



**Annual
Report:
2017**

petfinder
FOUNDATION



2017 ANNUAL REPORT

MISSION STATEMENT

The Petfinder Foundation works to prevent the euthanasia of adoptable pets. Our grant programs are designed to (1) make homeless pets more adoptable by keeping them happy and healthy, (2) make shelter operations more sustainable, and (3) aid adoption groups during and after times of natural or man-made disaster. Our grants are available to more than 11,000 organizations, caring for more than 230,000 homeless pets at any given time, throughout the United States, Canada and Mexico.

2017 PROGRAM SERVICE ACCOMPLISHMENTS

The Petfinder Foundation gave **1,468 grants** of cash and product, with a total value of **\$1,153,723.83**, to animal shelters and rescue groups in 2017, including:

- \$440,000 in **high-quality pet food** to shelters in desperate need;
- \$186,000 to support **humane-education programs** to help ensure the next generation learns about compassionate animal care;
- \$31,000 so staffers from organizations nationwide could attend Dogs Playing for Life mentorship sessions and learn to conduct safe **dog playgroups** at their home shelters;
- \$60,000 in **emergency medical grants** to save homeless pets from life-threatening illness and injury and allow them to go on to loving, forever homes.

We also maintained our commitment to assisting shelters and rescue groups during times of emergency and crisis, giving \$122,000 to 37 shelters and rescue groups to save animals impacted by **natural disasters**, including:

- Hurricane Harvey - \$49,000
- Hurricane Irma - \$43,000
- Hurricane Maria - \$23,000
- California wildfires - \$4,000

Finally, we are committed to helping adoption groups fundraise using the reach of Petfinder.com, the world's No. 1 pet-adoption website, and distributed \$75,600 toward the care of individual pets through our Petfinder.com-based **Sponsor a Pet** program.

PROGRAM HIGHLIGHTS

QUALITY OF LIFE

Improving pets' quality of life while they are living in shelters or foster homes makes them happier, healthier and more adoptable. The following grant programs fall within this category.

Adoption Options in Action Grants: \$45,000

Adoption Options, run by Petfinder.com, is a series of free conferences that offer shelter and rescue-group staff and volunteers state-of-the-art education in veterinary treatment, training, enrichment, marketing and placement of pets in their care.

AOs in Action grants were available to Petfinder.com members that attended an Adoption Options conference in 2017 and needed financial assistance in order to implement the programs or practices presented there. Grants ranged from \$500 to \$3,000 and were awarded to 32 adoption groups.



Our Adoption Options in Action grant enabled Animal House Rescue & Grooming in Colorado to equip a meet-and-greet room where pets like Monroe could get to know their future forever families.



Franklin (far left) was "dog-aggressive." Staff at Ohio's Cuyahoga County Animal Shelter, using their DPFL training, tried him in playgroup -- and he blossomed! He's now in a loving forever home with a canine sibling.

Dogs Playing for Life Mentorship Grants: \$31,000

Expanding our existing relationship with Dogs Playing for Life, which teaches shelter staff and volunteers how to conduct safe dog playgroups, the Petfinder Foundation began sponsoring the \$1,000 tuition to DPFL's mentorship training sessions, held at Austin Pets Alive! in Texas and the Longmont Humane Society in Colorado. Thanks to these scholarships, personnel from shelters nationwide can attend mentorship sessions at no cost, and then return to implement playgroups at their home shelters.

Playgroups have proven to be remarkably effective at reducing length of stay for shelter dogs by decreasing stress behaviors and allowing staff to get a more accurate assessment of dogs' personalities. In 2017, we gave 32 scholarships to staff at 27 organizations.



Frankie crawled under a car hood to keep warm and was terribly injured when the driver started the engine. He had a broken leg and lacerations so severe, staff at Paws for Life in Utah were not sure he'd survive. With help from our Emergency Medical Grant, he made a complete recovery!

Emergency Medical Grants: \$60,000

These grants helped shelters and rescue groups care for pets who needed urgent veterinary treatment in order to become adoptable. Funds from this program were used to cover expenses that fell outside of day-to-day care such as spay/neuter surgeries, vaccinations and routine exams. Examples of procedures funded in 2017 include emergency amputations, tumor removals, and skin grafts. Grants up to \$1,000 were awarded to 71 shelters and rescue groups.

KONG: \$22,384

In partnership with the KONG Company, we provided enrichment toys to shelters and rescue groups across the country.

Durable, sanitizable KONG toys stimulate pets' minds and prevent stress- and boredom-related behaviors, making pets more adoptable. A total of 1,600 KONGS were awarded to 77 organizations.

Babe arrived at Cinderella Pet Rescue in Texas with the skin of one paw sloughed off down to the bone because someone had tied something so tightly around her ankle. She loved to chew on her KONG toys while recovering from her amputation surgery, and staff were pleased to see her happy after she'd suffered so much.





Orvis Animal-Care Grants: \$27,000

Thanks to a donation match from the Orvis Company, the Petfinder Foundation was able to provide 29 general animal-care grants of \$400 to \$1,000 to help support shelters' and rescue groups' dog-adoption efforts.

Placer County Animal Services in California used Orvis grant funds to purchase toys, beds and other equipment for a new "featured-dog room." Patty Pocket lived there during her lengthy heartworm treatment and, as a result, stayed physically and mentally healthy -- and found a forever home!

P.L.A.Y.: \$20,856

We grant out P.L.A.Y. Chill Pad pet beds to help shelter dogs feel more comfortable in their kennels and sleep up off the cold cement floors. These beds are particularly helpful to dogs who are on crate rest while they undergo heartworm treatment or recover from surgery. Product grants of 10 to 30 beds (395 beds in total) were awarded to 30 shelters.



Senior boy Joey Fatone at Rescue One in Missouri appreciated the cushioning that his comfy Chill Pad gave his sore joints. He's now in his forever home!



Play-Yard Renovation Grants: \$50,000

In addition to our Dogs Playing for Life mentorship grants, we continued to give shelters grants to construct or improve their play yards after their staff has completed DPFL training. Grants of up to \$5,000 were awarded to 11 shelters in Arizona, California, New Mexico, Michigan, South Carolina and West Virginia to help them get their play yards to meet DPFL's recommendations for safety and effectiveness.

New friends Sly and Sheeva bonded so well in playgroups at Delaware's Faithful Friends Animal Society that an adopter decided to take them both!



These puppies were rescued from the floodwaters of Hurricane Harvey by the SPCA of Brazoria County in Lake Jackson, Texas, which received a disaster

DISASTER RELIEF: \$122,000

Between August and October 2017, the U.S. was hit with a series of devastating natural disasters: Hurricane Harvey in Texas and Louisiana, followed by Hurricanes Irma and Maria in Puerto Rico and Florida, and then wildfires in Northern California. The Petfinder Foundation rushed grants out to shelters and rescue groups so that they could move adoptable pets out of the path of disaster and open up space for vulnerable strays, as well as lost pets and those whose families were forced to evacuate. After the worst was over, we continued to provide assistance to help damaged shelters rebuild and provide medical care to injured animals.



In total, we awarded grants ranging from \$500 to \$20,000 to 37 shelters, nearly all of them in Texas, Louisiana, Florida, Puerto Rico and California.

Misha, born with a deformed leg, was abandoned on the street near the Humane Society of Puerto Rico just after Hurricane Maria hit. Thanks to our \$20,000 disaster grant, the shelter was able to provide lifesaving medical care to Misha and many other pets injured in the storm. Our grant also funded a new generator, a reliable van and a new refrigerator for medications.



Rue, a mange-riddled puppy who took refuge in a stranger's garage, was helped by a Sponsor A Pet donation to Love Mutts Rescue in North Carolina.

SPONSOR A PET: \$75,600

Through our Sponsor A Pet program, which enables shelters and rescue groups to fundraise directly through their Petfinder.com pet listings, Petfinder.com visitors can help homeless pets by contributing toward the cost of their care.

Donations are collected by the Petfinder Foundation and earmarked for the designated shelter. Disbursements are mailed to the shelters quarterly, less a 10% fee which partially covers the cost of administering the program. Sponsor A Pet disbursements from \$22.50 to \$900 went to 1,054 organizations in 2017.



YOUTH HUMANE EDUCATION: \$185,745

These grants, made possible by customer donations to the Build-A-Bear Foundation, helped fund shelters' humane-education programs with proven track records in teaching young people about kindness and compassion toward animals. Grants of \$3,045 were awarded to 61 shelters.

Sundance was a perfect ambassador for Brother Wolf Animal Rescue's humane-education program in North Carolina. Social-media posts showing off his gentleness with kids helped him find a forever home.

OTHER

We also administered these grant programs in 2017:

Jet.com food grants: \$440,787

Purina "Consider a Shelter Pet" adoption-fee grants: \$47,350

Senior-dog adoption grants: \$10,830

Petfinder.com Annual Member Survey grants: \$1,500

FINANCIAL INFORMATION

Year ending December 31:

	<u>2017</u>	<u>2016</u>
Total income:	\$1,477,634	\$1,328,859
Total expenses:	\$1,439,688	\$1,306,259
Program expenses:	\$1,322,508	\$1,194,842
Administrative expenses:	\$36,169	\$31,756
Fundraising expenses:	\$81,011	\$79,661
End-of-year net assets:	\$2,005,783	\$1,967,847
% of spending on management:	2.5%	2.4%
% of spending on fundraising:	5.6%	6.1%
% of spending on programs:	91.9%	91.5%

Find our 2017 form 990 and audited financial statements at

www.petfinderfoundation.com/about-us/financials/

BOARD

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