

Feeding Pets of the Homeless®

2019 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.



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Genevieve Frederick

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From the desk of

Genevieve Frederick

Founder & President



2020 has certainly turned into a year that has changed the nation. While the annual report you are holding is a recap of our business in 2019, I'd be remiss not to address the pandemic and stay-at-home mandates we are all working through. In some states and here in Nevada, we are slowly reopening, but it is a time for being cautious for all of us.

For America's homeless population, shelter in place orders have an entirely different meaning. Many services that these citizens rely on were suspended early on, contributing to their daily struggles. At Feeding Pets of the Homeless, we were forced to abandon our office to work from home. Some of our donation and distribution sites have been shut down creating a difficulty in providing services to our homeless clients and supporters. We have tried to address every need and I am very grateful to our team and network of volunteers and hospitals for stepping up to provide services as best we can.

We incurred some exciting growth numbers in individuals served and pets treated in our veterinary network in 2019. We also had a heartwarming commitment from our volunteers who oversee our donations and distribution of pet food and supplies; rest assured that pets of the homeless receive care and pet food, making each day a little easier, knowing their cherished pet was well cared for.

Of course none of this would be possible without the selfless efforts by our donor network. Donations allow for us to provide emergency veterinary services, keep the office lights on and the paid staff going, as well as providing a budget for events like our wellness clinics.

Thank you all, we could not do what we do without each of your contributions.

Genevieve Frederick

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

Our History

In July 2008, Feeding Pets of the Homeless received nonprofit status as a public nonprofit organization. It is the original and oldest national nonprofit that provides pet food and veterinary care to pets owned by homeless people in communities across the United States. As of 2013, we've also expanded our network into Canada.

Feeding Pets of the Homeless provides various types of assistance. Our most frequent inquiries are for help and where to find providers that distribute pet food, arrange to help an injured or ill pet, coordinate necessary vaccinations, find a provider for a spay or neuter surgery or find a homeless shelter that allows pets.

Since 2008, Feeding Pets of the Homeless has paid more than \$1.5 million to provide emergency veterinary care and wellness clinic services to nearly 22,000 pets. The market value of food donations that have been distributed is nearly \$3 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 locales where the homeless congregate. Our donation sites have provided more than 1.4 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 that those who want to donate 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 that their beloved dog or cat is cared for.



Our Impact



“I’m Jasmine and this is my sweet Ama. She means the world to me; she’s my service dog. When you are homeless like I was, every day, and everything becomes a struggle to survive and I depend on Ama to survive. I have bad epilepsy and Ama tells me about 15 minutes before I seize allowing me to find a safe space or safe people to be around. I would be at the mercy of anyone around who wanted to do anything they wanted to me while I’m “out.” What would I do if I lost her? Ama was poisoned by a spiteful person and it is only through a referral to Feeding Pets of the Homeless that I was able to get her the help she needed. When I saw her come out of the emergency vet smiling (yes, my dog actually smiles, just like in the picture) and full of energy, she pushed me over with kisses. I’m so thankful to Feeding Pets of the Homeless for saving her. We are both doing better and Ama and I have a home and I have a job. Thank you Feeding Pets of the Homeless!”



“I’m Tiffany and this is my dog, Luna. One day she went out in the woods and must have slipped as she impaled herself on a broken tree branch. I was so frightened as I didn’t have the means to pay for a veterinarian, but I took Luna to the ASPCA for help. They referred me to Feeding Pets of the Homeless who arranged for emergency surgery to get Luna patched up. Between the surgery and medicine and follow-up, Feeding Pets of the Homeless and the staff at Willits Animal Hospital saved my sweet dog. Shortly thereafter, I found a job and a place to live, and Luna and I are doing great. Thank you Feeding Pets of the Homeless for helping me and my girl get through this rough time in our lives.”



“I’m Adam and through a series of catastrophic family events I found myself homeless and addicted to drugs, with only my sweet black Labrador, Lucy, by my side. I made sure Lucy always had her two meals, even if it meant that I wouldn't eat that night. Once homeless, it's really hard to get out and get the help you need. Sadly, it took close to seven years for me to really wake up. Lucy was my motivation. When Lucy got sick, there was no way I could have cared for her myself. Feeding Pets of the Homeless came to her rescue with emergency veterinary care. Feeding Pets of the Homeless helped me save Lucy, who in turn helped save me.”

“Feeding Pets of the Homeless helped save Lucy, who in turn helped save me.”

Our Mission & Programs



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.

What Feeding Pets of the Homeless® Does

Feeding Pets of the Homeless was created with the singular goal of providing the homeless with the resources and services to care for their pet that their current situation would not provide for.

Our North American network provides a variety of services such as emergency veterinary care, pet food, wellness clinics and a sleeping crate program to allow homeless to live in a shelter while their pet has a safe and secure crate.

Donation Sites & Pet Food Providers

Our Donation Sites are businesses that believe social responsibility is everyone's responsibility. These locations collect pet food and deliver the

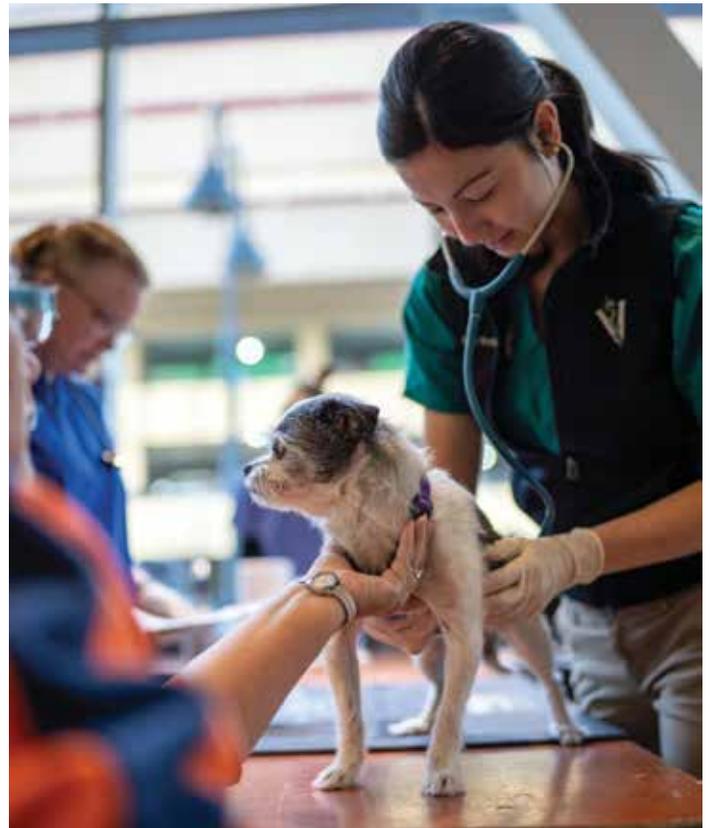
food to Pet Food Provider sites themselves or through a Feeding Pets of the Homeless volunteer. Pet Food Provider sites are organizations such as homeless shelters, food banks and soup kitchens serving homeless and low-income populations.

To deliver on our goal that no pets go hungry, we work closely with Donation Sites and Pet Food Provider sites to ensure that the supply chain runs smoothly. In 2019, we distributed 126,644 pounds of pet food.

We are still building and growing our network of Donation Sites and Pet Food Providers in more communities across North America every day. The need exists.

Wellness Clinics

Preventative care has proven to be a major factor in the care for healthy pets. Veterinarians and their staff offer wellness clinics, treating hundreds of pets, performing vaccinations, nail trimming, ear



Programs, continued

cleaning, and other basic wellness treatments. Some are monthly, single-day events and can feature event partners as well. In 2019, we sponsored 15 wellness clinics in eight locales treating approximately 460 dogs and cats. Veterinarians and their staff members donate their time, provide much needed supplies and in many cases leverage relationships with suppliers to help stretch our dollars even further.

Emergency Veterinary Care

Even with all of the support we receive from the wellness clinics across North America, our Emergency Veterinary Care Program is the most expensive program for us to maintain.

In 2019, 1,013 pets received emergency veterinary care for an estimated value of nearly \$300,000. The average veterinary visit cost was \$284.26. This is where your donations, and the donated services made by veterinarians, are so very helpful.



Veterinarians provided \$64,000 plus in discounted fees and services for our clients in 2019.

Crate Program

Pets are so important to their humans that 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 to address it. Some shelters allow pets if they are secured in a crate. We launched our Crate Program to provide crates to shelters so that homeless people can seek refuge from the outdoor elements by keeping their pet in a crate, following the rules of specific shelters.

This fairly new program is growing every year with 2019 seeing a 32 percent increase over the previous year for a total of 28 crates donated to shelters. When requested, the crates are drop-shipped to the facility. 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.

2019 At A Glance



42%

The contacts to Feeding Pets of the Homeless for assistance jumped 42 percent in 2019



15 Clinics

Fifteen wellness clinics in eight locations were sponsored serving 460 pets. Average cost per pet was \$12.50



28 Crates

The sleeping crate program continues to grow and 28 crates were shipped to homeless shelters in New Mexico, California and Tennessee



Over 126,000

pounds of food distributed

Addressing the Need

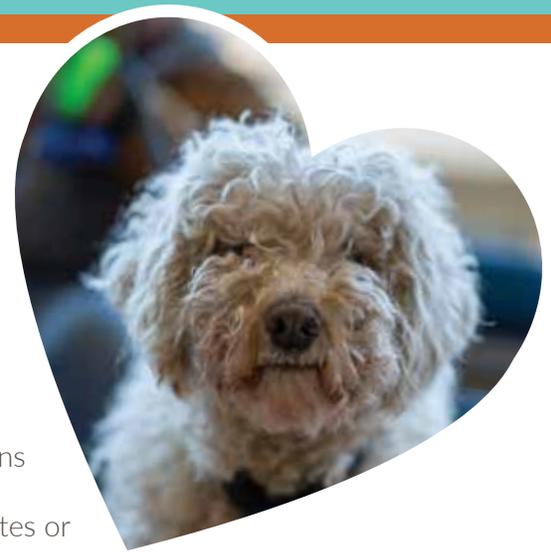
According to the 2019 U.S. Department of Housing and Urban Development (HUD) Annual Homeless Assessment Report to Congress, 568,000 people experienced homelessness as of January 2019, which reflects slight growth over the previous year and the number of people unsheltered rose by nine percent. However, the National Coalition for the Homeless estimates that there could be as many as 3.5 million homeless.

Most 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.

The Substance Abuse and Mental Health Services Administration (SAMHSA) National Mental Health Information Center reports that people who are homeless frequently report mental health problems.

Thirty eight percent report alcohol abuse problems and 26 percent report other drug abuse problems. Thirty nine percent report some form of mental health problems, with 20-25 percent meeting the criteria for serious mental illness. Three percent report having HIV/AIDS, 26 percent report acute

health problems like tuberculosis, pneumonia or sexually transmitted diseases, and 46 percent 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 percent of all homeless have pets, including service and companion pets. Data suggests more than 300,000 pets are on the streets across America with their homeless guardians.

In 2019, we assisted over 1,000 homeless people who did not have the resources to take their pet to a veterinary hospital. 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 for 2019

- Feeding Pets of the Homeless was named in California Senate Bill 258 presented before the Legislature and the result was that \$5 million was allocated to homeless shelters for kennels, veterinary care and pet food. Feeding Pets of the Homeless founder Genevieve Frederick was invited to speak to the committee in Sacramento.
- Research demonstrates that the companionship of a dog helps to boost mental and physical health, including alleviating stress, loneliness and increasing physical activity levels through dog walking and responsibility for its care.
- During 2019, Feeding Pets of the Homeless appeared in over 275 publications in print, online and video across the country. KRN TV, Petsguide magazine, This is Reno, Carson Now, Pittsburgh Post-Gazette, Arizona Republic, San Diego Union Tribune, RFD-TV and the Newport (Vermont) Daily Express are just a handful of the publications that have featured Feeding Pets of the Homeless.

2019 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

ADVISORY BOARD

William Creekbaum, Sr. VP

Robert Crowell, J.D.



Our Wish List for 2020 and 2021:

- Video production
- An online store
- Public service announcement sponsorship
- Facebook ads sponsorship
- Google ads sponsorship
- Two new hires

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
- *Sebastian Swann
- *Marguerite Grieg (Mimi) Swanson
- *Sharyn Wetmore
- Natasha Brenner
- Keith Brown
- JoAnne Caravella
- Genevieve Frederick
- Tim Gerrard
- Harding-Davis Family
- Lois Hauck
- Rance Sanders
- Alana Willroth
- Edward and Diana Burton-Raschen
- Kathleen & Jim Stemler
- *deceased



Feeding Pets of the Homeless® Endowment Fund

In 2017 we began an endowment fund to guarantee the long-term sustainability of Feeding Pet of the Homeless. The fund is held at the Community Foundation of Western Nevada in Reno, Nevada and the 2019 year-end balance was \$74,548.



2019 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.

AXA Foundation
Banfield Foundation
The Batchelor Foundation
Elsten Beeman Foundation
Ann and Robert Benson Foundation, Inc.
Lauretta Boyd Charitable Trust
Bright Funds Foundation
Brindisi Animal Foundation, Inc.
Bryce Family Foundation
Henry W. Bull Foundation
Community Foundation of Western Nevada
DJ & T Foundation
Doris Day Animal Foundation
Engelstad Family Foundation
Laura Frank Family Foundation
The Glide Foundation
Greenberg Animal Welfare Foundation
Jewish Community Foundation
The Lazin Animal Foundation Inc.

Levitt Family Charitable Foundation, Inc.
The Carl and Marilyn Malkmus Foundation Inc.
Carol Moss Foundation
Natysin Family Foundation
Nonemaker Foundation
Mrs. Cheever Porter Foundation
The Si and Tamara Redd Charitable Foundation
Rouse Family Charitable Trust
Southwest Gas Foundation
Sidney Stern Memorial Trust
Sundance Family Foundation
The Tarnoff Family Charitable Gift Fund
The Trico Foundation
VCA Charities
The Walt Disney Company Foundation
Geoff and Sally White Charitable Fund
Winnick Family Foundation

Donor Advised Funds

Thank you to the following Donor Advised Funds for their generous commitments to Feeding Pets of the Homeless.

David Abrams Charitable Fund - Fidelity Charitable

Anderson Charitable Fund - Fidelity Charitable Gift Fund

Benevity Community Impact Fund

Brunken Fund- Fidelity Charitable

Jenny Grace Chapin Fund- Fidelity Charitable

Donald and Dolly Clark Family Charity Gift Fund - T. Rowe Price Charitable Giving

Community Foundation of Western Nevada

Crispin-Fong 2004 Charitable Trust- Fidelity Charitable

Horizons Foundation

Sue Hughes - Schwab Charitable

Maine Community Foundation

Pledgeling Foundation

Lois P. Poster - Fidelity Charitable Gift Fund

Schwab Charitable

Nancy Stanback Donor Advised Fund - Salisbury Community Foundation



Staples Family Giving Fund - Fidelity Charitable

Michelle Stevens and Daniel Zinn - Schwab Charitable

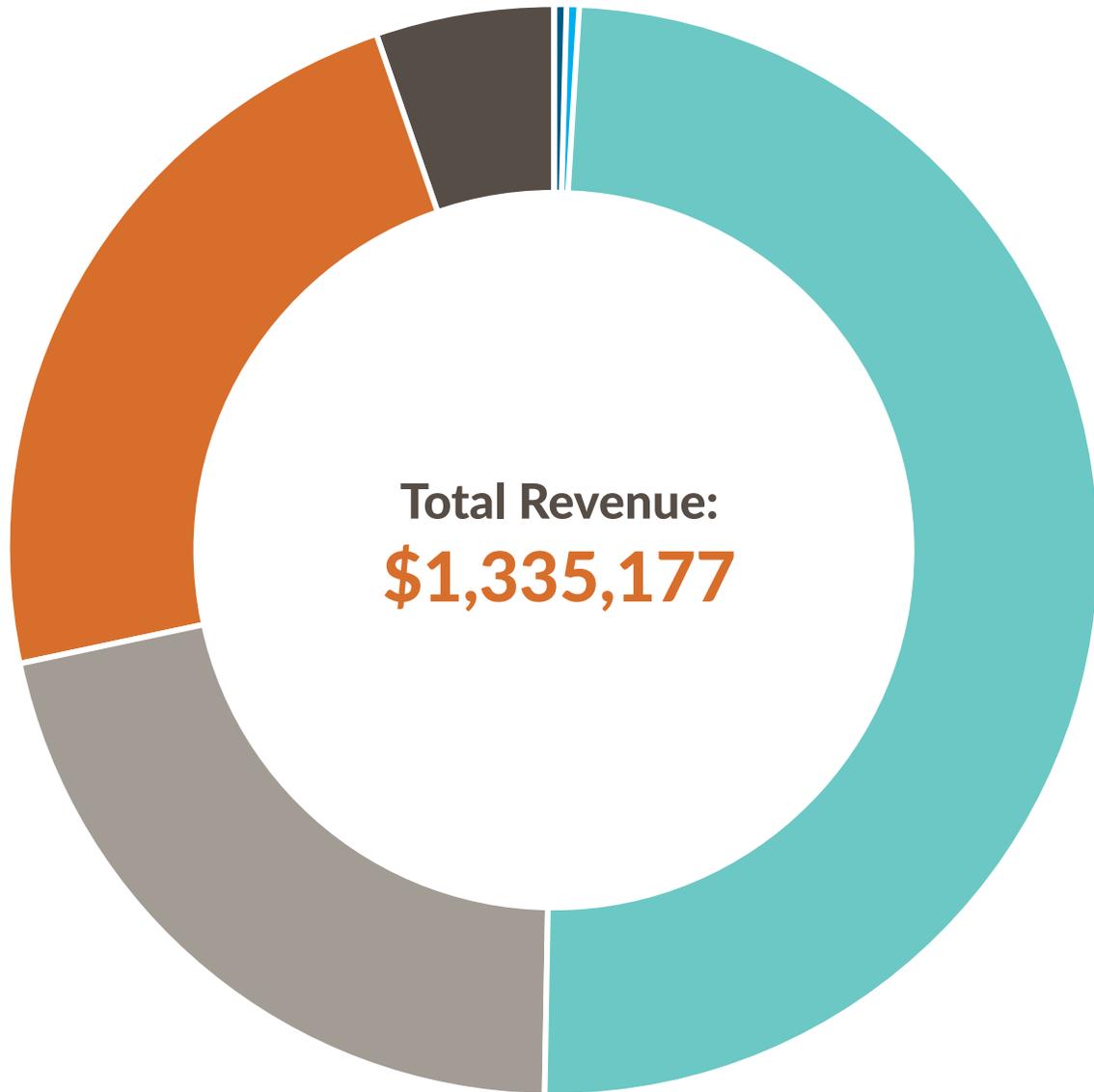
Strombom Family Charitable Fund - Fidelity Charitable

Willson-Weinberger Family Fund - TIAA Charitable Giving Fund

Statement of Financials

Revenue & Other Support	
Contributions	\$674,118
Donated Pet Food and Supplies	\$302,996
Grants	\$285,719
Donated Services	\$64,981
Other Income	\$3,297
Interest & Dividends	\$4,066
Total Revenue	\$1,335,177
Expenses	
Emergency Veterinary Care	\$283,573
Donated Pet Food and Supplies	\$302,996
Wellness Clinics	\$3,750
Sleeping Crates	\$1,700
Spay and Neuter	\$2,197
Wages	\$225,507
Donated Services	\$64,981
Advertising	\$45,744
Rent	\$32,069
Information Tech	\$13,679
Dues & Subscriptions	\$30,218
Professional Fees	\$10,400
Depreciation & Amortization	\$6,868
Office Supplies	\$4,378
Health Insurance	\$12,397
Postage	\$67,656
Other	\$3,468
Printing	\$86,783
Third Party Donation Fees	\$11,005
Outside Services	\$35,518
Telephone	\$3,576
Insurance	\$2,587
Travel	\$842
Training	\$304
Interest	\$179
Bank Fees	\$1,652
Total Expenses	\$1,254,027
Net Income	\$81,150

Revenue Breakdown



Total Revenue:
\$1,335,177

Contributions

Other Income

Donated Services

Grants

Donated Pet Food & Supplies

Interest & Dividends

Notes on 2019 Financials:

- The financials do not include the Endowment Fund
- 2019 advertising expenses were up slightly due to new engagement with Fundraising Strategies. Since they began handling our direct mail, our donor base has nearly doubled.
- The Board of Directors approved the financials by vote on June 30, 2020



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

 petsofthehomeless

 PetsHomeless

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 feeding-pets-of-the-homeless

 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.” We are registered as a “charity” with all U.S. states with registration requirements. Our EIN: 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.





EIN: 26-3010540

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