



2019 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 11,500 organizations, caring for more than 260,000 homeless pets at any given time, throughout the United States, Canada and Mexico.

2019 PROGRAM SERVICE ACCOMPLISHMENTS

The Petfinder Foundation gave **369 grants** of cash and product, with a total value of **\$410,457**, to animal shelters and rescue groups in 2019, including:

- \$15,900 to help adoption groups cope with **disaster**
- \$40,000 to save homeless pets from **life-threatening illness or injury**
- \$63,434 to get shelter dogs out of kennels and into **dog playgroups**
- \$82,000 to **waive or reduce adoption fees** to help hard-to-place pets find homes; and
- \$55,000 to help **senior pets** find forever families.

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 \$97,381 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.



Sayre was found as a stray in New Mexico, emaciated and with a severe injury to his front leg. Our Emergency Medical Grant to NMDOG helped fund his amputation surgery, and today, he is a fun-loving tripod and has been adopted!

Emergency Medical Grants: \$40,000

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 2019 include emergency amputations, tumor removals, and skin grafts. Grants up to \$1,000 were awarded to 45 shelters and rescue groups.

New Year, New Home: \$82,000

Funded by Purina, these grants were 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 49 organizations, helping 1,859 pets get adopted.

Ringo could go from loving and affectionate to “a biting, scratching little monster.” His unpredictable behavior meant he waited two years for a forever home. Our New Year, New Home grant to Colorado’s Animal Rescue of the Rockies helped him find his new mom, Joan, who adores him (and he’s been very well-behaved in his new home!).



Adoption Options in Action Grants: \$15,000

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 2019 and needed financial assistance in order to implement the programs or practices presented there. Grants ranged from \$500 to \$1,113 and were awarded to 16 adoption groups.



Central Missouri Humane Society used our AOs in Action grant to support playgroups, transforming the under-socialized Bailey and helping her get adopted!

PLAYGROUP GRANTS



Canada (right) arrived at Longview PAWS in Texas depressed and confused. Playgroups changed her whole demeanor, and she caught the attention of a rescue group, through which she was quickly adopted.

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: \$30,000

We sponsor the \$1,000 tuition to DPFL's mentorship training sessions, held at Austin Pets Alive! in Texas and Longmont Humane Society in Colorado. In 2019, we gave scholarships to staffers at 30 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: \$33,434

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 seven shelters in Maryland, Texas, Virginia, New Jersey, Indiana, and Alabama 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 21 shelters and rescue groups with grants of \$439 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.

Welfare for Animals Guild in Washington used its Orvis grant to support its dog-training program with a local corrections center, which helped anxious dog Chief learn to be a pet. He now has a loving family with kids who love cuddling with him.

Senior Pet Adoption Grants: \$55,000

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, medication, and/or special food after the pet is adopted. Grants of up to \$1,526 were awarded to 63 shelters.

Eight-year-old Brynn lived at Little Shelter Animal Rescue and Adoption Center in New York for two years, recovering from multiple mammary tumors. With help from our grant, she was adopted and is now living a life of luxury.

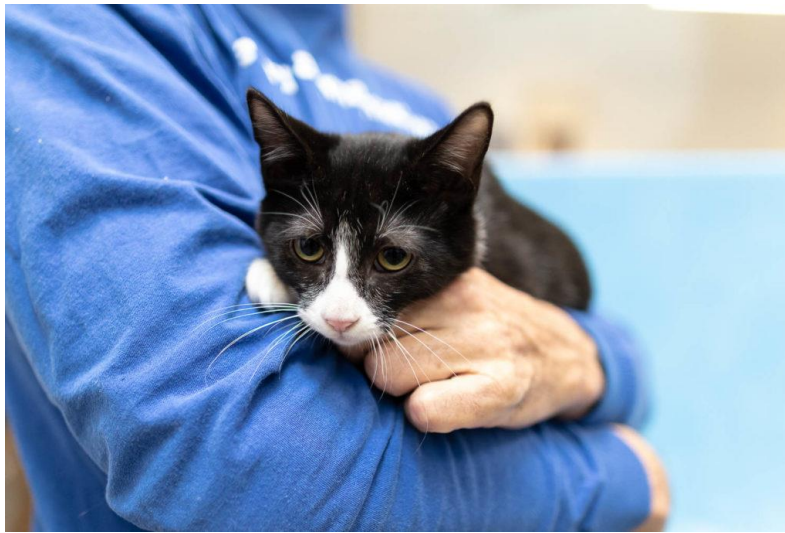




Reba McEntire slept all day at Rancho Coastal Humane Society in California. When the shelter purchased new enrichment items with our grant, staff were surprised to see Reba come to life! She's since been adopted.

Cat Enrichment: \$20,000

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 23 shelters.



Bradd was among 20 sick cats and kittens that Friends for Life in Texas took in from a shelter that flooded during Tropical Storm Imelda. All received immediate medical care, vaccinations, and antibiotics.

DISASTER RELIEF: \$15,900

In 2019, the U.S. experienced Tropical Storm Imelda in Texas and a tornado outbreak in the Southeast United States. Individual shelters also suffered the results of extreme weather: Snow caused the roofs of outdoor kennels to cave in at Capital Area Rescue Effort in Virginia, and subzero temperatures caused a pipe to burst at New York's Jefferson County SPCA, flooding the shelter. We also helped California shelters cope with continued fallout from wildfires.

In total, we awarded grants ranging from \$900 to \$5,000 to six shelters in California, New York, Virginia, Alabama, and Texas.

OTHER

We also administered these grant programs in 2019:

Sponsor a Pet: \$97,381 to 1,213 organizations

KONG product grants: \$16,788 (1,200 KONGs) to 72 organizations

P.L.A.Y. pet-bed product grants: \$16,896 (320 beds) to 28 organizations

Dog field-trip grants: \$3,439 to seven organizations

FINANCIAL INFORMATION

Year ending December 31:

	<u>2019</u>	<u>2018</u>
Total income:	\$1,287,622	\$1,197,714
Total expenses:	\$801,637	\$908,388
Program expenses:	\$700,104	\$809,902
Administrative expenses:	\$22,563	\$18,706
Fundraising expenses:	\$78,970	\$79,780
End-of-year net assets:	\$2,389,036	\$2,295,109
% of spending on management:	2.8%	2.1%
% of spending on fundraising:	9.8%	8.8%
% of spending on programs:	87.3%	89.2%

Find our 2019 form 990 and audited financial statements at

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

2019 BOARD

Betsy Banks Saul, Chairman

Jared Saul, President

Rob Rauh, Secretary

Jim Morris

Amanda Sumner

John Boone

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