FROM THE FOUNDER/PRESIDENT

The Pets of the Homeless Annual Report provides me with an opportunity to reflect on accomplishments from 2017. It is during this time that I pause to recognize you, our donors, Donation Sites, Pet Food Providers, our network of veterinary hospitals, volunteers, foundations, our board members and staff. I am reminded of the good that you have done in communities across the country this past year.

Thank you to our donors for your generosity that allows us to provide emergency veterinary care and to sponsor wellness clinics through your donations. You inspire me!

You, our Donation Sites and your vital efforts to help feed hungry pets in your communities always inspire me.

You, the Pet Food Providers that distribute the donations brought to you by our Donation Sites move me.

I am inspired by you, the volunteers who recruit Donation Sites, pick up and deliver the donations, you who fundraise, and you who provide transportation to get a pet in need to a hospital.

You make these programs work and it would not be possible without each of you!

As we head into our tenth year as a nonprofit, I want to thank and congratulate all of you for your efforts and the donations that enables Pets of the Homeless to reach so many pets in need.

Thank you for another amazing year!

Sincerely,

Genevieve Frederick, Founder/President
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 experiences of the daily struggle to survive. Most frequently, we respond to requests for help: a.) identifying where to find our Pet Food Providers that distribute pet food; b.) arranging to help an injured or ill pet; c.) arranging for necessary vaccinations and/or spay/neuter surgery and; d.) often we are asked where to find a homeless shelter that will allow pets.

Since 2008, Pets of the Homeless has paid over $634,554 to provide emergency veterinary care and wellness clinic services to over 17,460 pets, and to purchase pet food and sleeping crates.

Our Donation Sites and volunteers collect the majority of pet food and it is delivered to food banks, soup kitchens, homeless shelters and sometimes to the streets where the homeless congregate. Our Donation Sites have provided over 534 tons of pet food and supplies at a fair market value of over $2.1 million. That translates into one less worry for a homeless person and a happy 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.

Our website provides the links 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 that need pet food and our other services can find those resources.
DEMOGRAPHICS – THE NEED

One approximation of the annual number of homeless in America is from a study by the National Law Center on Homelessness and Poverty, which estimates between 2.3 and 3.5 million people experience homelessness and everyday more are facing the possibility of homelessness. From the SAMHSA's National Mental Health Information center, people who are homeless frequently report health problems. Thirty-eight percent report alcohol use problems; 26% report other drug use problems; 39% report some form of mental health problems (20-25% meet criteria for serious mental illness); 66% report either substance use and/or mental health problems, 3% report having HIV/AIDS, 26% report acute health problems other than HIV/AIDS such as tuberculosis, pneumonia or sexually transmitted diseases, 46% report chronic health conditions such as high blood pressure, diabetes or cancer.

We and other nonprofits providing assistance to the homeless 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.

We have assisted over 1,500 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 emergency veterinary care will continue to be a pressing concern for those who find themselves homeless and the pets that rely on them.

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](http://www.petsofthehomeless.org). The information on this site is updated daily and reflects only active participants in the network.

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 2017 showed an increase in pet food donations of over 10% from 2016. 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 newspaper(s) giving background on the Pets of the Homeless mission, the location and hours of operation of the Donation Site that accepts donations, and contact information for both the local Donation Site and the Pets of the Homeless headquarters.

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. 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 frequently reported include parvovirus, ingested 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 767 (compared to last year of 410) pets received treatment under Emergency Veterinary Care at a cost exceeding $176,000 (last year $96,000). The average cost for a veterinary visit was $230.63. Projections for 2018 are at $250,000.

Our participating veterinary offices showed their commitment to our work in 2017 by discounting over $44,000 (last year $24,000) in service fees. It has been an honor to work with these committed, caring individuals from 179 hospitals in 29 states.

How the Program Works
On average, the organization’s three 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 time of the request for services, are homeless on the streets without adequate shelter, water, electricity or sanitary facilities. Case Managers contact a licensed veterinarian and pre-authorize treatment. Once the 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’s guardian to find additional funding with other agencies to cover the costs. Every year we have been able to increase the limit with increased donations.

If the pet’s guardian does not qualify, the Case Manager provides resource 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 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 provide additional support beyond collecting food 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 reach out to their own vendors for vaccine donations, or two for one, which helps our dollars stretch even further.
Many of the Wellness Clinics are annual events. However, in several locations volunteer veterinarians see pets bi-monthly at their own facilities, and/or monthly at shelters and food banks. One such veterinarian, Dr. Glanzberg and his wife of Bennington, VT, donates their time and goes to the First Baptist Church once a month to provide pet wellness services.

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 expended, 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 provide.

During 2017, we spent over $16,000 in sponsorships. Over 900 pets were examined and vaccinated during 63 wellness clinics in 11 locations across the United States and Canada with an average cost of $16.51 per pet. We anticipate an increase in clinic activity in 2018 due to an increase in our public relations outreach and Case Managers’ contacts in the course of providing client services. We find that veterinarians are enthusiastic about participating when they learn of other avenues 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, providing crates to 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 is a sad irony to consider that one might have to give up any 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 2017, five crates were shipped in Nevada and one to South Carolina.

The greatest hurdle is being told by shelters 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, $0.84 went to program expenses, $.08 went to management and general expenses, and $.08 went towards fundraising expenses. 87% 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 or 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 services and related support activities.

Since 2008, over 4,500 people like you, gave pet food, cash or volunteered their time to help Pets of the Homeless fulfill our mission. Our five 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.
2017 GRANTS
Appreciation and sincere gratitude go to these foundations and charities that believe that the unique programs Pets of the Homeless offers are beneficial in communities across the country.

Aetna Foundation, Inc.
AXA Foundation
Bak/Randolph Family Fund
Bank of America Charitable Foundation
Elsten Beeman Foundation
Bright Funds Foundation
Bryce Family Foundation
DJ & T Foundation
Eccles Foundation
Everhart Animal Protection Fund
Gannett Foundation
GE Foundation
The Glide Foundation
Greenberg Animal Welfare Foundation
William H & Mattie Wattis Harris Foundation
inFaith Community Foundation
Robert & Pearl Knox Foundation
Levitt Family Charitable Foundation, Inc.
The Carl & Marilyn Malkmus Foundation, Inc.
The Bruce & Renee McIntryre Charitable Trust
Nonemaker Foundation
NV Energy Foundation
Petco Foundation
Pledgeling Foundation
The Si Redd & Tamara Redd Charitable Foundation
The William Rosenbaum Family Charitable
Save Our Strays, Inc.
Schwab Charitable – Donor-Advised Fund
Sidney Stern Memorial Trust
The Tarnoff Family Charitable Gift Fund
VCA Charities
Wells Fargo Foundation
The WHC Foundation
LEGACY SOCIETY FOR PETS OF THE HOMELESS

This year we were able to start the Legacy Society for Pets of the Homeless. Members have included a bequest to Feeding Pets of the Homeless in their will or trust. Their generosity is the catalyst for Pets of the Homeless growth, and their actions inspire others to care, connect and engage. The following individuals believed in our mission and trusted us by donating a portion of their estate. This strengthens our growth and ensures that no pet goes hungry or is in pain due to their human’s homelessness.

Anonymous
Genevieve Frederick
Ed and Diana Raschen
Teresa Lenore (Caudle) Sanders of Alabama (1954 – 2015)
Lindsay Patterson of Nevada (1953 - 2016)
Patricia Sharon of California (1937 - 2017)

FEEDING PETS OF THE HOMELESS ENDOWMENT FUND

Long-term sustainability is important to Pets of the Homeless. With funds received from bequests, we started an endowment fund this year. At year-end, the endowment had $62,542. If you are interested, please contact our office for additional information.

LOOKING AHEAD

- Continue promotion of joining the program as a Donation Site to veterinarians and pet related businesses.
- Promotion to hospitals to partner with us when there is an emergency so we do not have to cold call
- Raise awareness on the importance of distributing pet food to the less fortunate to food
distributing organizations and provide them with cards to give the homeless on how to contact us in an emergency.

- Speak out on the issue of pets of the homeless and the disadvantaged during radio interviews, television and 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 are launching a system of affiliates around the world that will safeguard our model and brand.
- Due to demand, we are increasing staff.
- 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 continue to remain focused on developing contacts and resources proportional to the need in these locations. We have developed a marketing plan that will include those cities.
- It is imperative that we increase the number of Donation Sites that report their successes and stories by communicating to us on a timely basis. Without their reports, we are not able to give an accurate record of the number of pounds that have been donated. We recently hired staff to be proactive in the role of Volunteer Coordinator.
- Wellness Clinics are important to decrease disease and illness in these animals and we would like to see an increase in the number of veterinarians who apply for funding.
- Peer fundraising is on the rise as more individuals challenge their friends and family to help raise funds for Pets of the Homeless. We will encourage more peer fundraising.
We often spend valuable time cold calling hospitals in a specific location to assist a pet that is injured or ill. If we can create more partnerships with veterinary hospitals in communities across the nation to assist pets needing veterinary care we can serve more pets.

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

By increasing our e-newsletter subscriptions, it is a goal to have the recipient forward it to another person that would find the stories interesting enough for them to join our efforts.

By bringing an awareness about our Pets of the Homeless Crate Program, it is a goal to supply over 50 crates to homeless shelters this year.

Encourage supporters to join our Legacy Society for Pets of the Homeless by including us in their estate planning.

Promote our Feeding Pets of the Homeless Endowment Fund for lasting sustainability into the future.

At present, we have over 800 volunteers in our database. Most are recruiting new Donation Sites across the country. Some assist at wellness clinics and in headquarters’ offices. We would like to add more.

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 close by. The site also
features responsive design, friendly 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 noticed an increase in followers across all social media. Stories are frequently added to [Facebook](https://www.facebook.com) that increased our exposure to the public. Fans often leave comments and share. By the end of 2017, we had a record 112,300 followers.

An [Instagram](https://www.instagram.com) page was started in 2015 and has over 600 followers. Our [Twitter](https://twitter.com) account also saw an increase to over 1,700 followers. We also added a [Pinterest](https://www.pinterest.com) account. Our [YouTube](https://www.youtube.com) page has many videos and more are on the way.

**NEWSLETTER**
By the end of 2017 over 8,000 subscribers received a monthly e-newsletter. Each month our newsletter reports on specific heart wrenching cases. We highlight many interesting Donation Sites, volunteers, and include announcements.

**RECOGNITION AND SUCCESSES**

Pets of the Homeless is registered as a public charity in 43 States 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 Office of the Attorney General
Kentucky Secretary of State
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.

- 100% Board Giving - Awarded by the Western Nevada Community Foundation in 2017, as in past years, every Board member has made a financial donation.

- In 2017, we had interviews with: student, Peyton Tulle; student Mitchel Wilson; radio host, Jenny Burkhisier, For the Record, a national public affairs show; documentary film producer, Harry Pallenberg; radio host, Dr. Julie Mayer of Voice of America; Kristin Howard, writer for This Dog’s Life; LA Program Director for Global Girl Media, Ashley Ellis; reporter for Fox 11 – My News 4, Diane Thao; author, Kris Carr, at KrisCarr.com; writer, Emily Watson at Animal

11% of emergency cases are cats

89% of emergency cases are dogs
Wellness Magazine; host, Charlotte Reed, The Pet Buzz; executive producer, Judy Francis of Animal Radio; news intern, Audrey Garces of San Francisco Examiner; casting director, Francine Dauw for Netflix; staff writer, Julia Terruso of The Philadelphia Inquirer; writer/photographer, Eline van Nes of Dutch international media; reporter, Elizabeth Olveda with Channel 2 KTVN Reno, Animal Planet.

* During the month of October, a local car dealer held a pet food drive to fill a pick up. At the end of the campaign, the truck was in a parade. Volunteers walked with their dogs in support of Pets of the Homeless.

* This is an example of a business card that we produced for people to give to homeless they see on the streets. The cards are distributed to pet food providers, law enforcement, firefighters, social workers and anyone that would like to be able to assist the homeless who have pets.
**STATEMENT OF FINANCIAL INCOME AND EXPENSE**  
January through December 2017

### Income

<table>
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<tr>
<th>Description</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Foundation and Trust Grants</td>
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<tr>
<td>Donated Prof Fees, Facilities</td>
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<tr>
<td>Gifts of Pet Food &amp; Supplies</td>
<td>304,167</td>
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<tr>
<td>Indivd, Business Contributions</td>
<td>215,201</td>
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<tr>
<td>Other In Kind Gifts</td>
<td>204</td>
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<tr>
<td>Bequests</td>
<td>228,944</td>
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<tr>
<td>Volunteer Services - Non-GAAP</td>
<td>79,845</td>
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<tr>
<td><strong>Total Income</strong></td>
<td><strong>999,250</strong></td>
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### Expense

<table>
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<tr>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>Emergency Veterinary Care</td>
<td>176,895</td>
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<tr>
<td>Wellness Clinics</td>
<td>16,160</td>
</tr>
<tr>
<td>Spay / Neuter</td>
<td>2,133</td>
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<tr>
<td>Pet Food/Sleeping Crates - Purchased</td>
<td>567</td>
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<tr>
<td>Pet Food &amp; Supplies - Donated</td>
<td>304,167</td>
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<tr>
<td><strong>Total Program Expenses</strong></td>
<td><strong>499,922</strong></td>
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<tr>
<td>Bank/Service Fees/Other</td>
<td>150</td>
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<tr>
<td>Business Registration Fees</td>
<td>11,200</td>
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<tr>
<td>Accounting &amp; Audit Fees</td>
<td>11,678</td>
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<tr>
<td>Donated Prof Fees - GAAP</td>
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<td>Volunteer Services - Non-GAAP</td>
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<td>Leased Phone System</td>
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<td>Leased Office Space</td>
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<td>Depr - Allowable</td>
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<tr>
<td>Amort - Allowable</td>
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<tr>
<td>Postage, Mailing Service</td>
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<td>Printing and Copying</td>
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<td>Office Supplies</td>
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<td>Telephone, Telecommunications</td>
<td>1,843</td>
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<tr>
<td>Information Technology</td>
<td>10,648</td>
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<td>Advertising Expenses</td>
<td>6,376</td>
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<td>Insurance - Liability, D and O</td>
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<tr>
<td>Other Expenses</td>
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<td>Third Party Donation Fees</td>
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<td>Payroll Expenses</td>
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<td>Conference, Meeting</td>
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<td><strong>Total Business Expense</strong></td>
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**Total Expense**  

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<tr>
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<td>821,365</td>
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**Net Ordinary Income**  

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<tr>
<td>177,885</td>
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**Other Income**

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<th>Description</th>
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</thead>
<tbody>
<tr>
<td>Dividend, Interest (Securities &amp; Savings)</td>
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<tr>
<td>Unrealized Gain/Loss on Investments</td>
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<tr>
<td>Credit Card Award Points</td>
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<tr>
<td>Misc. Income (refunds)</td>
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**Total Other Income**  

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<th>Amount</th>
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<td>5,075</td>
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**Other Expense**

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<th>Description</th>
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<tbody>
<tr>
<td>Donation Endowment Expense</td>
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<tr>
<td><strong>Total Other Expense</strong></td>
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**Net Other Income**  

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<tr>
<td>-56,925</td>
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**Net Income**  

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<tbody>
<tr>
<td>120,960</td>
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**Note:**
1. 2017 Feeding Pets of the Homeless Endowment Fund Total= $62,542  
2. Complete audited financial statements can be found at petsofthehomeless.org
**Revenue**

- Individuals & Corporate: 48%
- Donated Pet Food & Supplies: 33%
- Foundations: 14%
- Donated Services: 5%

**Expenses**

- Program: 84%
- Fundraising: 3%
- Management & General: 13%

2017 BOARD OF DIRECTORS
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
Robert Crowell, Esq.

INFORMATION
Feeding Pets of the Homeless
IRS: 501(c)(3) Tax-Exempt
Nevada Nonprofit Corporation
Tax EIN: 26-3010540

AKA: Pets of the Homeless
400 W. King Street, Suite 200
Carson City, NV 89703

Tel: 775-841-7463
Fax: 775-841-7466

www.petsofthehomeless.org
info@petsofthehomeless.org