

2018 Annual Report



FOSTER DOGS





TABLE OF CONTENTS

Letter from Executive Director	2
Vision & Mission Statement	3
Our Programs	4
2018 Highlights	6
Strategic & Corporate Partnerships	12
Board of Directors & Volunteers	13
Donations & Special Thanks	14
Testimonials	15



LETTER FROM OUR EXECUTIVE DIRECTOR

Now entering our tenth year, Foster Dogs Incorporated has grown in more ways than I could have ever imagined. And what a thrill it's been!

Initially, Foster Dogs was a blog dedicated to posting dogs in need of fostering from local shelters and rescue groups. It was born from a real need at the time (and still!) for a focus on the positivity of fostering and furthering people's awareness of how to help dogs in dire need. We've grown from one volunteer director (me) to six board members and twenty-five active program volunteers, plus more than 100 additional volunteers who regularly help us throughout the year!

In 2018, we rescued our first group of shelter dogs from Animal Care Centers of NYC. We pulled fifteen seniors in just 9 months, all of whom found forever homes. We also redesigned our entire website fosterdogsnyc.com, completely through volunteer hours. We designed the new site with the new foster parent in mind, creating a user-friendly experience and showcasing our incredible lifesaving programs.

While New York City is our base and our main hub, we are working hard to expand our message on a national level and connect with shelters all over the country in a more deliberate way than ever before. Stay tuned for more in 2019!

Please continue your support so we can save more homeless animals in the coming years. Fostering saves lives, and we can't do this without you!



Sarah Brasky



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

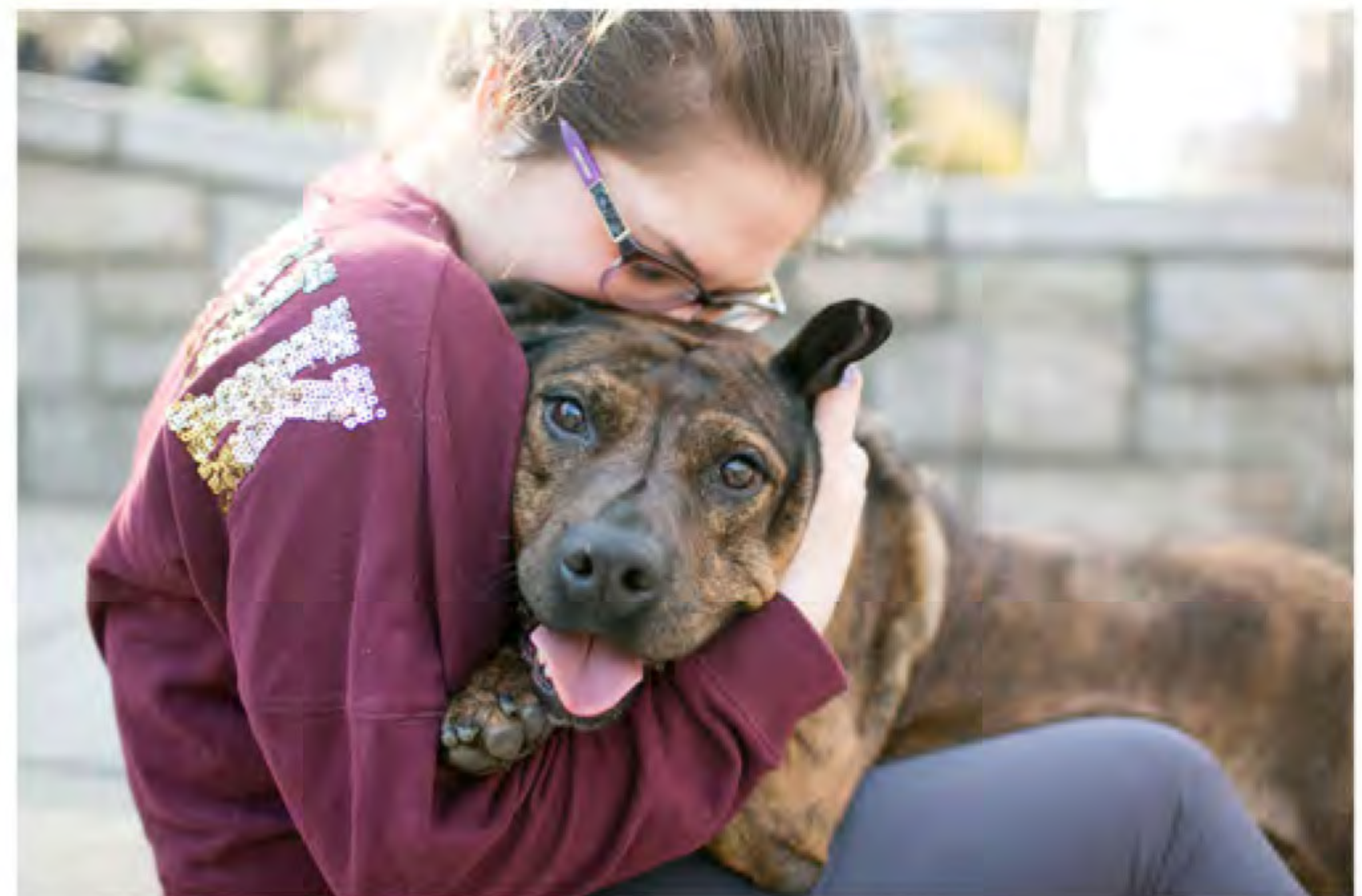
Foster Dogs, Inc. is a 501(c)(3) nonprofit organization that connects rescue organizations, adopters, fosters, and other partners together in our shared mission to help animals in need. We create a comfortable, welcoming environment through open communication and support. As the leading community resource, 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 the NYC area, available at no cost to local shelters and foster-based rescue groups. Thanks to Maddie's Fund, our Foster Roster earned three grants in support of these lifesaving efforts.



This database allows us to efficiently and effectively match dogs-in-need with appropriate foster homes. Our team of volunteers is regularly reaching out to the nearly-3,000-person database. Saving more dogs by getting them into great foster homes!



FOSTER EDUCATION

Our stellar education program is offered at no cost to the foster community, featuring expert trainers, veterinarians, and rescuers! Offered in convenient NYC venues, our workshops are designed for anyone interested in fostering or improving their lifesaving expertise.

FAMOUS FOSTERS

This program, developed jointly by Foster Dogs & Susie's Senior Dogs, connects celebrities and influencers with fantastic adoptable dogs. "Famous Fosters" participants use their platforms to help promote fostering and adoption.



OUR PROGRAMS



CHLOE'S FOSPICE FRIENDS

Named after long-time supporter, Chloe Kardoggian, this heartwarming program assists elderly and terminally ill dogs during their final months by 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 even a professional photo shoot aimed at bringing more awareness to the cause. Nearly 50 dogs have benefited from this highly specialized program, from 25 local groups, over six years.

LENDING LIBRARY

Foster Dogs believes that fostering should be free! Our Lending Library is hosted at the BARK headquarters in NYC, and offers useful dog care supplies at no cost to our network of Participating Organizations.



PUPPY PARTIES

Bringing puppies and adult dogs into the workplace, and encouraging fostering and adoption among new audiences! Connecting rescue dogs with major businesses for future foster and adoption placements.

2018 HIGHLIGHTS

55
Total Events

17
Adoption
Events

6
Volunteer
Appreciation &
Development
Events

7
Community
Foster
Events

7
Foster
Education Series
Workshops

1
Lending Library
Donation
Drive

9
Puppy
Parties

8
Fundraisers



iHeart
RADIO



Reorg
Research



BCG
TED

TASTING
TABLE



FOSTER ROSTER STATS

1,500+
people signed
up in 2018

19 rescue groups
utilized our
Foster Roster

56%
more outreach emails
and 58% more rescue
groups than 2017

\$ \$ \$
3 “Innovation Grants”
from Maddie’s Fund,
totaling \$13,000

2015-2018:
we did outreach for
1,700
total dogs in nearly 250
targeted email campaigns, on
behalf of 26 unique NY-area
animal rescue organizations

TRIPLED
total Foster Roster applicants
from the previous year

The Foster Roster is an online database of active foster folks in the NY-area. Efficiently and effectively matching shelter dogs with great foster homes through 100% volunteer support. Grass-roots, organic growth!

ACC NEW HOPE PARTNERSHIP

In 2018, we were accepted as a New Hope Partner with Animal Care Centers of NYC. Some stats from the year:



Pulled
15
dogs,
all seniors
(7+)

13 were adopted

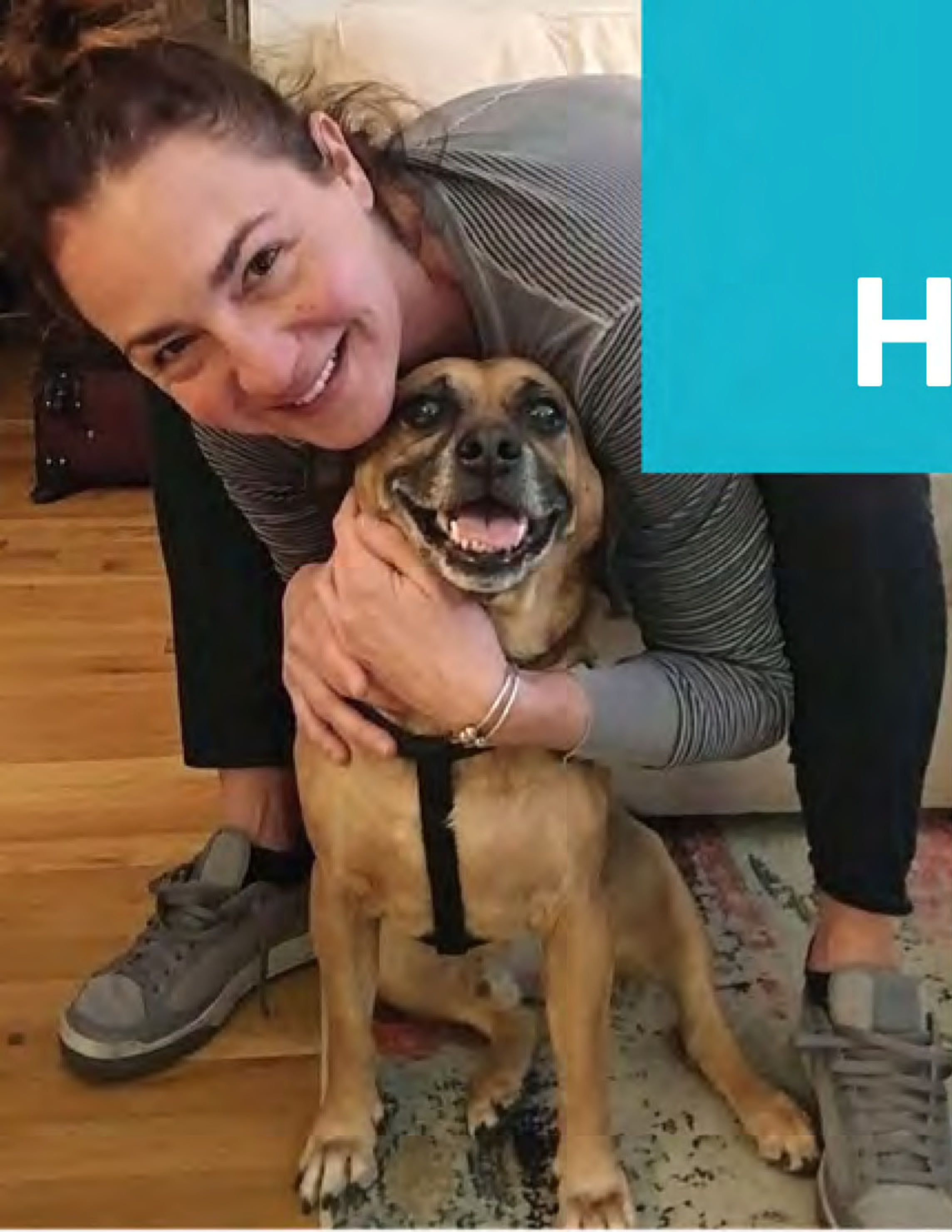
2 were Fospice
“forever foster”
placements

100%
Live Release Rate


3 large-size dogs


15
Surgeries

OUR ACC HAPPY ENDINGS



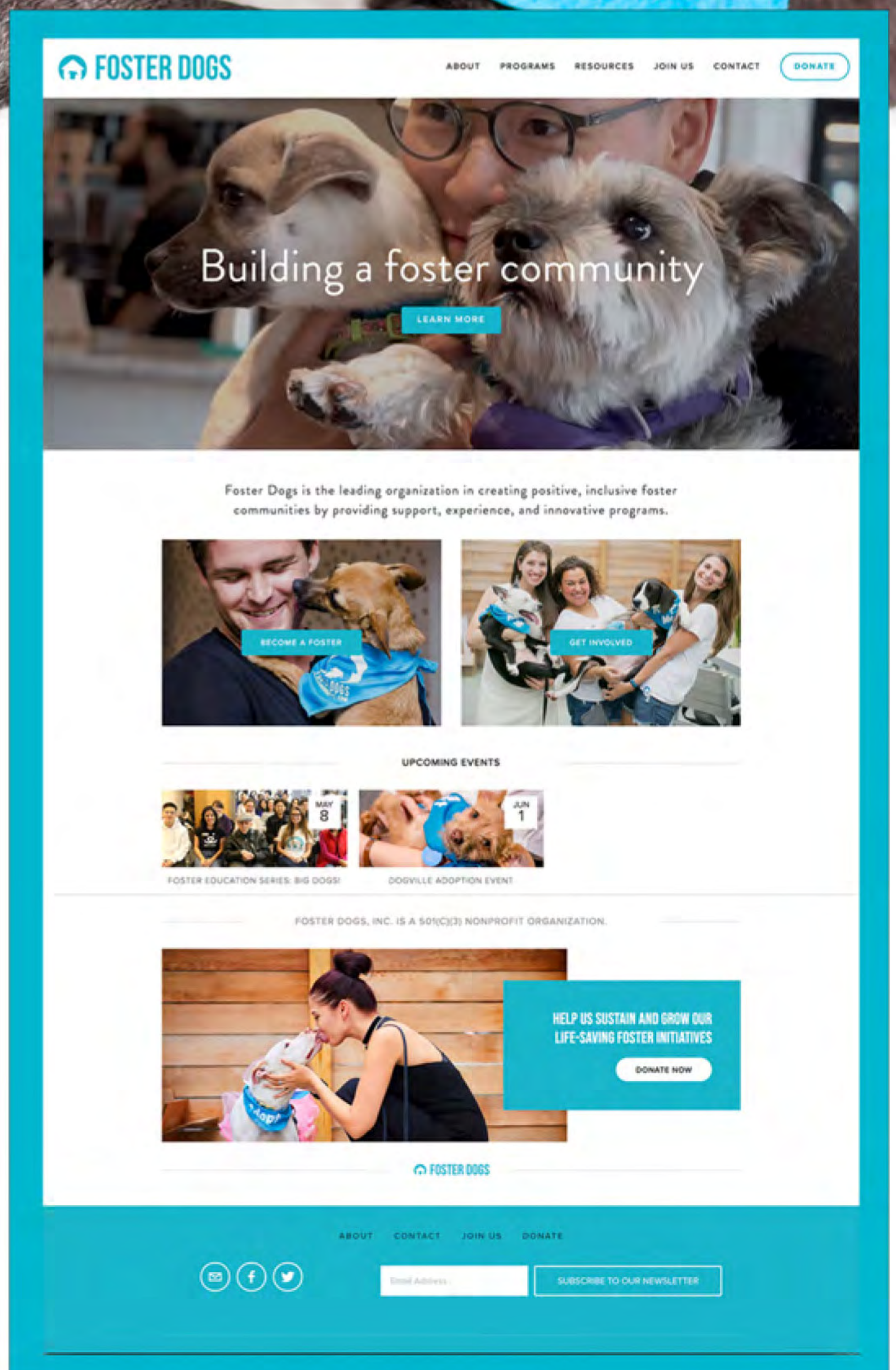


RE-LAUNCHING OUR WEBSITE

In 2018, we launched a brand new, fully-branded, modern website through 100% volunteer design and development. Our first major website overhaul since 2013, this mobile-optimized user-friendly resource is accessible to anyone interested in fostering or learning more!

We now provide lifesaving resources for current and prospective foster parents, clear and concise information about our mission, and descriptions of our programs. With the support of Blue State Digital, we are also able to connect more thoughtfully with donors. Our network of Participating Organizations shows how the foster community is growing in NYC and beyond, and we are eager to continue building that community.

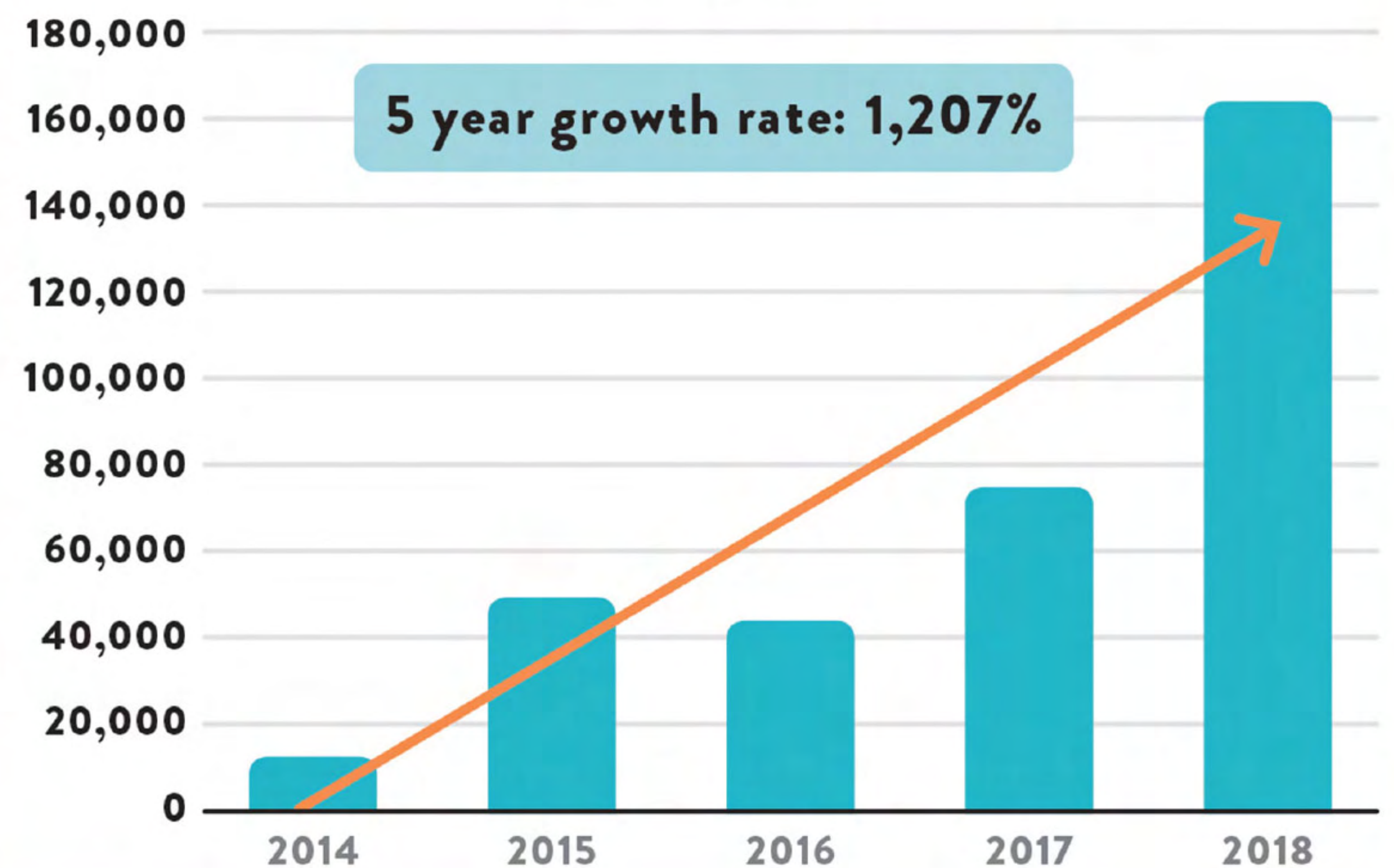
View our homepages over the years and browse our new website:
fosterdogsnyc.com/blog/homepages



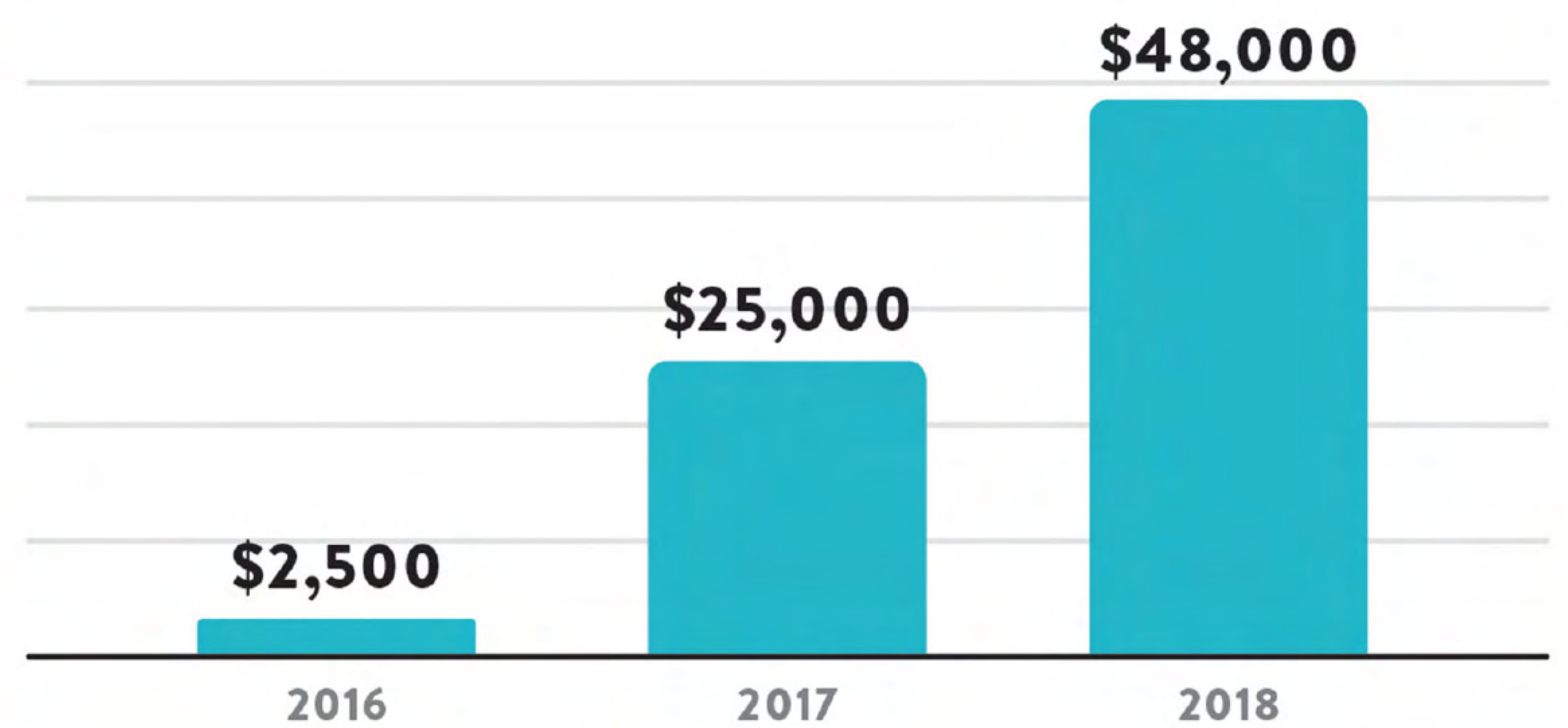
FINANCIALS



FUNDING



STRUT YOUR MUTT



2018 REVENUES

Individual Donations	\$66,960
Fundraising Events	48,583
Corporate Donations	26,681
Grants	19,704
Adoption Fees	2,567
Total	164,495

2018 EXPENSES

Program Expenses	\$100,100
General Operating	30,993
Fundraising	5,367
Total	136,460



STRATEGIC PARTNERS & MAJOR CORPORATE DONORS



Maddie's Fund



petco foundation



Best Friends



Mayor's Alliance for NYC's Animals

BARK FOR GOOD

ollie



HEARTS SPEAK

BOARD OF DIRECTORS

WWW.FOSTERDOGSNYC.COM/OUR-TEAM



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.



AMALYAH OREN

Amalyah is a Senior Associate Consultant at PWC, and active developer of Foster Dogs' donor relations programs and strategies.



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

Anna Trebisovskaya
Elana Buchalter
Fiona Lee
Katherine Chala
Leslie Harris
Megan Penney
Melissa Ottstadt

Michelle Lee
Miriam Valero
Nancy Noto
Paula Pahnke
Samantha Cheirif
Samantha Friedberg

Board Members serve as members of the Steering Committee



MAJOR DONORS & SPECIAL THANKS

DONORS & GRANTS - \$2,000 - \$5,000*

*For which no services were rendered

Anonymous
Castlerock REO
The Gendal Family Charitable Foundation
Hollis Stern

DONORS & GRANTS - over \$5,000*

*For which no services were rendered

Anonymous
BARK
Leslie Harris & Jake Lewis
Maddie's Fund
Ollie Pets, Inc.
Petmate & Doscocil
Susie's Senior Dogs

FOSTER CHAMPIONS:

Our 46 monthly donors are a special part of the Foster Dogs family because their donations help the most at-risk dogs all year round.

Become a Foster Champion at bit.ly/fosterchamp

VOLUNTEER PROFESSIONAL PHOTOGRAPHERS:

Alice Su, Cynthia Lee, Edgar Vega, Gayathri Gopalan, Kayla Dixon, Leslie Leda, Marshall Boprey, Milla Chappell, Nina Chiofalo, Shaina Fishman, Sophie Gamand, Stacey Axelrod, Robert Stoetzel

SPECIAL THANKS:

Thanks to Molly Sugarman, Jody Salbo, Stacey Axelrod, and Maria Fernandez-Davila for contributing to our 2018 Annual Report.

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

TESTIMONIALS

“Finding the right dog to adopt in NYC can be extremely overwhelming, but I was lucky enough to work with Foster Dogs throughout the process. Their robust social media presence allowed me to discover Chewy, and when I reached out with questions, they were immediately responsive and informative. They shared with me the benefits of adopting an older dog, and the things to watch out for. The adoption process, while thorough, was worked through quickly and was never needlessly burdensome. Most importantly, though, it’s through their hard and tireless work that Chewy came into my life.”

ZACH, CHEWY’S ADOPTER


“I love fostering for Foster Dogs! Sarah provides great support for her foster families and makes the process as simple as possible. We are so thankful to be part of this organization and plan to keep fostering as often as we can!”

MILLA, FDI FOSTER

“Thanks to FDI, we’ve been hooked on fostering and are able to help dogs find their forever homes.”

ANA, FOSPICE CAREGIVER





“The rescue world does not always function as a tight knit community and Foster Dogs does a great job of bringing many different groups together with the shared goal of finding more responsible and loving homes for dogs in need.

We just love the group and cannot wait for our next event together.”

LOGAN, CO-OWNER, BORIS & HORTON

“Foster Dogs has created an incredibly supportive rescue community in New York. They are a terrific resource for rescue orgs and adopters/foster families! If you are considering bringing a dog into your life, Foster Dogs is definitely the place to start.”

ANNA, SOCHI DOGS

“Foster Dogs brought their A-Game at our event along with the most adorable puppies and kitties!! They went above and beyond the call of duty and our event was a hit because of the time and effort they put in for us. Their team is amazing to work with and made everything so easy and great!”

**CALLA, TALENT RELATIONS MANAGER,
THE DOG AGENCY**

“We absolutely love working with Foster Dogs. We have been working with their team of amazing professionals for over 3 years now. We are a foster based special needs rescue who often has some tough cases to find fosters for. Time and time again FDI has teamed up with us to find the perfect matches.”

KRISTINA, DIRECTOR, BARRK LI





TO MORE HAPPY HOMES IN 2019!

WWW.FOSTERDOGSNYC.COM

