



LUVIN ARMS ANIMAL SANCTUARY

2021

ANNUAL REPORT



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MISSION



AHIMSA NONVIOLENCE TOWARD ALL LIVING BEINGS

The daily work of Luvn Arms is driven by our mission 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.

02 LETTER FROM EXECUTIVE DIRECTOR, SHARTRINA WHITE

2021: A YEAR OF RESILIENCE

Dear Friends,

2021 was a year in which we hoped for a positive change – a change that would provide relief from the pandemic, from division, and from separation. We did get change! Change is the one constant in life that we can rely on.

2021 will be the year remembered for Resilience at Luvín Arms and around the world.

“Courage doesn’t always roar. Sometimes courage is the quiet voice at the end of the day saying, “I will try again tomorrow”.

MARY ANNE RADMACHER

Courage and Resilience defined our year. Some of our rescued family died in 2021, causing us to say goodbye to some of our dearest friends. Leroy—one of our first cows and best friend of Tito, Sebastian—one of our original residents and lifelong partner of Arya, and our birds including Chai, Robbie, Sunshine, and Robyn. Grief is something that we deal with too often at Luvín Arms. Often, there’s no time to heal before we lose another friend and family member.

Courage is saying we must continue. The residents need us 365 days of the year to care for them, to share their stories of abuse, to represent the stories of millions of others, to be courageous, and to stand up for that which is not popular but that which is right.

Practicing compassion is doing that which is right not only for ourselves, but that which is right for others—for all beings, for mother earth, not only for today but for tomorrow. We must act so that there will be a future of compassion and act so that mother earth is capable of sustaining life for all beings.

Luvín Arms had two drive-by shootings in 2021. We reported them to the police. These shootings—like too many across our country—shook us, but did not and will not deter us on our mission of Ahimsa - nonviolence toward all living beings. We cannot stop. We must continue spreading compassion for all beings no matter how defeated we feel in a moment of tragedy. Security gates will be installed this year. We are so grateful for your support and help during this challenging time.

2021 was one of our driest years on record, leading to one of the greatest tragedies in Colorado history. Wildfires struck on December 30th, burning over 1000 homes. Fires destroying the communities around us shook our false sense of security and took the lives of 2 people and the lives of too many pet family members.

As Eric Greutens said, “We all have battles to fight. And it’s often in those battles that we are most alive: it’s on the frontlines of our lives that we earn wisdom, create joy, forge friendships, discover happiness, find love, and do purposeful work.”

During our battles in 2021, we did not walk alone; you were there carrying us on our most difficult days and rejoicing with us during many moments and successes of creating compassion and Ahimsa in the world. Through it all, you responded with your support and love.

We celebrated the Shahs receiving the Karuna Ratna Award, an award given for doing the work of compassion. We cannot think of two more deserving leaders, two people who brought a community together with one purpose - to create

a place where compassion lives and breathes for farmed animals and all beings.

When the world struggled to see farmed animals as individuals, Luvín Arms created an entire program dedicated to their individual cognitive, social, and physical care. Our enrichment program is unique and has been recognized around the world.

We created an enrichment team, consisting of a full-time staff member and 33 volunteers. This team is dedicated to ensuring that our residents have the agency and autonomy to opt-in to their daily care. Our enrichment team is committed to providing our residents with choice each day in determining their individual enriching activities. The stories of these unique interactions are witnessed not only by the many volunteers, but also by visitors to Luvín Arms. Their hearts and minds are changed profoundly through this program. Through action, we are creating a positive force and karma in the world that creates a ripple effect of Ahimsa to all beings. Every action creates change, and we are creating beautiful energy that radiates out for all to feel.

One fateful afternoon, two baby pigs came running down the path between the pastures at Luvín Arms. We do not know how Arnie and Frankie found us, but in an area of many farms, they miraculously found Luvín Arms. Arnie and Frankie were drawn to Luvín Arms by love and compassion. There is no other explanation.

Here are a few more major accomplishments for the animals that we completed because of your compassion, and your support. The exterior runs of Paddock Paradise for the horses and donkeys were completed; the living area for the donkeys was built and they are enjoying their new home; construction on three duck ponds was completed and the ducks now swim without their feet touching the bottom of the pools; misting systems that help cool residents and keep dust

down were installed in all three barns thus improving the environment for everyone's lungs and respiratory systems.

A successful sanctuary requires dedicated and skilled staff, volunteers, and supporters who are aligned with their mission.

We cannot walk alone. We need you beside us.

And as we walk, we must make the pledge that we shall always march ahead, united in our mission of compassion and Ahimsa. Whatever the challenge, we can get through together. We cannot turn back.

Our community, our staff, our residents, and you have demonstrated incredible resilience, and that is because we are a community committed to compassion and committed to creating Ahimsa - Nonviolence toward all living beings!

Thank YOU for your compassion and for being a part of the Luvin 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. Going forward, 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 who 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 Luvin Arms this year, a place of refuge and sanctuary for all.

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

**LOOKING FORWARD TO AN
INCREDIBLE 2022
WITH YOU!**



03 2021 IMPACT REPORT



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& ADVOCACY

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2021 IMPACT:

RESIDENTS

Stats

108

RESIDENTS



30

HENS

13

ROOSTERS

19

DUCKS

9

TURKEYS

10

PIGS

7

GOATS

6

SHEEP

8

COWS

3

HORSES

3

DONKEYS

13

NEW RESCUED
RESIDENTS



3

HENS



1

ROOSTER



3

COWS



4

GOATS



2

PIGS

RESIDENTS:

Care Program Update

This year was a challenging, transformational, and enriching year for the sanctuary as well for the animal care program. A lot of big changes happened, which paved a new path for animal care. We all came together and overcame extreme difficulties during a pandemic, our care team doubled in size, species expert teams were created to provide the residents with even more individualized care, resident living spaces were enhanced; the duck ponds, paddock paradise for the horses, and our donkey shelter were designed and constructed. The team was provided with ongoing education and training such as online chicken courses, cooperative hoof care lectures and demos, learning and training sessions with our vet, and equine lectures and training.

With a full team of caregivers, we are able to fully provide our residents with the individualized and specialized care that they truly deserve. The residents are now getting the best medical, individualized, and cooperative care that they have ever received. Our daily medical care and treatments for our residents have increased as well as improved as we continue to learn and grow with our animal friends.

This year we have been experiencing more of our residents aging and becoming seniors than ever before. We're working closely with our vets to

ensure that our aging residents are getting the care that they need to be happy, healthy, and to live their best life with the time they have left with us. Along with senior care and medical treatments, many of our residents have specialized diets, emotional and social needs that we have been able to learn about, explore, and provide to them. We have lost some incredible animal friends this past year. It is never easy when we lose a resident because we're not only losing a resident, we're losing a friend and a family member. We hold love in our hearts and continue to honor and celebrate those who have passed while also welcoming and celebrating new residents and friends. Along with residents passing away we also rescued and provided sanctuary to a handful of individuals who now call Luv'n Arms their forever home.

Each and every resident has their own unique personality and special likes and dislikes, wants and needs, and specific health and medical care. It is truly amazing to think about how much we have accomplished this year when it comes to our residents' individualized care. Each day we're learning something new from the residents and it is a blessing to work with them and care for them in the way that they need. This year has been an enriching year for the care team and the residents. We brought on an enrichment coordinator who is helping to implement environmental and social

enrichment for the residents and cooperative care training for the residents and the team. We have accomplished so much already this past year and we just got started! We have so many exciting things planned for this upcoming year and I cannot wait to see how everything turns out.

One of the biggest successes this year has been all of the progress the care team has made with our equine residents. Our horse and donkey residents need daily hoof treatments to provide them with the best hoof health possible and when we first started to do these daily treatments it was very challenging, especially with the donkeys. Today, we're able to work with all of our equine residents. This wouldn't have been possible without the dedication and hard work of the whole care team. The love, care, patience and compassion that the team provided to our equine residents as they learned to trust and work with us was such a beautiful thing to witness.

Another big success this year in animal care was learning how to work safely and compassionately with our cow residents on trimming their hooves. We are currently doing cooperative care with the cows and are getting them comfortable with physical touch on their legs and hooves and ultimately working up to trimming their hooves. Each individual cow resident is at their own stage in this process and is making progress in their own way. It's really exciting and heartwarming to know that we are and will continue to be able to care for our cow residents and provide them with compassionate hoof care. Standard cow hoof trimming operations are dangerous, inhumane, and are horrific to witness. Tilt machines are used to trim cows hooves, a machine that encloses them, lifts them up in the air, and tilts them on their sides to perform the hoof trim. This is extremely invasive and traumatizing to our animal friends, and devastating to human witnesses. I am grateful for the opportunity to work with our cow residents in a more cooperative way, so that they never have to experience the horrors of that machine.

We have been practicing cooperative care with a handful of the residents for their hoof treatments and hoof trimmings and are looking forward to expanding that level of care to all of our residents in 2022. With cooperative care, our residents will be able to opt in and out and choose to participate in their care. We are working on creating a more compassionate space by incorporating cooperative care so that the residents feel fully seen, heard, and validated. It is important that while they live out their best and full lives here at the sanctuary that they too, feel sanctuary.

This year has been a year of one hundred tiny victories as we have overcome extreme hardship and loss, explored and stepped further into enriching and enhancing our residents' environments and experience, and continue to provide the residents with the specialized and individualized care that they need and so rightly deserve.

CASSIE BAURICK
Care Team Manager



MEET

RESIDENTS:

Arnie & Frankie

The day started off quiet, until Jale and Niblet started running up and down the track, notifying the team that something was the matter. We looked to see what all the commotion was, and couldn't believe our eyes. Racing towards Luvn Arms from the vast open fields were two baby pigs, literally running for their lives. They were shivering and cold. Their little ears were burned from the sun. We have never seen two babies so hungry and so incredibly thirsty.

At first, we had no indication of where they came from, or how they had made their way here. It was an absolute miracle. We later learned that they escaped twice from a neighboring farm. They ran to Luvn Arms, a place of refuge and sanctuary.

Their arrival precisely to Luvn Arms is especially miraculous, because all the

surrounding properties are farm operations that use animals for profit. Out of all the neighboring land, somehow, these two babies knew exactly which property was safe. Somehow, they knew that Luvn Arms would welcome them with outstretched, truly "loving arms."

We would like to believe that all the dearly departed residents of Luvn Arms, like Franklin the pig, guided these two sweet baby pigs here.

Frances (nicknamed Frankie) and Arnie have notches cut in their ears, a common practice which mutilates the ears in order to identify from which mother they came, and how many siblings they have.

They arrived incredibly hungry, and with a cough, fever, and sunburnt and mutilated ears.

We truly believe that the "Luvn" energy of our past residents guided Frankie and Arnie to the one place that would provide them with the life they deserve—the one place that would provide them with the love that all beings deserve and need.

Frankie and Arnie now have a loving home at Luvn Arms. When they first arrived, Frankie was quite shy and fearful of humans; but as her needs for regular food, water, safety, and love have been met, her confidence has grown immensely. She now greets everyone who comes into their home with curiosity and enthusiasm.

Arnie is courageous and brave. He definitely led them both to safety. Arnie has always loved and craved connection, and he has a naturally

adventurous spirit. He loves belly rubs and will patiently wait while he receives medical attention for his health issues. His eagerness to explore and play are so strong, we have to distract him every time we open the door to their home!

Frankie and Arnie found their way to Luvn Arms against all the odds. We celebrate the miracle of life. We celebrate the miracle of their journey to sanctuary. They survived and courageously persevered; the guiding light of compassion carried them to a place of Sanctuary.

Frankie and Arnie's story is one of hope and beauty and is still unfolding. At Luvn Arms, they are now safe, comfortable, and loved and have the support and compassion to become who they were destined to be.



RESIDENTS:

UPDATE ON THE

The Donkey Family



Our donkey trio of Leo, Frida, and Dali have come a long way since their arrival to Luvn Arms in November 2020. When we first saw them they were terrified. They had very little human interaction before the Luvn Arms team met them. They were given bread as treats but rarely did anyone ever touch them. Many health issues resulted from a poor diet. Their hooves were extremely overgrown, in fact they had never been trimmed in their entire life. This caused them severe pain and body imbalance.

It took months to address their many medical needs. The care team began the process by working with them to gain their trust. Because these donkeys would need daily hoof care, it was essential that they first became comfortable with the care team who would be treating them. At first, this process was difficult. All three donkeys needed sedation to complete their hoof treatments. This took months to accomplish. We were not able to get close enough to sedate them, let alone halter them. So even figuring out a way to trim their hooves for the first time did not happen right away. We were finally able to sneak sedatives into their treats and then trim their hooves while they were asleep. Their association with a halter was negative, which brought about a daily challenge to provide them with care. Even at the sight of a human entering their residence, they would run in the opposite direction.

Every member of the care team spent hours interacting with Leo, Frida, and Dali, introducing them to positive interactions, and slowly gaining

their trust. As their hoof condition improved, so did their relationship with people. Slowly but surely they associated people with positive experiences. This positivity was accelerated with the introduction of the clicker play program. The clicker play program has given the donkeys agency, comfort, interaction, positivity, and an opportunity to explore and build relationships. Volunteers and staff now implemented an Individualized Enrichment Program for Leo, Frida, and Dali, tending to their specific needs and personalities. They willingly performed tasks such as target touching, name recognition, and walking calmly next to their partner. We then implemented cooperative care into their programs. We focused on answering the question of "What skills do they need to positively associate with their daily care?" Volunteers and caregivers began implementing training behaviors such as desensitization to touch, positive associations to the halter, and the ability to raise their hooves for cleaning. After months of careful and intentional training, our donkeys have the choice to perform these tasks, which they often do! Leo, Frida, and Dali truly enjoy their training sessions because they are so fun and engaging.

As of today, all three donkeys freely choose to engage in the halter process. They choose to participate in their hoof treatment. They are happy when people enter their residence and expect some nice pats and scratches. They are a herd of happy, healthy, and thriving donkeys at Luvn Arms.

2021 IMPACT:

CAPITAL PROJECTS

Paddock Paradise

Due to Niblet's, Belle's, Frida's and Leo's laminitis, they cannot graze on grass pasture. Our solution was to create our 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 equines 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.

We finished construction on a new perimeter fencing for a 90,300 square foot space for our horses and donkeys to give them a safe space to roam, frolic, and play. Four of our equines have laminitis, a severe, painful, and often recurring condition. Laminitis affects the tissues bonding the hoof wall to the pedal bone in the hoof and can result in the pedal bone sinking or rotating within the hoof under the weight of the horse. At a certain threshold in the disease, equines must be euthanized as the condition is not reversible. Hoof support, dietary changes, and pain relievers are the only treatments available, all of which we have provided to our residents with laminitis. The 4 residents at Luvin Arms with laminitis are on a strict diet of Timothy Hay to preserve their health and wellbeing



DUCK PONDS

We are excited to announce we completed construction on 3 ponds for our duck residents at Luvin Arms. All of the ducks are quackingly happy! Did you know that ducks require access to water? The absolute longest a duck should go without water is 8 hours, but even that short amount of time can have negative effects on their health. Until we built the ponds, we had been filling kiddie pools daily for the ducks to dip and swim in, but the pools are not filtered, they are not large enough, and dumping them created environmental issues.



MISTING SYSTEMS

This year Luvin Arms installed 3 Misting systems in each of the barns. Misting Systems have proved to be invaluable to the sanctuary. They create a cool, comfortable environment to keep the animals safe from heat stress. Incredibly, misting systems can reduce the temperature in the living areas by as much as 15 degrees Fahrenheit. Misting systems also clean the air of dust, reduce disease risk and flying insect discomfort and irritation. The Misting systems represent a major improvement for the overall comfortability of all of our human and animal friends.

GENERATORS

The numerous weather and natural disaster threats to our power infrastructure made us consider the worst-case scenarios in the event of a power outage. Our bird barns are each equipped with industrial heaters as chickens in particular are susceptible to cold temperatures (frostbite and death are common in sub-freezing conditions).

We recognized that this was an unacceptable risk to our residents, and we now have two generators for the bird barns to ensure that they will always remain safe in freezing conditions.

2021 IMPACT:

PUBLIC ENGAGEMENT & ADVOCACY

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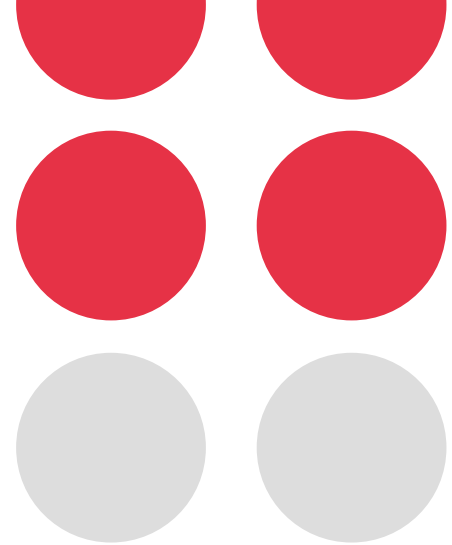
VOLUNTEERS

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EVENTS

PAGE 30

MEDIA
COVERAGE
& SOCIAL
MEDIA
IMPACT



PUBLIC ENGAGEMENT & ADVOCACY:

Volunteer involvement has been the core of Luvin Arms since its inception in 2015. Founders Shilpi and Shaleen Shah envisioned a community of compassionate and dedicated volunteers bonded in the mission of Luvin Arms. At that time, we were all volunteers learning and working together to give our small cadre of rescued animals the best care possible.

As Luvin Arms has grown, so has our volunteer program. Our volunteer program includes dedicated volunteers who have been with us since our founding, as well as new volunteers who are accepted on a rolling basis, allowing us to consistently grow our program and support of our residents and staff. New volunteer opportunities are added to include volunteers with varying interests and abilities. Volunteer opportunities include Chef for the Residents (chopping vegetables and fruit), Animal Care (cleaning and maintaining pastures and interior living areas),

and helping our Facilities Team with grounds and building maintenance. Our goal is to involve as many interested members of the local community as possible.

As of December 31, 2021, there were 667 accepted volunteers. Of the 667, 428 joined Luvin Arms as volunteers during the 2021 calendar year. We are a growing sanctuary!

Numbers alone do not come close to representing the depth of dedication and involvement of our many volunteers. Luvin Arms is fortunate to attract multitalented and extraordinarily enthusiastic volunteers. Groups of volunteers and individual volunteers routinely go above and beyond in their contributions to Luvin Arms. Here are just two examples.

-- Many volunteers elect to spend time with

residents at least weekly to provide activities and forms of enrichment specific to the needs and interests of their particular resident partner. This Enrichment Program is unique to Luvin Arms, and not only provides joy and enrichment to our residents, but also allows a volunteer to develop a personal relationship with their special resident.

-- Another aspect of the Enrichment Program is environmental variety. In September a group of volunteers came together to build custom perches for our chickens. This was a complex project including perches, swings and grass boxes. The call went out to our volunteers for a miter saw and our volunteers came through, not only providing a saw and the complete setup needed to operate it, but they came with their expertise to do all the detailed cutting and assure the perfect assembly needed for each structure. At the end of just a few hours, we had six wonderful perch playgrounds for our chicken residents.

Volunteers

5,001

VOLUNTEER HOURS

667

VOLUNTEERS



PUBLIC ENGAGEMENT
& ADVOCACY:

Events

35

COUNTRIES
REACHED

1,099

PUBLIC TOURS
IN-PERSON

3,090

PUBLIC VIRTUAL
TOURS

1,080

VIRTUAL
FIELD TRIPS

680

PRIVATE TOURS
VIRTUAL AND
IN-PERSON



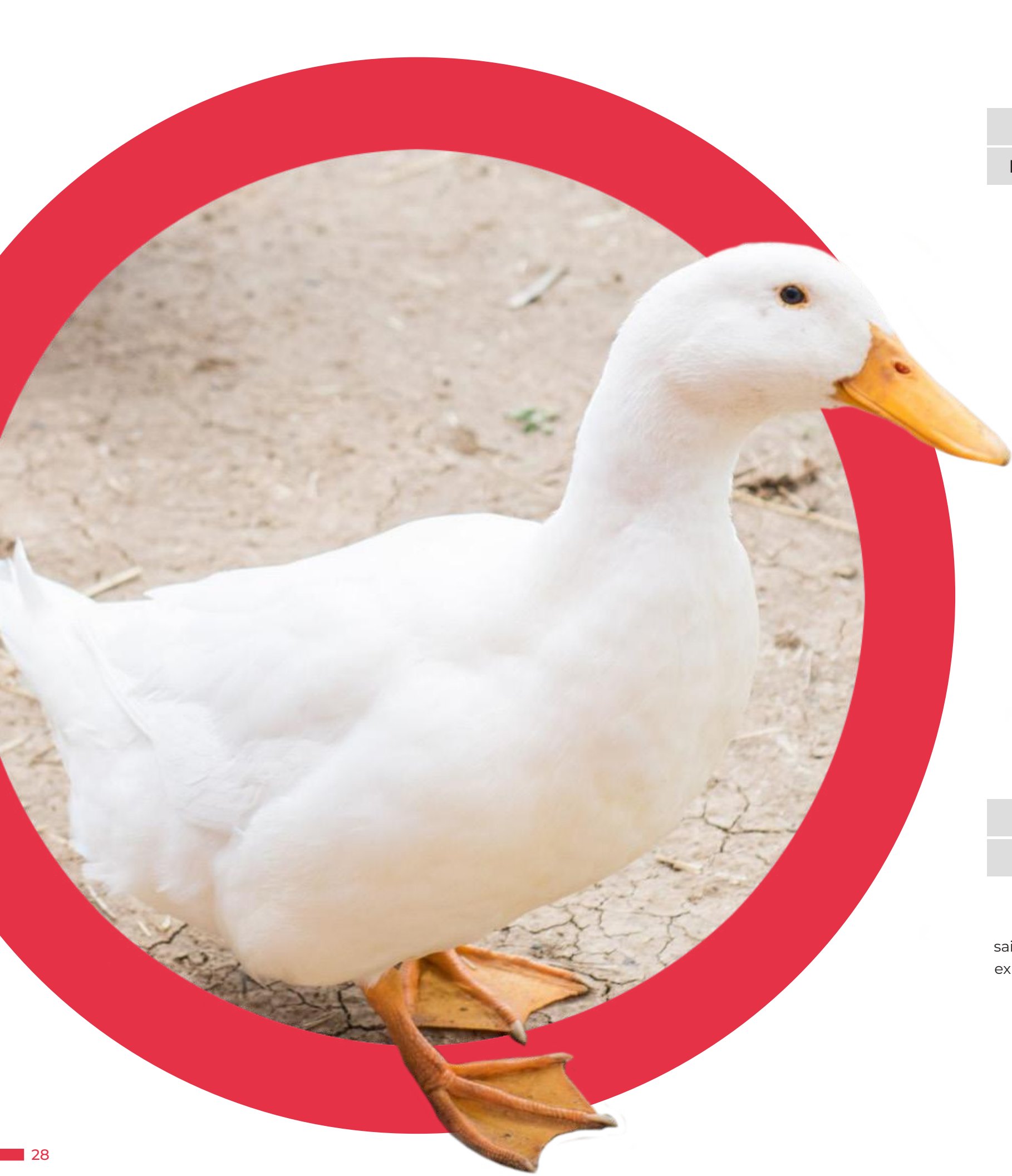
35 TOTAL
EVENTS

4,018 ATTENDANCE
AT EVENTS

EVENTS:

- Vegan spirituality talk with Judy Carman, author of Homo Ahimsa
- 2 different days participating in the Milk Future Museum
- 4 different virtual events introducing people to our chicken residents for Respect for Chickens Month
- 10 cooking demos (one with JL Fields, one with Seth Tibbot, one partnered with Vegan Wines)
- 3 craft days (2 adult, 1 kids)
- Hair demo with Kat Blamey of Ametrine Collective
- 2 painting sessions to help paint a mural for World Oceans Day
- Empathy workshop to help people act more empathetically towards animals
- Book talk with Judy Carman, author of Homo Ahimsa
- Wine and cheese volunteer appreciation event
- Film screening and Q&A with Dr Gregor
- Speaker talk with author and activist Rebekah Shardy
- Luv'n Arms Annual Gala
- Book talk with Elan Abrell, author of Saving Animals
- Movie night in Big Barn screening Luv'n Arms' own film, "Ahimsa in Action"
- Tito's trick or treat street, A Halloween celebration
- 2 pumpkin smash events, where community members came to feed pumpkins to the pigs
- ThanksLiving celebration for staff, volunteers, and community members
- Erie Parade of Lights





EVENT

HIGHLIGHTS

We had an exciting ending to 2021. We had numerous events that introduced and engaged many new people to Luvn Arms and our mission!

Tito's Trick or Treat Street was our biggest onsite event since COVID. People loved getting back out to the sanctuary and we hosted over 200 people! We set up stations around the sanctuary and handed out candy along with facts about our residents. After walking the sanctuary, guests played BINGO! Instead of numbers, we created a Luvn Arms resident bingo. People loved learning more about our residents and were very engaged. The prize was a framed picture of our residents, which was a major hit! Our halloween event will definitely become an annual event, and we can't wait to celebrate next year!

We introduced adult craft nights, and had a great response. The first class took place in October, at which we created fall wreaths. The class was limited to 23 people and we almost sold out! 21 people attended, and over half the people were new to Luvn Arms. We had a cuddle session with the residents before crafting, and it was a great opportunity to share our story. Our second craft night also had a great response. We are excited to make these a monthly event at Luvn Arms!

We had an exciting end to 2021 by participating in our first parade. We had a couple weeks to come up with a float, but thankfully found blow-up farm animals, and our float turned out beautifully! We were able to reach thousands of people in a matter of 30 minutes. We handed out candy canes and cards with our residents' pictures on them. We had so much fun and can't wait to participate again.

EVENT

FEEDBACK

75.4%

said this was their first exposure to an animal sanctuary

98.6%

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

50.4%

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

100%

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

PUBLIC ENGAGEMENT & ADVOCACY:

Media Coverage
& Social Media
Impact

Luvin Arms' media outreach connected
with a potential aggregate of
52,322,920 people around the world.

MEDIA COVERAGE & REACH STATS

Jain Avenue Magazine
"Compassion In Action: The making of an animal sanctuary in America"
150,000 potential reach

Denver Post "MeatOut or Meat In? Colorado Governor's pro-plant proclamation sparks dueling events Saturday"
489,739 print reach
15.7 MIL online reach

Fox31 Denver "Polis gets backlash for Meat Out Day's targeting Colorado's largest export"
5,970,000 potential reach

Colorado Politics "Several Colorado ranchers, farmers counter 'MeatOut Day' with 'Meat & Eat' event Saturday"
8,804,569 potential reach

Colorado Springs Gazette
"Several Colorado ranchers, farmers counter 'MeatOut Day' with 'Meat & Eat' event Saturday"
109,984 potential reach

Denver Gazette "Several Colorado ranchers, farmers counter 'MeatOut Day' with 'Meat & Eat' event Saturday"
8,804,569 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

Colorado News Portal "Several Colorado ranchers, farmers counter 'MeatOut Day' with 'Meat & Eat' event Saturday"
14,568 potential reach

Out There Colorado "Several Colorado ranchers, farmers counter 'MeatOut Day' with 'Meat & Eat' event Saturday"
8,804,569 potential reach

Vegan FTA "10 day old baby rescued from veal truck gets a happy ever after"
650,413 potential reach

NBC 12, CBS 7 News, WFLX FOX 29, Region 8 News, WCAX TV
"Tell me how much you luv me, I am all ears"
124,761 potential reach

Boulder Daily Camera "Shelf Life: Boulder County author talks, book signings and virtual events"
10,787,049 potential reach

Longmont Times-Call "Shelf Life: Boulder County author talks, book signings and virtual events"
10,787,049 potential reach

Westword "Boo! Family-friendly haunted Halloween events today"
7,384,036 potential reach

eTown "For this week's #ThrowbackThursday we wanted to spotlight the Luvin Arms Animal Sanctuary Gala that happened earlier last month"
34,310 potential reach

KGNU "Dot Org: Luvin Arms"
59,600 potential reach

Boulder Lifestyle Magazine
"Luvin Arms' 6th Annual Gala"
15,000 potential reach

Plant Strength (social media partnership)
884 potential reach

Longmont Times-Call (paid advert) "Colorado Gives Day: Give where you live"
10,787,049 potential reach

NoCo Style Magazine
"Compassion calendars are here for the holidays"
178,500 potential reach

Direct Action Everywhere Colorado "Cow caroling and hot coco"
2,082 potential reach

NoCo Style Magazine "Colorado town rallies around miracle cow"
178,500 potential reach

Mercy for Animals "Have you ever seen a chicken ring a bell for treats or come running when her name is called?"
2,547,371 potential reach

SOCIAL MEDIA IMPACT

18.9K 14.9K

FOLLOWERS
ON FACEBOOK

FOLLOWERS ON
INSTAGRAM

"Gold standard in animal sanctuaries!"



"Thank you for rescuing the animals!!"



"Love this sanctuary"



"So good to know there are compassionate people in the world who care for these beautiful beings!"



"Thank you for what you do"



"How peaceful they look...no one will hurt them...people should learn from this!"



"Admirable that you don't underestimate an animal's intelligence and provide them with enriching activities!"



"So blessed they have such amazing lives!"



"Thank you for taking such good care of them"



"How lovely are you guys!!"



"Such good care taken of these lovies"



"Such wonderful and important work."



"This picture is so touching and fabulous. Thank you for all that you do."



"Too bad they go through that but thankfully they have amazing caregivers! Thanks for all you are doing."



"What a shame that people don't realize that ALL cows want to live."



2021 IMPACT:

ENRICHMENT & COOPERATIVE CARE PROGRAM

The Luvin Arms Enrichment Program seeks to enrich the lives of residents, improve cooperative care procedures, create community and engagement within the volunteer group, and educate the public on the individuality of each resident. The program has two main focuses: individual enrichment and environmental enrichment.

The Individual Enrichment Program is primarily focused around Clicker Play, an enrichment tool which creates a common language between humans and animals through rewarding cooperative behaviors with positive reinforcement and environmental enrichment.

This program pairs caregivers and volunteers, known as Enrichment Partners, with residents for a minimum of 6 months. Enrichment Partners meet with their resident at least once a week, teaching them skills and engaging them in games that are stimulating, fun, and practical for daily care such as voluntary hoof trims, weighing and other necessary procedures. The 'click' in Clicker Play is such an impactful tool for learning as it helps the residents identify exactly what behavior we are reinforcing. This program has allowed the residents to have more control over their care routines while also feeling safer and more comfortable with humans. So comfortable in fact, that our cows voluntarily engage in hoof trimmings, lifting up each hoof for our team to examine and trim. It is for procedures like these that the clicker play program really shines. The program has improved our philosophy of cooperative care in other ways as well. Because caregivers and volunteers are working together on a consistent basis, we are able to notice small changes in the residents behavior from week to week. It's these observations that allow us to notice any possible concerns that might otherwise not have been addressed.

Lastly, the bond between a resident and their Enrichment Partner through the clicker play program is truly significant to each and enriching. Partners build a strong, trusting relationship that is unlike any other. The Enrichment Programs at Luvin Arms are revolutionizing the way we interact with animals across the world.

Under the Environmental Enrichment Program, we focus on the housing environments for each resident. This includes everything from permanent structures and fixtures to temporary or seasonal additions, and can be something as simple as a weekly special treat dispenser. The aim of environmental enrichment is to provide variety and cognitive growth for residents in a space where they feel truly at home.



2020 IMPACT:

SPONSOR HIGHLIGHT



FREDRIK AND NICOLE WASS, AND THEIR SON HENRY

Sponsors of Leo, Arya, Gilmour, and Wendy

We have long had an interest in helping animals. We adopted our dog Buttercup from an animal sanctuary in upstate NY. She is a special needs dog with cerebellar hypoplasia and we have enjoyed watching her grow and live life to the fullest. We have a 3 year old son and hope to be able to raise him to be compassionate, live with, and protect animals.

HOW DID YOU GET INVOLVED WITH LUVIN ARMS?

We have moved around a lot but have always looked for local rescues to see if we can contribute to their cause. We have also dreamed of having our own sanctuary to be able to live with animals and help them escape from the conditions they are born into. Since we don't have land to foster, we thought the best thing we could do right now is to sponsor animals.



We visited a few sanctuaries in Colorado and heard about LuvIn Arms. We were so impressed with how the animals were taken care of and treated with dignity and care, and given the freedom to live their life the way they should be able to. We always left the sanctuary feeling happier knowing there were such kind people who cared for and devoted all their time to animals.

WHAT INSPIRES YOU TO SUPPORT THE CAUSE FOR ANIMALS?

We have watched many documentaries about the cruelty of factory farms. Knowing that our own dog had been neglected before being rescued, we became interested in supporting animal rights.

WHAT DO YOU WISH OTHER PEOPLE KNEW ABOUT LUVIN ARMS?

LuvIn Arms provides a safe and loving home for animals who have been born into cruel circumstances. They educate visitors so that you can learn about the individuality of each animal and see them live life the way that all animals should have the chance to live. It is a sharp contrast to how almost all farm animals are treated in this world. Everyone there is warm and knowledgeable and you will love meeting all of the different animal residents.

HOW DO YOU SEE THE WORK THAT LUVIN ARMS DOES FITTING INTO CREATING A MORE COMPASSIONATE WORLD FOR ALL BEINGS?

They provide educational tours where you can see and learn about how every animal is different and has unique characteristics the same way we do. They will make you realize in a genuine way that there is nothing that sets humans apart from animals. Seeing new residents, especially a new cow and her baby calf, not separated, and being able to live together gave us a sense of warmth and happiness.

FINANCIALS

04

2021 SUPPORT & CONTRIBUTIONS

General Contributions & Public Support	\$1,464,417.01
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Total Support & Revenue:	\$1,464,417.01
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2021 OPERATING EXPENSES

Animal Care, Education, & Advocacy Expenses	\$1,011,781.11
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Fundraising & Donation Support Expenses	\$185,141.74
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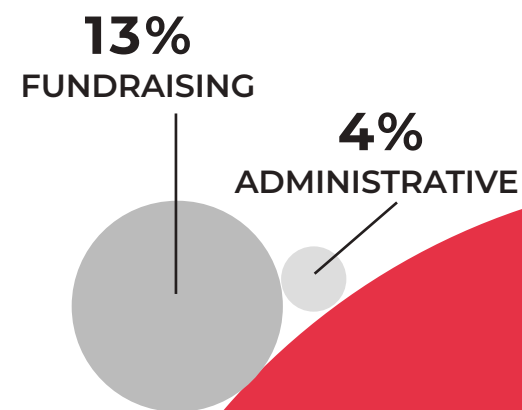
General & Administrative Expenses	\$67,142.46
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Total Expenses:	\$1,264,065.31
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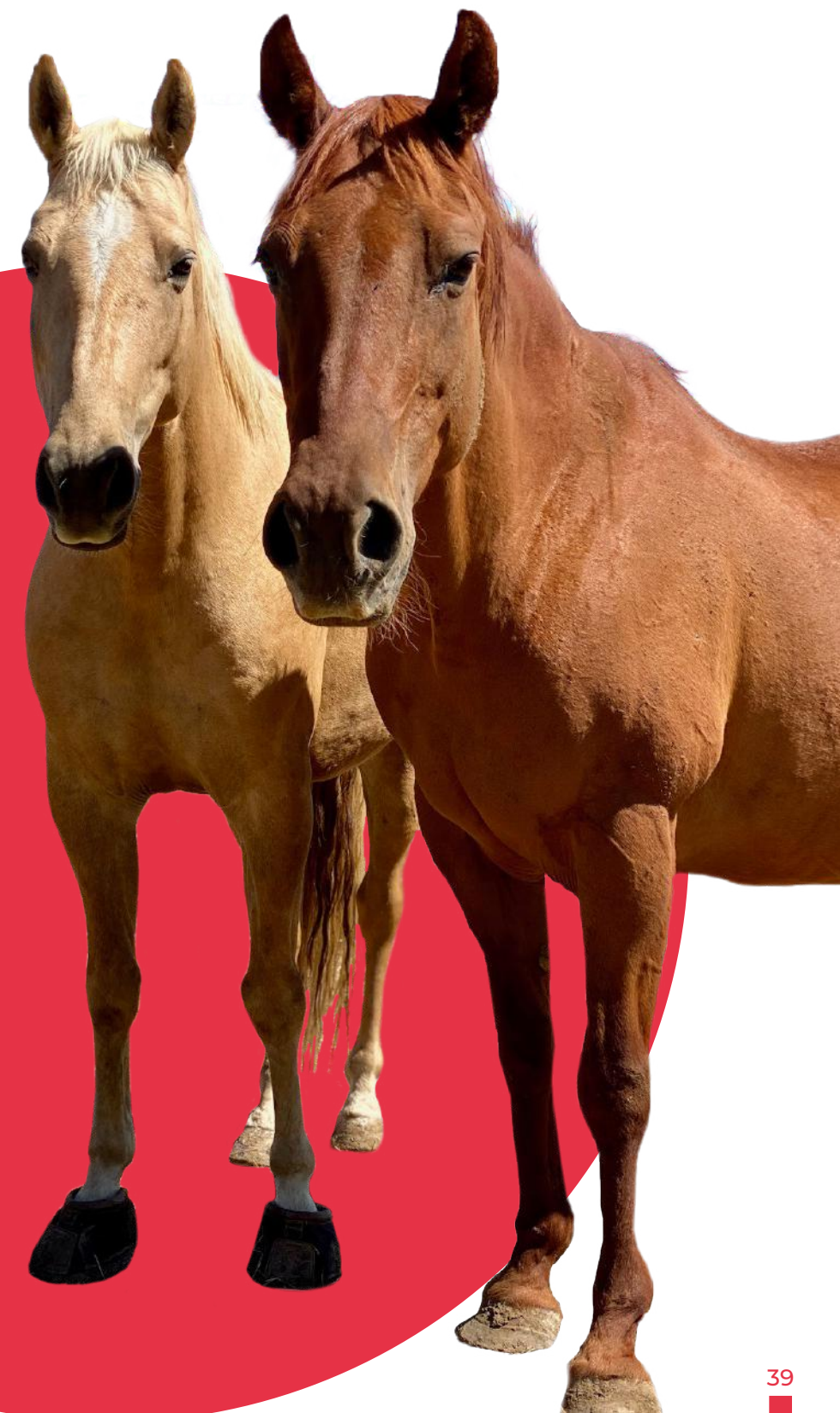
2021 EMERGENCY RESERVES

Reserve for Urgent Animal Care, Critical Medical Care, Catastrophes, and Rescues*	\$200,351.70
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**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.*



83%
PROGRAM
EXPENSES



LUVIN ARMS BOARD OF DIRECTORS



CAROLINE BUSHNELL

Caroline is the Vice President of Corporate Engagement at The Good Food Institute, a nonprofit organization dedicated to making the global food system better for the planet, people, and animals. Caroline works with companies and investors around the world to catalyze innovation and investment in alternative proteins.

Prior to joining GFI, Caroline served as the Director of Marketing for Celestial Seasonings at The Hain Celestial Group. She has also worked at Moët Hennessy and Janus Capital Group. With 15 years of experience in CPG brand management, finance, and consulting, she is deeply familiar with the food industry. Caroline also serves as a governor-appointed member of the Colorado Food Systems Advisory Council. She is a graduate of the Leeds School of Business at the University of Colorado at Boulder.

Caroline is a passionate champion of plant-based foods and a friend to all animals.



SHALEEN & SHILPI SHAH

Shaleen and Shilpi Shah are the founders of LuvIn Arms Animal Sanctuary. They are spreading the values of Ahimsa, Jivdaya, and Karuna towards farmed animals, 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.

Since founding the sanctuary in 2015, Shaleen and Shilpi have grown LuvIn Arms 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, OpenSanctuary.org, 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.



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](https://CrueltyFreeInvesting.org). 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.



JINA SHAH

Jina Shah is a lifelong Jain and decades-long vegan. A past chair of the Ahimsak Eco Vegan Committee of JAINA, (the Federation of Jain Associations of North America), she has spoken at various Jain events nationally and internationally and blogs at veganjains.com. Her passion is helping audiences realize the alignment of a whole foods vegan diet with the Jain values of non-violence, reverence, care and compassion for all life. Additional training as a Climate Realities Leader lent urgency to the climate benefits of this choice, in addition to the ongoing benefits to animals, human health and spiritual development. She co-wrote the Jain Declaration on the Climate Crisis and wrote a Jain reflection of repentance and commitment (Climate Focused pratikraman) focused on the climate. She practices mindfulness with her life partner as a complementary spiritual practice that fortifies their commitment to living in harmony with all beings. Professionally, she is Board Certified in General Preventive Medicine and in Family Medicine, with Master's degrees in Public Health and Bioethics. She has worked in global public health, vaccine development, pharmaceutical bioethics, and cancer drug safety.



06



BEYOND COLORADO: GROWING OUR IMPACT

We have a clear responsibility to care for and support our residents, but the biggest impact we strive for is to change minds, change behaviors, change the world, and spread Ahimsa. Every day that a person eats plant-based food, one animal's life is saved. The more people who are inspired to embrace more compassionate choices, the more lives are spared.

In 2021, Luvn Arms was fortunate to engage a videographer to create inspirational and educational content to reach people far beyond Colorado. Through YouTube, we are telling the stories of our residents and providing substantial information on the impacts of the animal agriculture industry on the environment, human health, and animal welfare. Viewers all over the world get to connect with our residents on an unprecedented level. Viewers receive an immersive experience of the pain, suffering, and grief of our residents' lives prior to Luvn Arms, and the joy, love, and connection of their current lives at Luvn Arms.

For the year of 2022, Luvn Arms has planned 8 medium-length films, with topics that extensively cover the stories of our residents, the resources required to provide meaningful lives to rescued farmed animals, and the environmental, human health, and ethical consequences of the animal agriculture industry.

Through cinematic, expertly crafted content, Luvn Arms is changing the hearts and minds of people around the world to expand their circle of compassion to include all beings.

LOOKING FORWARD

MASTER PLANNING

Luvin Arms seeks to inspire revolutionary change to create a more compassionate world for all beings. The moment people arrive at Luvin Arms, we want people to see and feel the inspiration and compassion. Luvin Arms is a sanctuary where Ahimsa (non-violence toward all living beings) lives and breathes. Luvin Arms is home to rescued and abused farmed animals, and we envision the design of the property as reflecting their unique needs, comforts, and desires. We envision a village in which Ahimsa lives within every detail of each building, village street, and lit pathway. Luvin Arms seeks to craft this community with special attention to sustainable materials, design, and function, to further our mission of exemplifying the world that should be.

This year, Luvin Arms looks forward to partnering with an innovative architect to help craft a sitemap for our master plan of this unique sanctuary. We envision a beautiful village of harmony that sings sanctuary to every soul and inspires people to connect with these incredible beings and embrace more compassionate and sustainable choices for the future of all beings.

Paddock Paradise

Paddock Paradise is a concept based on the “lifestyles of the wild and free-roaming horses living naturally in the U.S. Great Basin.” The goal of Paddock Paradise is to facilitate the physical and mental health of equines, especially for those that are unable to graze – like some of our residents. A genuine Paddock Paradise can virtually eliminate the risk of laminitis, as well as other debilitating conditions.

We have installed new fencing around the 90,300 square feet perimeter, installed new fencing within the perimeter, cleared the area of weeds, put down weed barriers, and provided many different subsurfaces that go throughout the maze of fences. We also completed construction on the new barn for the donkeys.

Here are some of the benefits:

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

The continuation of the development of our Paddock Paradise by adding an interior arena where our equine family can play and engage in enrichment activities with staff and volunteers is greatly needed for this year. The arena will add to their existing area and give Niblet, Jale, Belle, Leo, Dali, and Frida the exercise and mental stimulation they need to stay healthy. We greatly appreciate your support!



LEGACY GARDEN

Luvin Arms completed the physical construction of our brand new Legacy Garden. We are looking forward this year to introducing new gift options that allow you to leave a legacy of compassion for farmed animals everywhere. Once immersed in the Luvin Arms Community, you no doubt feel that all of our animal residents are a part of your extended family. As family members, they know love, joy, happiness and they receive the best medical, social, emotional, and cognitive care. Together, we know all farmed animals deserve a beautiful life and to be included in our circle of compassion.

People like you will make a difference for farmed animals across the world. Luvin Arms shares your vision and through education, outreach, and by providing the highest quality of life possible for our rescued farmed animals - we can change the world together.

When you leave a gift to Luvin Arms in your estate plans, you create a lasting legacy of compassion for all farmed animals. Your gift of compassion will ensure Luvin Arms continues to provide the best lives possible for our animal residents, rescue more farmed animals, and inspire more hearts to embrace a more compassionate lifestyle.



The Luvin Arms Legacy Garden

— Giving Hope for the Future —



07

FOUNDERS LETTER

Some years are landmark years, and 2021 was one such year for Luvin Arms Animal Sanctuary.

Shilpi and I were honored to receive The Karuna Ratna (Compassion Jewel) award at the 2021 JAINA Convention. We are so grateful for the recognition of our work in rescuing over 800 abused and neglected farmed animals and the impact that Luvin Arms has had on the larger community. It is an incredible honor for us and for Luvin Arms to receive this award in appreciation of the Community of Compassion that Luvin Arms has cultivated around **Ahimsa - nonviolence toward all living beings.**

Luvin Arms is a living, breathing, thriving demonstration of the values of Jainism. We believe in providing a meaningful and fulfilling life far beyond rescue by giving our animal residents the very best medical, emotional, social, and cognitive care for the duration of their natural lives. We also believe that the most impactful way to affect change is to tell the stories of our residents to inspire countless others to embrace a more compassionate and sustainable lifestyle.

As the only Jain-founded animal sanctuary in the United States, Luvin Arms not only exemplifies the values of **Ahimsa** (non-violence), **Karuna** (Compassion), and **Jivdaya** (kindness), but goes one step further by inspiring these values in our global community.

Luvin Arms goes above and beyond rescuing abused farmed animals. Our animal residents have a collective voice that reverberates throughout the world, empowering people everywhere to choose compassion over violence. We are creating a more beautiful future for all beings through our innovative approach to education and public engagement.

We hope you will join us in creating a future in which all beings are worthy of respect, compassion, and love. We hope you will join us in creating a future full of **Ahimsa.**

With Gratitude,

SHALEEN AND SHILPI SHAH

IN MEMORY

LEROY Cow
NESSA Hen
BLAZE Hen
SABRINA Hen
SEBASTIAN Goat
KIT Duck
STEVIE Hen
STIORRA Hen
BIERA Duck
CHAI Turkey
SPARTACUS Rooster
BLANCA Duck
WHISPER Hen
JONNY Rooster
DANTE Rooster
ROBBIE Hen
HELGA Hen



SEBASTIAN



KIT



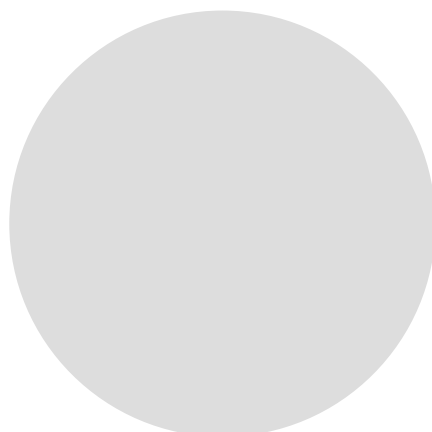
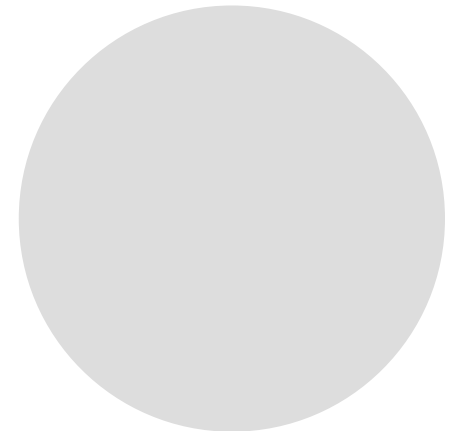
LEROY



BIERA



CHAI



WHISPER



JONNY



DANTE



ROBBIE



HELGA

