



**FEEDING PETS OF THE HOMELESS  
2015  
EIGHTH ANNUAL REPORT**



## FROM THE FOUNDER/PRESIDENT

It has now been 10 years since I really saw a need that no other organization or agency was addressing. For the homeless a dollar hamburger might be the only meal of the day that will be shared with a beloved pet.

No pet, no matter who is the guardian should go hungry. The same belief that led to starting Feeding Pets of the Homeless – that belief that no pet should be hungry or suffer – has now blossomed into a nationwide movement of people who join us in feeding and providing veterinary care to pets belonging to the homeless.

It is people like you who supported us by stepping forward and saying, “I want to be a part of this. I believe this is the right thing to do.” Before we knew it, we had friends from around the country willing to help recruit donation sites, deliver pet food to food banks, or take pet food out to the streets where the homeless congregate. We had veterinarians willing to discount their fees to help a pet with an emergency illness or injury or who wanted to do more by donating time and materials to have wellness clinics. We had thousands of donors take pet food to donation sites and thousands more who felt they could help by donating monetary contributions.

What started as a way to provide pet food to the homeless has evolved to the national organization that is presented in this Eighth Annual Report.

No companion pet of a homeless person should be hungry or in pain just because their guardian doesn't have a roof over their heads. In 2015, people like you proved once again that none of us will settle for anything less than compassion. Together, we will all do whatever it takes to eliminate hunger or pain.

Thank you for another incredible year.

Sincerely,

*Genevieve Frederick*





## BRIEF HISTORY & SUMMARY

Feeding Pets of the Homeless, also known as Pets of the Homeless, received nonprofit status in July 2008 as a public charity. The organization is the only national nonprofit that provides pet food and veterinary care to the homeless in local communities across the United States and a few in Canada.

The pet food is collected by our donation sites and volunteers and then delivered to food banks, soup kitchens, and homeless shelters. Our donation sites have provided over 400.7 tons of pet food, which in turn is one less worry for a homeless person on any given day.

Since 2008, we have paid over \$332,500 for veterinary care, pet food and crates, and have assisted with veterinary care to over 12,800 pets. We provide pet sleeping crates to shelters so the homeless can bring their pets in with them and receive the social services that will help get them out of homelessness.

## DEMOGRAPHICS

Each year, 3.5 million experience homelessness in America, and more everyday are facing homelessness. Over 76% are chronically homeless due to a physical disability, developmental disability, HIV/AIDS, mental illness, and substance abuse problems. We estimate that as many as 10%-25% have pets, which could include service and companion pets. This year we helped 318 homeless who did not have the resources to take their pet to a hospital. Although the economy seems to be better, many people are still facing homelessness for many reasons. The need for pet food and veterinary care will always be an issue for a great number of people.






The homeless with pets receive various forms of assistance from Pets of the Homeless, sometimes just an ear to listen to their struggles of daily survival, asking where they can get pet food and/or help for an injured or ill pet, or vaccinations, or spay/neuter surgery. Many times they are asking where they can find a shelter that will allow their pets. Our website is constantly updated so that donors of pet food, and the

homeless who need pet food and our other services, can find appropriate locations or resources.

## MISSION STATEMENT

Feeding Pets of the Homeless believes in the healing power of companion pets and of the human/animal bond which is very important in the lives of many homeless. They find solace, protection and companionship through their pets. They care for their pets on limited resources so they themselves have less. Our task, nationwide, is to feed and provide basic emergency veterinary care to their pets and thus relieve the anguish and anxiety of the homeless who cannot provide for their pets.

Our actions will include the following:

-  Promote to veterinarians and pet related businesses the importance of joining the program as a donation site
-  Campaign to food distributing organizations the importance of distributing pet food to the less fortunate
-  Speak out on the issue of pets of homeless and the disadvantaged
-  Provide funding to licensed veterinarians and other nonprofit organizations that meet our objective to administer veterinary care to pets of the homeless
-  Provide pet sleeping crates to homeless shelters so pet guardians do not have to make the decision of abandoning their pet so they can sleep inside.

## PET FOOD AND SUPPLIES

2015 shows a decrease in pet food donations – a loss of over 32.3% from 2014. One cause was due to a loss of a major distribution center’s monthly donations. Luckily, that pet food is now given to other rescues that we contacted and they are delivering it to the food banks that we originally donated. The decrease was shown on our books but did not interrupt the flow of pet food to the food banks. Another cause for the decrease is the donation sites do not report the





amounts of pet food that they collect. We have implemented plans in 2016 to be more proactive in our communications.

No pet should go hungry.

## DONATION SITES & PET FOOD PROVIDERS

Donation sites collect pet food and deliver it to food banks and soup kitchens that already serve the homeless and disadvantaged. They have agreed to distribute the food to those with pets. The donation sites are businesses that believe social responsibility is everyone's responsibility.

Donation Sites and Pet Food Providers are listed at [www.petsofthehomeless.org](http://www.petsofthehomeless.org). The information is updated daily.

The main office supports and provides assistance to the donation sites and pet food providers and helps coordinate their efforts. Many times suggestions are given to help donation sites raise more donations in their community.

Many times donation sites that are hospitals and clinics want to do more and we advise them on how to set up and run a wellness clinic and apply for sponsorship so that Pets of the Homeless will pay for the hard costs.

We receive in kind donations in the mail from individuals who may not have a donation site near them. A box of treats is mailed each month from two dogs, Hawkeye and Sophie, by their guardian in New York. We also received a box of new coats, sweaters, collars and dog booties from a family in New York.

## VETERINARY CARE

Emergency Veterinary Care for 2015 exceeded \$70,000 and treated over 300 pets. Over \$19,000 was discounted by caring hospitals. We helped over 70 pets more than once. Emergency care is our most



costly program due to the type of veterinary care needed to treat the pet. Diagnoses include: Parvo; swallowed foreign objects; skin lesions; injured limbs; lacerations; and digestion issues. Treatment is costly because it often includes x-rays, lab tests, sutures, surgery, and overnight stays.

The uniqueness of this program is that:

- 🐾 pets are treated in their community,
- 🐾 veterinarians are paid directly,
- 🐾 services are always provided at a discount,
- 🐾 if needed, the pet is provided with updated vaccinations
- 🐾 it allows for immediate treatment thereby improving the health of the animal, and in some cases reduces the spread of communicable diseases in the community.

Funding is limited to \$600 over the life of the pet. If the treatment exceeds \$600, we work with the pet guardian to find additional funding with other agencies to cover the costs. It is our hope that in the future we can increase the limit, but that can only happen with increased donations.

Some weeks our two Case Managers handle up to 10 cases. The Case Manager determines eligibility based on agency criteria. All treatment is pre-authorized. Licensed veterinarians are paid directly for their services.

If the pet guardian does not qualify, the Case Manager provides contact information for other means of support or services that may assist the pet guardian in providing for their pet.

The agency maintains a database in which every pet served in our emergency veterinary care program is entered. This database allows us to evaluate our programming and financial use of funding.





## WELLNESS CLINICS

Wellness Clinic sponsorships during 2015 were over \$8,500. Pets of the Homeless sponsored many clinics where the volunteer veterinarians see pets twice monthly, and monthly at shelters and food banks. Expenses included all hard costs of vaccines, syringes, gloves, disinfectant, worm and flea treatments.

We request a report from each clinic that we sponsor within 120 days. Some clinics will be reporting in 2016.



## PETS TREATED

Over eight hundred fifty (850) pets received services in 2015.



































































































## CRATE PROGRAM

Pets of the Homeless will ship metal sleeping crates to homeless shelters so pets of the homeless can sleep comfortably and safely next to their loving guardians. This is an important first step to help the homeless get the services they require to end their homelessness and begin a new life with their companion pet.



The crates become the property of the shelter and can be used many times due to durability.

## NATIONAL IMPACT

Alabama				Montana			
Alaska				Nebraska			
Arizona				Nevada			
Arkansas				New Hampshire			
California				New Jersey			
Colorado				New Mexico			
Connecticut				New York			
Delaware				N. Carolina			
DC				N. Dakota			
Florida				Ohio			
Georgia				Oklahoma			
Hawaii				Oregon			
Idaho				Pennsylvania			
Illinois				Rhode Island			
Indiana				S. Carolina			
Iowa				S. Dakota			
Kansas				Tennessee			
Kentucky				Texas			
Louisiana				Utah			
Maine				Vermont			
Maryland				Virginia			
Massachusetts				Washington			
Michigan				W. Virginia			
Minnesota				Wisconsin			
Mississippi				Wyoming			
Missouri				CANADA			



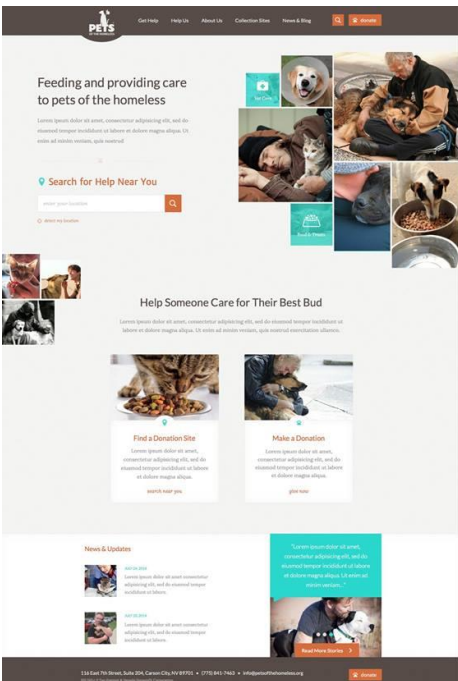
Donation Sites/Pet Food Providers



Emergency Cases



Wellness Clinics



## HOW DONATION DOLLARS ARE SPENT

For every dollar that was donated in 2015, \$0.83 went to program expenses, \$.09 went to management and general expenses, and \$.09 went towards fundraising expenses.

We operate with four dedicated part-time staff. The agency's ability to network with volunteers, donation sites, pet food provider organizations, and veterinary hospitals maximizes all resources and focuses on delivering programming of the highest customer service.

During 2015, 1,417 people like you, gave pet food or cash to help Pets of the Homeless. You will never know the true impact that made to thousands of pets.

Pets of the Homeless has demonstrated that we use donated funds responsibly.

## WEBSITE

The newly re-designed Pets of the Homeless website provides enhanced information on how to find services for homeless people and their pets in the United States.

Features include a new resources section and interactive map where you can find pet food and supplies, shelters, donation sites and resources in a specific area. The map can even detect your location and find services close to you. The enhanced donations page offers a fun way to donate, as you watch adorable animations of kittens and a dog. The donation page accepts major credit cards and PayPal. The site also features responsive design, friendly for the nearly 50 percent of users who visit the site using mobile devices.

## SOCIAL MEDIA

Pets of the Homeless saw an increase in followers across all social media. Frequently, stories are added

to Facebook that increase our exposure to the public. Fans often leave comments and share. By the end of 2015 we had a record 85,727 “Likes” a 35% increase over last year.

An Instagram page was started this year and at the end of 2015 had 185 followers. Our Twitter account saw an increase of 16% over last year. We also added a Pinterest account.

## NEWSLETTER


By the end of 2015 over 6,600 subscribers received a monthly newsletter, an increase of 24% over last year. Each month our newsletter reports on specific heart wrenching cases and the amount of pet food that has been reported. We highlight many interesting donation sites, volunteers, and include announcements.

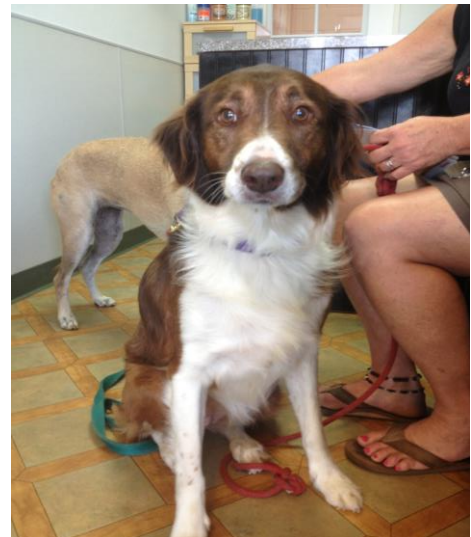
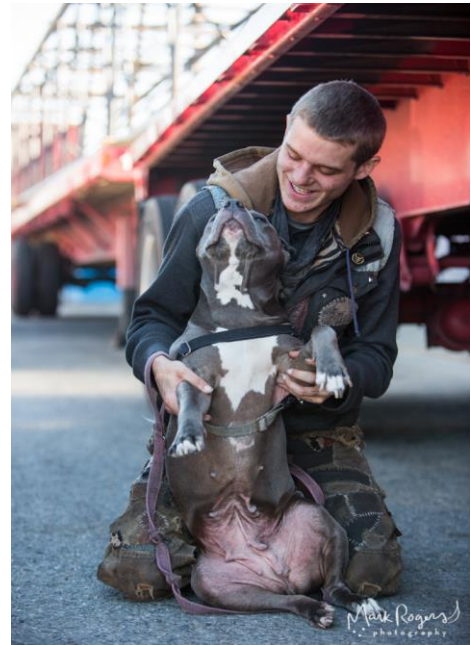
## 2015 GRANTS

Appreciation and sincere gratitude go to these foundations and charities that believe that the unique and needed programs of Pets of the Homeless has implemented, are beneficial in communities across the country.


Animal Farm Foundation, Inc.; Brindisi Animal Foundation, Inc.; Bryce Family Foundation; Creag Foundation; DJ & T Foundation; Engelstad Family Foundation; Fatta Foundation; Fleming Foundation; Robert Z. Hawkins Foundation; The K Foundation; David E. and Morgan S. Kaufman Foundation; The Carol and Maril Malkmus Foundation, Inc.; Nonemaker Foundation; On Shore Foundation, Inc.; Petco Foundation; Ray Rowe Trusts for Animals; The Si Redd & Tamara Redd Charitable Foundation; Save Our Strays, Inc.; Sidney Stern Memorial Trust; The Trico Foundation; The WHC Foundation

## GOALS


 Grow the number of donation sites to every state and to cities that have the largest homeless populations






 Increase the number of donation sites that report their successes and stories by communicating periodically

 Increase sponsorships of wellness clinics  
 Encourage fundraising


 Create more partnerships with veterinary hospitals in communities across the nation to assist pets needing veterinary care

 Increase awareness of the human-pet bond

 Raise media coverage to encourage public action and support

 Increase e-newsletter subscriptions

 Bring responsiveness to homeless shelters about Pets of the Homeless Crate Program

 Keep the momentum growing through social media

 Complete Charity Registration in all States

## SUCCESSES

Amber, a 5 year old ferret, lives in a camper with her homeless guardian. Amber had recently been diagnosed with insulinoma (tumors on her pancreas and bladder stones), and was urinating blood. Pets of the Homeless was able to help with the costs to have 15 bladder stones removed.

Amber's Mom wrote us expressing her gratitude, "Thank you folks again for your help and all the kindness. You have been such a blessing to us! Amber is doing well in her recovery and I am so very relieved to have her still with me! She is loved so much and thank you for helping me take care of her in our times of hardship!"

Baby and Chachie are both female Chihuahuas owned by a woman who lives under a bridge in Southern CA. She won't go to a shelter because she won't give up on her dogs.

Her 11 year old, "Baby" had a lump near her breast area. Pets of the Homeless paid for an exam, bloodwork, lump aspiration, flea medication and pain medication.

Chachie, her four year old, had very bad fleas. We paid for an exam and flea medications.

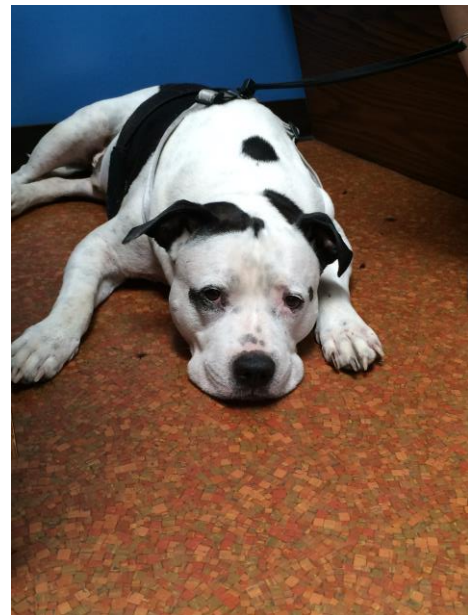
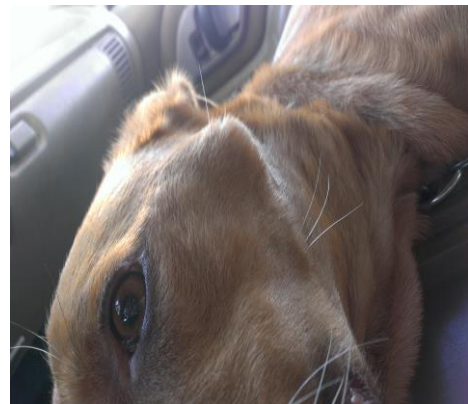
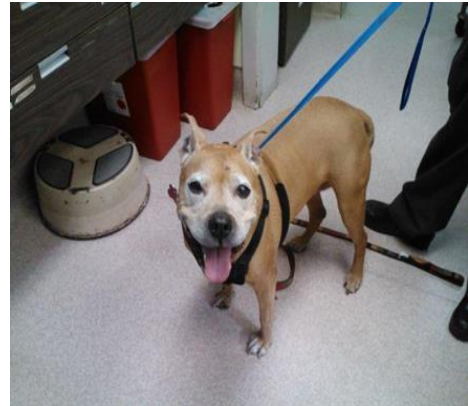
Didto, a 10 ½ year old female pit bull terrier mix, lives in her car with her female guardian in Southern CA.

She called that she had been cut off by someone while driving her car, she honked her horn, and road rage set in. The other driver of the car slammed on his brakes, causing her to stop suddenly and Didto hit the windshield, breaking the windshield. She said Didto was knocked out and was vomiting.

We paid for an examination, and it turns out Didto's head was fine, but had a urinary tract infection. Pets of the Homeless assisted with bloodwork and antibiotics. Didto's Mom called a few days later to thank Pets of the Homeless, and is so very grateful.

Biggs, a 12 year old pit bull terrier mix lives with his male guardian in a car in FL. We assisted with treatment for a skin condition, tumors and seizures back in October. The goal was to get Biggs' skin condition cleared up prior to surgery of a mass removal. With examinations, bloodwork and antibiotics, the skin condition was finally cleared. We paid for anesthesia, surgery, an e-collar, bandages, and more antibiotics.

Smokey's guardian, a female who lives in shelters or on the streets, called that her five year old neutered pit bull had bumps on his stomach for an extended time now. They are red and inflamed and Smokey keeps scratching at them. Smokey had a secondary skin infection from flea bites.



## Statement of Financial Income and Expense

January through December 2015

Ordinary Income/Expense

Income		
	Foundation and Trust Grants	52,260
	Annual Campaign	67,264
	Donated Prof Fees, Facilities	19,304
	Gifts of Pet Food & Supplies	261,727
	Individual, Business Contributions	126,730
	Other in kind gifts	98
	Volunteer Services - Non-GAAP*	20,068
	Misc. Income	586
		<u>548,030</u>
Total Income		<u>548,030</u>
Gross Profit		<u>548,030</u>
Expense		
	Emergency Veterinary Care	70,949
	Wellness Clinics	8,525
	Spay / Neuter	841
	Crates/Pet Food	1,079
	Donated Pet food	262,098
	Accounting Fees	2,375
	Donated Prof Fees - GAAP	19,304
	Outside Contract Services	3,737
	Volunteer Services - Non-GAAP*	20,068
	Rent Office Space	8,520
	Postage, Mailing Service	4,811
	Printing and Copying	835
	Office Supplies	3,757
	Telephone, Telecommunications	3,545
	Information Technology	3,019
	Mileage	495
	Advertising Expenses	3,678
	Insurance - Liability, D and O	1,865
	Other Expenses	2,431
	Third Party Donation Fees	6,876
	Payroll Expenses	94,356
		<u>523,164</u>
Total Expense		<u>523,164</u>
Net Ordinary Income		<u>24,866</u>
		<u>24,866</u>

\*Includes pet food and 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.

## BOARD OF DIRECTORS DURING 2015

Founder/President - Genevieve Frederick

Executive Director - Renee Lowry

Secretary/Treasurer - Michael R. Crossley, CPA, ABV, CVA

Director - Gary L. Ailes, DVM

Director – Joe Coelho

Director – Michael Pulver, DVM

Director – Jennifer Rust

## ADVISORY BOARD

Angela D. Bullentini, Esq.

William Creekbaum, Sr. VP

Martin Jones, CPA

## INFORMATION

Feeding Pets of the Homeless

IRS: 501.c.3 Tax-Exempt & Nevada Nonprofit Corporation

Tax EIN: 26-3010540

DBA: Pets of the Homeless

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