FEEDING PETS OF THE HOMELESS
2016
NINTH ANNUAL REPORT
FROM THE FOUNDER/PRESIDENT

Nine years, 445 tons of pet food and 15,000+ pets later – I am honored to still be on this journey, accompanied by Renee Lowry, Executive Director as well as the board, staff, volunteers, advisors and donors. Without you Pets of the Homeless would not have endured. Without you many pets would be hungry or in pain.

No pet, no matter who the guardian is, should be hungry. The same belief that led to starting Feeding Pets of the Homeless – has 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 support 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 provide 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 into the national organization that is profiled in this Annual Report.

In 2016, 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 for these pets.

Thank you for another incredible year.

Sincerely,

Genevieve Frederick
BRIEF HISTORY & SUMMARY

In July 2008, Feeding Pets of the Homeless, also known as Pets of the Homeless, received nonprofit status as a public charity. The organization is the only national nonprofit that provides pet food and veterinary care for pets owned by the homeless in local communities across the United States. As of 2013, we began expanding our network into Canada and Australia.

Pets of the Homeless provides various forms of assistance. Sometimes we simply offer an ear to listen to people’s experience of struggle in daily survival. Most frequently, we respond to requests for help: a) identifying where to find our sites that distribute pet food; b) funding and arranging to help an injured or ill pet; or c) arranging for necessary vaccinations and/or spay/neuter surgery. Many times we are asked where to find a homeless shelter that will allow pets.

Since 2008, Pets of the Homeless has paid over $456,000 to provide veterinary emergency care and wellness clinic services to over 15,000 pets, and to purchase pet food and sleeping crates.

The majority of distributed pet food is collected by our donation sites and volunteers and delivered to food banks, soup kitchens, homeless shelters and sometimes to the streets where the homeless assemble. Our donation sites have provided over 445 tons of pet food, which translates into one less worry for a homeless person on any given day and a happy pet.

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 support them out of homelessness.

Our website provides the essential information link between pet food donors and homeless clients. We continually update the site so that those who want to donate can easily find a location close by and those that need pet food and our other services can find those resources.
DEMOGRAPHICS – THE NEED

Each year, 3.5 million people experience homelessness in America, and everyday more are facing the possibility of homelessness. Over 76% of this group are chronically homeless due to a physical disability, a developmental disability, HIV/AIDS, mental illness, and/or substance abuse problems. We and other homeless nonprofits estimate that as many as 10-25% of all homeless have pets, including service and companion pets. Data suggests 350,000 – 875,000 pets are on the streets across America with their homeless guardians.

In 2016, we assisted 410 homeless people who did not have the resources to take their pet to a hospital. Despite improvements in the economy, homelessness continues to be a reality for many people. The need for pet food and veterinary care will continue to be a pressing concern for those who find themselves homeless and the pets that rely on them.

There are a number of organizations that are in the process of obtaining hard data that will re-enforce our estimates.

OUR MISSION

Feeding Pets of the Homeless believes in the healing power of companion pets and of the human/animal bond. Like many of us who experience that bond with our own pets, this relationship is very important in the lives of our clients. Their pets provide solace, protection and companionship. For a homeless person, caring for their pets on limited resources means they themselves must survive on 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 companion.

WHAT WE DO

DONATION SITES & PET FOOD PROVIDERS

Donation sites are businesses that believe social responsibility is everyone’s responsibility. These locations collect pet food and deliver it to food banks and soup kitchens already serving the homeless and disadvantaged. They, in turn, agree to distribute the food to their clients who own pets. To find our Donation Sites and Pet Food Providers, visit www.petsofthehomeless.org. The information on this site is updated daily and reflects active participants.
We believe that no pet should go hungry. Despite the inherent barriers, each year we strive to move closer to that ideal. We are pleased to report that 2016 showed an increase in pet food donations of over 6% from 2015. We strive to be proactive in communicating through interviews, press releases, and on social media the importance of pet food donations to as many communities and audiences as we can reach.

Our main office is always available to support donation sites and pet food providers in coordinating their efforts and increasing participation in their communities. For instance, as new donation sites are added to the network, the main office issues a press release to that site’s local newspapers giving background on the Pets of the Homeless mission, the location and hours of operation to accept donations, and contact information for both the local site and the home office.

Although our network is extensive, we have not yet reached every community. Nonetheless, we often receive in-kind donations from both individuals and companies in the mail from places where a donation site might not be nearby. As an example, each month we receive a box of treats from two dogs, Hawkeye and Sophie, mailed by their guardian in New York. We were also delighted to receive a box of new coats, sweaters, collars and dog booties from a family in New York. Just recently, a business donor, Animal Grace LLC out of Colorado, shipped over $5,000 worth of new jackets, harnesses, guard vests, packs, bowls, leashes, toys, collars and sleeping pads. This kind of generosity demonstrates the compassion of individuals and organizations who support us once they become aware of our mission. It also underscores the importance of continuing our efforts to increase awareness so that we can extend our network and thereby, our service base.

EMERGENCY VETERINARY CARE

Emergency care is our most costly program due to the type of veterinary services needed to treat the pets. Diagnoses we frequently see include parvovirus, swallowed foreign objects, skin lesions, injured limbs, ear infections, lacerations, and digestive issues. Treatment is costly because it often includes x-rays, lab tests, sutures, surgery, and overnight stays.

This year 410 pets received treatment under Emergency Veterinary Care at a cost exceeding $96,000. The average cost for a veterinary visit was $234.97. Projections for 2017 are at $120,000.
Our participating veterinary offices showed their commitment to our work in 2016 by discounting over $24,000 in service fees. It has been an honor to work with these committed, caring individuals from 150 hospitals in 26 States.

**How the Program Works**

On average, the organization’s two Case Managers spend 70% of their time working with clients. Their job is to determine any given caller’s eligibility for services. Pets of the Homeless staff specifically work with people who, at the moment of the request for services, are homeless on the streets without adequate shelter, water, electricity, and sanitary facilities. Case managers set up contact with licensed veterinarians and pre-authorize treatment. Once a pet receives treatment, veterinarians are paid directly for their services. Funding is limited for each pet over the life of the pet due to the challenges to balance incoming donations and the services we can provide. If the treatment exceeds that limit, 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.

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.

Case Managers maintain a database detailing each pet served and the details of that service. This database allows us to evaluate our programming and track use of funding.

**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 reducing the spread of communicable diseases in the community.

**WELLNESS CLINICS**

At Pets of the Homeless, we know that vaccinations can prevent diseases and illness. We work with animal hospital and clinic sites who want to increase their participation beyond collecting food
Rollin was treated for blisters on his toes from the hot pavement. His guardian is homeless on the streets in Redding, CA and supply donations and advise them on the logistics of setting up and running a wellness clinic. Veterinarians, staff and volunteers donate their time and expertise and Pets of the Homeless sponsors the event by providing funds to cover hard costs like syringes, needles, vaccines, exam gloves, disinfectant, and worm and flea treatments. Many times the veterinarians, themselves, are able to reach out to their own vendors for vaccine donations, which helps our dollars stretch even further.

Many of the Wellness Clinics are annual events. However, in several locations volunteer veterinarians see pets twice monthly at their own facilities, and/or monthly at shelters and food banks. One such veterinarian, Dr. Stoothoff of South Ocala, FL, donates his time and goes to Brothers Keepers Soup Kitchen to provide pet wellness services every other Wednesday afternoon with his wife.

Pets of the Homeless requests a report from each host clinic within 120 days of the event so that we know how the funds were spent, how many volunteer hours were donated, and how many pets were served. We also request photos of the event to use in our outreach effort and to raise awareness around the important work these Clinics do.

During 2016, we spent $25,000 in sponsorships – a substantial 194% increase over 2015. Over 2,000 pets were treated during 91 wellness clinics in 17 locations across the United States with an average cost of $12.23 per animal. We attribute the increase in clinic activity to our PR outreach and Case Managers’ contacts in the course of providing client services. We find that veterinarians are enthusiastic about participating when they learn of this other avenue through which they can contribute to their communities.

**CRATE PROGRAM**

While each year we are pleased to report regular increases in activity with each of our other programs, getting crates into shelters has met with more modest gains. Many homeless clients report that they are reluctant and/or unwilling to leave their pets to go into shelters. As a result, these clients are not able to take advantage of services that might support the process of building a new independent life for themselves and their pet companions. When one has so little to begin with, it’s a sad irony to consider that one might have to give up one source of support, protection and solace to find another. Something as simple as getting crates into homeless and domestic violence shelters facilitates linking pet
owning homeless clients with services and possibly better futures without forcing further loss.

Pets of the Homeless will ship metal sleeping crates to homeless and domestic violence shelters so pets can sleep comfortably and safely next to their loving guardians. The crates become the property of the shelter and can be used many times due to durability. In 2016 three crates were shipped to Share House in Vancouver, WA and one crate to the Seattle Union Gospel Mission.

The greatest hurdle to successfully placing crates in shelters is being told by those that run them that pets are not allowed due to permits, health department restrictions and many other concerns like allergies and lack of dog licenses. This is tough to hear. Despite our disappointment, we will continue to encourage as many shelters as possible to consider the benefits of finding a way to include pets in their work to transition clients out of homelessness.

**HOW DONATION DOLLARS ARE SPENT**

For every donated dollar, $0.85 went to program expenses, $.075 went to management and general expenses, and $.075 went towards fundraising expenses. Sixty-three percent of our revenue stream comes in the form of cash or check, which is our preferred method of donating since 100% of your gift comes to Pets of the Homeless. We recognize that many prefer the convenience of a credit card donation through a third party payment center such as Stripe, PayPal, and GlobalGiving to name a few. These avenues account for 37% of our donated dollars. As reflected in the Financial Statement the fees attached to these donation avenues must be subtracted from the overall donation and result in a lesser amount being available for service delivery and related support activities.

Since 2008, over 4,300 people like you, gave pet food, cash or volunteered their time to help Pets of the Homeless fulfill our mission. Our three dedicated staff members aim to provide the highest customer service and maximize all resources to develop and sustain the organization’s ability to network with volunteers, donation sites, pet food provider organizations, and veterinary hospitals.
Yohan suffered from burns when his guardian’s tent caught fire in the river bottom in Riverside, CA. Yohan wouldn’t leave until his guardian woke up. A HERO!

2016 GRANTS

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

David Abrams Charitable Fund
Animal Farm Foundation, Inc.
Art Paws
Terese Lynn Atkins Foundation
Elsten Beeman Foundation
Brindisi Animal Foundation, Inc.
The Bryce Family Foundation
Henry W. Bull Foundation
William E. Dean, Charitable Foundation
DJ & T Foundation
Doris Day Animal Foundation
Engelstad Family Foundation
The Fatta Foundation
For Our Friends The Animals
The Thornton and Katrina Glide Foundation
Robert Z. Hawkins Foundation
Michael J. & Patricia Levitt Family Charitable Foundation, Inc.
The Carl & Marilyn Malkmus Foundation Inc.
Neal Foundation Trust
J. Robert Nonemaker Foundation for Small Animals
On Shore Foundation, Inc.
The Si Redd & Tamara Redd Charitable Foundation
The William Rosenbaum Family Charitable Gift Fund
Ray Rowe Trusts for Animals
Save Our Strays, Inc.
Schwab Charitable Advisory Fund
Silicon Valley Community Foundation
The Thomas & Mary Ann Tizzio Foundation
The Trico Foundation
The Corille-Trist Family Foundation
The WHC Foundation
GOALS

Promote the importance of joining the program as a donation site to veterinarians and pet related businesses.

Raise awareness on the importance of distributing pet food to the less fortunate to food distributing organizations.

Speak out on the issue of pets of the homeless and the disadvantaged during radio interviews, television, video clips, and on social media.

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 and domestic violence shelters so pet guardians do not have to make the decision of abandoning their pet so they can sleep inside.

In response to frequent requests from interested people, who want to replicate our programs, we will launch a system of local chapters around the world that will safeguard our model and brand.

Due to demand, we must increase staffing by one part-time employee and increase the number of volunteers who recruit donation sites by at least 100 in 2017.

Grow the number of donation sites to every state. Based on the American Council on Science and Health 2015 report, some of the cities and counties with the highest concentrations of homeless populations are: Springfield & Boston, MA; Honolulu, HI; Washington, DC; New York, NY; San Francisco, Santa Rosa/Sonoma County, Monterey County & Benito County, CA. These locations have between 600-1,945 homeless per 100,000 people. We will focus on developing contacts and resources proportional to the need in these locations.

It is imperative that we increase the number of donation sites that report their successes and stories by communicating on a timely basis. Without their reports we are not able to give an accurate record of the number of pounds of pet food that has been donated.

Increase the number of veterinarians who apply for funding for Wellness Clinics which are important to decrease disease and illness in pets of the homeless.

Encourage peer fundraising as more individuals challenge their friends and family to help raise funds for Pets of the Homeless.
Create more partnerships with veterinary hospitals in communities across the nation to serve more pets of the homeless.

The media has propelled us to new heights every year and it is our goal to continue to improve coverage and encourage public action and support by 25%.

Increase our e-newsletter subscriptions to have the recipient forward it to another person that would find the stories interesting enough for them to join our efforts.

Supply over 100 crates to homeless shelters this year by brings an awareness about our Pets of the Homeless Crate Program.

**STAYING IN TOUCH – KEEPING OUR MISSION VISIBLE**

**WEBSITE**

The Pets of the Homeless website is updated daily and provides detailed information on how to find services for homeless people and their pets, as well as how and where to donate.

Features include a resources section and interactive map where the homeless can find pet food and supplies, shelters, and resources by zip code and/or city and state. Donors can use the map to find donation sites. The map can even detect your location to help find services near you. The site also features friendly responsive design, for the nearly 50 percent of users who visit the site using mobile devices.

The 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.

**SOCIAL MEDIA**

Pets of the Homeless saw an increase in followers across all social media. Stories are frequently added to Facebook that increase our exposure to the public. Fans often leave comments and share. By the end of 2016 we had a record 112,252 “Likes” increasing by 31% over last year.

An Instagram page was started in 2015. Followers have increased 75%. Our Twitter account also saw an increase of 23%. We also added a Pinterest account. Our YouTube page has many videos and more are on the way.
NEWSLETTER

By the end of 2016 over 7,800 subscribers received a monthly newsletter via email or mail. Each month our newsletter reports on specific heart wrenching cases. with details how we helped. We highlight many interesting donation sites, volunteers, and include announcements.

RECOGNITION AND SUCCESSES

Pets of the Homeless is registered as a public charity in all States that have it as a requirement to solicit its citizens. If your State is not listed, registration is not required.

Alabama Attorney General
Alaska, Department of Law
Arkansas Attorney General
California Department of Justice
Colorado Secretary of State
Connecticut Department of Consumer Protection
Florida Department of Agriculture & Consumer Services
Georgia Secretary of State Securities & Charities Division
Hawaii Attorney General
Kansas Secretary of State
Illinois filed and waiting notification
Kentucky Secretary of State
Maine Department of Professional & Financial Regulation
Maryland Secretary of State
Massachusetts Attorney General
Michigan Attorney General
Minnesota Attorney General
Mississippi Secretary of State Certificate of Registration
Missouri Attorney General
New Jersey Attorney General filed and awaiting notification
New Hampshire Department of Justice Charitable Trusts Division
New Mexico Attorney General filed and waiting notification
New York Attorney General
North Carolina Secretary of State
North Dakota Secretary of State
Mississippi Secretary of State
North Carolina Secretary of State
North Dakota Secretary of State
Ohio Attorney General
Oklahoma Secretary of State
Oregon Department of Justice
Pennsylvania Bureau of Charitable Organizations
Rhode Island filed and waiting notification
South Carolina Secretary of State
Tennessee Secretary of State
Utah Department of Commerce, Division of Consumer Protection
Virginia Department of Agriculture and Consumer Services
Washington Secretary of State
Washington, DC filed and waiting notification
West Virginia Secretary of State, Charities Division Letter of Good Standing

Baby Girl was treated for a torn ACL. Her guardian is homeless in Cortex, CO

Shellyn was urinating uncontrollably, and her back legs were not working. She was diagnosed and treated for a urinary tract infection. Her guardian is a Veteran living in his van in Rancho Cucamonga, CA

Pepper burst an anal gland
This year we added 336 new volunteers. Most are recruiting new donation sites across the country. Some assist at wellness clinics and in headquarter offices.

**Ratings & Awards**

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.

A third party fundraising nonprofit, GlobalGiving has rated Pets of the Homeless as “Super Star”. The Emergency Veterinary Care Project rates 333 out of 22,072 other projects in the world.

Pets of the Homeless website was listed as a top nonprofit “Best of Nonprofit Fundraising Sites” by npEngage, a nonprofit resource for trends, best practices, and need to know news.

Pets of the Homeless received top honor in the Nevada Business Magazine’s Family Owned Business Awards “Don’t Forget to Share” category.

Pets of the Homeless was awarded “Ordinary People, Extraordinary Measures by the Community Associations Institute, Nevada Chapter.

100% Board Giving - Awarded by the Western Nevada Community Foundation in 2016, as in past years, every Board member has made a financial donation.

**Public Relations**

In 2016, we had interviews with: author Lara Magallon, the editor of Independence RV, Little Pampered Dog magazine, Catster magazine, video by United Latino, Elite Daily video, author of the book “Stress Out for Cats, Dogs and Their people”, Cummings Veterinary Medicine magazine, Independent Radio for Open Minds, Woman’s World magazine, Pet Project News, Pets Matter, Horse Tales, Fusion, GoodNet, Nevada Business Magazine, 23ABC News in Bakersfield, CA, KOB Eyewitness News in Albuquerque, NM, This is Paw Print – Harold Rhee, Radio Pet Lady – Tracie Hotchner and graduate students as well as high school students, including numerous newspapers across the country announcing businesses as donations sites using our press releases.
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<tr>
<th>Ordinary Income/Expense</th>
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<td><strong>Income</strong></td>
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<tr>
<td>Direct Public Grants</td>
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<td>Foundation and Trust Grants</td>
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<td>Total · Direct Public Grants</td>
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<td>Direct Public Support</td>
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<td>Donated Prof Fees, Facilities</td>
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<td>Gifts of Pet Food &amp; Supplies</td>
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<td>Individual, Business Contributions</td>
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<td>Other In-Kind Gifts</td>
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<td>Legacies and Bequests</td>
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<td><strong>Volunteer Services - Non-GAAP</strong></td>
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<td>Emergency Veterinary Care</td>
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<td>Wellness Clinics</td>
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<td>Spay / Neuter</td>
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<td>Pet Food - Purchased</td>
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<td>Sleeping Crates - Purchased</td>
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<td>Total · Other Types of Expenses</td>
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BOARD OF DIRECTORS DURING 2016
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
Director – Skylar Young, J.D.

ADVISORY BOARD
Angela D. Bullentini, Esq.
William Creekbaum, Sr. VP
Martin Jones, CPA
Jan McCauley

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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Carson City, NV 89701

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