



*I am his only friend.*

## Special Newsletter

### Thank you for your Survey Response!

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Your time is extremely valuable and it is because of people like you that we are able to effectively communicate our programs.

In an effort to recognize frequently asked questions we have prepared the following summary.

Pets of the Homeless is the **only national** animal network focused completely on feeding and providing emergency veterinary care to pets of the homeless.

**Mission:** 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.

***What are your priorities? Do you reach out to Social Workers?*** Our priorities as a national non-profit are to help pets whose guardians are homeless and could not otherwise care for their pet. One of our many goals is to reach out to Social Workers who assist the homeless with resources to be sure they are aware of our programs. This is a daily ongoing task.

#### ***How do your programs work?***

##### **Pet Food & Supplies**

**Donation Sites** collect donations of pet food and supplies from the public. Donation Sites are veterinary hospitals, groomers, retail pet stores, kennels, churches, other non-pet related businesses and other animal nonprofits. They or volunteers



deliver the donated food to pet food providers.

***Pet Food Providers*** are community agencies such as food banks, soup kitchens and food pantries serving the vulnerable populations with free food for pet and guardian.

Donation Sites take the donations they receive from our donors to the Pet Food Provider where a homeless individual may pick up food for their pet when they are

picking up food for themselves. Although we have a strong network of Donation Sites and Pet Food Providers, occasionally when they have exhausted the donations, they will request additional food, which Pets of the Homeless purchases and ships. This happens when Pet Food Providers are not able to keep up with the demand. Even so, over 400 Donation Sites have taken over 630 tons of pet food and supplies to various food banks, homeless shelters and other organizations that distributed it. It has a fair market value of over \$2.65 million.

### **Emergency Veterinary Care**

For the general population, the life of a homeless individual is unfathomable. For a homeless individual with a pet, life is hard, and choices are few, but watching their pet suffer is unbearable. This program supports pet guardianship by providing free veterinary care for the animal that the guardian could not otherwise provide. It eliminates undue suffering the pet might have to endure.

This is our most costly program with a 2019 budget of \$300,000. In 2018, we were able to spend over \$456,000 that helped 1,589 pets that were suffering. This was due to a large bequest that allowed more pets to be treated. This year we may have to start a waiting list with the exception of extreme emergencies such as the pet has been hit by a car or is bleeding out of a body orifice.

Pets of the Homeless networks with over 875 hospitals in 47 states and are paid at the time of service.

### **Wellness Clinics**

This program serves pet guardians who are homeless and/or qualify for low-income services. All services provided during the clinic are free to the pet guardian. Clinics are held at locations that already serve the homeless and low-income such as a food pantry. Some clinics have been conducted in conjunction with Project Homeless Connect, which occur across the country.

Preventive measures such as vaccinations for rabies, distemper and parvo are less costly than the treatment for a pet that contracts one of these diseases. These vaccinations are inexpensive. This preventative measure assists in minimizing the spread of disease from one community to another, which is highly likely given the transient lifestyle of many homeless individuals.

Wellness Clinics are our most cost effective program, the result of the veterinarians and staff volunteering their time. Many times, the hospital can

obtain free or reduced pricing from their drug distributors or they use soon-to-be expired vaccinations. In 2018, the average cost per pet was \$17.05 and includes: a basic exam, minor treatment and medications, core vaccinations if needed, nail trimming, ear cleaning, matt shaving, and sometimes flea/tick treatment. Many times a local animal welfare organization will offer vouchers for spay/neuter surgeries. Since 2008-2018, Pets of the Homeless sponsored 155 clinics in 44 locations in the U.S. and Canada where 16,145 dogs and cats were treated with an average cost of \$5.83 per pet.

These clinics also provide education on the following:

- Responsible pet guardianship including health tips
- The importance spay/neuter has on the health of their pet
- The importance spay/neuter has on minimizing the pet population
- Local licensing
- Microchipping

***Please tell me more about your Sleeping Crate program.*** For homeless shelters and domestic violence shelters that honor the pet-human bond, Pets of the Homeless provides free metal collapsible pet crates so that pets can stay with their guardian. The crate(s) then becomes the property of the shelter for future use. This program is important because unless the homeless can bring their pets in the shelter, they will stay on the streets preventing them from receiving the needed social services that will help get them out of homelessness. This is our least requested program due to extreme overcrowding in most homeless shelters in the country.

***How do I get involved in my community? How do I advocate to my local community to help Pets of the Homeless? Become a Volunteer/Recruiter.*** We have different volunteer opportunities available from recruiting donation sites, to helping deliver pet food from Donation Site to Pet Food Provider, to networking a partner shelter or food pantry with a Donation Site, and simply spreading our Mission. We have local Pets of the Homeless **Facebook** groups so that like-minded individuals may gather to discuss current events, set up meet & greets, and team up to help your community. Help us spread the resources we have with police officers, fire departments, as well as social workers.

**How to Become a Volunteer/Recruiter** Feeding Pets of the Homeless is a national organization and we can use your help in recruiting pet food donation sites in your community. The pet food and supplies are delivered or picked up, you are not responsible for that task. The pet food providers will distribute the pet food and supplies to the homeless and low income. Fill out the form on our website and you will be contacted by our Volunteer Coordinator. **Become a Volunteer Recruiter**

Places to recruit are places that you might already have a relationship with the owner or manager. They include veterinary hospitals/clinics, groomers, pet food stores, boutique pet stores, trainers, doggy day care and other businesses that are open to the public. As examples: schools, chiropractors, dentists, real estate offices, government offices, pharmacies, tire stores, pet cemeteries, hair salons, banks and other businesses as well as other nonprofits are member donation sites.

***I wish there was a Donation Site near me.*** We rely on our Volunteer network to help spread the word about our Mission. You can become a

volunteer (just for a short period of time if you wish) if perhaps you know a business who might want to become a new Donation Site. We will send you the appropriate materials from headquarters so that you may share your passion and provide support for the pets of the homeless in **your** community.

### **Learn How to Become a Donation Site**

***Please have more coverage in the media.*** Pets of the Homeless is continually in the news, and continually strives to be in the news to spread our Mission. We send Media Releases to local newspapers in communities where new Donation Sites have joined our Network. ***How can I help?*** Send a Media Release to your local media when your community is helping Pets of the Homeless. Holding a pet food drive? Working with a dealership to fill a pick up truck with pet food and supplies? Participating in “Give A Dog A Bone Week?” Let your local media know. Use the following Media Kit on our website at any time to help cover **your community events**.

### **Pets of the Homeless Media Kit**

Read our current, “In the News” stories on our website here:

### **Pets of the Homeless In the News**

***Please brainstorm ideas to drum up assistance in both the way of volunteers to cover more areas.*** We agree! We welcome your ideas at any time.

Here are a few of our proven ideas:

- Speak with your local car dealership and ask them to participate in “Give A Dog A Bone Week” which is held the first full week of every August. This helps to promote that donations of pet food are needed all year round and that pets need not go hungry. It is free advertising for the car dealership and challenges your community to “fill a pick up truck” or other vehicle. Local law enforcement vehicles are another idea.
- You can reach out to your community homeless resources and drop off our “Homeless?” cards. This card has been designed to give our contact information out when a person who is homeless has a sick or injured pet and is seeking assistance. Contact us if you wish to have “Homeless?” cards sent to you.
- Host a pet food drive at your school, church, or business and donate the collected items to one of the Feeding Pets of the Homeless Pet Food Providers in your community.
- At your birthday celebration (or other event) ask for a donation of pet food in lieu of gifts or have the admission fee of your event be a bag of pet food.
- Spread the word. Share our Social Media posts on **Facebook**, **Twitter**, **Instagram**, **Pinterest** and **YouTube**.
- Contact local Food Banks, Homeless Shelters and Soup Kitchens to volunteer your time separating large bags of pet food into smaller, easy to carry bags and distributing pet food donations.
- Visit your local homeless communities and let them know of the resources available to them from Pets of the Homeless (emergency veterinary care for their animals, pet food provider sites where they can get free pet food for their pet)
- Start a crowdfunding campaign for Feeding Pets of the Homeless. Follow this link to learn more: **Fundraising Policy for Pets**

of the Homeless. Then ask your friends and family to donate to your campaign.

- As a business, you can **become a Donation Site** in your office or store.

***My area could do so much better if I had assistance.*** After you've **signed up as a Volunteer** with Pets of the Homeless you can connect with like-minded individuals in your area by joining and posting in the Pets of the Homeless **Facebook** community groups. Please remember these groups are currently in the growing process. Regular posts reaching out to others in your community will help grow your group and help you connect. You may also reach out in the **POTH Nation** Facebook Group. You may reach out to our Volunteer Coordinator at Headquarters should you have questions or ideas at 775-841-7463 or email [assist2@petsofthehomeless.org](mailto:assist2@petsofthehomeless.org).

***Please let us know about your Outreach Days. Engage Donors in your local programs.*** Pets of the Homeless sponsors Wellness Clinics in different areas of the nation. Some clinics are reoccurring while others are not. We reach out seeking Volunteers when they are needed. To get involved in your community, we suggest joining your area **Facebook** group to keep informed of current events and reach out to like-minded individuals participating in your area.

Regular Pets of the Homeless events, such as "Give A Dog A Bone" week in August and their outcomes are shared on our social media pages and in our monthly newsletter.

***Who do you help? What types of animals do you help?*** Pets of the Homeless provides emergency veterinary care assistance to pets whose guardian is homeless. Our Case Managers interview callers and verify homelessness through organizations and agencies that assist with the homeless. At our sponsored Wellness Clinics, we provide free examinations to the homeless and those who qualify for low-income services. Pets helped are mostly dogs and cats, but we have also helped reptiles, ferrets, snakes, birds and even a pet pig!

***Please show who the donations go to, I've seen the same photo used frequently.*** The photos you see regularly are our signature photos. To see where your donations are currently going, please read our monthly newsletter where we always cover recent emergency cases. You can find it here on the first of every month **Pets of the Homeless Monthly Newsletter** as well as on our Social Media pages. You can also read Success Stories on our website here: **[Pets of the Homeless Success Stories](#)**

***I hope that Pets of the Homeless is able to continue their Mission even after the current people who run it are unable to.*** Pets of the Homeless has **sustainability** due to the very nature of homelessness, which most certainly will not end. The Board of Directors has directed the Executive Director to invest in a "rainy day fund" of a minimum of three months of operating costs; it has been in place since early 2012. With recent bequests, we initiated the Feeding Pets of the Homeless Endowment Fund through the Community Foundation of Western Nevada. At present, the endowment is over \$59,000. We established the Legacy Society for Pets of the Homeless for people who have included us in their estate planning.

By year-end of 2018, over 4,800 individual cash donors, bequests and

foundations have donated over \$2.73 million since 2008, and over \$3.18 million in in-kind services, all of which is more evidence to our sustainability.

For more information about how you can remember Pets of the Homeless in your estate planning, click here: [The Legacy Society for Pets of the Homeless](#) or contact our Founder, Genevieve Frederick at [info@petsofthehomeless.org](mailto:info@petsofthehomeless.org).

***Please show complete transparency of donation money.*** Our current and all past year's tax returns, "Form 990" as well as all Annual Reports are available for viewing on our website: [Form 990 and Annual Reports](#)

***Are you on Guidestar?*** GuideStar has rated Pets of the Homeless as "Platinum," the highest rank. Their mission is to revolutionize philanthropy by providing information that advances transparency, enables users to make better decisions, and encourages charitable giving. Visit our profile here: [Feeding Pets of the Homeless on Guidestar](#)

In addition, a third party fundraising nonprofit, [GlobalGiving](#) has rated Pets of the Homeless as "Super Star". The Pets of the Homeless Emergency Veterinary Care Project rates 6 out of 4,206 other projects in the world.

***Who advises your non-profit? How is it run?*** Our [Board of Directors](#) meet quarterly and review and approve all budgets and financials. The Board has contributed each year as testimony of their commitment of the mission. This January we added two new members. The Board, that includes three veterinarians, and advisory board of professionals, provide valuable guidance.

### **Our Current Board of Directors are as follows:**

#### **Officers**

- Renee Lowry – Executive Director
- Genevieve Frederick – President & Founder
- Jennifer Rust – Secretary
- Michael Crossley, CPA, ABV, DVA – Treasurer

#### **Directors**

- Gary L. Ailes, DVM
- Michael Pulver, DVM
- Skylar Young, J.D.
- David J. Kowalek, BVMS
- Martin R. Jones, CPA

If you wish to contact any of our officers or directors please use the form on the [Contact Us](#) page on our website.

### ***How and who do I communicate with when I have questions?***

- For general questions about programs, contact our Executive Director, Renee Lowry (ext. 204) or our Office Manager, Laura Brown (ext. 203) at 775-841-7463, or email [info@petsofthehomeless.org](mailto:info@petsofthehomeless.org)
- Questions about donations, donor information updates, etc., call Kylee West, Accounts Receivable at 775-841-7463 ext. 206 or email [info@petsofthehomeless.org](mailto:info@petsofthehomeless.org)
- Questions about Volunteering or Pet Food Drives: Call our Volunteer Coordinator at 775-841-7463 or email [assist2@petsofthehomeless.org](mailto:assist2@petsofthehomeless.org)
- Contact Us via our website: [Contact Pets of the Homeless](#)

**How does a homeless person get a pet and/or get a pet taken away from them?** Most people become homeless **with** their pet. Homeless people find stray animals on the streets and find love, protection, and a purpose. Having to take care of a pet gives a homeless person a reason to keep going each day. Pets of the Homeless never takes away a homeless person's pet. Our mission is to keep the pet with their owner. Authorities may sometimes take a pet if a person is letting their pet run at large, attack other people or animals, or if there is evidence of animal neglect or abuse. Authorities will take a pet if the homeless person is arrested or taken to the hospital.

**Your Donate page won't allow me to change the dollar amount, so I always mail a check.** If the Pets of the Homeless "**Donate**" page won't allow you to change the donation amount, perhaps try a different browser, i.e., Internet Explorer, Google Chrome, Firefox, etc. You can also click on the orange dollar amounts above the form to change the donation amount. We welcome you to send in your check to headquarters, which allows us to save third-party fees and gives us 100% of your donation.

**How is Pets of the Homeless addressing public policy barriers in California?** There are many different topics of public policy barriers in the state of California. As far as homeless with pets, Pets of the Homeless has been trying to advocate shelters allowing pets across the country for years. Recently, Senator Bob Hertzberg (D) Van Nuys, CA, has developed a bill for consideration in the CA legislature which would create \$5 million in state general funds for homeless shelters to offer shelter, care and veterinary services to the pets of people staying there. You can read the bill here: **[Hertzberg Introduces Bill to Encourage Shelters to House People With Pets](#)**

As always, if you have questions, please call or email. We look forward to hearing from you. Thank you again for taking the time to complete our survey.

Sincerely,

Genevieve Frederick, Founder  
**Pets of the Homeless**

**DONATE NOW**

[www.petsofthehomeless.org](http://www.petsofthehomeless.org)



GIVE A DONATION



DROP OFF FOOD



BECOME A DROP  
OFF LOCATION



VOLUNTEER

(775) 841-7463  
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Keep in Touch

