

Petfinder FOUNDATION

2015 ANNUAL REPORT

MISSION STATEMENT

The Petfinder Foundation works to prevent the euthanasia of adoptable pets. Our grant programs are designed to make homeless pets more adoptable by keeping them happy and healthy, to make shelter operations more sustainable, and to aid adoption groups during times of natural or man-made disaster. Our grant recipients include more than 13,000 organizations, caring for more than 300,000 homeless pets at any given time, throughout the U.S., Canada and Mexico.

2015 PROGRAM SERVICE ACCOMPLISHMENTS

The Petfinder Foundation gave 1,623 grants of cash and product, with a total value of \$964,471, to animal shelters and rescue groups in 2015. That includes funding several types of initiatives that were new to the Foundation, including:

- \$15,000 to the Mayor's Alliance for New York City Pets to hold a multi-organization **Adoptapalooza adoption event** in Brooklyn's Prospect Park in August
- \$10,000 to Austin Pets Alive! to support its innovative **Parvo Puppy ICU**
- \$196,696 to fund **youth humane-education programs** that will help prevent pet homelessness in the future
- \$50,000 to help organizations implement the **lifesaving industry 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 \$61,100 in disaster grants to 23 organizations. These grants helped save pets impacted by:

- A **fire** that devastated Richardson Rescue in York, S.C., in February
- **Flooding** in Texas and Oklahoma over Memorial Day weekend
- Northern California's **wildfires** in September

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 \$186,075 toward the care of individual pets through our Petfinder.com-based Sponsor a Pet program.

PROGRAM HIGHLIGHTS

QUALITY OF LIFE

Improving the quality of life of pets while they are 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: \$50,000

Adoption Options, run by Petfinder.com, is a series of free conferences that educate shelter and rescue-group staff and volunteers in the placement, promotion, training and enrichment of pets in their care. AOs in Action grants were available to Petfinder.com members that attended an Adoption Options conference in 2015 and needed financial assistance in order to implement the programs or practices presented there. Grants ranged from \$500 to \$2,500 and were awarded to 32 shelters.

Cause for Paws Grants: \$209,000

In 2014, the Petfinder Foundation was the designated charity for a dog-rescue-focused TV special. Grants of funds raised during FOX's *Cause for Paws: An All-Star Dog Spectacular* were general animal-care grants used support shelters' and rescue groups' dog-adoption efforts. Grants ranging from \$1,000 to \$10,000 went to 44 shelters.

Emergency Medical Grants: \$20,000

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 include emergency surgery, dental work, etc. Grants up to \$1,000 were awarded to 24 shelters.

Friskies/Beggin': \$20,000

In partnership with Purina, we granted Friskies Party Mix cat treats and Beggin' Strips dog treats to shelters to use in training and socialization of their adoptable pets. Product grants valued at \$285 to \$571 were awarded to 53 shelters.

KONG: \$16,788

With the KONG Company, we provided enrichment toys to shelters and rescue groups across the country. These products stimulate pets' minds and prevent stress- and boredom-induced behaviors, making them more adoptable. Product grants of varying value were awarded to 62 shelters.

Orvis Animal-Care Grants: \$50,000

With help from the Orvis Company, the Petfinder Foundation was able to provide 40 general animal-care grants of \$1,000 to help support shelters' and rescue groups' dog adoption efforts, as well as one \$10,000 grant to Austin Pets Alive! to support its Parvo Puppy ICU.

P.L.A.Y.: \$13,728

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 as they undergo heartworm treatment or recover from surgery. Product grants of 10 or 20 beds were awarded to 24 shelters.

Rescue U Renovation: \$60,000

Our Rescue U program provides funds to help shelters with small scale renovation projects such as repairs, painting, sound-proofing, installing fencing, and the construction of kennels, cat houses and play areas, outdoor pens, etc. Grants of \$1,000 to \$3,000 were awarded to 23 shelters.

DISASTER RELIEF: \$61,100

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 2015, we awarded grants ranging from \$500 to \$10,000 to 23 shelters in Texas, Oklahoma, North Carolina, South Carolina, Florida, Pennsylvania and California.

SPONSOR A PET: \$186,075

Through our Sponsor A Pet program, 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. Donations are distributed to the shelters quarterly, less 10%, which partially covers the cost of administering the program. Sponsor a Pet disbursements from \$22,50 to \$1,485 went to 1,197 organizations.

YOUTH HUMANE EDUCATION: \$196,696

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 from \$4,000 to \$11,000 were awarded to 19 shelters.

OTHER

We also administered grant programs in partnership with the following corporate partners:

Dogly: \$26,500

MyRescue.dog: \$100,000

Bissell: \$2,352

Purina Beggin': \$7,800

Other 2015 grant programs included:

Petfinder.com Annual Member Survey grants (\$2,500); Perkins Foundation enrichment grants (\$9,000); Hide, Perch and Go (\$2,400); Adoptapalooza New York City adoption event (\$15,000); Pet Expo booth space (\$5,300)

FINANCIAL INFORMATION

	Year ending December 31:	
	<u>2015</u>	<u>2014</u>
Total income:	\$1,368,102	
\$1,368,404		
Total expenses:	\$1,281,968	
\$1,315,071		
Program expenses:	\$1,150,007	
\$1,193,501		
Administrative expenses:	\$ 50,622	\$ 51,037
Fundraising expenses:	\$ 81,339	\$ 70,533
End-of-year net assets:	\$1,951,280	
\$1,878,749		
% of spending on management:	3.9%	3.9%
% of spending on fundraising:	6.3%	5.4%
% of spending on programs:	89.7%	90.8%

Find our 2015 form 990 and audited financial statements at

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

BOARD

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