



2018 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 while they wait for forever homes, (2) make shelter operations more sustainable, and (3) aid adoption groups during and after times of natural or man-made disaster or severe temperatures. 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.

2018 PROGRAM SERVICE ACCOMPLISHMENTS

The Petfinder Foundation gave **433 grants** of cash and product, with a total value of **\$590,410**, to animal shelters and rescue groups in 2018, including:

- \$28,250 to help adoption groups cope with **natural disasters**;
- \$75,000 in **emergency medical grants** to save homeless pets from life-threatening illness or injury;
- \$84,614 to enable shelters to conduct life-changing **dog playgroups** that reduce dogs' stress and increase adoption rates; and
- \$75,000 so that shelters could **waive or reduce adoption fees** to help their hardest-to-place pets find homes.

In addition, we are committed to helping adoption groups fundraise using the reach of Petfinder.com, the world's No. 1 pet-adoption website, and distributed \$49,635 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.



Brownie was found wrapped in a sheet and left to die in a Philadelphia park. She had severe bite wounds to her head that were filled with maggots. With help from our Emergency Medical Grant, the Pennsylvania SPCA saved her life and she's now a happy and healthy dog!

Emergency Medical Grants: \$75,000

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 2018 include emergency amputations, tumor removals, and skin grafts. Grants up to \$1,000 were awarded to 83 shelters and rescue groups.

New Year, New Home: \$75,000

Funded by Purina, these grants are used to subsidize pet adoptions via waived or reduced adoption fees. Subsidized adoption fees help harder-to-place pets, such as seniors, bonded pairs and pets with special needs, find forever homes. Grants of up to \$2,000 were awarded to 37 organizations, helping 3,466 pets get adopted.

Charlie, a blind, 14-year-old poodle, was adopted thanks to our New Year, New Home grant to Portsmouth Humane Society in Virginia.



Adoption Options in Action Grants: \$30,000

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 the veterinary care, training, enrichment, marketing and placement of their adoptable pets.

AOs in Action grants were available to Petfinder.com members that attended an Adoption Options conference in 2018 and needed financial assistance in order to implement the programs or practices presented there.

Grants ranged from \$500 to \$2,110 and were awarded to 27 adoption groups.



Friends of Parkville (Missouri) Animal Shelter used our AOs in Action grant to purchase cat-enrichment items including Cat E Shack carriers and loungers.



Belle (left) arrived at Ohio's Cuyahoga County Animal Shelter "dog-aggressive." After a few weeks of careful introduction to playgroups, she blossomed into a rock star and greeter dog, and has since been adopted!

Playgroup Grants:

Playgroups have proven to be remarkably effective at reducing lengths of stay for shelter dogs by decreasing stress behaviors and allowing staff to get more-accurate assessments of dogs' personalities. Continuing our long-running relationship with Dogs Playing for Life, which teaches shelter staff and volunteers how to conduct safe dog playgroups, the Petfinder Foundation offers two grants to promote shelter playgroups.

• Dogs Playing for Life Mentorship Grants: \$36,000

We sponsor the \$1,000 tuition to DPFL's mentorship training sessions, held at Austin Pets Alive! in Texas and the Longmont Humane Society in Colorado. In 2018, we gave scholarships to staffers at 36 organizations, enabling them to attend the mentorship sessions at no cost and then return to implement playgroups at their home shelters.

• Play-Yard Renovation Grants: \$48,614

We also 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 nine shelters in Georgia, Kansas, Michigan, New Mexico, Ohio, Tennessee, Texas and Utah to help them get their play yards to meet DPFL's recommendations for safety and effectiveness.



Orvis Animal-Care Grants: \$18,000

Thanks to a donation match from the Orvis Company, the Petfinder Foundation was able to provide 22 shelters and rescue groups with grants of \$500 to \$1,000 to help support their dog-adoption efforts. Orvis grant funds were used to buy enrichment items, improve kennel facilities, and provide veterinary care to dogs awaiting forever homes.

Somerset Humane Society in Maine used its Orvis grant to purchase agility equipment for its play yard, which helps dogs like Ginger (left) cope with shelter life, get out excess energy and -- as Ginger did -- find forever homes.

Senior Pet Adoption Grants: \$60,000

Senior pets are consistently some of the most difficult for adoption groups to place. These grants are designed to eliminate barriers to adoption by allowing groups to reduce or waive adoption fees and pay for veterinary care and/or special food after the pet is adopted. Grants of up to \$1,000 were awarded to 72 shelters.

Jersey Shore Animal Center in New Jersey used our Senior Pet Adoption Grant to help Pom Pom find a forever home after she spent two and a half years at the shelter!





Cat Enrichment: \$24,000

While dog-enrichment programs are becoming more common in shelters, cats suffer from kennel stress and boredom as well, and keeping their minds active and allowing them to engage in instinctive behaviors such as hiding, chasing and scratching reduces anxiety and increases adoptions. We gave cat-enrichment grants of up to \$1,000 to 26 shelters.

Cat Depot in Florida tells us: "Kimberlina was scared and unhappy and did not show her best side to adopters. Getting a tunnel allowed her to observe while feeling safe, and definitely helped her find her furever home."



Saucy O'Sirus was found in Malibu, Calif., after surviving the Woolsey Fire. She was covered in third-degree burns. Our Disaster Grant helped Surfcat Café and Adoptions get her the emergency care that saved her life.

DISASTER RELIEF: \$28,250

In 2018, the U.S. experienced a volcanic eruption in Hawaii, Hurricane Florence in the Southeast, and devastating wildfires in 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 had lost their homes or been forced to evacuate. After the worst was over, we continued to provide assistance to help damaged shelters rebuild and provide treatment to injured animals.

In total, we awarded grants ranging from \$500 to \$4,000 to 11 shelters in Hawaii, North Carolina, Texas, Virginia, New Jersey, Florida and California.

OTHER

We also administered these grant programs in 2018:

Sponsor a Pet: \$49,635 to 572 organizations

KONG product grants: \$16,788 (1,200 KONGs) to 69 organizations

P.L.A.Y. pet bed product grants: \$21,120 (400 beds) to 30 organizations

Petfinder.com Annual Member Survey grants: \$2,500 to three organizations

Petfinder.com Animal Care EXPO grants: \$2,000 to eight organizations

FINANCIAL INFORMATION

Year ending December 31:

	<u>2018</u>	<u>2017</u>
Total income:	\$1,197,714	\$1,477,634
Total expenses:	\$908,388	\$1,439,688
Program expenses:	\$809,902	\$1,322,508
Administrative expenses:	\$18,706	\$36,169
Fundraising expenses:	\$79,780	\$81,011
End-of-year net assets:	\$2,295,109	\$2,005,783
% of spending on management:	2.1%	2.5%
% of spending on fundraising:	8.8%	5.6%
% of spending on programs:	89.2%	91.9%

Find our 2018 form 990 and audited financial statements at
www.petfinderfoundation.com/about-us/financials/

2018 BOARD

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STAFF

Toni Morgan, Executive Director

Emily Fromm, Chief Development Officer

Melissa Siewert, Program Manager

4729 E. Sunrise Dr. #119; Tucson, AZ 85718

Phone: 520-207-0626 • Federal Tax ID #87-0694641 • www.petfinderfoundation.com