



2019 Annual Report



FOSTER DOGS

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Foster
Champion!*

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LETTER FROM OUR EXECUTIVE DIRECTOR

It's been a full and rewarding decade of Foster Dogs! This organization was born from a real need for a focus on the positivity and accessibility of fostering dogs. I feel confident to this day, about our mission and our dedication to this heartwarming - and often heartbreaking - cause. It all started in 2009 with one little brindle mix at the shelter named Mocha, and came full-circle with our 2019 brindle puppy Mocha, who ended up becoming an Animal Planet star.

In 2019, we celebrated our tenth anniversary. Several of our dedicated volunteers have been with the team for over five years, in positions as board members and on the steering committee. It's been a busy year. We opened a Nashville chapter at the beginning of 2019, collaborating with their city shelter and implementing our Foster Roster in new and exciting ways. The Foster Roster was not just a hit in Nashville, it continued to grow in New York, reaching thousands of applicants in its five years of existence. In March, we collaborated with Susie's Senior Dogs to host a major adoption event for senior dogs in Los Angeles. We brought numerous shelters together, showcasing forty adoptable seniors. We hope for this event to occur again in the future. We hired our second employee in May, who has helped us grow stronger and more able to develop our programs. In the fall, we had the unique and momentous opportunity to enter a puppy into the Puppy Bowl, a first for our organization. A room full of adoptable dog-athletes, what's more fun than that? Our mascot Mocha had a special foster story, and became a national star on Animal Planet. In just one year, we were able to see new and magical experiences occur all over the country.

I look back on my ten years running Foster Dogs, and smile from ear to ear with the incredible amounts of moving stories I've been able to witness along with my dedicated team. Thanks for being there alongside us over the years!



Chewlia @chewlalouisdreyfus and Henry @seniorprofile with their adopters Zach and Abby who became devoted Foster Dogs volunteers.

OUR VISION & MISSION STATEMENT

OUR VISION The bridge to creating a positive and inclusive animal foster community.

OUR MISSION Foster Dogs, Inc. is the leading organization in creating positive, inclusive foster communities by providing support, experience, and innovative programs.

MORE ABOUT FOSTER DOGS Foster Dogs, Inc. is a 501(c)(3) nonprofit organization that connects rescue organizations, adopters, fosters, and other partners together in our shared mission to help animals in need. We create a comfortable, welcoming environment through open communication and support.



As the leading community resource, we provide expert advice, quality marketing, and several outstanding specialized programs. Foster Dogs is dedicated to the advancement of education about fostering and rescue, and to creating a positive and inclusive foster community.

We are based in Brooklyn, NY and service our local area as well as nationally.



OUR PROGRAMS



FOSTER ROSTER

Foster Dogs has designed a one-of-a-kind online database of active foster caretakers in NYC and, now, in Nashville. Available at no cost to partner organizations, this database allows us to efficiently and effectively match dogs-in-need with appropriate nearby foster homes. We teamed up with Nashville's municipal shelter in order to get more of their dogs out the doors.

Our team of volunteers is regularly reaching out to the 4,300-person database. Saving more dogs nationwide by getting them into great foster homes!

"We are so happy to have been able to partner up with Foster Dogs. They are a great team to work with and have aided in helping us recruit so many new fosters all throughout NYC for the countless dogs we save."

- Christopher Mancuso
Louie's Legacy Animal Rescue

FOSTER EDUCATION

Our education series is designed for anyone interested in fostering a dog and/or improving their lifesaving expertise.

We welcome all levels of experience, from any shelter or rescue group. Educational courses are hosted in several NYC venues, and online webinars make it possible for people to attend from around the world. Webinars feature animal care professionals and incorporate national welfare standards.

"The workshops and education are invaluable. They offered practical, accessible information. I look forward to all the expertise and support in the community as I continue to foster, and am incredibly grateful that this resource exists."

- Emily Petrie
NYC ACC / foster caretaker



WWW.FOSTERDOGSNYC.COM/OUR-PROGRAMS

OUR PROGRAMS



CHLOE'S FOSPICE FRIENDS

Named after long-time supporter, senior IG sensation Chloe Kardoggian, this heartwarming program assists elderly and terminally-ill dogs during their final months. We sponsoring the dog's needs for the remainder of his or her life. Making this a comfortable time for the dog to feel spoiled with lots of love, treats, grooming, and photo shoot. We are bringing more awareness to the cause and making it comfortable for all involved.

Nearly 60 dogs have benefited from this highly specialized program, from 25 local groups, over 6 years. 9 foster families opened their homes to 9 Chloe's Fospice Friends in 2019. Additionally, our Foster Roster received over 350 Fospice applications, illustrating the immense interest in supporting this special group of dogs.

"My experience with the Foster Dogs Fospice Program has been a most supportive and wonderful experience. Wiley has received so much support and love. I never feel like I'm alone on this journey."

- Oyindamola Adefisayo
Fospice Caretaker

PUPPY PARTIES

Foster Dogs puppy parties bring puppies and adult dogs into the workplace while encouraging rescue among new and unexpected audiences! Puppy parties connect adoptable dogs with corporations for future foster and adoption placements and fund our programs throughout the year.

"Bringing puppies into an NYC high-security, high-rise office building is not an easy task. It surprised me how little work this took on our end! Looking to make this an annual event for our company's wellness programming."

- Dannie, Vayner Media





10 YEAR ANNIVERSARY CELEBRATION!



**THANK YOU FOR
BEING PART
OF THE
FOSTER DOGS
FAMILY!**

Over the past decade, we've grown from having one dedicated founder, to having staff, a Steering Committee, volunteer teams, a board, and an ever-growing list of volunteers. We have saved thousands of lives thanks to donors and volunteers, and corporate partners. Many of our volunteers have been on the team for at least five years, and our rescue partner relationships have grown as well. We are thrilled to celebrate this milestone with you, our extended Foster Dogs family!



2019 HIGHLIGHTS

32
Total Events

3
Volunteer
Appreciation &
Development
Events

5
Adoption
Events

3
Foster
Education Series
Workshops

3
Community
Foster
Events

9
Fundraisers

8
Puppy
Parties

2019 Puppy Parties:



VAYNERMEDIA

ordergrove

SCHRÖDINGER.

iSpot.tv

JACKPOCKET

ReedSmith

PRECISIONxtract

MAKING OF A PUPPY BOWL CHAMPION



Meet Mocha!
Rescued in
Oklahoma by
Friends With
Four Paws.



Arrival Day in
NYC, joining
Foster Dogs Inc.



Mocha
attended many
of our events!



Amazing foster
parents did lots of
puppy training!



Adopted on
Animal Planet live
TV show!



Puppy Bowl sold-out
watch party and
fundraiser! Thank you
BARK, Wisdom Panel,
and Boris & Horton



The big day!
Mocha is MVPup
with Referee Dan.

FOSTER ROSTER STATS



The Foster Roster is an online database of applicants in NYC and Nashville, started in 2013 and run by volunteer staff. Efficiently and effectively matching shelter dogs with great foster homes. Grass-roots, organic growth!

NYC



5 volunteers, handling rescue outreach and technological development

1,600+
people signed up
in 2019 in NYC

19 rescue groups
utilized our
Foster Roster

4.4
new applicants daily

Nashville

338
applicants to our new Nashville
Foster Roster with Metro
Animal Care and Control



**BarkBox Foster Roster
recruitment event**

\$10,000*
Foster Roster maintenance,
Nashville Implementation,
and program development.
*not including volunteer staffing

GOING NATIONAL: NASHVILLE



In 2019, Foster Dogs teamed up with Nashville-area animal welfare organizations to expand one of our top lifesaving programs: The Foster Roster. Originally developed and still growing rapidly in NYC, this one-of-a-kind online database allows us to efficiently and effectively match dogs in need with great foster caretakers...now in Tennessee, too!

Nearly 350 people joined the Nashville Foster Roster in its first year, with over 800 shelter animals finding placement!

“Information is collected faster, contact is made quicker, we can push out resources to our current fosters, and the foster network just continues to grow. Foster Dogs has been critical and crucial to the success of our life saving operation.”

- Lauren Bluestone, MACC Shelter Director



This program is run in collaboration with Metro Animal Care & Control and Wags & Walks Nashville with support from Maddie's Fund, Bark For Good, and Best Friends Animal Society.

GOING NATIONAL: LOS ANGELES

In March, we partnered with Susie's Senior Dogs to host a foster and adoption event in Los Angeles.

The event brought together 20 volunteers and 40 senior dogs from 8 different LA-based shelters and rescue groups.



FINANCIALS

Strut Your Mutt
\$31,000
raised in
2019

2019 REVENUE

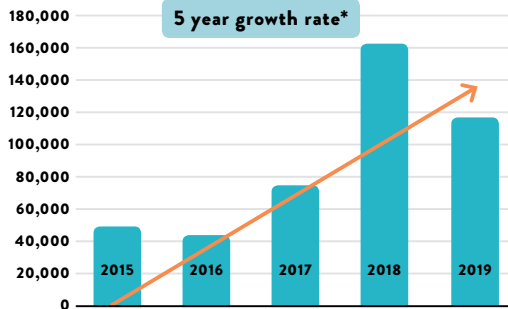
| | |
|----------------------|----------------|
| Individual Donations | \$38,000 |
| Foster Champions* | 13,000 |
| Fundraiser Events | 37,000 |
| Grants | 9,000 |
| Corporate Donations | 21,000 |
| Total | 118,000 |

*"Foster Champions" are our monthly recurring donors

2019 EXPENSES

| | |
|-------------------|----------------|
| Program Expenses | \$82,000 |
| General Operating | 49,000 |
| Fundraising | 4,000 |
| Total | 135,000 |

FUNDING



*Funding in 2018 exceeded expenses, which allowed for us to allocate budget in 2019 towards increasing programmatic growth and staffing support.

Strut Your Mutt
2019 team captain
Paige Chernick with
@puppynamedcharlie

STRATEGIC PARTNERS & MAJOR CORPORATE DONORS

\$5,000

Five Thousand

00/100 Dollars



Maddie's Fund



BARK FOR GOOD



Mayor's Alliance for NYC's Animals



petco foundation



THANK YOU TO OUR DEDICATED VOLUNTEERS!



2019 BOARD OF DIRECTORS



CHRISTINA DONNELLY

Christina works as Director of Team Development at BARK, helps coordinate our seasonal Rescuer Happy Hours, and leads our Lending Library program.



KEVIN HSIEH

Kevin is an engineering lead at WeWork, and leads the development of our Foster Roster application to better support local rescue organizations and dogs in need.



TARA BAHL

Tara is an Assistant Professor of Interdisciplinary Studies at Guttman Community College (CUNY), and is the co-chair of our Foster Education Series.



ERIC MAGNUSON

New to our team, Eric is eager to help support animal rescue! He is a CFA/CPA at Credit Suisse. Eric and his wife live in NYC with their five rescue pets.



SARAH GROSS FEOLI

Sarah is the owner of Rescue Chocolate, a vegan chocolate company with a charitable mission, and has been involved with Foster Dogs since the beginning.



DORIE HERMAN

Dorie is a graphic designer, and momager to @the_kardoggians, helps coordinate our "Chloe's Fospice Friends" program, and runs fundraisers to support the cause.



STEERING COMMITTEE

Amy Follett
Ana Pulido
Anna Trebisovskaya
Elana Buchalter
Fiona Lee
Katherine Chala
Leslie Harris

Megan Penney
Melissa Ottstadt
Miriam Valero
Nancy Noto
Samantha Cheirif
Samantha Friedberg
Stacey Axelrod

WWW.FOSTERDOGSNYC.COM/OUR-TEAM

Board Members serve as members of the Steering Committee



MAJOR DONORS & SPECIAL THANKS

BECOME A FOSTER CHAMPION!
BIT.LY/FOSTERCHAMP
 Our 52 monthly donors are a special part of the Foster Dogs family because their donations help the most at-risk dogs all year round.

DONORS & GRANTS - \$1,000 - \$4,999*

*For which no services were rendered

- Best Friends Animal Society
- Credit Suisse Board Matching Program
- Eric Magnuson
- The Gendal Family Charitable Foundation
- Maddie's Fund
- Raymond Hess
- Susie's Senior Dogs

DONORS & GRANTS - \$5,000 and up*

*For which no services were rendered

- Anonymous
- Leslie Harris & Jake Lewis
- Petco Foundation



VOLUNTEER PROFESSIONAL PHOTOGRAPHERS:

- | | |
|------------------|----------------------|
| Alexandra Lloyd | Kayla Dixon |
| Alice Su | Laney Lloyd |
| Cynthia Lee | Milla Chappell |
| Erica Snyder | Rachel Eve |
| Gayathri Gopalan | Stacey Axelrod |
| | Stephanie Graf-Vocat |

SPECIAL THANKS:

Thanks to Molly Sugarman, Jody Salbo, Stacey Axelrod, and Maria Fernandez-Davila for contributing to our 2019 Annual Report.

And to our dedicated team of volunteers who make this organization possible!

TESTIMONIALS

A close-up photograph of a woman with dark hair, smiling warmly as she holds a small black and tan puppy. The puppy is looking directly at the camera with large, dark eyes. The woman's hands are gently cradling the puppy. The background is softly blurred, showing what appears to be an outdoor setting with greenery.

"The people, the dogs, the organization, top to bottom they are amazing. I cannot think of a single thing I did in my 10 years of living in NYC that brought me more joy than volunteering with Foster Dogs."

- MAYA, FOSPICE CARETAKER

"Foster Dogs is my go-to resource for fostering dogs; I've cared for sixteen so far and have turned to their Foster Forum community for workshops, advice, supplies, and general support."

- ANA, FOSTER CARETAKER

"Foster Dogs is a model organization making a tremendous difference in the lives of so many."

- ANGELA,
BEST FRIENDS ANIMAL SOCIETY

"We are so happy to have been able to partner up with Foster Dogs. They are a great team to work with and have aided in helping us recruit so many new fosters all throughout NYC for the countless dogs we save."

- CHRIS, LOUIE'S LEGACY

"Foster dogs is a wonderful organization and the volunteers are compassionate, dedicated, and making a huge change within the rescue world."

- JESS
FRIENDS WITH FOUR PAWS



TO MORE HAPPY HOMES IN 2020!

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