



Strategic Giving Charity Evaluation

Appalachian Bear Rescue

ROG Rating: “A” Charity, “Strong” Fit for Emily Sample

Charity Core Mission: “Giving Bears a Second Chance” - ABR cares for orphaned and injured black bear cubs for return to their natural wild habitat, increases public awareness about coexisting with black bears, and studies all aspects of returning cubs to the wild.

Locations Served: Louisiana, Tennessee, Kentucky, Arkansas, South Carolina

Year of Founding: 1991, First bear cub rescue 1996

Official US Incorporation Name: [Appalachian Black Bear Rehabilitation and Release Center](#), EIN 58-1919032

Affiliations: Independent, partnership with Tennessee Wildlife Resource Agency and National Park Service

Current Total Annual Revenue: \$756,365 in 2020. ([2020 IRS 990 Form](#))

Recent Updates and Accomplishments:

- [ABR maintains an extensive blog](#), including videos and stories of rescued bears.

Key Charitable Partnerships: Land Rover Defender Series Winner, Nov. 2022.

Charity Reputation and Financials:

- GuideStar “Gold” Rating
- Not currently rated by Charity Navigator
 - This is not uncommon for smaller organizations. They have invested more greatly in supplying data to Candid/Guidestar.
- Charity reported net assets of \$805,646, which are largely held in the value of buildings and property.
- Debt is minimal.
- This organization retains resources equal to slightly greater than one year’s operating costs.

ROG Research Report: *Appalachian Bear Rescue*. Updated November 2022.
Contact info@ReturnonGood.org for more information



- Senior leader pay for this charity is less than 10% of their total operating expenditures.

Impact Stories:

- [ABR is the 2022 Land Rover Defender Service Award Winner](#) for Animal Welfare

ROG Evaluation Notes:

- **A contribution to this organization will save the lives of black bears, and represents an animal-welfare based management model for human intrusion into natural bear habitats.**
- **This charity's educational efforts significantly contribute to preventing human injury by wildlife.**
- This charity's operating costs are in fitting with its complicated and resource-intensive mission.
- Fundraising costs for this charity are reasonable, and they provide a high level of donor service through content and daily updates.
- The charity spends approximately 60% of its revenue on employees, and 40% on program costs and other expenses. This is within expected range for this type of wildlife service organization.
- Government grants represent less than 11% of the charity's total contribution revenue in 2020.
- This charity supplements income substantially with merchandise sales. While small in total value, their event fundraising income ROI is very high.
- Contributions to this charity are used immediately. Given relatively low reserves, this charity will face long-term sustainability issues in the absence of transformative giving.

Summary ROG Evaluation: In our opinion, this is an "A" rating charity. Contributions will have proven, documented impact and a very high percentage of contributions go directly to the core mission and services.

Impact to the Sample Family's Philanthropic Mission: This charity is a strong fit for Emily Sample's charitable goals, particularly in regard to direct action for animal welfare and nationwide education.

Note: ROG 's research team works hard to present the best available information on this charity at the time of publication. However, we can't know everything, so this report is subject to Return on Good's full legal disclaimer, which you can access at ReturnOnGood.org