



Providing Pet Food and Veterinary Care

Fourth Annual Report

Year Ending 2011

From the Founder . . .

During the past four years, we tapped into an amazing group of volunteers and have created a support base that includes more than 200 volunteers, and more than 330 member collection sites – all of them have contributed an amazing amount of time, money, and effort for the cause of pets of the homeless in their communities.

Those selfless efforts made it possible for over 104 tons of pet food and supplies to be distributed to hundreds of thousands of pets at food banks, pet food pantries, and homeless shelters.

Over 5,000 pets received veterinary care from an army of dedicated veterinarians and their staff. These efforts made it possible to decrease the load at many animal shelters while keeping pets with their owners.

The volunteers and volunteer members have heart and soul that will never turn its back on the deserving pets of the homeless that look to us for their survival.

I am proud to be a part of this nonprofit. But it is you, all the citizens of many communities that should be the proudest – as it was you who is really responsible for these amazing accomplishments including creating a true safety net for all the pets that belong to the homeless.

Genevieve Frederick

From the Executive Director . . .

It has been three months since I began as Executive Director with Pets of the Homeless. I could not be more thankful to be part of this amazing organization. Words cannot describe the feelings I have when we are able to help these animals.

Each and every day we receive phone calls from people all over the country telling their stories. So many have been heartbreaking. When we are able to help them, they are so grateful and usually in tears.

People are baffled that someone from across the country wants to help them. We get a lot of folks that want to give back once they are able to get back on their feet.

I have received calls from homeless that need help ranging from a puppy that was abused in a meth lab which needed surgery to have her eye removed, to a gentleman living in a tent that has a dog living with heartworm and needs extensive treatment. A lot of times they just need someone to talk to, a shoulder to cry on. The stories are endless and we are here for them.

I look forward to helping more pets and their loving homeless owners in 2012.

Renee Lowry

Annual Report

January 1, 2011, through December 31, 2011

[Feeding Pets of the Homeless](#) is a nonprofit volunteer member organization that provides pet food and veterinarian care to the pets of the homeless and less fortunate in local communities across the United States and Canada.

Our volunteer members collect pet food and deliver it to food banks and/or soup kitchens which have agreed to distribute the food to the homeless and impoverished. Members and organizations are listed at www.petsofhomeless.org under "[Collection Sites](#)" or "[Distributing Organizations](#)". The information is updated daily.

At the main office we coordinate and support our members. We accept cash donations; distribute grant applications to veterinarians and other nonprofit organizations that meet our objectives; and review and award grants.

Mission Statement:

Through the "[Pets of the Homeless](#)" program, we will do our part to help to reduce hunger in pets belonging to the homeless and less fortunate and provide veterinary care for those pets in communities across the country.

We believe in the healing power of companion pets and of the human/animal bond which is very important to life.

Our actions will include the following:

1. Promote to veterinarians and pet-related businesses the importance of joining the program as a collection site.
2. Speak out on the issue of pets of homeless and the disadvantaged.
3. Campaign to food distributing organizations the importance of distributing pet food to the less fortunate.
4. Provide grants to licensed veterinarians and other nonprofit organizations that meet our objective to administer veterinary care to pets of the homeless.
5. Provide sleeping crates to nonprofit homeless shelters so homeless with pets can be admitted and receive services.



Photo by Kirsten Starcher

Tax EIN 26-3010540
 Pets of the Homeless
 206 S. Division St.
 Carson City, NV 89703
 775-841-7463
 Fax: 775-841-7466
info@petsofthehomeless.org



Officers and Board of Directors:

Genevieve Frederick – Founder

Renee Lowry – Executive Director /Secretary

Billie Shea – Treasurer

Gary L. Ailes, DVM – Board Member

Kathi Giurlani – Board Member

Feeding Pets of the Homeless by the Numbers (2011 Year-End Totals)

330	Total Collection Sites
309	Total Distributing Organizations
1,178	Total Donors
\$72,851	Cash individual donations in 2011
78,247	Pounds of pet food reported by collection sites (since 2008, 100.19 tons)
\$150,110	Retail value of reported pet food and supplies in 2011
\$19,300	Grants received from public and private foundations in 2011
\$35,143	Grants to Veterinarians in 2011
2,518	Total E-Newsletter Subscribers
27,474	Visits to <i>petsofhomeless.org</i> in 2011 (since 2008, 409,865 visitors)
14,658	FaceBook fans
\$256,296	2011 Revenues*
\$237,983	2011 Expenses*

*Includes donated professional fees from veterinarians and

volunteer hours – Pets of the Homeless feels that these figures

demonstrate the commitment to our mission. The IRS does not.

2011 Collection Sites:

Without our member collection sites our pet food program would not be possible. Our sincere appreciation goes out to members who consistently report the amount of donated pet food they take to food banks and pantries, soup kitchens, and homeless shelters. Some members take pet food directly to the homeless on the streets in their communities. It needs to be noted here that not all collection sites report back to us the amount of pet food collected.

Members reported they collected over 78,000 pounds of pet food in 2011. Without their hard work and efforts many pets would go hungry. We cannot express our appreciation enough for their concern and enthusiasm.

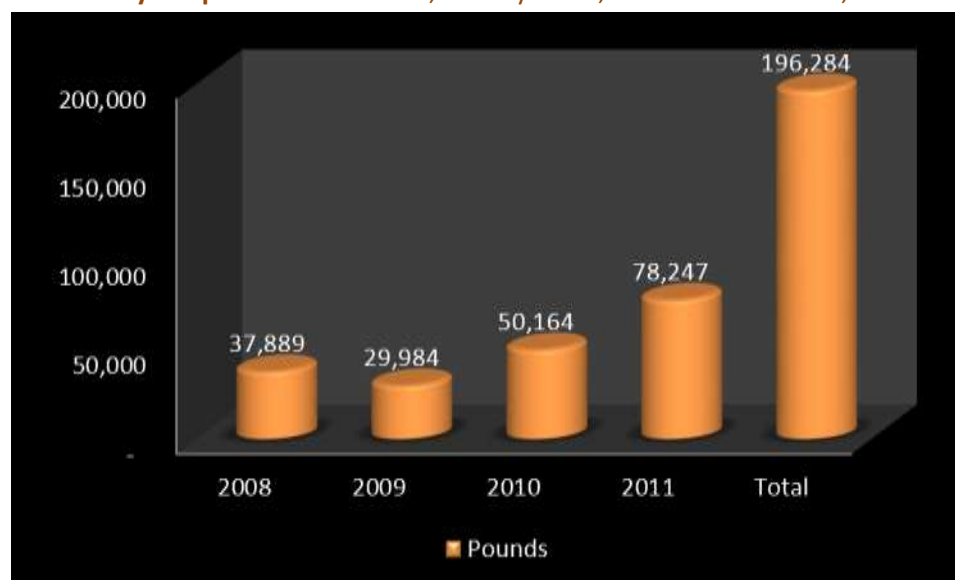
Ten Top Reported Pet Food Collection Sites in 2011

1. **Fisher's Friends Dog Daycare, Inc.** of Amherst, New York, collected \$21,165 (market value) of pet food that was distributed to Friends of Night People.
2. **Barry Ebling and Jan Barton** dedicated volunteers of Pets of the Homeless went to various collection sites and picked up \$10,837 worth of pet food at PetCo in Corona, PetCo in Hemet and at various Eastern Municipal Water District plants, all in California.
3. **Pet Smart** of Reno, Nevada, donated \$11,070 (market value) of pet food and supplies that was delivered to St. Vincent's Food Bank in Reno, Nevada.
4. **New Jersey Aid for Animals** Cedarbrook, New Jersey, 4,000 lbs. with a \$8,280 market value distributed at one of their free clinics that Pets of the Homeless sponsored.
5. **Wal-Mart Super Store** of Hemet, California, not only awarded us \$1,000 cash, but also contributed \$7,104 (market value) of pet food and cat litter.
6. **Fort Wayne Pet Food Pantry Indiana** is a collection and distributing organization that distributed 4,500 lbs. of dog food with a \$7,650 market value.
7. **South Ocala Animal Clinic** of Ocala, Florida, collected \$5,891 worth of pet food. The pet food was distributed at Brother's Keeper & Interfaith Soup Kitchen both in Ocala, which Dr. Stoothoff visits twice a month for clinics that Pets of the Homeless sponsors.
8. **Christine Davis** of Schwenksville, Pennsylvania, another dedicated volunteer of Pets of the Homeless, collected and distributed over \$4,500 worth of pet food to a number of food pantries and soup kitchens in her area..



*Dr. Gary Ailes – Board Member
at his hospital with their
collection receptacle.*

9. **Lone Mountain Veterinary Hospital** of Carson City, Nevada, collected \$5,025 (market value) of pet food that was distributed at The Do Drop Inn (homeless shelter) and FISH of Carson City.
10. **Trooper Veterinary Hospital** of Norristown, Pennsylvania, collected close to 2,500 lbs.



2008 - 2011 = almost 100 tons

Note: Not all our collection sites report the amounts of pet food and supplies they have collected.

Success: One Case at a Time

Pets of the Homeless continues to support wellness clinics that are ongoing in many states and communities.

However, the need for emergency care has increased as homeless and volunteers find out about our work. During 2011 we have provided individual pet care to 38 pets that belong to the homeless. Examples include teeth extractions, eye and ear infections, extreme skin problems, flea infestation, amputations, spay/neuter, and euthanasia.

POLICY

Pets of the Homeless rely on our volunteers and veterinarians to screen and work with the homeless and their pets. The local veterinarian must agree to do the treatments at his/her cost and without staff salaries built into the costs or a minimum of 20% discount.

The hospital/clinic must email or send us an estimate and a copy of their license to practice veterinary medicine (if we do not have a current license on file). If we have the funds, we will help out; if there is a shortage of funds, the case will be added to our waiting list. We will contact the veterinarian when we can approve the treatment for that case. The volunteer or veterinarian's staff can then contact the pet owner and set up the treatment. Once the

treatment is completed the hospital/clinic mails or faxes us an invoice using the case number assigned.

Pets of the Homeless considers someone homeless in these situations:

- Living in a transitional or emergency shelter
- Living in a campground in a tent, car, or RV
- Living in inadequate housing that lacks electricity, plumbing, and heating
- Living in a motel, hotel, or short-term (1-2 weeks) apartment

Pets not covered:

- Giant dog breeds over 10 years old
- All other breeds (dogs and cats) over 14 years old
- Pets with diabetes
- Pets with cancers

Pets of the Homeless will provide grants to veterinarians not to exceed \$500, for the following services to homeless with pets:

- Acute injury or illness
- Update vaccines during procedures
- Spay/Neuter
- Euthanasia

Pets of the Homeless will not provide grants to veterinarians for the following services:

- Dental cleaning
- Unnecessary lab work or x-rays
- Cremation services
- Ongoing medications
- Non-core vaccinations

Statement of Financial Income and Expense – January through December 2011

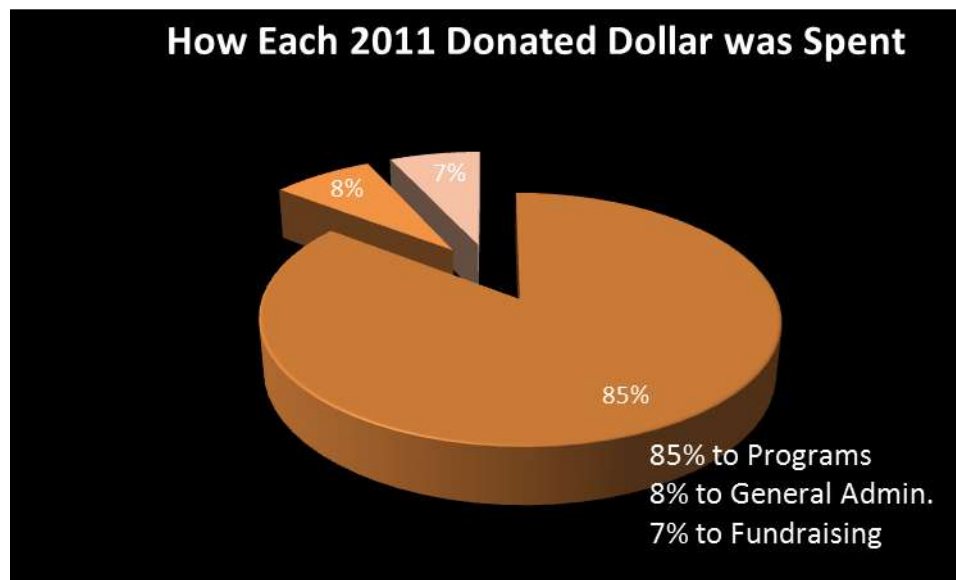
	<u>Jan - Dec</u>
Ordinary Income/Expense	
Income	
43300 · Direct Public Grants	
43330 · Foundation and Trust Grants	19,300
Total 43300 · Direct Public Grants	19,300
43400 · Direct Public Support	
43420 · Annual Campaign	19,009
43430 · Donated Prof Fees, Facilities	1,892*
43440 · Gifts in Kind - Goods	150,674
43450 · Individ, Business Contributions	53,655
43480 · Volunteer Services - Non-GAAP	11,431*
43490 · Unrestricted Donation	187
Total 43400 · Direct Public Support	236,848
44800 · Indirect Public Support	
44810 · Affiliated Org. Contributions	498
Total 44800 · Indirect Public Support	498
46400 · Other Types of Income	
46430* · Miscellaneous Revenue	214
Total 46400 · Other Types of Income	214
Total Income	256,296
Gross Profit	256,296
Expense	
60300 · Awards and Grants	
60320 · Cash Awards and Grants	35,143
60322 · Award for Pet Food	3,388
60330 · Noncash Awards and Grants	150,230
Total 60300 · Awards and Grants	188,761
60900 · Business Expenses	
60905 · Bank/Service Fees/Other	456
60910 · Bad Debts	38
60920 · Business Registration Fees	80
Total 60900 · Business Expenses	574
62100 · Contract Services	
62110 · Accounting Fees	690
62120 · Donated Prof Fees - GAAP	1,892*
62150 · Outside Contract Services	671
62160 · Volunteer Services - Non-GAAP	11,431*
Total 62100 · Contract Services	14,684

62800 · Facilities and Equipment	
62810 · Depr and Amort - Allowable	1,071
62840 · Equip Rental and Maintenance	847
62890 · Rent, Parking, Utilities	<u>770</u>
Total 62800 · Facilities and Equipment	2,688
65000 · Operations	
65010 · Books, Subscriptions, Reference	40
65020 · Postage, Mailing Service	2,926
65030 · Printing and Copying	682
65040 · Office Supplies	2,743
65050 · Telephone, Telecommunications	2,558
65000 · Operations - Other	<u>750</u>
Total 65000 · Operations	9,699
65100 · Other Types of Expenses	
65110 · Advertising Expenses	2,060
65120 · Insurance - Liability, D and O	1,499
65160 · Other Expenses	80
65170 · PayPal & Network for Good Fees	<u>769</u>
Total 65100 · Other Types of Expenses	4,407
66000 · Payroll Expenses	16,824
68300 · Travel and Meetings	
68310 · Conference, Convention, Meeting	50
68320 · Travel	<u>297</u>
Total 68300 · Travel and Meetings	<u>347</u>
Total Expense	<u>237,983</u>
Net Ordinary Income	<u>18,312</u>
Net Income	<u><u>18,312</u></u>

*Includes donated professional fees from veterinarians and volunteer hours – Pets of the Homeless feels that these figures demonstrate the commitment to our mission. The IRS does not. The result is our 2011 990 IRS form does not match.

2011 Grants We Received

Appreciation and gratitude goes to: Greenberg Animal Welfare Foundation, Rowe 1988 Trust for Animals, Fatta Foundation, WHC Foundation, Marcus Private Foundation, Tizzio Foundation, Joe Eccles, The Clark Willis Foundation, and the Bryce Family Foundation for their support and faith in our organization.



Balance Sheet as of December 31, 2011

ASSETS	
Current Assets	
Checking/Savings	25,718.26
Other Current Assets	<u>601.17</u>
Total Current Assets	26,319.43
Fixed Assets minus Depr	<u>2,894.22</u>
TOTAL ASSETS	<u><u>30,122.85</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	<u>1,309.63</u>
Total Current Liabilities	<u>1,309.63</u>
Total Liabilities	1,309.63
Equity	<u>28,813.22</u>
TOTAL LIABILITIES & EQUITY	<u><u>30,122.85</u></u>

Additional 2011 accomplishments . . .

- 15 collapsible crates have been shipped to volunteers who are working directly with homeless
- Helped our volunteer members locate food banks, food pantries, and soup kitchens so the pet food they collect can get to the people that need it for their pets
- Mailed brochures to interested people who requested more information so they could share with others
- The Facebook page had 15,898 fans that “Like” our page and those numbers keep shooting up
- December 2011 we moved to a larger office so we can accommodate local volunteers to work
- Newsletter subscribers increased from 1,362 to 2,518

Goals for the future . . .

- Increase media coverage to stimulate public action and support
- Increase the number of collection sites to every state and in cities which have the largest homeless populations
- Increase the number of members that report their successes and stories
- Increase our e-newsletter subscriptions
- Bring awareness to homeless shelters about our *Crate Project*. The project allows pets of the homeless to sleep comfortably and safely next to their owners. This is an important first step to help homeless get the services they require to end their homelessness
- Start a foster care program or partner with an organization so homeless can get the social services needed to get out of homelessness
- Produce a professional photo contest
- Create a “tool box” on our website that will allow collection site members and volunteers to download logos, photos, sample press releases, signs, and banners
- Re-organize the “Resources” page on the website