents no longer with us. The garden will also honor all individuals whom we have loved. The garden will be created with the gifts we receive that are made in honor of or in memory of an individual.

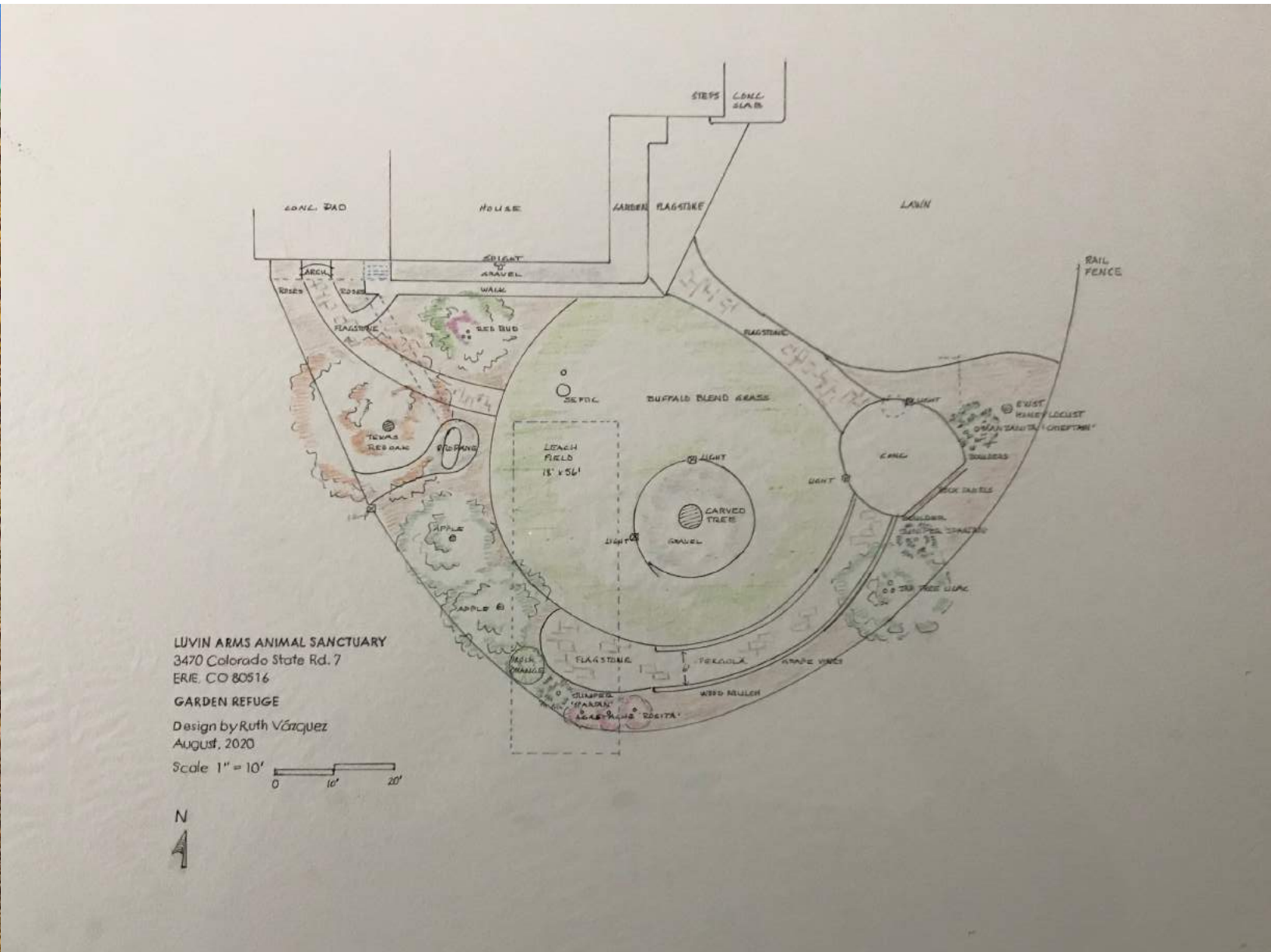


Future Memorial Garden Site

NEW IN 2020:

# Legacy Garden

In 2020 we also finalized landscaping designs and plans for a Legacy Garden. Our Legacy Garden will be a beautiful space right next to the Visitor Center, which will honor those that have included Luvin Arms in their legacy plans. Every individual or family who shares with us their legacy commitment will have a plaque in the Legacy Garden. Work begins spring 2021!



Legacy Garden Rendition





2020 IMPACT:

# Public Engagement & Advocacy

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MEDIA &  
SOCIAL IMPACT



**PUBLIC ENGAGEMENT  
& ADVOCACY:**

**Volunteers**

Luvn Arms would not exist without our community of supporters. We are an inclusive community, where all are welcomed. We rely on our community in every aspect of sanctuary life. This year our volunteers helped us rescue residents, painted our Legacy and Hay Barns, designed and built our goat playground, taught our cooking classes, provided enrichment sessions with our residents, rebuilt our chicken enclosures, pulled toxic weeds, repaired fencing, rescued injured birds, made enrichment games for the residents, and cleaned our resident's living areas - morning and night, two to four hours at a time, almost every day of the year no matter the weather. Our volunteers keep the sanctuary operating and they are our roots from which we grow and expand our outreach. Every person who becomes a part of Luvn Arms becomes an extended part of growing our community and growing compassion in the world.

***“ Volunteers are the roots upon which the tree of compassion, that is Luvn Arms, flourishes. Our roots are strong and deep. ”***  
***// Shaleen Shah***



5,001

VOLUNTEER HOURS

966

VOLUNTEERS



## PUBLIC ENGAGEMENT & ADVOCACY:

# Tours & Events

### FEEDBACK

**100%**

of teachers said the majority of their students felt a deeper connection to farmed animals after their field trip to Luvin Arms

**98.6%**

said they learned new information that helped them feel more connected to farm animals

**75.4%**

said this was their first exposure to an animal sanctuary

**50.4%**

said they would be willing to eat plant based 7 days a week

**25,000+**

PEOPLE REACHED  
IN VIRTUAL TOURS

**28**

COUNTRIES REACHED  
IN VIRTUAL TOURS

**569**

PEOPLE FOR  
IN-PERSON TOURS

**21**

VIRTUAL  
EVENTS

**635**

PEOPLE FOR  
PRIVATE TOURS

**600+**

STUDENTS IN VIRTUAL  
FIELD TRIPS

### EVENTS

- Veganize It Cooking Classes (monthly)
- Women's Support for Plant Based Nutrition Gathering and Potluck
- Yoga and Plant-Based Potluck for International Women's Day
- Woman's Plant-Based Immunity Boost
- Women's Wilderness Meditation
- Getting Political For Animals; Ditch Dairy For Mother's Day
- Book Talk Series with The Animal's Agenda by Marc Bekoff
- Philip Wollen on Ahimsa: Creating Compassionate Change
- Sanctuary Story Time
- Read Aloud to Chickens
- Art, Animals and Ahimsa Session with Springs School
- First Gentleman Marlon Reis: Lecture on Our Interconnectedness: Creating Systemic Changes for the Animals
- Discussion with Director Susan Rosenzweig about her Short Film "Baby Hers"
- International Partnership with a school in India
- John Oberg- Animal Activist and Social Media Influencer gave a talk on Utilizing Social Media for Effective Animal Advocacy
- Book Talk Series with Author Deb Olin Unferth of Barn 8
- Book Talk Series with author Karen Joy Fowler
- Book Talk Series with author Aysha Akhtar
- Compassionate Holiday Cooking with JL Fields
- Facebook ThanksLiving
- Ahimsa Art Project for the Luvin Arms Gala



## PROGRAM

## HIGHLIGHT

# EDUCATIONAL PROGRAMS FOR YOUTH CREATE A MORE COMPASSIONATE WORLD.

In 2020 Luvin Arms' educational programming reached youth across North America and India. Our virtual programs impacted over 1,000 students of all ages, and countless adults. Luvin Arms Animal Sanctuary field trips provide a virtual educational experience for children to meet and learn from rescued farmed animals. Field trips are age specific and incorporate topics that youth are currently studying in their educational programs, such as biodiversity loss, effects of animal agriculture on their environment, and most importantly how animals teach us love and compassion. Providing this experience for youth to meet and connect with farmed animals at a young age is crucial to seeing these animals as allies and not as others.

Our partnership with The Springs Continental Schools in Manjeri, India has been immensely helpful in expanding our outreach to youth in schools and other educational organizations all across India. During field trips in India, we make sure to include information that is relevant to the use and abuse of farmed animals in India. We provide educational materials and recipes for these students to share with their families and continue their growth in educating themselves on the plight of farmed animals and what they can do in their everyday lives to help them.

- "The information was valuable and will provide meaningful conversation in our classroom"
- "Animals are so therapeutic, and I am so grateful to have had this experience from so far away."
- "They learned that animals have feelings too!"
- "The kids were so engaged watching the video and exploring your website of all the residents - many teachers said that this has been the most online engagement we have seen since the start of school."
- "It was a wonderful experience for them all. Very informational and fun!"

**Luvin Arms Educational Outreach is making a significant impact in creating compassion for farmed animals. Compassion is growing in the hearts of youth in communities here in the United States and across the world.**





PUBLIC ENGAGEMENT  
& ADVOCACY:

Media Coverage  
& Social Media Impact

Luvin Arms' media outreach connected with a potential aggregate of **3,628,000** people around the world.

SOCIAL MEDIA IMPACT

18K

FOLLOWERS  
ON FACEBOOK

13.9K

FOLLOWERS ON  
INSTAGRAM

MEDIA COVERAGE & REACH STATS

**Tenderly Magazine** "How Five Turkeys Escaped Becoming Holiday Dinner"

**3,000** potential reach

**Boulder Daily Camera** "Love to Love You: Something for everyone at these Boulder Valentine's Day Events"

**100,000** potential reach

**Boulder Weekly** "Hard Out Here for a Pup"

**100,000** potential reach

**Longmont Daily Times-Call** "Luvin Arms Offering Virtual Tours"

**20,000** potential reach

**Colorado Hometown Weekly** "Erie's Luvin Arms Animal Sanctuary Holding Virtual Tours During Coronavirus Closure"

**50,000** potential reach

**Retro 102.5** "Northern Colorado Animal Sanctuary Asks for Donations"

**5,000** potential reach

**Our Community Now** "Liven Up That Video Conference Call with Colorado Farm Animals"

**100,000** potential reach

**Boulder Daily Camera** "You can pay to have one of these Erie sanctuary animals join your next video conference call"

**100,000** potential reach

**CBS Denver** "You Can Invite A Farm Animal To Your Next Zoom Meeting"

**500,000** potential reach

**VegNews** "You Can Now Tour 10 Animal Sanctuaries in One Day"

**500,000** potential reach

**Fox31 Denver** "\$50 donation will get a rescued farm animal in your virtual meeting"

**300,000** potential reach

**The Know** "You can pay to have one of these Erie sanctuary animals join your next video conference call"

**50,000** potential reach

**WWL TV Channel 4** "Want to Zoom chat with a farm animal? Virtual tours keeping sanctuary alive"

**400,000** potential reach

**Jane Unchained News** – July 30, 2020 "Learn how Luvin' Arms Sanctuary's Virtual Tours have saved the day during the Covid – 19 crisis!"

**900,000** potential reach

Kathi Thompson McGee  
So proud of Luvin' Arms and the standards of care ALL of our wonderful residents get. ❤️



Renee Hartwig-Ott  
LOVED our class Zoom meeting with Tito and my First graders!



Jignya Shah  
Thank you from bottom of our hearts - what you do is deeply inspiring, and encouraging.



art.by.cll Thank you Luvin Arms for your compassion and hard work 🧡 The world needs more humans like you!!



jodyriesbergart Love Luvinarms ! I volunteered there this morning , it is my happy place ❤️



siobhan.mcgann You're so kind to Marley and Tito. If only everyone treated cows like this. Precious sensitive gentle cows.



mirandaraeidol Yay for new friends to meet! I'm so glad they are in their new forever home to thrive and have happy lives! ❤️



stbertlisa So many dairy alternatives to try! I'm on my dairy and animal free journey to save lives! I honestly didn't know about this so I'm so happy others are getting educated too!



warrior.schreck Thank YOU for all that you do. Proud our animal friend's are never on my plate.



melbaquerque Sweet Leroy!! I am on a plant-based diet. Loving the diet !!!





2020 IMPACT:

# Enrichment Program



Our animal residents love to learn, listen to music, have new opportunities to explore, play, and socialize just like us! To provide the highest quality of mental, emotional and social care for our residents, Luvins Arms started the Luvins Arms Enrichment Program in 2020. We are using clicker play, music, toys, and environmental enhancements to provide intellectual stimulation and emotional enrichment for our residents. Clicker play, one of our newest enrichment additions, is an enrichment activity that uses a clicker sound to communicate and positively reinforce our residents' actions, and they are responding enthusiastically.

Animals, just like us, have apprehension around medical appointments and exams, and other unknowns. We are using clicker play to enhance compassionate care so that regular medical exams are free from fear and are enjoyable due to previous learning sessions. Every aspect of care is positively reinforced for the residents. We provide enrichment programming 2-3 times a week for some of our residents and we (and especially the residents), are eager to expand the program to all.

We are seeing incredible results from our Enrichment Program. Using clicker play to provide a common language has allowed our residents to communicate with us, have agency, and demonstrate their likes. Sebastian the goat, Gracie the chicken, and Jared the sheep, have all gained confidence and continuously demonstrate the joy of learning and accomplishment. They eagerly greet their enrichment partner for each session. Through clicker play, Marley the baby calf is rewarded when her hooves are touched and she is starting to really enjoy it. She lifts them up with a simple verbal request! Marley loves learning so much she actually hops with excitement. She is ready to learn when she sees Cheryl Warner, her enrichment partner.

Our mission is to continue to grow the Luvins Arms Enrichment Program to enrich the lives of all residents, create a community and another engagement opportunity for our volunteers, and educate the public on the individuality of each resident. We want to share our Enrichment sessions in our educational programming so the community can better understand the social, emotional, and mental capacity of our farmed animal family. Witnessing these interactions with nonhuman beings opens minds and changes hearts!



## 2020 IMPACT:

# Sponsor Highlight



Dilip V. Shah is the past President of the Federation of Jain Associations in North America (JAINA), a member of the Jivdaya Committee of JAINA, and Chairman of the Overseas Relations Committee for JAINA. JAINA is an umbrella organization of 72 Jain Centers representing 150,000 members in the US and Canada - whose mission is to preserve, practice, and promote the Jain Dharma and Jain Way of Life. Dilip is a contributing writer to JAIN DIGEST among other publications.

A strong supporter of animal rights organizations and veganism, Dilip has helped spread awareness of Luvin Arms Animal Sanctuary's mission and impact to the US and Canadian Jain communities. Luvin Arms was founded by Shaleen and Shilpi Shah, both Jains themselves, but it has been with Dilip's help that Luvin Arms has developed a positive reputation and much needed support from the US and Canadian Jain community.

### HOW DID YOU GET INVOLVED WITH LUVIN ARMS?

**Dilip:** Shaleen Shah came and spoke at our Jain Center and then invited me to visit the sanctuary. I visited and was impressed enough to write a story on it for JAIN DIGEST so that Jains of North America become aware of the work happening at the sanctuary.



### WHAT INSPIRES YOU TO SUPPORT THE CAUSE FOR ANIMALS?

**Dilip:** The ingrained belief that all lives have a divine soul and we have no right to exploit them.

### WHAT DO YOU WISH OTHER PEOPLE KNEW ABOUT LUVIN ARMS?

**Dilip:** Luvin Arms is a shelter and an education platform: It drives home simple truisms:

1. Vegetarianism & veganism are the answers to huge issues facing the world, including world hunger, environmental degradation, water shortages, etc.
2. If you turn one person vegetarian, you can save hundreds of lives.
3. The milk industry is the meat industry. They are two sides of the same coin.

### YOU HAVE DONE QUITE A BIT FOR THE JAIN COMMUNITY WORLDWIDE, HOW DO YOU SEE THE WORK THAT LUVIN ARMS DOES FITTING INTO THE OVERALL FABRIC OF THE JAIN COMMUNITY?

**Dilip:** Jains have always believed in Jivdaya (kindness towards all living beings). Luvin Arms is Jivdaya in action.



# FINANCIAL REPORT

2020 SUPPORT & CONTRIBUTIONS	
General Contributions & Support	\$937,118.00
Education Programming Donations	\$90,046.35
<b>Total Support</b>	<b>\$1,027,164.35</b>

2020 OPERATING EXPENSES	
Animal Care, Education & Advocacy Expenses	\$594,645.75
Fundraising & Donation Support Expenses	\$145,048.02
General & Administrative Expenses	\$30,739.23
<b>2020 Total Expenses</b>	<b>\$770,433.00</b>

2020 EMERGENCY RESERVES	
<b>Reserve for Urgent Animal Care, Critical Medical Care, Catastrophes, &amp; Rescues</b>	<b>\$256,731.35</b>

*\*In case of emergency or unforeseen hardship, our Board of Directors has set aside 6 months of reserves to help guarantee shelter, food, medical care, and enrichment care for our animal residents at Luv'n Arms.*





# MEET THE LUVIN ARMS BOARD OF DIRECTORS



## SHALEEN & SHILPI SHAH

Shaleen and his wife Shilpi Shah are the founders of Luvin Arms Animal Sanctuary. They are spreading the values of Ahimsa, Jivdaya, and Karuna (nonviolence, kindness, and compassion for all living beings), actively creating a more compassionate community for the animals and our planet. These unlikely sanctuary founders and dedicated Jains grew up in India before moving to the United States. Luvin Arms has grown substantially, already having saved over 800 animal lives and welcoming thousands of visitors every year. Along with Luvin Arms, Shaleen and Shilpi have created another nonprofit called Open Sanctuary that freely publishes hundreds of resources on how to start, manage and grow an animal sanctuary.

Shaleen and Shilpi make a living as a software consultant and tax accounting consultant respectively. They live in Boulder, Colorado with their two young boys, Aarav and Avi.



## MARLON REIS

Marlon Reis, The First Gentleman of Colorado, is a freelance writer and animal welfare advocate. After graduating from the University of Colorado at Boulder, Marlon served on the Board of Directors of Out Boulder and worked with the Community Foundation Boulder County to advocate for equal opportunities for all families. His writing has been featured in The Washington Post, Politico, USA Today, 5280, and the Denver Post.

As First Gentleman of Colorado, Marlon looks forward to advancing animal welfare, public health and equality for all.



## JUSTIN MARCEAU

Justin Marceau is a Professor of Law at the University of Denver, the Brooks Institute Faculty Research Scholar of Animal Law and Policy, and an affiliated faculty member with the Institute for Human Animal Connections at the Graduate School of Social Work. Justin's expertise includes animal law, criminal law, and constitutional law. He frequently works with nonprofits to advance the interests of humans and animals, including working as a leading lawyer in the challenges to ag-gag laws across the country.



## JL FIELDS

JL Fields is a vegan chef, health coach, and chef consultant to food, health, and wellness brands. She is the founder and culinary director of the Colorado Springs Vegan Cooking Academy and a Master Vegan Lifestyle Coach and Educator.

JL is the author of several cookbooks: The Complete Plant-Based Diet, Vegan Baking for Beginners, Fast & Easy Vegan Cookbook, Vegan Meal Prep, The Vegan Air Fryer, and Vegan Pressure Cooking. She is the co-author of The Main Street Vegan Academy Cookbook with Victoria Moran and Vegan for Her with Virginia Messina.



## ALICIA ROBB

Alicia Robb is the Founder and CEO of Next Wave Impact, the Managing Partner of two early-stage venture funds, and the Research Director at Cruelty Free Investing. She is a prolific author on the topics of entrepreneurship and entrepreneurial finance. She also runs Vegan Investors, an investor syndicate that focuses on investing in vegan-led vegan-focused companies. She is an active angel investor, a limited partner in four early-stage venture funds, a mentor to various young firms, and a board member and advisory board member for various funds, companies, and nonprofit groups, including the Kachuwa Impact Fund, Deming Center Venture Fund, Luvin Arms Animal Sanctuary, Next Wave Foundation, VegReady, and the Good Food Institute. She splits her time between the Roaring Fork Valley in Colorado and Tucson, Arizona.



# LOOKING FORWARD

## LOOKING FORWARD:

# Luvn Arms Has a New Logo!



In January 2021, we began using our new logo featuring the word Ahimsa. Ahimsa is part of Luvn Arms' very roots and we felt our brand needed to reflect our essence and our story. Shaleen and Shilpi Shah, Luvn Arms' founders, are both Jain. Jainism has a core principle of Ahimsa, which means non-violence to all beings through compassion. From the very beginning, Ahimsa has been a guiding value of the sanctuary and it is practiced in every thought, action, and feeling at Luvn Arms. By caring for our residents, sharing our residents' stories, and by inspiring people to make changes to their lifestyle - our community brings Ahimsa into action. We wanted to honor our roots, honor our story, and honor our community by incorporating our guiding principle Ahimsa in our logo.





LOOKING FORWARD:

# Paddock Paradise

Luvn Arms is looking forward to designing a Paddock Paradise area this year. Due to Niblet's and our three donkeys' laminitis condition, we cannot let them graze on grass pasture. The high sugar content of grasses inflames laminitis and could eventually cause death. Our solution - Paddock Paradise. Based on Jamie Jackson's legendary research on wild horses, Paddock Paradise is a revolutionary model for safe, natural living and play areas, hoof care, and the healing and rehabilitation of lame horses (and donkeys). The premise of Paddock Paradise is to stimulate horses to behave and move naturally according to their instincts. "This is the key," to having physically and mentally healthier horses." This unique and unprecedented model is adaptable to virtually all size properties and fits all equine breeds.

## HERE ARE SOME THE BENEFITS:

- Encourages constant movement, as nature intended
- Greater movement means natural hoof wear
- Protects horses from dangerous founder-prone pastures
- Helps provide natural outlets and mental stimulation
- Provides an effective means for diet and weight management

Paddock Paradise will give Niblet, Jale, Belle, Leo, Dali, and Frida the exercise and mental stimulation they need to stay healthy.



LOOKING FORWARD:

# Finding Water

Luvn Arms Animal Sanctuary is currently occupying 20 of 40 acres. We desperately need pastures and space for our current residents and residents of the future. We are looking ahead to move forward with creating a plan for water acquisition at the sanctuary. Water in Colorado is scarce, it's incredibly difficult to navigate the legal system and water is VERY expensive. It is our goal to investigate the best possible path forward despite all the obstacles. With your help we know we will be successful, we must create a sanctuary that supports our residents and their health.





# Letter from Our Founders

By any measure, 2020 was a challenging year. Yet, it was the year that because of our incredible community of supporters, and our wonderful team, Luvn Arms was able to do more for farmed animals than all previous 4 years of the sanctuary combined!

Our team, led by our dedicated and tireless executive director, Shartrina, embraced the new normal, and took our mission virtual!

Connecting our community through compassion has always been the heart of what Luvn Arms does, and in 2020, we were able to significantly expand that community. We were able to connect with and inspire people to include farm animals in their circle of compassion, and spread ahimsa – nonviolence to all living beings, to 28 countries, and over 26,000 people!

Through all challenges of the year, you helped us not only survive, but thrive. To do even more for animals everywhere. Thank you for your support. We could not have achieved any of this without you.

With deepest gratitude,

***Shaleen & Shilpi Shah***  
***Founders, Luvn Arms***



# IN MEMORY OF



MIKEY



STARLET



HAN



TONY



WILLOW



