

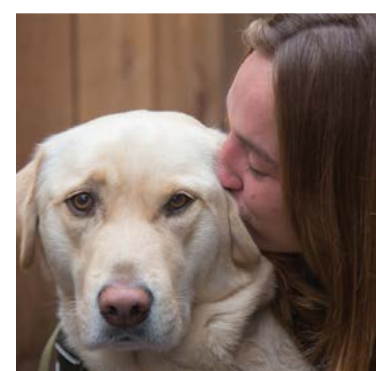
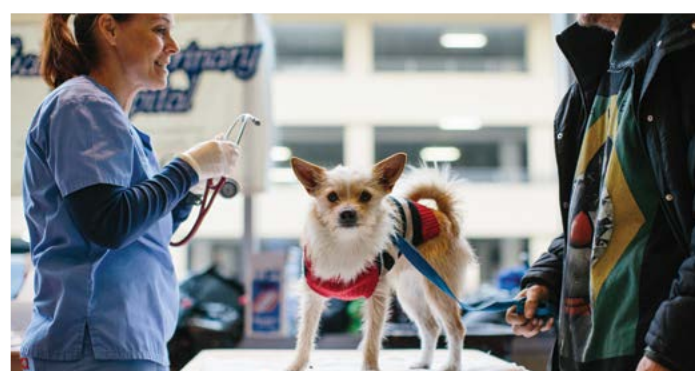


Feeding Pets of the Homeless®

2020 Annual Report



Feeding Pets of the Homeless® is the first and one of the few national nonprofits providing pet food and emergency veterinary care to pets that belong to homeless people.



From the desk of Genevieve Frederick Founder & President



2020 certainly turned into a year like no other. The COVID-19 pandemic affected us all: our employees and their families, the nonprofit community, our neighbors and especially the homeless population.

This painful year took far too much from far too many. At Feeding Pets of the Homeless, we understand that animal companions of the homeless and low-income population provide emotional support, comfort, unconditional love, safety and security. This is why we worked diligently through the events of 2020 to keep people and their pets together.

We learned in 2020 that even in the midst of a pandemic, Feeding Pets of the Homeless was able to change and adapt, and find innovative ways to connect people with our mission. Last year, we participated in the Impact Genome Project to help us determine the real cost of an emergency veterinary case. To our surprise, the program cost-per-outcome was \$2,364. This helped us understand the true cost of providing for a pet.

While we had to stop our in-person volunteer program to keep our people safe, we were able to adjust how we collected and sent food and supplies to our Pet Food Provider Sites. And we were also able to increase distribution of crates to shelters so they could help more of the homeless population with pets.

2021 brings so much hope and light as more and more people get vaccinated, and our nation works its way out of this pandemic. As we look towards a “new normal,” we will continue to work tirelessly to support those in need. We will find new ways to help as big impacts from the pandemic, including increased homelessness across the nation over the next few years, begin to surface.

With your support, we can work to keep pets and their humans together and free of pain and hunger.

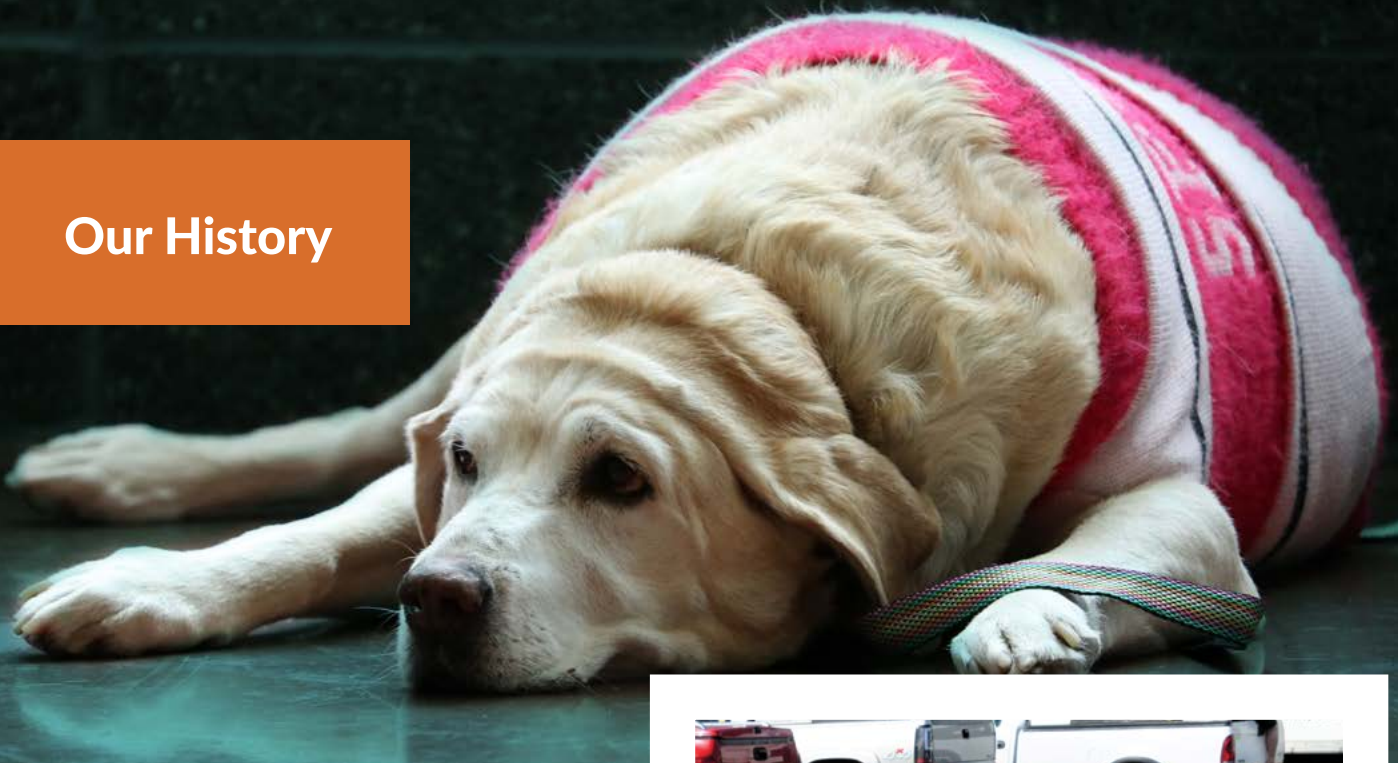
Genevieve Frederick

P.S.: As you read this annual report and feel compelled to donate, go to our donation page directly on our website at www.petsofthehomeless.org.

Table of Contents

2	From the Desk of Genevieve Frederick	8-9	Key Achievements
3	Our History	10	Legacy Society for Feeding Pets of the Homeless®
4	Our Mission & Our Programs	11	2020 Grants
5	2020 At A Glance	12-13	Statement of Financials
6	Our Impact	14	Board of Directors
7	The Need	15	How to Keep in Touch

Our History



In July 2008, Feeding Pets of the Homeless received public nonprofit status. It is the original and oldest national nonprofit providing pet food and veterinary care to pets owned by homeless people in communities across the United States. We are a registered charity to solicit donation in all states that have requirements. In 2009 we expanded our network into Canada.

Feeding Pets of the Homeless provides various types of assistance to the homeless and their pets. Our most frequent inquiries are arranging help for an injured or ill pet, finding providers distributing pet food and supplies, coordinating necessary vaccinations, finding partners for a spay or neuter surgery or locating a homeless shelter that allows pets.

Since 2008, Feeding Pets of the Homeless has paid more than \$1.7 million to provide emergency veterinary care and wellness clinic services. The market value of food donations distributed is nearly \$3.2 million.

Our donation sites and volunteers collect most of our donated pet food, which is delivered to food banks, soup kitchens, homeless shelters and, on occasion, directly to encampments. They have provided more than 1.5 million pounds of food, translating to one less worry for a homeless person and their pet on any given day.

We provide pet sleeping crates to shelters so the homeless can bring their pets in with them and receive the necessary social services that will help transition them out



of homelessness. And sometimes, we simply offer an ear to listen to people's experiences and their daily struggles to survive.

Our website provides the link between pet food donors and homeless clients. We continually update our website so those who want to donate supplies can easily find a location close by and those who need pet food and other services can find resources to help them through the day.

Most of us can't fathom what homelessness is like. Your support helps a homeless person better cope with their own realities knowing their beloved dog or cat is cared for.

Our Mission

Feeding Pets of the Homeless believes in the healing power of companion pets and the human/ animal bond. This bond is even more influential in the lives of many homeless people. They find solace, protection and companionship through their pets, and 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 the pets of the homeless, relieving the anguish and anxiety of those who cannot provide for their pets.



Our Programs

What We Do

Feeding Pets of the Homeless was created with the singular goal of providing the homeless with the resources to provide pet food and evolved into services to care for their pet in their unfortunate current living situation. Our network throughout the United States and Canada provides a variety of services such as emergency veterinary care, pet food, wellness clinics and a sleeping crate program to allow homeless to stay in a shelter while their pet has a safe and secure crate.



Donations Sites and Pet Food Providers

Our Donation Sites are businesses that believe social responsibility is everyone's responsibility. These locations collect pet food and deliver the food to local Pet Food Provider sites or through a Feeding Pets of the Homeless volunteer. Pet Food Provider sites are organizations such as homeless shelters, food banks and soup kitchens serving homeless and low-income populations. To deliver on our goal that no pets go hungry, we work closely with Donation Sites and Pet Food Provider sites to ensure the supply chain runs smoothly. In 2020, 113,526 pounds of pet food were delivered to Pet Food Provider sites by our Donation Sites and our drop shipments. Due to COVID-19, we have shipped pet food to pet food providers who have not been able to meet the demand. We continue to build and grow our network of Donation Sites and Pet Food Providers in more communities across the United States and Canada every day. The need continues to exist.



Wellness Clinics

Preventative care has proven to be a major factor in the care for healthy pets. Feeding Pets of the Homeless sponsors licensed veterinarians who volunteer their time to hold wellness clinics. They provide vaccinations, nail trimmings, ear cleanings and other basic wellness treatments to hundreds of pets. In 2020, we were unable to host our usual amount of wellness clinics due to the COVID-19 pandemic and the limitations on in-person events. The one clinic before lockdown saw over 90 pets of the homeless.

Emergency Care Assistance

Our network of over 1,050 veterinary hospitals go above and beyond to help pets who are ill or injured and need treatment. In 2020, 698 pets received emergency veterinary care (some had more than one appointment) for an estimated value of \$459 per visit. The average veterinary visit cost was \$350 (after hospital discounts). Our veterinary partners often write-off the difference in what we allocate and in 2020 alone these hospitals discounted over \$66,000 to the care of pets of the homeless. We participated in the Impact Genome Project to help us determine the real cost of an emergency veterinary case. To our surprise, the program cost-per-outcome was \$2,364. They suggested that the outcome is lower than the sector benchmark ranges. This is where your donations, and the donated services made by veterinarians, are so very helpful.

Crate Programs

The bond between a pet and a person is so strong that we have found a homeless individual will forgo staying in a shelter because they do not allow pets. Feeding Pets of the Homeless recognized this problem and created a program in response. Some shelters will allow pets if they are secured in a crate, however many homeless individuals do not have access to crates. We launched our Crate Program to provide crates to shelters so homeless people can seek refuge from the outdoor elements by keeping their pet in a crate, following the rules of specific shelters. This program continues to grow each year, 2020 saw a 307% increase over the previous year for a total of 114 crates donated to shelters. When requested, the crates are drop-shipped to the facility and become property of the shelter. While there are many shelters that do not allow pets under any situation, we are working tirelessly to demonstrate the necessity and value of this program.

2020 At A Glance



893 visits

893 visits to any number of our 1,060 network veterinary hospitals



650

homeless people's pets assisted with emergency veterinary care*

* some with more than one pet



114 Crates

The sleeping crate program continues to grow and 114 crates were shipped to homeless shelters in New Mexico, California and Tennessee



Over 113,000

pounds of food distributed

Our Impact



My name is Dana and this is my service dog Mojo. I became homeless due to the COVID-19 pandemic and currently live in an RV in Lady Lake, Florida. Mojo has been a light for me in these hard times and I would do anything for him. One day on the bus, my purse was stolen which contained Mojo's daily medication for his allergies and skin issues. Mojo had begun suffering from red itching bumps all over his body. An examination found my sweet Mojo was suffering from more than just allergies; he had an enlarged heart and was in heart failure. Feeding Pets of the Homeless saved Mojo with medication to treat and stabilize his heart condition. Mojo is doing a lot better now. I am so grateful to Feeding Pets of the Homeless for saving Mojo because I couldn't imagine my life without him.

My name is Parker,

and this is Phoebe, my German Shepherd-mix puppy. I have been unemployed for a while and receive a small amount of food stamps. We live near the river in Sacramento, CA and one day Phoebe got a fishhook badly caught in her front paw. I knew I couldn't afford to get her help, so I researched options online. That is when I found Feeding Pets of the Homeless. They were able to get me a walk-in visit to the vet to remove the hook from Phoebe's paw. She has made a full recovery and is now happy as can be. I am so thankful for Feeding Pets of the Homeless because they cured Phoebe's pain. It was tough to see her suffering and feel so helpless. She has always been so much more to me than just a dog.



This is Kira, my 14-year-old pit bull mix. I am disabled and have been homeless in Anaheim, CA for the past seven years; Kira has been my rock through it all. She has had multiple growths on her body, including one on her chest that hung about two inches from the ground. Feeding Pets of the Homeless helped me get an exam and bloodwork done for Kira. Unfortunately, the doctor found multiple cancer strains and Kira's prognosis is terminal. It is hard to think about living my life without Kira, but I also love her too much to see her suffer. Feeding Pets of the Homeless will provide me with the ability to put her down should it become necessary. I am blessed to have others care about the well-being of Kira as much as I do.



By its very nature, homelessness is impossible to measure with 100% accuracy.

According to the 2020 U.S. Department of Housing and Urban Development (HUD) Annual Homeless Assessment Report to Congress, 580,000 people experienced homelessness in a single night in January 2020. This was the fourth consecutive year homelessness increased nationwide. Many of these people experience homelessness for multiple nights throughout the course of a year: this data only reflects a single night. It is difficult for agencies to acquire complete and comprehensive statistics on homelessness, so these figures are estimates.

Many people call or write the National Coalition for the Homeless to ask about the number of homeless people in the United States. There is no easy answer to this question and, in fact, the question itself is misleading. In most cases, homelessness is a temporary circumstance -- not a permanent condition. A more appropriate measure of the magnitude of homelessness is the number of people who experience homelessness over time, not the number of "homeless people". The National Coalition for the Homeless estimates that there could be as many as 3.5 million homeless individuals in the United States.

Homelessness is a public health issue in the United States. The Substance Abuse and Mental Health Services Administration (SAMHSA) National Mental Health Information Center reports people who are homeless are at an elevated risk for experiencing substance use disorders, mental illness, trauma and medical conditions.

Thirty-eight percent report alcohol abuse problems and 26% report other drug abuse problems. Thirty nine percent report some form of mental health problems, with 20-25% meeting the criteria for serious mental illness. Three percent report having HIV/AIDS, 26% report acute health problems like tuberculosis, pneumonia or sexually transmitted diseases and 46% report chronic health conditions like high blood pressure, diabetes or cancer.

We, and other nonprofits providing assistance to the homeless, estimate that as many as 10 to 25% of all homeless have service or companion pets. Data suggests more than 300,000 pets are on the streets across America with their homeless guardians.

According to the Economic Roundtable, due to the COVID-driven loss of jobs and eviction moratoriums ending, homelessness is expected to rise 49% over the next four years. With over 60% of American households owning pets and an anticipation of drastic increases in homelessness, we are preparing by building our cash reserves so we can continue to offer services to those in need.



The Need



In 2020, we assisted over 680 homeless people who did not have the resources to take their pet to a veterinary hospital. We recorded over 8,400 calls from homeless and low-income individuals seeking food, supplies, shelter or emergency care for their pets. Homelessness continues to be a reality for many people. The need for pet food and emergency veterinary care will continue to be a pressing concern for those who find themselves homeless, as well as the pets that rely on them.

Key Achievements



Give a Dog a Bone

In August, we hosted our eleventh annual Give a Dog a Bone Week. During this fundraiser, our network of over 200 Donation Sites came together to collect pet food for those in need in their communities. We created a donation site kit to help make promotion for this event easier for our donation site participants. At the same time, we held an online fundraiser and we sold 153 commemorative t-shirts and raised over \$3,000.



Charity Navigator Rating

We were evaluated by Charity Navigator through their Encompass Rating System and received a rating of 100 out of 100. This rating displays our commitment to providing quality care and services to the homeless and their pets. The rating also lets our supporters know they can give with confidence to our organization.



Online Store/Giving Tuesday

To coincide with Giving Tuesday and holiday giving, we launched an online store for supporters to purchase Feeding Pets of the Homeless merchandise. The store included an exclusive holiday Feeding Pets of the Homeless t-shirt as well as hoodies, mugs, masks, tote bags and tank tops. After the success of the online store during the holidays, we launched a permanent online store for our supporters to buy merchandise year-round.



GlobalGiving

In 2020, we increased the amount of donations on the GlobalGiving fundraising platform and have remained in the top 30 of over 6,600 nonprofits worldwide as well as in the top three for animal welfare. We have over 3,500 donors on the platform with over \$311,000 raised since 2014.

Videos

On our wish list last year, we stated we wanted a new video to tell the Feeding Pets of the Homeless story. In 2020, we created four videos to share on social media and in our newsletters, including a general PSA video about our organization.



A Community Thrives

In the fall, we participated in the Gannett Foundation's fundraising competition, A Community Thrives. Over the course of a month, Feeding Pets of the Homeless raised over \$37,000, including a \$4,200 local grant. At the end we placed sixth out of 363 participants.

Direct Mail

Through a direct mail consultant, a total of twenty-four letters were mailed to our current supporters and prospective supporters during the year. The campaigns were very successful netting \$259,607; an average donation at \$41.63.



Social media and Email list growth

We continued to grow our online audience and engagement. Our email list grew to over 14,000 with over 4,500 new subscribers in 2020 alone. Also, each of our social media platforms saw growth in follower counts.

Key Achievements, continued



PATH Crates

In 2020, Feeding Pets of the Homeless contributed 114 indoor pet crates to PATH (People Assisting the Homeless) Orange County. The crates not only brought a true sense of security to their pet-owning residents, but also their animal companions at the Placentia Navigation Center.

By having these secure spaces available for their pets to have a space to relax, PATH saw an increase in residents participating in programs with case managers as they help navigate their way through homelessness to secure permanent housing. Their pet-owning residents now feel a sense of security while they are off-site attending appointments, working, accessing specialty resources and other critical components core to achieving housing stability.

For many of their residents, animal companions make the difference between homelessness and home. We are grateful for PATH for understanding this bond between the homeless and their pets and accommodating their needs. Here are some of their success stories.



Paula and Corkie

Paula has been experiencing homelessness for five years and suffers from reoccurring health conditions. Nearly two years ago, Paula adopted Corkie and this tiny dog became her world. Paula had much missing in her life but Corkie has filled her life with joy and comfort. Corkie helped Paula while grieving after the death of her fiancé and comforts her when she is sick. Due to their close relationship, Corkie has developed separation anxiety and is often agitated by other dogs, passersby and loud noises. With support from Feeding Pets of the Homeless, we were able to provide Paula with a crate that provides a place for Corkie to rest. Paula has a new sense of security knowing that Corkie is safe and has a space to call her own.

Danielle and Tesla

Danielle has been experiencing homelessness for five years. Her dog has changed everything for her. Tesla has helped her manage her depression, anxiety and calm her during her panic attacks. Danielle shares, "It's always me and Tesla at the end of the day. She is always happy to see me." Tesla has become very protective of Danielle. With the pet crate, Tesla can now be secured when others enter the bed areas as Tesla often becomes aggressive when others enter. The pet crate not only provides a secure space for Tesla while Danielle is away, but also helps prevent Tesla from damaging her owner's valuables and escaping from her bed area.



Carolyn and Kahlua

Faced with housing instability for three years, Carolyn often spent time questioning her purpose and felt lost—until she met her little pug, Kahlua. Their friendship has changed Carolyn's life, giving her a reason to wake up every day. With the pet crate provided by Feeding Pets of the Homeless, Carolyn sleeps well knowing that Kahlua is safe from falling off the bed. Carolyn shares that she cannot always be present, so when she is away, she finds comfort that Kahlua is safe in her second home.

Legacy Society for Feeding Pets of the Homeless®

- *Teresa S. Caudle Revocable Trust
- *Linda Kuttner
- *Julie Neuberger and William E. Thomas
- *Lindsay Patterson Estate
- *Marilyn Perez
- *Patricia Sharon Trust
- *Marguerite Grieg (Mimi) Swanson
- *Natasha Brenner
- *Sharon Wetmore
- *Christy Long
- *Julie Zatz

JoAnne Caravella
Genevieve Frederick
Tim Gerrard
Harding-Davis Family
Lois Hauck
Alana Willroth
Edward and Diana Burton-Raschen
Kathleen & Jim Stemler
Marion Bochner
Julia Phillips
*deceased

**By making a gift to
Feeding Pets of the
Homeless through
your will, trust or
other financial plan,
you can help a pet
well into the future.**





2020 Grants

We are grateful and appreciative to the following foundations who have chosen to support Feeding Pets of the Homeless, allowing us to provide our programs across the United States and Canada.

Ann & Robert Benson Foundation

AXA Foundation

Bryce Family Foundation

Carol Moss Foundation

Charis Fund

Community Foundation of Western Nevada

Dave & Cheryl Duffield Foundation

Doris Day Animal Foundation

Dealey Family Foundation

Gannett Foundation

Glide Foundation

Greenberg Animal Welfare

Hart Foundation

Humane Society of the US

Kasper Pilibosian Charitable Foundation Inc.

Leslie L. Alexander Foundation

Levitt Family Charitable

Maverick Capital Foundation

Nonemarker Foundation

Ray Rowe Trusts for Animals

Rouse Family Charitable Trust

Samuel R. Young Foundation

Si Redd & Tamara Redd

Socius Foundation

Sundance Family Foundation

Tarnoff Family Charitable

The Batchelor Foundation

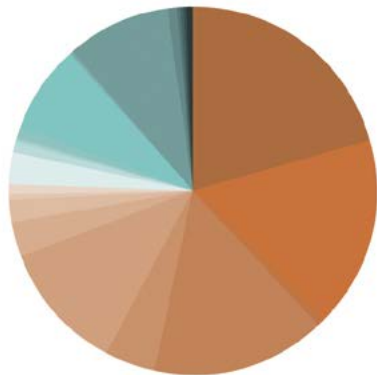
The Carol & Marilyn Malkmus Foundation

Trico Foundation

Winnick Family Foundation

Statement of Financials

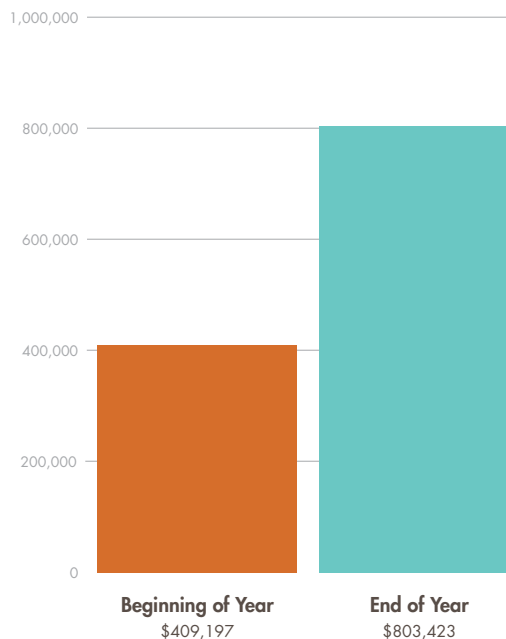
EXPENSES



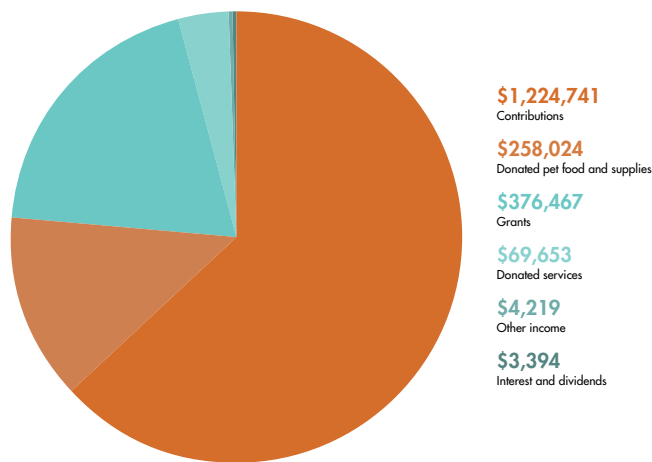
Total Expenses
\$1,550,677

\$321,547 Emergency veterinarian care	\$16,661 Information technology	\$11,432 Third party donation fees
\$262,459 Donated pet food and supplies	\$42,088 Dues and subscriptions	\$2,142 Outside services
\$6,672 Sleeping crates	\$10,881 Professional fees	\$2,104 Spay/Neuter
\$238,428 Payroll	\$7,177 Depreciation and amortization	\$2,331 Telephone
\$69,653 Donated professional services	\$4,608 Office supplies	\$2,583 Insurance
\$178,000 Advertising	\$10,168 Health Insurance	\$417 Travel
\$45,883 Marketing	\$121,966 Postage	\$6,466 Training
\$30,168 Rent	\$2,017 Other	\$5,007 Bank fees
\$6,000 Wellness clinics	\$143,819 Printing	

Net Assets



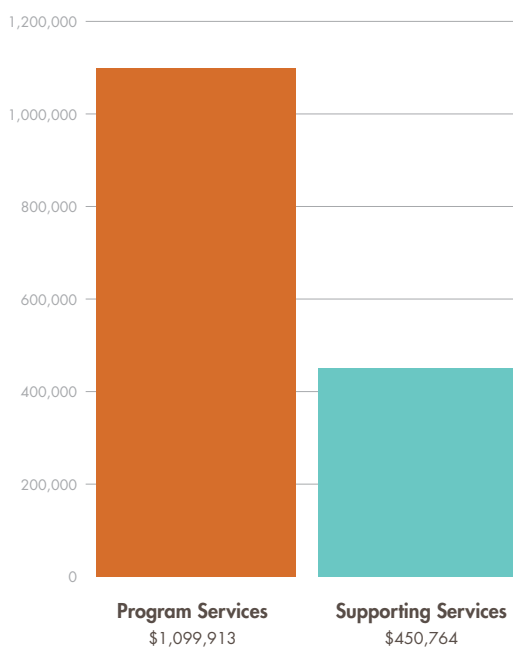
Revenue and other Support



Total Revenue
\$1,936,498

Services

Total Revenue
\$1,550,677



Notes on 2020 Financials:

- The financials do not include the Endowment Fund
- The Board of Directors approved the financials by vote on June 7, 2021

2020 Board of Directors



FOUNDER/PRESIDENT
Genevieve Frederick



EXECUTIVE DIRECTOR
Renee Lowry

SECRETARY

Jennifer Rust

TREASURER

Michael R. Crossley, CPA, ABV, CVA

DIRECTORS

Gary L. Ailes, DVM

Michael Pulver, DVM

Skylar Young, J.D.

David Kowalek, BVMS

Martin Jones, CPA





How to Keep in Touch with Feeding Pets of the Homeless®

Please sign up for our newsletter on our website at www.petsofthehomeless.org and visit our social media sites:

 OfficialPetsoftheHomeless

 PetsofHomeless

 petsofthehomeless

 feeding-pets-of-the-homeless

 PetsHomeless

 pets_of_the_homeless

How to Donate

Since we do not receive government funding, we rely on your support to deliver services. Feeding Pets of the Homeless became a recognized 501(c)(3) nonprofit organization registered with the State of Nevada in 2008. GuideStar has rated us as “Platinum.” Charity Navigator rated us 100 out of 100 rating. We are registered as a “charity” with all U.S. states with registration requirements. Our EIN is 26-3010540.



You can donate on our website at www.petsofthehomeless.org or you can mail us a check to Feeding Pets of the Homeless, 400 West King Street, Suite 200, Carson City, NV 89703-4221. Contact us if you have further questions at info@petsofthehomeless.org or call 775-841-7463.

You can also support us through a charitable IRA Rollover, through a Donor-Advised Fund or a charitable gift to the endowment fund.

Thank you to all the wonderful photographers who have contributed images to FPOTH.



EIN: 26-3010540

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