



# 2020 Annual Report



# FOSTER DOGS

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- A black dog with its tongue out, wearing a blue bandana with white text, sitting on grass. The dog is looking directly at the camera.
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## LETTER FROM OUR EXECUTIVE DIRECTOR

2020 brought about difficult events and experiences for all of us, but there's one thing that remained constant: our love for animals. This love brought our community together and supported its growth over the last year, despite our physical distance.

In the last year, Foster Dogs, Inc. received thousands more applications to foster than we had for all previous years combined\*. People were suddenly much more available to foster or adopt as they were thrown into the role of working from home. This increased flexibility has made the home office crowd eager to help, and we're still feeling that positive energy. It's what drives us to continue - myself - and the incredible Foster Dogs volunteer team and staff.

March 2020 created a sudden shift in programming. Our planned adoption events were canceled, rescue partners' foster transport vans were seeing less demand, volunteers were moving away and feeling disconnected, and employers were laying off staff at astronomically high rates. Like many nonprofits, Foster Dogs relies on donations from individuals, so that became tight, and corporations that previously might have supported us financially, were in an unusually tough position.

But we adjusted, and quickly at that. We pivoted our focus to become completely virtual in a way that, it turns out, felt so natural to our mission and team. We moved our workshops to a webinar format, hosted virtual fundraisers for our mission and for the 16 dogs we'd taken in (majority seniors from ACC shelter, and four young puppies), and were able to incorporate volunteers from farther locations since virtual gathering became status quo. Thanks to our many amazing donors, we were able to raise enough to support our existing programs and continue innovating through the end of 2020.

In addition to unprecedented foster interest levels, we also received more applications to volunteer than ever before. Thanks to a new on-boarding system by our administrators, we welcomed nearly thirty new volunteers this year, many of whom were able to help for a few months' time, while others support us in ongoing volunteer roles.

The future of animal welfare is fostering, and I'm so proud of our work towards that future. With 60 five-star reviews on GreatNonprofits to date, we aim to always work hard to promote positive, welcoming, progressive foster programs and ideals. Innumerable lives were saved this year, and we could not have done it without you. Now, let's take a moment to reflect on our accomplishments #buildingafostercommunity.



## 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 dedicated to furthering animal welfare by connecting rescue organizations, fosters, adopters, and other partners in a shared mission to help animals in need. We aim to make fostering accessible, affordable, and welcoming to all.

As a leader in animal fostering, we create programs that are rooted in our three main pillars of education, advocacy, and community. Through this, we are able to reach new foster parents and provide them with a better understanding of the foster journey while aiding current fosters in supporting and learning from one another.

Foster Dogs, Inc. is based in Brooklyn, NY and services communities both locally and nationally.



# PROGRAMS & MAJOR PROJECTS



## FOSTER ROSTER

A unique central database for individuals in NYC & Nashville looking to foster in their community. In March 2020, applications to foster through the Roster spiked over 2,000% from 2019. 50% of applicants were first-time fosters. Because of the Roster, dogs were sent to foster care quickly, and we were able to step up to help with previously overlooked dogs - medium and large adult Pit-type mixes - with incredible success.

## CHLOE'S FOSPICE FRIENDS

Specialized programming, education, and community-building for foster hospice caretakers, rescuers, and their animals. Since 2013, we have sponsored over 70 animals in the NY-area in this unique program and are pivoting to a more national support endeavor to allow for more collaboration and reach.



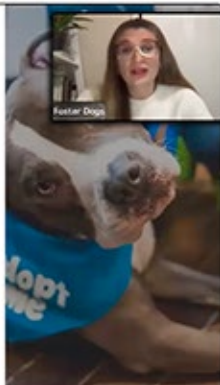
## Why We Foster

### The Problem

Living in a shelter can cause dogs stress due to:

- Lack of socialization & playtime
- Minimal exercise
- Confined living space

This stress can exacerbate behavioral or health issues, which are the primary causes of extended-stay and euthanasia in shelters



## FOSTER WEBINARS

“What to Expect When You’re Fos’pecting” Webinars were launched at the start of COVID-19, when in-person workshops closed and became a go-to free resource for those seeking to foster. Learn about getting started, where to seek out resources, typical challenges along the way, and seeing the experience through successfully from volunteers, professionals, and influencers in the industry. Open to anyone interested in fostering a dog and/or seeking out a supportive community. Seven webinars in total held in 2020 featuring 3 expert guests covering special needs, seniors, and cats.

## FRIDAY NIGHT FOSTER CLUB

Launched March 2020 at the start of quarantine, this series of Instagram Live adoption events and foster celebrations shows off currently adoptable pets from all over the country. Even though adoption events were canceled nationwide due to COVID, Foster Dogs didn’t skip a beat.



# DIVERSITY, EQUITY, & INCLUSION

2020 brought about conversations about equity in various spaces, and animal welfare was no exception. Foster Dogs is making a conscious effort to listen, break down barriers, and reach beyond our existing network to show that fostering is truly for everybody.



## FOSTER FRIDAY

In June 2020, we began to publish weekly features on social media to uplift the diverse voices and backgrounds within the rescue community. These stories address barriers to inclusion in animal welfare, and highlight that fostering is for all.



## PRIDE

Despite quarantine and lack of in-person events, Foster Dogs celebrated Pride virtually through a rainbow bandana campaign, and virtual Instagram Live fundraiser events to support LGBTQ+ rights organizations.



## SPANISH LANGUAGE MATERIALS

After running a Fall 2020 event in a primarily Spanish-speaking area of The Bronx, we saw a void in the rescue community of introductory fostering information in Spanish. We received pro bono support to translate our Foster Manual, which led to our development of a Spanish-language landing page on our website about fostering - increasing accessibility, and welcoming new foster homes.



# FRIDAY NIGHT FOSTER CLUB

A weekly 45-minute Instagram Live event for foster parents to promote their fosters to potential adopters all around the world

**25**  
Episodes

**174**  
Foster  
Dogs

**146**  
Foster  
Parents

Averaging  
**2,000**  
Views Per  
Episode

**47**  
Rescue  
Groups

**12**  
Hosts  
108K+ combined  
IG followers

**16**  
U.S. States  
+ Japan  
+ Canada

"Foster Dogs Inc. is a wonderful organization! I have participated in the Friday Night Foster Club with my fosters all the way in Texas! I love that they highlight dogs from all over the country and support amazing foster parents wherever they are!" -LP

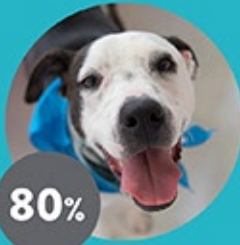


8

shelters in the NY-area asked Foster Dogs for urgent help placing dogs during COVID-19 crisis



20 dogs and 1 cat placed through roster



80%

of dogs placed into foster from our list were adult Pit-type mixed breeds

(statistically the demographic at highest risk of euthanasia in shelters nationwide)

50%

of these foster caretakers were first-time foster parents



average offers per animal listed on our Foster Roster COVID-19 list

98

average daily applications to foster in March (versus 4.5 daily average 2019)

3,045

people applied to our Foster Roster in March 2020 (versus 140 monthly average 2019). Grass-roots, organic growth!



“

New York dog rescues report an unprecedented surge in applications as coronavirus keeps humans isolated.

-CNN ”

## Fostering Saves Lives Amidst Global Pandemic

March 2020: the COVID-19 outbreak reached NYC and overnight the entire city shut down. Stay at home orders left people with free time and in need of companionship. Meanwhile, animals in shelters were at high risk and rescues were looking for urgent fosters. Foster Dogs stepped in and stepped up to promote ways to help everyone involved. Foster Roster applications rose 2000 percent and we were able to help 8 NY-area shelters in dire need.



The New York Times

abc NEWS

AP

CNN

U.S. News & WORLD REPORT

CBS

yahoo!life



# MAKING OF PUPPYBOWL CHAMPIONS

BLUEY



BARRK saves Bluey and brother Bingo from Georgia shelter.

FOZZIE

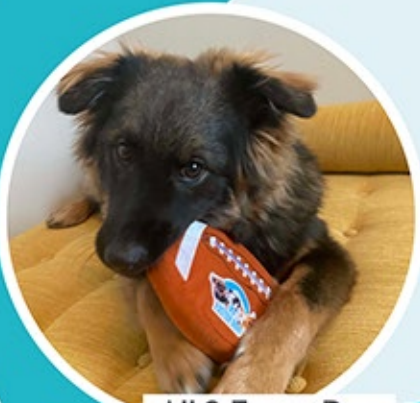


Louie's Legacy saves Fozzie and mom and siblings Summer '20.

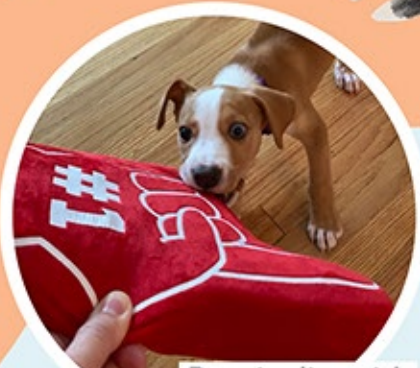
BINGO



Bingo and sister Bluey and Fozzie all go into foster homes.



All 3 Foster Dogs puppies train for Puppy Bowl Day!



Puppies live with kids, dogs, and learn about city life.



Fozzie is adopted by Meghan and pup Tonks.



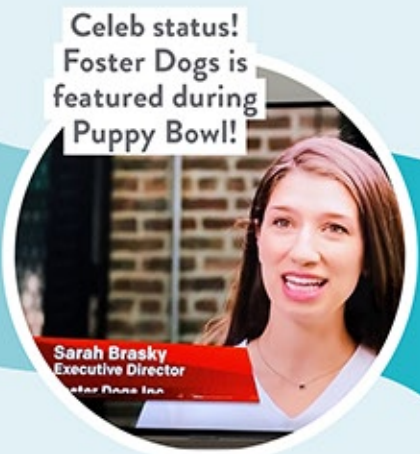
PB Ref Dan brings foster Bluey to adopter Marissa.



Bingo is adopted by Martha, Zak, and Macey.



Puppies are getting bigger and ready for adoption!



Celeb status! Foster Dogs is featured during Puppy Bowl!

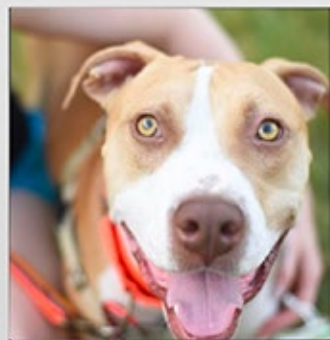
Sarah Brasky  
Executive Director  
Paw Print Press Inc.

GAME DAY!



# SPECIAL FOSTER & ADOPTION STORIES

In addition to our programs and special projects, 16 foster dogs were placed by us in forever homes; 9 seniors, 3 adults, and 4 puppies. 3 were large-breed dogs, and 2 were Fospice. Over \$20,000 was spent. Eleven dogs received surgeries, including two massive lumpectomies. All 16 dogs ended up safe and happy, thanks to loving foster care.



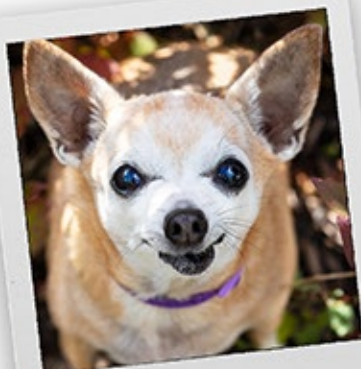
JONES

“ When I look back,...I am still amazed and I can't help but say it was 'meant to be!' Thanks to Foster Dogs' willingness to look beyond the immediate obstacle of distance, Jones, the formerly unwanted dog, **is finally home.** ” - Ivy

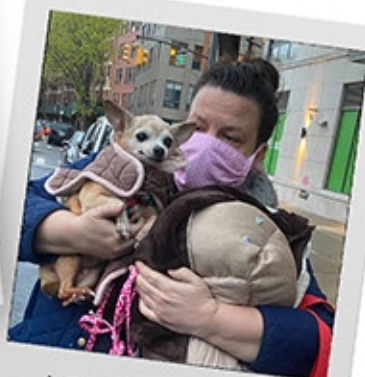


IVY, ADAM & JONES

“ Her fur is looking and feeling full and lovely. Naturally, she's become our **little snuggle bud.** Wanted to thank everyone at FDI for your guidance and resources throughout this whole transition process! We love our sweet, little Emma. ” - Mateo



PEEPS



LESLIE & PEEPS



EMMA



MATEO, MATTHEW & EMMA

“ Thank you, Foster Dogs, Inc., for bringing the sweet little 12-year-old Mrs. Peeps into my life! **My heart - and currently my lap - are full...** I cannot thank the team for treating us with such kindness! ” - Leslie

ONE WAY

# STRUT YOUR MUTT



In 2020, Best Friends Animal Society had to change their annual in-person strut walk to a completely virtual fundraiser, so we created our own national “pack walk!” Foster Dogs hosted walks in 7 different cities: New York, Los Angeles, Nashville, Toronto, Seattle, Vancouver, and Dothan, AL.

Some highlights include:

**\$41,335 raised**  
more than double our goal!

**#10 best fundraising team**  
out of over 250 organizations

**64**  
team members

**645**  
individual donors



# FINANCIALS

## 2020 REVENUE

Monthly Donors	\$15,000
Individual Donations	36,000
Corporate Donations	9,000
Fundraiser Events	60,000
Foundational Grants	14,000
<b>Total</b>	<b>134,000</b>

\*"Foster Champions" are our monthly recurring donors

## 2020 EXPENSES

General Operating	\$49,000
Program Expenses	91,000
Fundraising Costs	8,000
<b>Total</b>	<b>148,000</b>

"I have been a big fan of Foster Dogs Inc. for many years. This highly respected organization has helped to create positive outcomes for many dogs in New York City and beyond. Foster Dogs serves as a shining example of the power of fostering—and the tremendous impact the act of fostering can have on the lives of pets in need of a pathway to a brighter future."

-Steve Gruber, Mayor's Alliance for NYC's Animals

"I love everything that Foster Dogs, Inc. stands for and does for the animal welfare community. Not only do they help animals in need, they also help and support the fosters and volunteers who dedicate their time to finding homes for pets. I'm so thrilled to be part of this incredible Foster Dogs network."

-Milena Vauclair, ASPCA

# TESTIMONIALS

“

**Foster Dogs Inc. has been an amazing resource for us.** They've developed a community of supportive and kind individuals who clearly love what they do...- From their Facebook and website, to their Instagram, down to the team that keeps them running - my experience with fostering has been made so much easier because of Foster Dogs Inc!

- Monika Lynn S

The Town of Brookhaven Animal Shelter & Adoption Center could not be more thankful for this wonderful organization! **The outpouring of support we received during this COVID-19 pandemic thanks to Foster Dogs, Inc. has been absolutely amazing!** ... Thank you Foster Dogs, Inc. for all you do for homeless dogs everywhere!

- Allyson Alvaro

Even though I grew up around dogs and have dog-sat, I definitely had some nerves around being fully responsible for a dog on my own. And then I attended [a Foster Dogs] webinar and realized I wouldn't be alone. **There is an entire community of people ready and willing to offer support and answer any questions.** I feel so much more at ease and look forward to having the opportunity to foster a dog soon!

- Jami K.

”

# THANK YOU TO OUR VOLUNTEERS

The dedicated Foster Dogs volunteers keep our programs running while continuously innovating in foster and rescue communities



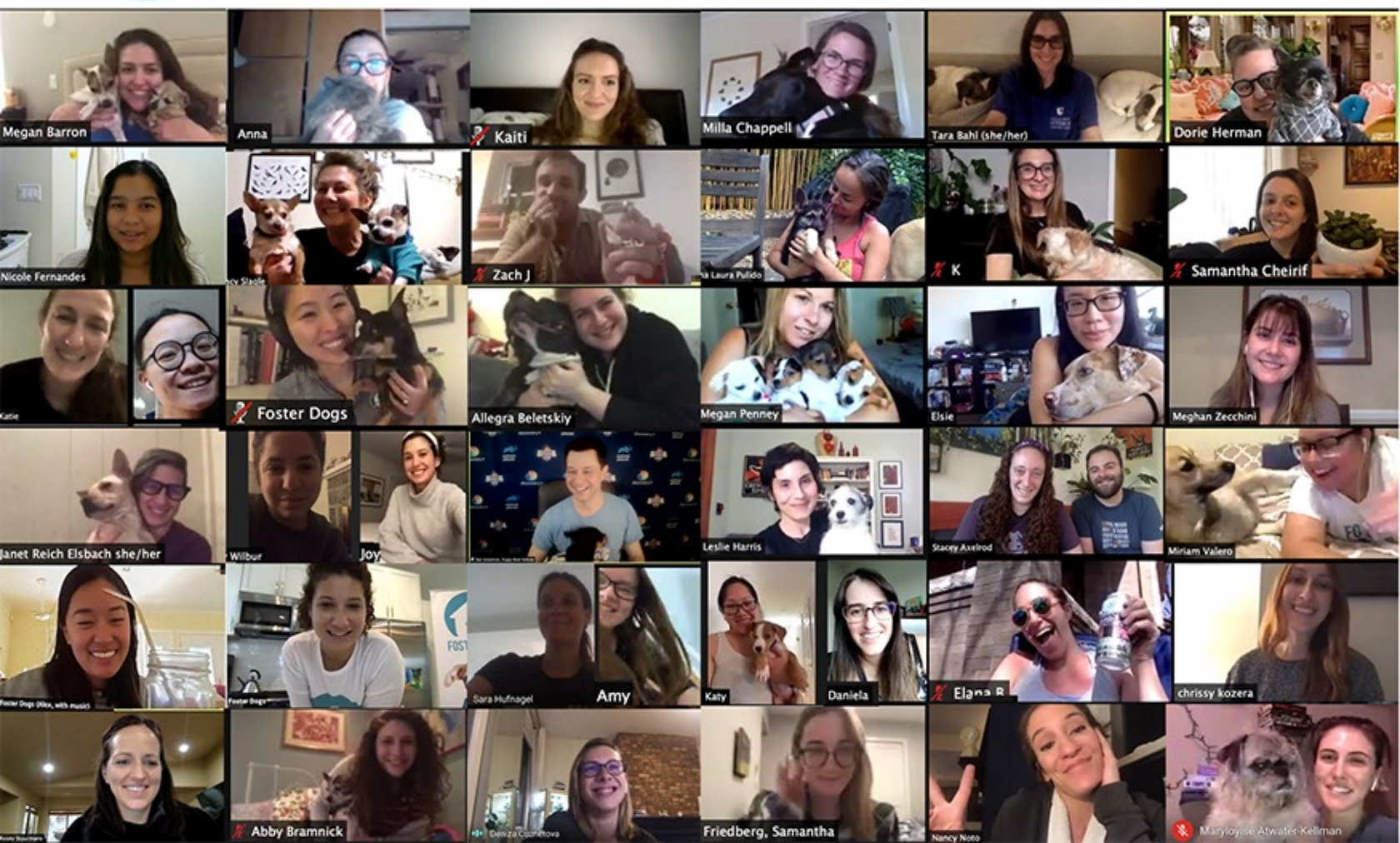
**19** avg. active volunteers per month

**12.5** avg. monthly hours per volunteer

**140** avg. total monthly volunteer hours

## A special thank you to our 2020 Steering Committee

Amy Follett	Leslie Harris
Ana Laura Pulido	Maryloyise Atwater-Kellman
Chrissy Kozera	Megan Penney
Christina Donnelly	Meghan Zecchini
Daniela Blanes	Milla Chappell
Dorie Herman	Miriam Valero
Elana Buchalter	Nancy Noto
Elsie Heung	Sam Cheirif
Fiona Lee	Stacey Axelrod
Katherine Chala	Tara Bahl
Katy Regula	



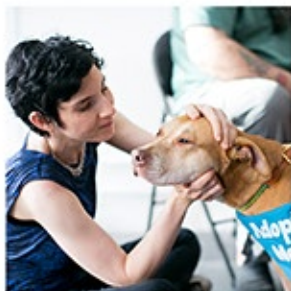
# BOARD OF DIRECTORS

[WWW.FOSTERDOGSNYC.COM/OUR-TEAM](http://WWW.FOSTERDOGSNYC.COM/OUR-TEAM)



## CHRISTINA DONNELLY

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



## LESLIE HARRIS

Leslie is an exec at SkinCeuticals. She fosters dogs of all sizes, volunteers at events, and is a rescue advocate in every possible way. Leslie is the Coordinator of Chloe's Fospice Friends.



## 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

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 manager to @the\_kardoggians. She helps coordinate our "Chloe's Fospice Friends" program, and runs fundraisers to support the cause.



# STAFF

**SARAH BRASKY** - Executive Director  
**MILLA CHAPPELL** - Administrative Assistant  
**ANA LAURA PULIDO** - Interim Program Manager





# SPONSORS, MAJOR DONORS, & SPECIAL THANKS

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

\*For which no services were rendered

Brett Jackson	Raymond Hess
Eric Magnuson	Susie's Senior Dogs
The Gendal Family Charitable Foundation	The Pet Summit
Hollis Stern	Wisdom Panel

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

\*For which no services were rendered

Anonymous Foundation  
 Anonymous Foundation  
 Leslie Harris & Jake Lewis  
 South Fork Foundation

## FEATURED ARTISTS & PHOTOGRAPHERS:

Alexandra Lloyd	Laney Lloyd
Amalyah Oren	Leslie Leda
Ana Laura Pulido	Milla Chappell
Andrea Caceres	Misha Barbour
Cynthia Lee	Sarah Brasky
Elias Weiss Friedman	Stacey Axelrod
Erica Snyder	

## SPECIAL THANKS:

Thanks to Molly Sugarman, Lauren Cattan, and Maria Fernandez-Davila for helping create our 2020 Annual Report.

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





**#BuildingAFosterCommunity**  
[www.fosterdogsnyc.com](http://www.fosterdogsnyc.com)

**ERIC WASHINGTON**  
Eric is a foster dog, who is happy to be in a foster home and is looking for a forever home. He is a 10-year-old dog and has been with his foster family for several years.

**SARAH GROSS FROST**  
Sarah is the owner of Rescue Connection, a non-profit organization that is dedicated to helping dogs in need. She has been involved with Foster Dogs since the beginning.

**DOMINI WEINMAN**  
Domini is a foster dog, who is happy to be in a foster home and is looking for a forever home. She is a 10-year-old dog and has been with her foster family for several years.