2016 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 times of natural or man-made disaster. Our grant recipients include more than 13,000 organizations, caring for more than 240,000 homeless pets at any given time, throughout the United States, Canada and Mexico.

2016 PROGRAM SERVICE ACCOMPLISHMENTS

The Petfinder Foundation gave 1,459 grants of cash and product, with a total value of $1,041,760.49, to animal shelters and rescue groups in 2016, including:

- $31,540 to shelters that have gone through playgroup training with Dogs Playing for Life so that they can create safe dog play yards that benefit all their canine residents
- $60,000 in emergency medical grants to save pets in need of treatment for life-threatening injuries or illnesses
- $180,000 to fund youth humane-education programs that will help prevent animal cruelty and pet homelessness in the future
- $60,000 to help organizations implement the lifesaving animal-care best practices recommended at Petfinder Adoption Options conferences.

We also maintained our commitment to assisting shelters and rescue groups during times of emergency and crisis, giving $31,750 in disaster grants to 10 organizations. These grants helped save pets impacted by:

- Severe flooding that devastated Southern Louisiana in August
- A fire that destroyed a New Jersey shelter in March
- Wildfires that raged through Gatlinburg, Tenn., in November.

Finally, we are committed to helping adoption groups fundraise using the reach of Petfinder.com, the Internet’s No. 1 pet-adoption website, and distributed $73,237.50 toward the care of individual pets through our Petfinder.com-based Sponsor a Pet program.
QUALITY OF LIFE
Improving the quality of life of pets while they are living in shelters or in the care of rescue groups makes them happier, healthier and more adoptable. The following grant programs fall within this category.

**Adoption Options in Action Grants: $60,000**
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 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 2016 and needed financial assistance in order to implement the programs or practices presented there. Grants ranged from $350 to $1,925 and were awarded to 42 adoption groups.

Our Adoption Options in Action grant enabled the Enid SPCA in Oklahoma to implement kennel enrichment techniques (e.g. clicker training and music) that helped longtime shelter resident Missy find a forever home.

**All-Star Dog Rescue Celebration Grants: $155,000**
In 2015, the Petfinder Foundation was the designated charity for a dog-rescue-focused TV special that aired on Thanksgiving Day on FOX.

Grants of funds raised during The All-Star Dog Rescue Celebration were general animal-care grants used to support shelters' and rescue groups' dog-adoption efforts. Grants ranging from $800 to $10,000 went to 54 organizations.

Senior dog Sophie, who had severe tooth decay and a heart murmur, was treated and adopted thanks to our All-Star Dog Rescue Celebration grant to Crossed Paws Animal Haven in Texas.
Emergency Medical Grants: $60,000
These grants assisted shelters and rescue groups caring for pets who needed special veterinary care in order to become adoptable. Grants 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 funded procedures include emergency surgery, dental work, etc. Grants up to $1,000 were awarded to 77 shelters and rescue groups.

KONG: $16,928
With the KONG Company, we provided enrichment toys to shelters and rescue groups across the country.

These durable, sanitizable toys stimulate pets’ minds and prevent stress- and boredom-induced behaviors, making them more adoptable. Product grants of varying value were awarded to 78 organizations.
**Orvis Animal-Care Grants: $58,000**

Thanks to a donation match from the Orvis Company, the Petfinder Foundation was able to provide 66 general animal-care grants of $150 to $1,000 to help support shelters' and rescue groups' dog-adoption efforts.

Panda was found in a crate in an abandoned building. She was terrified and shut down. Our Orvis grant to Adopt-A-Pet in Armonk, N.Y., helped the shelter build play structures in its enrichment yard, which brought Panda out of her shell. She’s since been adopted.

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**P.L.A.Y.: $16,368**

We distributed P.L.A.Y. Chill Pad pet beds to help shelter dogs feel more comfortable in their kennels and sleep off the cold cement floor. 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 or 20 beds (310 beds in total) were awarded to 28 shelters.

Lulu had separation anxiety. Her P.L.A.Y. bed gave her comfort while she was with Daisy's Animal Rescue League in Massachusetts, and she's now adopted.

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**Play-Yard Renovation Grants: $31,540**

As part of our commitment to shelter-dog enrichment, we partnered with Dogs Playing for Life to support playgroup programs in shelters nationwide. DPFL trains shelter staff and volunteers to conduct safe, fun playgroups by grouping dogs by play style. The playgroups not only benefit dogs physically and mentally, they also provide staff with the opportunity to better evaluate dogs who may have previously been deemed "dog-aggressive." Grants ranging from $2,500 to $10,000 were awarded to six shelters in Delaware, Connecticut, Ohio, Illinois, New York and Tennessee to help them get their play yards to meet DPFL's recommendations for safety and effectiveness.

Willow was at Cleveland Animal Care & Control for more than 200 days and labeled "dog-aggressive." Our play-yard grant helped her reveal her true dog-loving nature, and she was quickly adopted!
DISASTER RELIEF: $31,750
The Petfinder Foundation assists adoption organizations with disaster relief and recovery. Funds offer assistance during and after significant natural or man-made disasters. Funds may provide emergency equipment or supplies, physical repairs to shelter facilities and property, animal-transport and housing equipment, file- and record- management systems, and pay for staff who worked overtime during an emergency. In 2016, we awarded grants ranging from $1,000 to $10,000 to 23 shelters in Louisiana, New Jersey, Georgia, Utah and Tennessee.

SPONSOR A PET: $73,238
Through our Sponsor A Pet program, Petfinder.com visitors can help homeless pets by contributing toward the cost of their care. Sponsor A Pet also enables shelters and rescue groups to fundraise directly through their Petfinder.com pet listings.

Donations are collected by the Petfinder Foundation and earmarked for the designated shelter. Disbursements are mailed to the shelters quarterly, less 10%, which partially covers the cost of administering the program. Sponsor a Pet disbursements from $22.50 to $922.50 went to 992 organizations in 2016.
**YOUTH HUMANE EDUCATION: $180,000**

These grants, made possible by customer donations to the Build-A-Bear Foundation, helped fund shelters' and rescue groups' existing humane-education programs for kids ages 6-14 with proven track records in teaching young people about kindness and compassion toward animals. Grants of $7,500 were awarded to 24 shelters.

**OTHER**

*We also administered these grant programs in 2016:*

- Petfinder.com 20th Anniversary grants: $255,000
- Friskies Party Mix product grants: $57,049
- Purina technology grants: $20,000
- Purina ONE adoption grants: $12,000
- Perkins Foundation enrichment grants: $5,000
- Dogly dog-adoption grants: $3,000
- Petfinder.com Annual Member Survey grants: $2,500

Chester loved the Friskies Party Mix treats we granted to Cat Depot in Florida. He’s now in his forever home!
## FINANCIAL INFORMATION

Year ending December 31:

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<tr>
<th></th>
<th>2016</th>
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<tr>
<td>Total income:</td>
<td>$1,328,859</td>
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<td>Program expenses:</td>
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<td>Fundraising expenses:</td>
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<td>End-of-year net assets:</td>
<td>$1,967,847</td>
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% of spending on management: 2.4%  3.9%
% of spending on fundraising: 6.1%  6.3%
% of spending on programs: 91.5%  89.7%


## BOARD

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Jim Morris  
Amanda Sumner

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Melissa Siewert, Program Manager

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