



# ANNUAL REPORT 2014-2015

Our Mission: To Raise the Quality  
of Life for Pets and the People Who  
Love and Need Them.

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# SECTION

LETTERS OF  
APPRECIATION



## Dear Friends and Partners,

Each year, as I reflect back on the work the Petco Foundation has accomplished with your support, I'm always amazed at what we're able to achieve together in such a short period of time.

Since 1999, we've worked together to make life better for animals in communities all across the country, and this year, I'm proud to say that we've done that - bigger and better than ever before.

Thanks to generous supporters like you, we've now invested more than \$135 million in lifesaving programs and organizations, and this year alone, we raised a record-breaking \$29 million to continue that important work.

We're investing more resources than ever, and I'm also proud to say that we're investing smarter than ever. The model that we've carefully developed over the past two years ensures our investments will save the most lives by partnering with organizations that have the greatest lifesaving impact in their communities. We'll share just a few examples of that impact in this report.

Another exciting development at the Petco Foundation this year was the addition of the Petco Adoptions team. These teams have always worked closely together to save lives, and combining them has expanded our approach to lifesaving at the Petco Foundation. We're proud to share more about our commitment to adoptions and how we help more than 400,000 pets find families each year.

As we look forward to the future of lifesaving, we continue to seek out collaborative partnerships that will empower communities to make a difference for animals. Last but not least, we'll explore some exciting new partnerships and innovative ideas from the year that are being brought to life because of your support.

Whether you are a Petco customer, a Petco Foundation donor, adoption partner, vendor partner, or employee, we all have one thing in common: We love animals. And as you flip through this report I think you'll agree that **Love Changes Everything**.

We are proud to partner with you as we continue our work to make life better for animals all across the country.

With heartfelt appreciation, thank you for your support and generosity.

Charlie R. Piscitello  
President, Petco Foundation

## Friends of the Petco Foundation,

What a year!

Everyone on our team would agree that if there was one word to sum up our work at the Petco Foundation this year it would be *Love*.

This is the year we embraced what a powerful driving force love can be, particularly when it comes to persevering in our work for animals. Whether it's a donation at the register, a successful adoption event, a delivery of food during a disaster, or an afternoon spent volunteering at a shelter, what we do together changes lives.

At the Petco Foundation, I'm reminded daily of the difference one person can make. Pippa, a dog that I recently fostered (pictured below), reminded me again.

When I picked this sweet girl up at the shelter in San Antonio, she was shy and withdrawn. Although I've seen it happen time and time again, I still couldn't help but laugh when I got her home. Sweet little Pippa was shy no more. She ran happy circles in my backyard, giving the rest of the dogs in my pack a run for their money.

The transformation that often occurs when an animal is loved never ceases to amaze me. At the Petco Foundation, we say that **Love Changes Everything**. And it's true. I saw it in Pippa when I brought her home that day, and I saw it again the day that she met her new family.

Thanks to your support, together we make stories like this possible every single day. We are so proud to be your partner in turning small acts of love into big things for animals all across the country.

Thank you for your continued partnership.



Susanne M. Kogut  
Executive Director, Petco Foundation





**SECTION**

**2**

**ADOPTIONS**

# Adoptions

“Bringing people and pets together, and helping our charitable partners find the best ways to facilitate pet adoptions, is one of the most impactful ways the Petco Foundation helps save lives in communities all across the country.”

- Executive Director, Susanne Kogut

This year, the Petco Adoptions team officially joined forces with the Petco Foundation, and together, the Foundation team embarked on a renewed approach to lifesaving, exploring the many ways that we drive lifesaving impact in our communities.

“Just as we’ve carefully developed our investment model to ensure we do the most good in our grant making, we’ll also work closely with our Petco teams and animal welfare partners to drive Petco adoptions to the next level and save more lives,” said Executive Director Susanne Kogut.

In addition to weekend adoption events held year-round at Petco stores, customers can find their next family member any day of the week thanks to cat habitats in almost all 1,400 Petco stores across the country.

Another way the Petco Foundation brings adoptions to life in Petco stores is through new in-store adoption centers, now in more than 20 Petco stores and counting. These centers allow animal welfare partners to bring more adoptable pets into the places where pet lovers already gather and shop, making it easier than ever to Think Adoption First. By partnering with the best organizations, we’re able to facilitate thousands of additional adoptions each year in these adoption centers.



# JACKSONVILLE MEGA-EVENTS

What do you get when you combine a community that's committed to lifesaving with the Petco Foundation's support? Thousands of happy adoption stories!

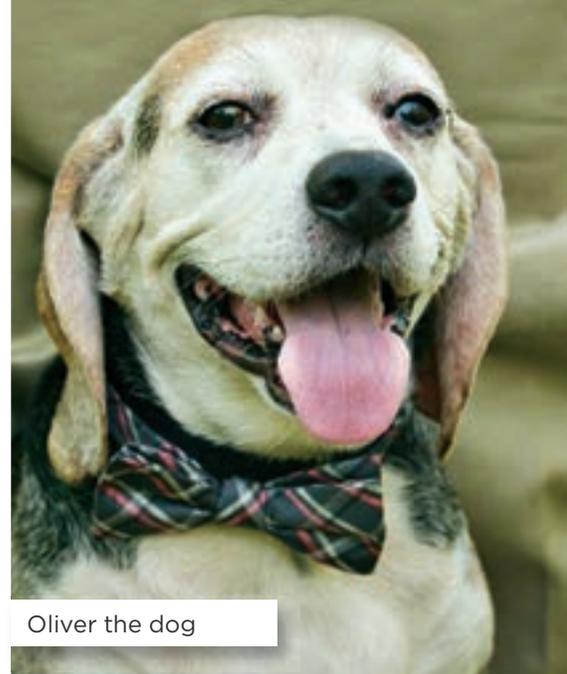
This year, the Petco Foundation proudly sponsored four mega-adoption events in Jacksonville, Florida, hosted by First Coast No More Homeless Pets. Nearly 4,000 adoptions were facilitated, and while those numbers are certainly inspiring, what's even more remarkable are the stories of love and connection that began at the events.

It was a rough couple of months for Scotty and Paula Thornton, who had just lost their beloved Scruffy. Through grieving, remembrance, and an attempt to fill the void in their lives, Scotty and Paula came to one of the Jacksonville Mega-Adoption events, not expecting to connect with another pet.

"We must have walked every aisle looking at and discussing different dogs," said Paula. "And then there was Oliver, a 10-year-old Beagle. Knowing what we just went through with Scruffy, we were unsure, but my heart kept drawing me back to him."

"When I finally asked to see him, we sat on the floor with Oliver and I was brought to tears. We made a connection instantly! The staff at the event made the adoption process so easy for us and even shared a few hugs when I became emotional about moving on and starting over."

Now in his new home with Scotty and Paula, Oliver loves to play, cuddle, and travel. You can even follow his adventures on social media!



Oliver the dog



Oliver and his family



Adoption event



# SECTION

HIGHLIGHTS,  
PARTNERSHIPS  
& LIFESAVING  
INVESTMENTS

# Highlights, Partnerships & Lifesaving Investments

This year, with your support, we invested more than \$20 million in animal welfare work across the country to help find homes for animals, save lives, and transform communities into lifesaving communities.

As we look back on the year, and forward to the future of our lifesaving work, we're inspired by and thankful for your support in helping us empower communities to make a difference for animals. From longstanding partnerships to new and innovative collaborations, each year, it never ceases to amaze us what we're able to accomplish together.





“The Training Center will ensure, when the call comes, we’ll be prepared, and partnered with the best dogs to meet the challenges we will encounter. All of this to ensure that no one is left behind.”

-Eric Gray,  
Search Dog Foundation,  
First Responder

## THE NATION'S FIRST SEARCH AND RESCUE TRAINING CENTER

In 2015, the Petco Foundation proudly announced the largest investment in its history: a \$2.5 million grant to the Search Dog Foundation (SDF) based in Ojai, California.

The Search Dog Foundation recruits high-energy dogs from animal shelters across the country and trains them to harness their drive and tenacity for lifesaving missions around the world, highlighting the capabilities of shelter dogs for all types of service programs.

The organization provides Advanced Certified Teams at no cost to the fire departments and other agencies that they serve, and deploys search and rescue teams to respond to disasters all over the world.

The Petco Foundation investment will be used toward the completion of the nation’s first National Training Center for canine disaster search teams, set to open in September 2016. The center will include the Petco Foundation Canine Pavilion, where canines and their handlers will train in an environment that simulates real disaster conditions.

“This site will continue to provide us with unmatched access to a wide variety of disaster scenarios that my partner and I could inevitably face,” said Eric Gray, who serves as a first responder along with his Search Dog, Riley. “The Training Center will ensure that, when the call comes, we’ll be prepared, and partnered with the best dogs to meet the challenges we will encounter. All of this to ensure that no one is left behind.”





# GRANTING HOLIDAY WISHES

For the second year, the Petco Foundation and Halo Purely for Pets invited animal welfare organizations to participate in the Holiday Wishes grant campaign, which awards groups doing inspiring and extraordinary work on behalf of animals across the country.

The Petco Foundation received thousands of story submissions, which were narrowed down to 33 winning organizations that received one in a total of \$500,000 in grants to help them continue their lifesaving work.

The grand prize of \$100,000 was awarded to Animal Alliance of New Jersey for its story of Hercules, a pit bull puppy who triumphed after an act of cruelty left him with burns covering more than 75 percent of his body.

Animal Alliance of New Jersey gave Hercules two months of round-the-clock intensive care and treatment. Hundreds of applications were received from animal advocates hoping to adopt Hercules, but the perfect fit turned out to be the veterinarian that helped him heal. Hercules now lives happily with Dr. Amy Zahn and her family and can no longer feel his scars.

“The Petco Foundation made our holiday wishes come true in a big way,” said AANJ Executive Director Anne Trinkle.

“Holiday Wishes is another way in which the Petco Foundation celebrated and invested in organizations and communities committed to lifesaving,” said Petco Foundation Executive Director Susanne Kogut.



## 2014 Holiday Wishes Winners:

### Grand Prize \$100,000 Winner:

Animal Alliance of New Jersey (Lambertville, N.J.)  
in honor of Hercules

### Second Place \$50,000 Winners:

- Angels Among Us Pet Rescue (Alpharetta, Ga.) in honor of Devin, a cat saved and given a customized set of wheels to aid the mobility of his paralyzed legs
- Willamette Humane Society (Salem, Ore.) in honor of Coco, a cancer-stricken dog adopted after raising her 13 puppies in foster care after being abandoned

### Third Place \$25,000 Winners:

- Animal Welfare Association of New Jersey (Voorhees, N.J.)
- Brooke’s Legacy Animal Rescue, Inc. (Naples, Fla.)
- Lee County Domestic Animal Services (Fort Myers, Fla.)
- Stray Rescue of St. Louis (St. Louis, Mo.)
- Yavapai Humane Society (Prescott, Ariz.)

### Fourth Place \$10,000 Winners:

- Animal Care & Control Team
- Arizona Cattle Dog Rescue
- Community Animal Welfare Society

- Ghetto Rescue Foundation
- Green Dogs Unleashed
- Justin Bartlett Foundation (aka Justin Bartlett Animal Rescue)
- Lenawee Humane Society
- Michigan Humane Society
- Red Bucket Equine Rescue
- Treated Friends

### Fifth Place \$5,000 Winners:

- Angel of Hope Animal Rescue
- Angel’s Hope
- Animal Protection Center of Southeastern Mass.
- Animal Rescue Volunteers
- For Animals, Inc.
- Friends of the Shelter Dogs
- Humane Society of Tampa Bay
- Mid-Atlantic Pug Rescue
- N.B.S. Animal Rescue
- PACA/AAR
- Philadelphia Animal Welfare Society (PAWS)
- Recycled Doggies, Inc.
- Red Barn Rabbit Rescue
- South County Cats
- Touched by an Animal

# A REMODEL FOR PHILADELPHIA'S PETS

For the nearly 28,000 pets that ACCT Philly supports each year, plans to renovate the ACCT Philly facility will mean a bigger, friendlier space to stay while pets await new families.

A \$1 million Petco Foundation grant will expand ACCT Philly's space to include an open entrance area, nice big windows for the pets in their care, and comfortable meet-and-greet spaces for potential adopters. The facility will also be upgraded to better separate dogs and cats and provide a much needed dedicated entrance for intakes.

"It's a really exciting time for us, and we're all looking forward to creating a new, adoption-friendly facility for pets and adopters," said Ed Fritz, director of operations. With initial designs completed, plans for the new ACCT Philly space are underway, with hopes to begin construction in 2016.





“This generous grant from the Petco Foundation will enable the Hawaiian Humane Society to establish a second campus to serve the needs of our growing communities in West Oahu.”

- Pamela Burns,  
President & CEO,  
Hawaiian Humane Society



## NEW BEGINNINGS IN HAWAII

The Hawaiian Humane Society is on a mission to make the island of Oahu a true paradise for its animals, and with \$1 million from the Petco Foundation, they’re one step closer to doing just that.

“This generous grant from the Petco Foundation will enable the Hawaiian Humane Society to establish a second campus to serve the needs of our growing communities in West Oahu,” said President & CEO Pamela Burns. “Petco has been an incredible adoption partner, helping us find homes for thousands of pets on Oahu, and we are thrilled that this grant will establish the Petco Foundation Adoption Center at our new campus.”

Communities in West Oahu, where the new facility will be built, boast the highest pet ownership of any other area on the island, and, as the only open admission animal welfare organization serving Oahu, Hawaiian Humane Society provides a safe haven where all animals are welcome, regardless of age, breed or physical condition. Initial design plans for the project have begun, and Hawaiian Humane looks forward to breaking ground in 12 to 18 months.

## OUR CHAMPIONS

Every year, Petco store partners across the country work passionately to raise funds for animal welfare organizations and facilitate adoptions in their communities. This year alone they raised more than \$26 million and helped find homes for more than 400,000 pets. The Petco Foundation simply wouldn’t be what it is today without our partners at Petco. Day after day, they inspire us and remind us what it means to serve as champions for animals.





## FACIAL RECOGNITION SOFTWARE FOR DOGS?

Developed by the University of Utah, the Finding Rover app scans a pet's unique features from an uploaded snapshot and keeps the photo in a free database. The app's facial recognition technology can instantly search local shelters for a match, helping to bring lost pets home safely and save shelters time and money. The power behind Finding Rover lies in the number of communities and users it brings together, and the Petco Foundation has helped jump-start signups with grants in Dallas, San Antonio, and Sacramento.

“A dog is a beloved family member and if he or she goes missing, it can be devastating. We want to do everything we can to safeguard our dogs from being lost forever, and this provides another step all pet parents can take to further protect their cherished pet.”

– John Polimeno, CEO and Founder, Finding Rover



## SWEET AS TEA

KitTea, San Francisco's first-ever cat café, welcomed its first patrons and paws in June of 2015. Thanks to a \$150,000 investment from the Petco Foundation, this tea house is also a cat oasis operated by local nonprofit partners. Cat lovers can enjoy a cup of tea, a yoga class, and other events in the company of adoptable kitties. And if they fall in love? Adoptions are available seven days per week.

# EVERY DONATION MAKES AN IMPACT

## STATEMENT OF FINANCIAL POSITION

ASSETS	MAY 2015	MAY 2014
Cash and Cash Equivalents	\$12,746,126	\$12,273,632
Receivable from Petco Animal Supplies Stores, Inc.	\$1,817,620	\$1,280,279
Other Receivables	\$119,091	\$434,726
Prepaid Expenses	\$215,680	\$7,350
Long-term Investments, at Fair Value	\$4,288,474	—
<b>Total Assets</b>	<b>\$19,186,991</b>	<b>\$13,995,987</b>
LIABILITIES AND NET ASSETS	MAY 2015	MAY 2014
<b>Liabilities</b>		
Accounts Payable and Accrued Expenses	\$321,103	\$1,606,734
Due to Petco Animal Supplies Stores, Inc.	\$283,351	\$176,404
<b>Total Liabilities</b>	<b>\$604,454</b>	<b>\$1,783,138</b>
<b>Net Assets</b>		
Unrestricted	\$18,582,537	\$12,212,849
<b>Total Net Assets</b>	<b>\$18,582,537</b>	<b>\$12,212,849</b>
<b>Total Liabilities and Net Assets</b>	<b>\$19,186,991</b>	<b>\$13,995,987</b>

# STATEMENT OF ACTIVITIES IN NET ASSETS AND CHANGES IN NET ASSETS

CHANGES IN UNRESTRICTED NET ASSETS	MAY 2015	MAY 2014
<b>Support and Revenue</b>		
Contributions from Individuals and Corporations	\$27,098,098	\$19,796,524
Petco Animal Supplies Stores, Inc. In-Kind Contributions	\$1,567,124	\$1,096,866
<b>Total Contributions</b>	<b>\$28,665,222</b>	<b>\$20,893,390</b>
<b>Special Events</b>		
Revenue	\$994,937	\$2,209,767
Expense	(\$294,333)	(\$863,378)
<b>Net Special Events Revenue</b>	<b>\$700,604</b>	<b>\$1,346,389</b>
Interest Income	\$9,681	\$4,741
Net Long-term Investment Return	\$288,474	—
<b>Total Unrestricted Support &amp; Revenue</b>	<b>\$29,663,981</b>	<b>\$22,244,520</b>
<b>EXPENDITURES</b>	<b>MAY 2015</b>	<b>MAY 2014</b>
<b>Program Activities</b>		
Grants	\$20,785,336	\$15,434,841
Personnel	\$322,958	\$232,219
Other	\$33,640	\$36,815
<b>Total Program Activities</b>	<b>\$21,141,934</b>	<b>\$15,703,875</b>
Administration and Other	\$1,136,989	\$860,849
Fundraising	\$1,015,370	\$1,015,251
<b>Total Expenditures</b>	<b>\$23,294,293</b>	<b>\$17,579,975</b>
Change in Net Assets	\$6,369,688	\$4,664,545
Net Assets, Beginning of Year	\$12,212,849	\$7,548,304
<b>Net Assets, End of Year</b>	<b>\$18,582,537</b>	<b>\$12,212,849</b>

The Petco Foundation's financial statements were audited independently by RBTK LLP.

Special thanks to our vendor sponsors, whose generous support helped us hold our in-store fundraising campaigns this year:





## Board of Directors Fiscal Year 2014-2015

Charlie Piscitello  
*President*

Judith Muñoz  
*Vice President*

Susanne Kogut  
*Executive Director*

Michael Peterson  
*Secretary*

Dan Cohen

Paula Fasseas

Bruce Hall

Peggy Hillier

Steve Lossing

Maggie Osborn

Paul Ramaker

Kailas Rao

Lance Schwimmer

Richard Segal

Marcie Whichard

Sir Henry  
*Honorary Canine Board Member*

## Petco Foundation Team

Susanne Kogut  
*Executive Director*

Caroline Childress  
*Manager, Financial Planning and Analysis*

Reba Collins  
*Manager, Communications and Content*

Sue Cosby  
*Director, Lifesaving Programs and Partnerships*

Lee Domaszowec  
*National Foundation Program Manager*

Anna Gerhart  
*Donor & Fundraising Analyst*

Gregory Jones  
*Digital Marketing Manager*

Mary Ann Magana  
*Manager, Grant Administration*

Beth Mars  
*Director, Business Programs and Partnerships*

Rebecca Mayberry  
*Development Manager*

Karen Meader  
*National Adoption Program Manager, East Coast*

Elena Moore  
*Executive Administrative Assistant*

Lori Morton-Feazell  
*Director, Adoptions*

Mary Samples  
*National Adoption Program Manager, West Coast*

Sharon Sayegh  
*Executive Administrative Assistant*

Rana Smith  
*Director, Development and Marketing*



[petcofoundation.org](http://petcofoundation.org)

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