



2012-2013 Annual Report





petco foundation

Mission: to raise the quality of life for pets and people who love and need them.

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ear friends and supporters,

*"Alone we can do so little; **together** we can do so much,"* are the words of Helen Keller, a great dog lover herself. This sums up the incredible work that we have accomplished **together** through the years at the Petco Foundation.

Founded by the late and beloved Paul Jolly in 1999, the Petco Foundation began with a big heart and a laudable mission to raise the quality of life for pets and people who love and need them. Since that time, the Petco Foundation has grown from its humble beginnings to an organization that has funded more than \$100 million to help animals in need. Compassion breeds compassion, and Paul Jolly taught everyone at the Petco Foundation the true meaning of compassion. **Together**, Petco employees and customers in more than 1,200 stores contribute to support the lifesaving work of more than 8,500 animal welfare groups throughout the nation.

Today more than ever, pets are members of the family to so many people. Each day we share our lives **together** with our pets. When we go through life's ups and downs, we do it **together**, with our pets by our side. When people speak of their pets, we hear words like joy, comfort, fun, peace and, of course, love. The bond is undeniable and the love is unconditional.

As we delight in the love of our own pets, we must never forget those that are less fortunate. With a compassion for all animals, we push forward to further achieve the Petco Foundation's mission. The Petco Foundation supports the work of all the incredibly (dedicated and passionate) individuals working in animal welfare organizations throughout the country each day to help animals in need. Their tireless efforts give hope for a new future for these animals. Although we have made great strides, our lifesaving work is not complete until all animals can experience the togetherness of being part of a family.

So remember—Petco partners, vendors, supporters and animal welfare partners—we have the power to make a difference for all animals, and working **together** we can do so much.

With heartfelt appreciation, we thank you for your support and dedication.



Charlie R. Piscitello
President, Petco Foundation



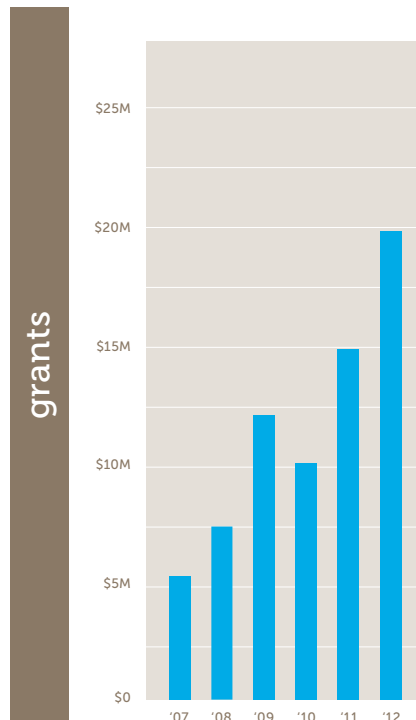
Susanne M. Kogut
Executive Director, Petco Foundation

letter of appreciation



the Petco Foundation embraces a philosophy summed up by the four Rs—Reduce, Rescue, Rehabilitate and Rejoice. Living this philosophy, the Petco Foundation supports organizations that implement lifesaving programs such as spay/neuter, adoption, behavior rehabilitation and pet retention.

The Petco Foundation's support continues to increase year after year, making it one of the nations most significant funders of animal welfare. Since its inception in 1999, the Petco Foundation has granted nearly \$100 million to help save animals in need.



mission



The Nevada Humane Society prepares to roll out in its new mobile adoption vehicle.

adoption means a new start, a new family and a new life for an animal in need. With the Petco Foundation's support, adopters, animal welfare partners and Petco employees joined **together** in 2012 to give a new future to more than 375,000 animals. Nothing says **togetherness** more than a pet going home with their new pet parent. Our Foundation partners are dedicated to adoption success.

Mayor's Alliance for NYC's Animals

"Working together with the Petco Foundation has been a tremendous boon to our adoptions here in New York City. The Foundation's generosity in providing us with a beautiful adoption van and its sponsorship of our strategic adoption events, have significantly increased the number of dogs and cats for whom we have found new homes."

—Jane Hoffman, President, Mayor's Alliance for NYC's Animals

Nevada Humane Society

"We are so grateful to the Petco Foundation for this fabulous new mobile adoption vehicle! It's a marvelous way to showcase the dogs and cats awaiting homes. It is fantastic that the Petco Foundation continues to be such a strong partner working **together** to save lives here and in communities across the country."

—Bonney Brown, former Executive Director, Nevada Humane Society



Spay/neuter programs reduce the number of animals entering our nation's shelters. The Petco Foundation continues to support organizations that focus on significantly increasing the number of animals spayed and neutered in their communities.

PAWS Chicago

“PAWS Chicago has spayed and neutered more than 87,000 animals over the past 5 years. The majority of these pets are from families that could not afford this service so PAWS Chicago is grateful for its wonderful partnership with the Petco Foundation. Removing the barriers to spay neuter and preventing unwanted litters is helping us build a No Kill Community in Chicago.”

—Paula Fasseas, Chairman of the Board - PAWS Chicago

Austin Pets Alive! clinic

“Over 85% of the animals that Austin Pets Alive! rescues require medical attention. We are able to save these animals' lives, in part, because of the significant funding provided for clinic renovations by the Petco Foundation. Working *together* we can do our part to maintain No-Kill status in Austin.”

—Kristina Jakstas, Donor Relations Manager, Austin Pets Alive!

spay and neuter
programs

The Game Changers: Petco's Fundraising Champions





Thank you to each and every Petco employee, customer and vendor who continues to support the lifesaving work of the Petco Foundation and our animal welfare partners. **Together**, you are the heroes to the animals in need throughout the year.

The Petco Foundation raises money through annual fundraisers in Petco stores and online to support the work of local community and regional animal welfare efforts. Petco employees, customers and vendors continue to generously support these efforts. It is because of your support that this lifesaving work continues. Your passion and commitment to making a positive difference is the key to our annual fundraising success. Working **together**, Petco fundraisers generated \$12 million in 2012.

Pet Cancer Awareness: May 2012

Pet Cancer Awareness provides funds to organizations conducting research on the causes, prevention and treatment of canine and feline cancer. Today, dogs and cats get cancer at approximately the same rate as people do. The Petco Foundation is committed to supporting organizations seeking a cure for this disease. A special thank you to Blue Buffalo for sponsoring our in-store Pet Cancer Awareness campaign.

giving back 

National Spay and Neuter Drive: June-July 2012

The Petco Foundation raises money to support local and national spay and neuter organizations that work to further reduce pet overpopulation. Spay and neuter programs often provide subsidized services to targeted communities or animals most in need. The Petco Foundation is committed to supporting spay and neuter programs throughout the country. Thank you to Royal Canin for sponsoring the 2012 National Spay and Neuter Drive.

Helping Heroes: August 2012

The Petco Foundation and Natural Balance partnered **together** to bring our Helping Heroes campaign to life. Today, a movement has begun to harness animals' special powers for a greater cause. Historically, dogs have been trained to do amazing and difficult feats to rescue humans, protect our flocks and guard our treasures. This practice of animals helping humans has expanded to companion animals of every size and shape, including cats, rabbits, pot bellied pigs and many other animals. Our Helping Heroes campaign raises funds to support organizations training all types and sizes of service animals. Thank you to our partners at Natural Balance for all their support of Helping Heroes.

Breeds in Need: October 2012

This fundraiser supports the many animal shelters and breed rescue groups working tirelessly to rehabilitate various breeds and find them new homes. Breeds in Need supports the specialized requirements for certain animals in the shelter environment. For instance, dogs rescued from puppy mills often require more time and attention to prepare them for life in a new home. This fundraiser recently expanded in scope to recognize the special needs of feral cats. Our Breeds in Need fundraiser gives all of these animals a second chance.

Spring A Pet: March 2013

Spring A Pet celebrates our Think Adoption First philosophy. It provides much-needed funding to animal welfare organizations in their efforts to find forever homes for hundreds of thousands of animals every year. Promoting adoption during special adoption events and outings, or at Petco stores and animal shelter adoption centers is a key ingredient to finding that new life for an animal in need. Nothing exemplifies the spirit of **togetherness** more than watching the joy on the faces of a newly adopted pet and their new forever pet parent as they embark on a new life together.

giving back 



Tree of Hope: November-December 2012

Tree of Hope, the Foundation's largest annual fundraiser, supports the day-to-day work of saving animals in need. Working **together**, we give hope to the animals that, for whatever reason, find themselves in one of the approximately 3,500 shelters throughout our nation. You—the donor, the volunteer, the foster, the shelter worker, the Board member, the business supporter—are the hope that these animals will find their new home and a new life. During our Tree of Hope fundraiser, you did not let these animals down, but you gave them hope with your support. Donations from Tree of Hope are granted to organizations dedicated to saving these beautiful, loving animals.

giving back 



Beth Mars, director of Petco Foundation operations and development (left), and Foundation President Charlie Piscitello (right) present the 2012 Petco Foundation HOPE Award to actress Lily Tomlin.

Petco Foundation Gala: May 2012



he Petco Foundation's Fifth Annual Hope Gala honored the work of Lily Tomlin, one of America's favorite comedians and long-time animal advocate, for her dedicated work and commitment to animal welfare. Ms. Tomlin was this year's recipient of the Petco Foundation HOPE Award, which celebrates the spirit of hope through a life dedicated to promoting the human-animal bond.

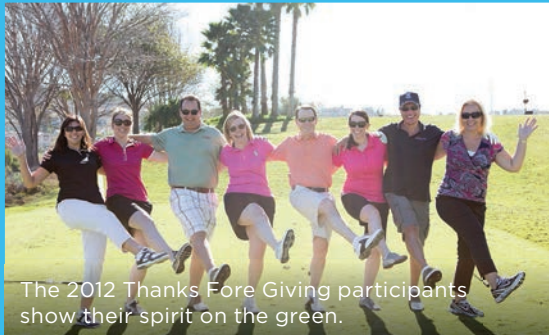
The 2012 gala grossed more than \$450,000. A portion of the proceeds from the event went to support two nonprofits: Actors and Others for Animals and the Performing Animal Welfare Society (PAWS), a California-based nonprofit dedicated to protecting performing animals and captive wildlife. Both organizations are near to Ms. Tomlin's heart and are committed to caring for animals in need and enhancing the human-animal bond.

Highlighting the spirit of the event, Ms. Tomlin reminded everyone of the importance of our lifesaving work when she said, "the Foundation is an inspiration to all of us in focusing our attention on the needs of our animals. Loving and protecting animals should be second nature for all of us, and I will continue to commit my efforts to this important work."

Thanks Fore Giving: November 2012

Nearly 300 golfers hit the greens at the Rancho Bernardo Inn and Country Club in Rancho Bernardo, CA, for the Ninth Annual Thanks Fore Giving fundraiser. In addition, nearly 100 more participants enjoyed a culinary and cocktail competition at the Rancho Bernardo Inn. Attendees then gathered for a silent auction and dinner.

The event made Foundation history, raising nearly \$1 million that directly supported Petco's charitable partners and animals in need. This is the Foundation's biggest event fundraiser, and it's supported by many Petco Foundation constituents, including Petco vendors and associates.



The 2012 Thanks Fore Giving participants show their spirit on the green.

5k9 Walk Run Series

We all know that obesity among people and pets is an ongoing issue in the U.S. That's why the 5k9 Walk Run series endeavors to get the whole family—including the four-legged members—involved in adopting healthy habits. Since the series includes a 5k course and a one-mile course, and can be walked or run with or without a pet, there truly is something for all fitness and age levels.

From competitive runners to family members of all ages, the 5k9 events bring people **together** from all over the country with one common interest—their love of animals. There is no better sight than happy people **together** with happy pets, and our races have plenty of both!

A large expo is held alongside each race, which includes numerous vendors, activities and exhibitors featuring ways to pamper your pet. From shopping for pet or fitness products to sampling new foods and treats to complimentary puppy paw massages, attendees find lots to do at the expo for themselves and for their four-legged pals. All proceeds from 5k9 events benefit local animal welfare partners in the communities hosting the event.



Paul Jolly (right) and his partner Rick Feldman at the 2012 Hope Gala.

A Tribute to Paul Jolly

this year brings an end to an era for the Petco Foundation, as the Foundation's founder and long-time executive director, industry icon Paul Jolly, who led the organization since its inception in 1999, stepped down. During Paul's tenure, the Petco Foundation has raised and donated more than \$110 million to help animals in need across the country. Today, the Foundation supports thousands of local animal-welfare partners across the country. Money raised helps fund animal-welfare efforts, including animal rescue, spay and neuter efforts, animal-assisted therapy programs, disaster relief and humane education. The Petco Foundation will be forever grateful for the compassion and dedication of Paul Jolly.



tribute to Paul Jolly

FINANCIAL POSITION
YEAR ENDING 5/4/2013

| Assets | 2012 |
|--|------------------|
| Cash and cash equivalents | 7,446,396 |
| Receivable from Petco Animal Supplies Stores, Inc. | 1,100,031 |
| Other receivables | 26,597 |
| Prepaid expenses | 103,605 |
| Total assets | 8,676,629 |
| Liabilities and Net Assets | |
| Liabilities: | |
| Accounts payable and accrued expenses | 836,137 |
| Due to Petco Animal Supplies Stores, Inc. | 292,188 |
| Total liabilities | 1,128,325 |
| Net assets: | |
| Unrestricted | 7,548,304 |
| Total net assets | 7,548,304 |
| Total liabilities and net assets | 8,676,629 |

CASH FLOWS
YEAR ENDING 5/4/2013

Cash flows from operating activities:

(Decrease) increase in net assets

(432,341)

Adjustments to reconcile change in net assets to net cash used in operating activities:

Increase(decrease) in receivable from Petco Animal Supplies Stores, Inc.

(491,228)

Decrease in other receivables

119,489

Increase in prepaid expense

(103,605)

Increase in accounts payable and accrued expenses Petco Animal Supplies Stores, Inc.

168,505

Increase (decrease) in due to Petco Animal Supplies Stores, Inc.

174,502

Net cash (used in) provided by operating activities

(564,678)

Net (decrease) increase in cash and cash equivalent

(564,678)

Cash and cash equivalents, beginning of year

8,011,074

Cash and cash equivalents, end of year

7,446,396



ACTIVITIES AND CHANGES IN NET ASSETS
YEAR ENDING 5/4/2013

Changes in unrestricted net assets:

Support and revenue:

| | |
|--|-------------------|
| Contributions from fundraising activities | 14,136,918 |
| Contributions from individuals & corporations | 5,115,684 |
| Petco Animal Supplies Stores, Inc. in-kind contributions | 362,104 |
| Total contributions | 19,614,706 |

Special events:

| | |
|---|-------------------|
| Revenue | 1,090,254 |
| Expense | (273,119) |
| Net special events revenue | 817,135 |
| Interest income | 9,688 |
| Total unrestricted support and revenue | 20,441,529 |

Expenditures:

| | |
|--------------------------------|-------------------|
| Program grants | 19,145,848 |
| Administration and other | 1,093,665 |
| Fundraising | 634,357 |
| Total expenditures | 20,873,870 |
| Change in net assets | (432,341) |
| Net assets, beginning of year | 7,980,645 |
| Net assets, end of year | 7,548,304 |

board of directors



Charlie Piscitello
President

Judith Muñoz
Vice President

Kevin Whalen
Secretary

Dave Carr
Treasurer

Susanne Kogut
Executive Director

Elisabeth Charles

Dan Cohen

Paula Fasseas

Bruce Hall

Peggy Hillier

Reg Holden

Maggie Osborn

Michael Peterson

Kailas Rao

Lance Schwimmer

Richard M. Segal

Susanne Kogut
Executive Director

Beth Mars
Director of Operations and Development

Susan Rosenberg
National Grants and Disaster Relief Manager

Kim Smith
Senior Web Manager

Mary Ann Magaña
Administrative Assistant

Sharon Sayegh
Administrative Assistant

Diane Stewart
Administrative Assistant

Anna Gerhart
Donor and Fundraising Analyst

petco[foundation.org](http://petcofoundation.org)
654 Richland Hills Drive
San Antonio, TX 78245





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