



Impact Report

Fiscal Year 2024





A Letter from Tracy

Dear Supporters and Friends,

I am excited to present Charlie's Acres 2024 Impact Report, reflecting on what we've achieved together to strengthen our sanctuary and extend compassion far beyond our fences. These pages highlight our dedication, the generosity of our donors, and the incredible resilience of the animals we are honored to protect.

This year, we welcomed 50 animals in urgent need, including elderly potbellied pigs rescued from distressing conditions and goats and sheep displaced by families losing their homes. Their transformations showcase the healing power of compassion and dedicated care. We also hosted our first Farmed Animal Immersive event, collaborating with lifesaving organizations to train Disaster Service Workers (DSWs) from four counties in species-specific care and compassionate handling during emergencies.

Our Virtual Class Pets program grew by 87% this year, engaging 2,906 students nationwide. Aligned with humane education mandates, the program fosters empathy and addresses critical issues like bullying. Students learn responsibility and compassion by symbolically adopting a rescued animal. Additionally, in-person field trips brought over 500 visitors to our sanctuary, offering unforgettable, hands-on experiences that inspire kindness and a deeper understanding of animal behavior.

We've welcomed over 3,916 visitors through our guided tours and special events, with 74% of surveyed attendees reporting their visit inspired them to reconsider their eating habits. By offering free community tour tickets, we ensure our sanctuary remains accessible to all, fostering connections and celebrating the joys of compassionate plant-based living.

Looking ahead, we are thrilled to broaden our impact by offering sanctuary to more animals in need while continuing to grow our education programs. Together, with your steadfast support, we will keep building a community of compassion and resilience.

With gratitude,

Tracy Vogt
Founder, Charlie's Acres



Our Mission

Charlie's Acres provides a sanctuary for rescued farm animals, fostering compassion and appreciation for these intelligent beings through education while empowering people to make kinder, more sustainable choices.

Our Vision

A world where farm animals are valued as individuals, compassion drives action, and sustainable choices shape a kinder future.

Our Values

Compassion, Education, Sustainability, and Empathy



“ Your dedication to creating a compassionate world is truly inspiring, and we’re so grateful for the opportunity to experience it firsthand. We look forward to staying connected and exploring more ways to support your incredible mission. ”

— Corporate Sponsor

Transforming Lives: Rescue, Foster, and Community Outreach

At Charlie's Acres, we're dedicated to giving animals a second chance at life. Many of the animals we rescue come from heartbreaking situations of abuse, neglect, or destined for the dinner table, while others are surrendered by families unable to care for them. Regardless of their past, every animal receives the sanctuary, love, and care they deserve.

This year, we've welcomed 50 animals in urgent need, including temporary and long-term foster care and new residents at our sanctuary. Among them were elderly potbellied pigs rescued from distressing conditions and goats and sheep displaced when their families lost their homes. Their incredible transformations are a testament to the healing power of compassion and dedicated care.

Since 2019, we've rescued and sheltered over 300 animals, providing refuge during extreme weather evacuations and emergencies. We've also partnered with local emergency response teams to host animal-handling workshops, equipping our community to better protect animals in times of crisis.

In 2024, we proudly hosted our first Farmed Animal Immersive event, bringing together Disaster Service Workers (DSWs) from four counties. These dedicated teams specialize in rescuing, evacuating, and caring for animals during emergencies. The event offered participants advanced education and hands-on training in species-specific care, safe and compassionate handling, and assisting animals with special needs. We were honored to collaborate with the North Valley Animal Disaster Group (NVADG), NapaCART, SolanoCART, and San Mateo Large Animal EVAC Group. We are committed to partnering with lifesaving organizations to protect animals in times of need.

Our outreach efforts also included a pig care workshop at Oakland Animal Services, where we shared knowledge to help shelters improve pig welfare and increase their chances of finding loving homes.

Through rescue, foster care, education, training, and community partnerships, we're creating brighter futures for animals everywhere.



15

Animals rescued have found their sanctuary at Charlie's Acres

Patty, Angel, Maria, Georgette, Georgina, Parker, Benny, Naomi, Lizzie, Norman, Bucky, Quinn, Marjie, Esther, Vexy

23

Animals rescued from emergency situations are being fostered at Charlie's Acres

9 goats, 13 sheep, 1 mini horse

12

Animals rescued and fostered at Charlie's Acres before finding their forever homes

Harry, Sally, Phineas, Molly (pregnant with twins), Suki, Noemi, Lucy, Ruth, Cordelia, Gladys

Shaping a Kinder Future Through Humane Education



Our Virtual Class Pets program makes animal education accessible and inclusive for everyone, regardless of budget or allergies. This year, we've engaged 2,906 students across the country—a remarkable 87% growth in just one year. Aligned with state mandates for humane education, the program fosters understanding and addresses issues like bullying and violence. By symbolically adopting one of our rescued animals, students learn the importance of empathy, responsibility, and compassion for all living beings. Interactive video calls with our animal caregivers and a chosen animal resident give students an inspiring look into animal intelligence and care, empowering them to make a positive impact.

Our in-person school field trips brought over 500 people to our sanctuary this year. Schools rave about the unforgettable experiences students have while interacting with our friendly rescued animals. Hands-on activities teach students safe, respectful ways to connect with animals and help them understand animal behavior on a deeper level. Students leave inspired, equipped with practical tools to help animals in their daily lives.

Through our dedication to education, we've reached thousands of young minds nationwide and touched the lives of hundreds of children in our local community. By addressing critical issues like bullying and violence, we're helping to shape a future generation grounded in compassion, responsibility, and kindness toward all living beings.



2,906

Students participated in our Virtual Class Pet Program across the country

52.5%

Students participating in our Virtual Class Pet Program are from Title 1 schools

500+

Students, teachers, and chaperons participated in on-site field trips

87%

Growth in our Humane Education reach through our Virtual Class Pet Program



“ A very beautiful place with great and lovable animals. In our opinion, everyone should visit an animal sanctuary like this to hear the animals’ history and perhaps rethink some of their own habits. Our guide introduced us to all the animals and was extremely nice. ”

— Visitor

Changing Minds, Hearts, and Plates Worldwide

Since the launch of our tour program, we've welcomed over 10,000 in-person visitors and hosted 2,000 virtual experiences spanning more than 20 countries!

These meaningful connections are made possible through a variety of visitor experiences, including free community tour tickets, ensuring our sanctuary remains accessible to anyone eager to learn, explore, and connect. We're dedicated to introducing new faces to our sanctuary, sharing the inspiring stories of our rescued animal residents, and celebrating the joys of compassionate, plant-based living.

This year, 3,916 visitors have participated in our guided tours and special events. Of those surveyed, an incredible 74% said their visit inspired them to reconsider their eating habits.

Our impact reaches far beyond the sanctuary. With a 8.5 million social media reach and a highly engaged email community boasting a 50% open rate, we're spreading our mission worldwide—touching hearts, inspiring change, and creating a kinder world for animals, people, and the planet.



3,916+

Visitors to our sanctuary through guided tours and special events

7,365

Highly-engaged email subscribers

116,296

Social media followers; Tik Tok, Instagram, Facebook, LinkedIn

74%

Visitors surveyed after visiting said the experience made them rethink their eating habits

50%

Average email open rate

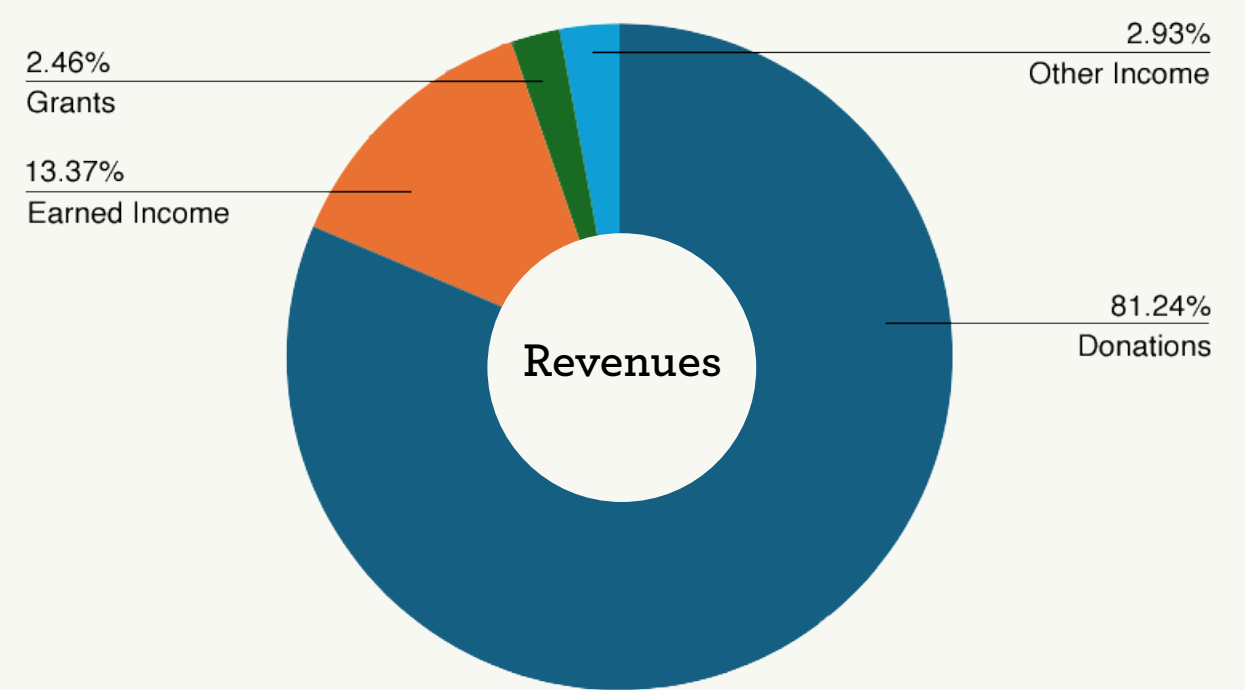
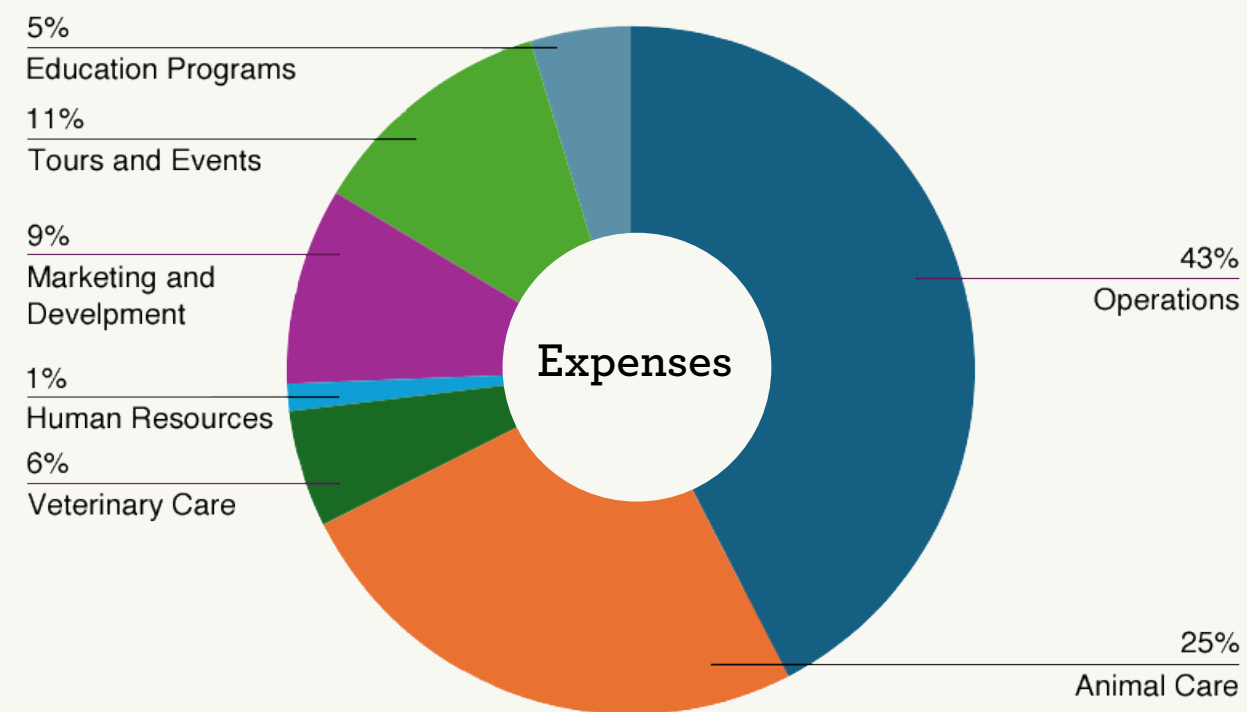
8.5M

Overall social media reach



Financials

Unaudited operating budget of \$1,055,898 for the period of Jan. 1 through Dec. 31, 2024. Charlie's Acres financial statements are available upon request.



Thank You



**CHARLIE'S
ACRES** Farm Animal
Sanctuary

charliesacres.org