



FEEDING PETS OF THE HOMELESS

FY 2014

Seventh Annual Report

FROM THE FOUNDER/PRESIDENT . . .

Each year as I sit down to compose the annual report I am amazed at the achievements the organization has made. Our strategic five year plan is moving toward the goals that I set.

Every day we heard the surprise in the voices of the homeless when we say “yes, we can help your pet.” We can hear the disbelief in the voices when we do not judge them. We can give them hope that their life and the life of their beloved pet can be better, even for a day. The heartfelt and genuine “thank you” they express through tears, warms my heart -- to know that their loving pet will not be in pain another hour or day. Sometimes it’s too late and it’s necessary to put the pet down. Even then they are thankful that their pet is in peace.

Midyear we jumped into online fundraising and applied with GlobalGiving. We were astonished at the reach it has and the donations that continue to pour in. It was a blessing because our 2014 expenses for emergency care were over budget. With the extra, we did not have to turn down an emergency case.

We moved to a larger office so we can utilize more volunteers who want to help with our day to day tasks. We created a better database that tracks the number of pets served. We added a part-time grant writer.

- Thanks to many of you, we saw a gain of 35% in cash donations over last year.
- A gain of over 55% in donated pet food that was reported by our collection sites from last year, meaning that many more pets of the homeless had nutritious diets.
- A 7% increase in new collection sites
- An increase of 111% Facebook fans
- An increase of 11% of new subscribers to our newsletter
- An increase of 54% of people viewing our website over last year’s figures.

It is with donations from the public and foundations that we are able to continue the work and mission that the staff and myself enjoy.

With sincere appreciation,

Genevieve Frederick

Curly was attacked by another dog. Surgery was needed to close the wound.



From the Executive Director . . .

2014 was a remarkable year for Pets of the Homeless. Thanks to your amazing support, we were able to reach our goals; and most important, help those in need. We have come a long way since 2008.

Pets of the Homeless has sponsored many wellness clinics across the country. Just in 2014, we sponsored 14 clinics that examined and vaccinated over 1,200 pets. While this number is impressive, we had to turn down a couple of requests. This was due to the hard decisions we face – helping one sick, injured pet or vaccinate a large number of pets.

Our Facebook page has grown to over 60,000 likes! Thanks go to all of the veterinarians and homeless folks who were able to take photos of our emergency patients. It allows us to share their stories.

Our resource management has grown quite a bit over the past year as well. I receive numerous phone calls, emails, and blog posts for help. Being able to refer them to other agencies when we cannot help is rewarding.

I wake up every morning very thankful that I am able to call this my job. The daily fulfillment of knowing I am saving lives is immeasurable.

Sincerely,

Renee Lowry



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 collection 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 owners do not have to make the decision of abandoning their pet so they can sleep inside.
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BRIEF HISTORY

Feeding Pets of the Homeless, also known as Pets of the Homeless, received nonprofit status in July 2008 as a public charity. We are a volunteer member organization 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 member collection sites and volunteers and then delivered to food banks, soup kitchens, and homeless shelters. Our collection sites have provided over 337 tons of pet food, which in turn is one less worry for a homeless person on a given day.

Pets of the Homeless has awarded funding to veterinarians who meet our objectives of providing veterinary care to pets of the homeless. Since 2008, we have awarded over \$253,000 for veterinary care, pet food and crates, and have assisted with veterinary care to over 12,000 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.

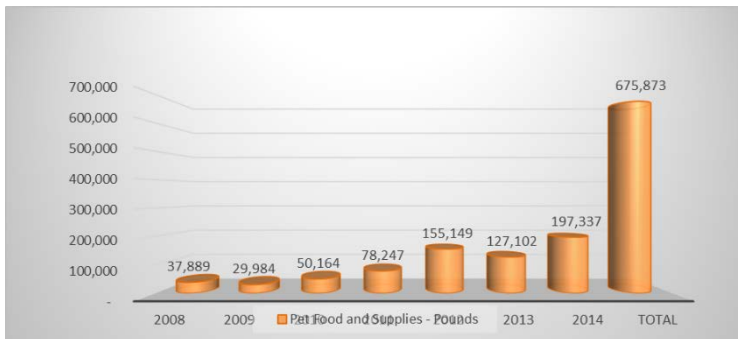
DEMOGRAPHICS

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 18 veterans who have pets. Although the economy seems to be better, many people are still facing homelessness for many reasons and the situations are getting worse. 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 a 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.

PET FOOD AND SUPPLIES

2014 shows an increase in pet food donations -- gain of over 55% from last year.



How many pets does 675,873 pounds of food feed? We estimate that if each average dog received 2.5 cups of food each day, that 675,873 pounds would have fed 35,105 pets for a day!

No pet should go hungry.

COLLECTION SITES

Volunteer members 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. There was a modest gain of 7% over last year. Our collection sites are businesses that believe social responsibility is everyone’s responsibility.

Members and organizations are listed at www.petsofhomeless.org under “Collection Sites” and “Distributing Organizations.” The information is updated daily.

The main office supports and provides assistance to the members and helps coordinate their efforts.

- Information is given to help members collect pet food and to locate distribution organizations.
- Suggestions are given to help members fundraise in their community.
- Help members by sponsoring wellness clinics.
- Work with members when they have emergency calls on behalf of a homeless person’s pet to screen the case when an illness or injury occurs.



WELLNESS CLINICS

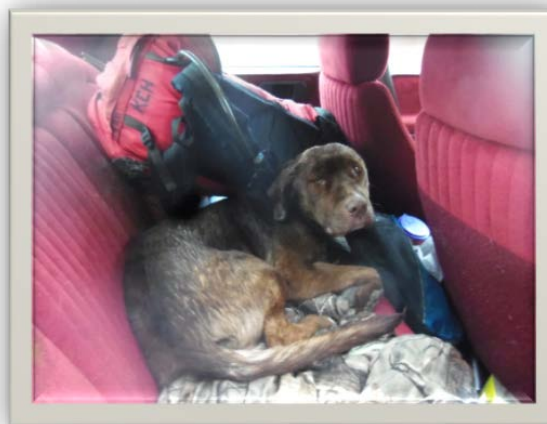
Pets of the Homeless sponsored 14 clinics in 2014. Nine hundred thirty-nine dogs were seen as well as 223 cats. Twenty-four spay/neuters were performed. Expenses included all hard costs of vaccines, syringes, gloves, disinfectant, and some included spay/neuter surgeries, pain medications, IV fluids, microchip, worm and flea treatments, and blood work.

We request a report from each clinic that we sponsor. In one report where veterinary college students help the professor/veterinarian, the doctor wrote, “One lady was particularly thankful for our services as she had a yellow Labrador that was her best friend but was still intact and was in season. They were living in a park and it was impossible to keep other dogs away. We were able to spay her dog, which was in good health and in good body condition. We also made sure that the dog was up to date with all wellness care. One of the students then brought the dog in their own car back to the park that was the temporary home for both the woman and her dog. Just that surgery made the day’s work worthwhile.”



VETERINARY CARE

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. Funding is limited to \$500 over the life of the pet. If the treatment exceeds \$500, we work with the pet owner 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.



Buddy was treated for Parvo

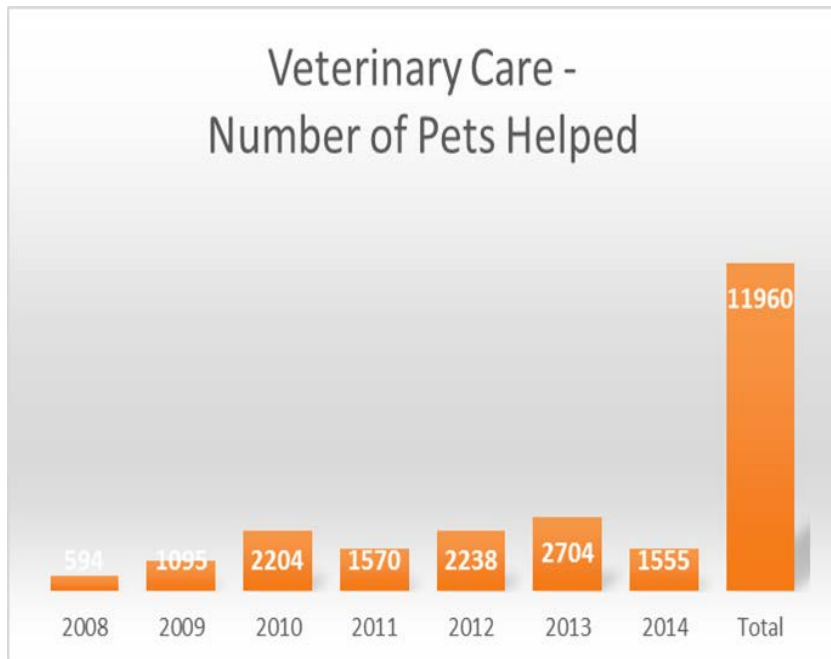
Many of the cases are reported on Facebook and/or our monthly e-newsletter. Subscribers often communicate their heartfelt thanks.

The decrease in the number of pets served is a direct result of our difficult choices to use limited funds for emergencies rather than wellness clinics where the number of pets served are more; \$500 for one pet (limit) or 45-100 pets. The cost of veterinary care, even with discounts is high.

The budget for Emergency Veterinary Care for 2014 was \$45,000, with expenses of \$57,743 (we met this through online giving). The budget for Wellness Clinics was \$16,992, with expenses of \$18,154.

The decrease was also due to the way we are now tracking the number of pets seen. Many times one pet will be seen a number of times by one or more hospitals. Last year, Pets of the Homeless served 294 pets for

emergency care, 19 of them required a repeat visit to the hospital. Wellness clinics saw and vaccinated 1,216 pets. Pets of the Homeless paid for 45 spay/neuters.



TV, ARTICLES AND OTHER MEDIA 2014:

- Nov/Dec 2014 Issue of Best Friends Magazine - page 37
- December 27, 2014 - Daily Commercial, FL - Food drives necessary for pets, too
- November 6, 2014 - Carson Now - Pickup Filled with Pet Food
- October 19, 2014 Nevada Appeal - Michael Hohl GM Collecting Pet Food Donations
- October 14, 2014 KOLO 8 Reno - Give a Dog a Bone & Fill a Pickup
- October 2014 Pet Talk Magazine - Pets of the Homeless Local Charity Lends a Helping Hand
- September 29, 2014 Identities. Mic - 11 Ridiculous Questions We Need to Stop Asking Homeless People Right Now
- September 12, 2014 Reno Gazette Journal - Winners: \$10,000 matching grant aids POTH
- September 4, 2014 2 News - Pet Food Drive for St. Vincent's Food Pantry
- August 28, 2014 Ohio Animal Companion - Building a Community of Caring
- August 22, 2014 The Pueblo Chieftain - Homeless pet drive Aug 30, 2014 Pueblo, CO
- August 15, 2014 Affect Magazine - Organization Helps Struggling Individuals Care for their Best Friends
- July 25, 2014 - Digital Journal - "Give a Dog a Bone to Help Pets That Belong to Homeless"
- July 18, 2014 - KRNV Reno - Carson based "Pets of the Homeless" helping people across the country
- May 17, 2014 - Intercooler Online - Pet Crates for Homeless Shelters
- May 15, 2014 - Reno Gazette Journal - Blue Moon program helps 11 local nonprofits
- May 8, 2014 - arizona.newszap.com - Homeless adults say having a dog helps each other survive
- May 5, 2014 - Dogster - Pets of the Homeless Wants No Dog to Go Hungry
- May 3, 2014 Huffington Post - 7 Myths About Homeless People Debunked
- April 24, 2014 Newsreview.com - For the Pets
- March 17, 2014 Pets of the Homeless is proud to have supported and worked with The National Museum of Animals & Society on an exhibit entitled "My Dog is My Home".
- February 27, 2014 PRWeb - POTH Recruiting Collection Sites and Pet Food Donations
- February 22, 2014 Nevada Appeal - Pets of the Homeless needs collection sites
- February 10, 2014 Horse Tails - Pets of the Homeless Thanks from a Veteran
- January 13, 2014 Reno Gazette Journal - Project Homeless seeks donations, volunteers
- 2014 Winter Issue of Coastal Canine Magazine - Help for the Pets of the Homeless
- 2014 Winter Issue of Modern Dog - a great full page article about Pets of the Homeless.



Jack and Boot - Texas

FEEDING PETS OF THE HOMELESS

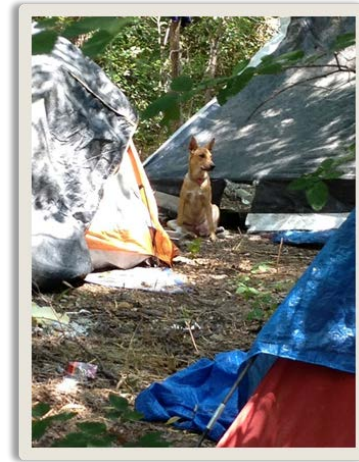
STATEMENT OF FINANCIAL INCOME AND EXPENSE

January through December 2014

Ordinary Income/Expense

Income		
	Foundation and Trust Grants	79,834
	Annual Campaign	35,077
	Donated Prof Fees, Facilities	11,556
	Gifts of Pet Food & Supplies	387,708
	Individual, Business Contributions	76,958
	Other in kind gifts	1,196
	Volunteer Services - Non-GAAP*	44,307
	Misc. Income	<u>471</u>
	Total Income	<u>637,107</u>
	Gross Profit	<u>637,107</u>
Expense		
	Emergency Veterinary Care	58,296
	Wellness Clinics	18,154
	Spay / Neuter	1,951
	Crates/Pet Food	3,381
	Donated Pet food	385,446
	Accounting Fees	2,255
	Donated Prof Fees - GAAP	11,556
	Outside Contract Services	2,233
	Volunteer Services - Non-GAAP*	44,307
	Rent Office Space	4,720
	Postage, Mailing Service	4,937
	Printing and Copying	1,871
	Office Supplies	3,649
	Telephone, Telecommunications	2,931
	Information Technology	1,327
	Mileage	873
	Advertising Expenses	3,284
	Insurance - Liability, D and O	1,865
	Other Expenses	2,406
	PayPal & Network for Good Fees	3,079
	Payroll Expenses	<u>75,848</u>
	Total Expense	<u>634,369</u>
	Net Ordinary Income	<u>2,738</u>
		<u>2,738</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.



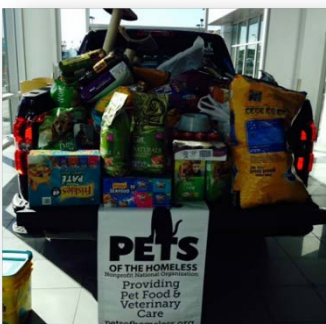
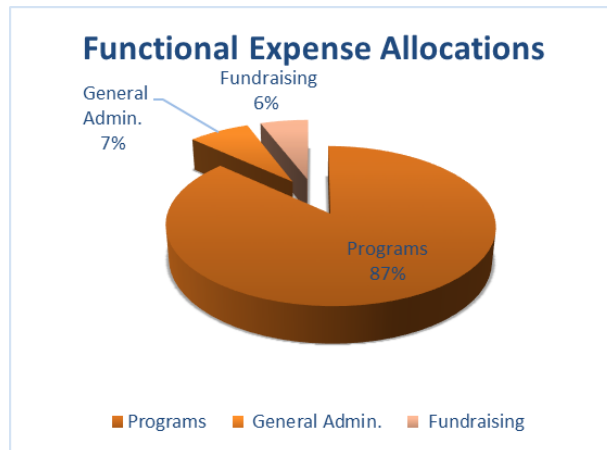
Homeless encampments are breeding grounds for disease.

HOW DONATION DOLLARS ARE SPENT

For every dollar that was donated in 2014, \$0.87 went to program expenses, \$0.06 went to advertising and fundraising, and \$0.07 went towards general expenses including salaries and overhead. We operate with four dedicated part-time staff. The agency’s ability to network with volunteers, collection sites, distributing organizations, and veterinary hospitals maximizes all resources and focuses on delivering programming of the highest quality.

From Better Business Bureau – “Our standards seek to ensure that the charity spends its funds honestly and prudently, whereas the charity spends at least 65% of its total expenses on program activities, and spends no more than 35% of related contributions on fund raising.”

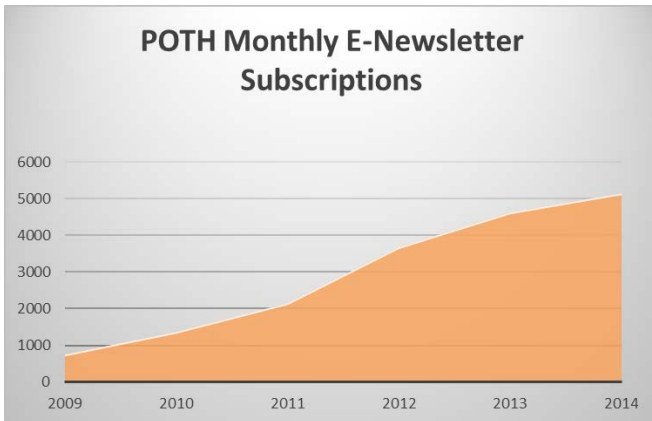
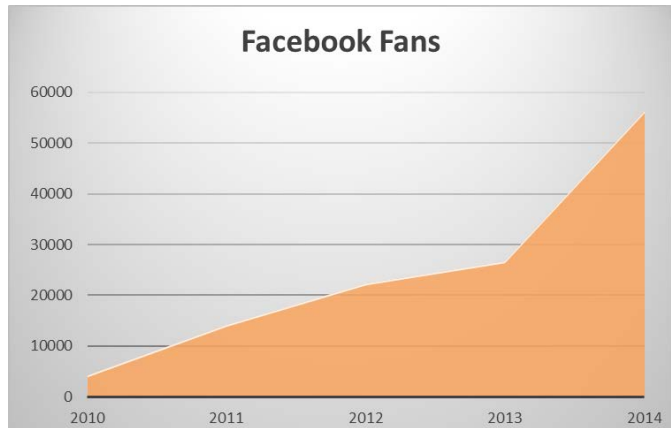
Pets of the Homeless has demonstrated that we use donated funds responsibly.



"Fill this Pickup" a dealership holds a pet food drive. Over 1,200 pounds of pet food was delivered to a food bank.

SOCIAL MEDIA

Frequently, stories are added to Facebook that increase our exposure to the public. Fans often leave comments and share. We saw an increase in followers of 111% over last year. An Instagram page was started this year and our Twitter accounts have seen an increase in supporters.



NEWSLETTER

Each month our newsletter reports on specific cases and the amount of pet food that has been reported. We highlight many interesting collection site members, volunteers, and announcements. We had an increase in subscribers of 11% over last year.



2014 GRANTS

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

- Terese Lynn Atkins Foundation
- Banfield Charitable Trust
- The Bryce Family Foundation
- The Frank M. & Gertrude R. Doyle Foundation Inc.
- Joe and Maudeen Eccles Foundation
- Engelstad Family Foundation
- Everhart Animal Protection Fund
- Mary Jo and Hank Greenberg Animal Welfare Foundation
- The Thelma B. and Thomas P. Hart Foundation
- Robert Z. Hawkins Foundation
- Charles Hertzog Foundation
- Hoss Charitable Foundation
- The Kroger Co. Foundation
- The Carol & Marilyn Malkmus Foundation, Inc.
- On Shore Foundation, Inc.
- Pedigree Foundation
- Ray Rowe 1988 Trust for Animals
- The Si Redd & Tamara Redd Charitable Foundation
- Thomas and Mary Ann Tizzio Foundation
- Walmart – Community Giving Program
- The WHC Foundation

GOALS . . .

- Increase awareness of the human-pet bond
- Provide services that support and honor that relationship for the homeless pet owner
- Support the positive emotional and physical influences pets provide their owners
- Cultivate fundraising
- Increase grant requests
- Hire another staff member
- Create more partnerships with veterinary hospitals in communities across the nation to assist pets needing veterinary care
- Start a spay/neuter and vaccine program for pets of the homeless that do not qualify in our emergency program
- Raise media coverage to encourage public action and support
- Grow the number of collection sites to every state and to cities that have the largest homeless populations
- Increase pet food donations – no pet should go hungry
- Increase the number of collection site members that report their successes and stories
- Grow e-newsletter subscriptions
- Bring responsiveness to homeless shelters about Pets of the Homeless Crate Program. We ship sleeping crates to homeless shelters so pets of the homeless can sleep comfortably and safely next to their owners. 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
- Keep the momentum growing with social media



CONTACT INFORMATION

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BOARD OF DIRECTORS DURING 2014

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Executive Director - Renee Lowry

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Director - David Miller

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Angela D. Bullentini, Esq.

William Creekbaum, Sr. VP

Martin Jones, CPA

INFORMATION

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Tax EIN 26-3010540

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