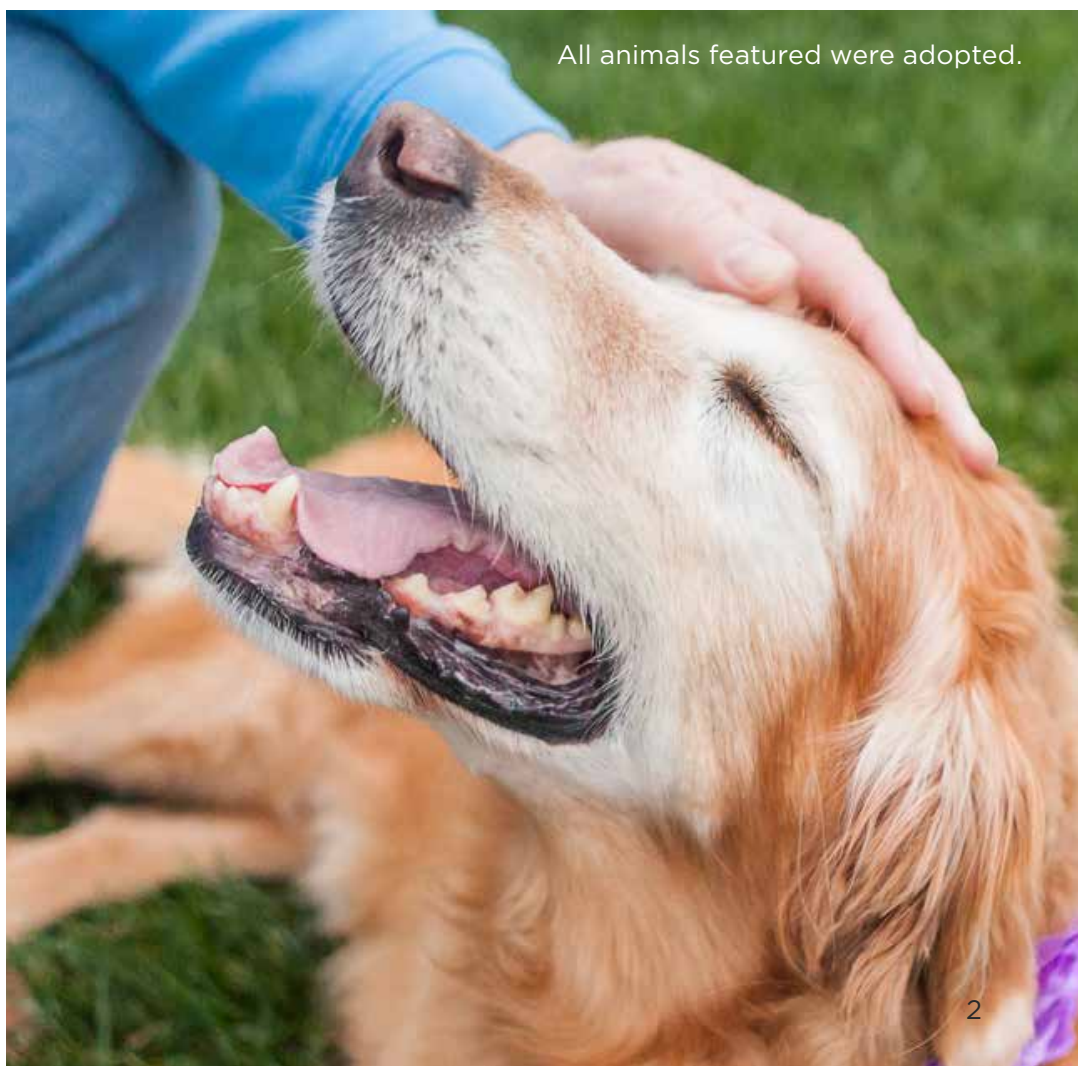


# 2013-2014 ANNUAL REPORT



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All animals featured were adopted.



**OUR MISSION:**  
To raise the  
quality of life  
for pets and the  
people who love  
and need them.





## Dear Lifesaving Friends & Supporters,

Since 1999, the Petco Foundation has existed to help animals. While much has changed since then, one thing that remains the same for our small but mighty team is the steadfast belief that together, we can create real and lasting change for animals in our country.

In our nearly 15 years, we've grown into an organization that has invested more than \$125 million in animal welfare work. Today, Petco employees and customers in more than 1,400 stores support the lifesaving work of more than 8,000 animal welfare groups.

As our numbers have grown, so has our impact. Like you, we believe unequivocally that every pet deserves a loving home. And the time has come to create a nation where that belief is the reality. Together, we can create solutions to a very solvable problem by changing how we think about and treat animals in our communities.

As animal lovers, we know the joy of sharing life with our pets. They're our family – our best friends. Their wagging tails remind us what is important in life. And in return, we feel that every pet in the nation would know the love and safety of their very own family.

Our work will not be complete until every community across the country embraces this lifesaving philosophy. Together, we will create the change that they deserve. We're incredibly proud of the progress we've made this year, but we're just getting started.

With heartfelt appreciation, thank you for your continued support.

Charlie R. Piscitello  
President, Petco Foundation

Susanne M. Kogut  
Executive Director, Petco Foundation



# HIGHLIGHTS FROM THE YEAR:

We're proud to say that in 2013, we initiated the following lifesaving changes at the Petco Foundation:

- Transformed our investment approach to prioritize support for those organizations that not only do good work, but that also make the most significant lifesaving impact.
- Honored our late and beloved founder, Paul Jolly, with the opening of the Paul Jolly Center for Pet Adoptions in San Antonio, Texas.
- Invested substantially in communities across the country, several of which we'll spotlight in this report.
- Saved more than 400,000 lives through our Think Adoption First program.
- Earned a 4-star rating from Charity Navigator, which recognizes charities with sound fiscal management and commitment to accountability and transparency.



# FUNDRAISING HIGHLIGHTS

## Fore! | Thanks Fore Giving | November 2013

Nearly 300 golfers hit the greens at the Omni La Costa Resort in Carlsbad, California, for the 10<sup>th</sup> Annual Thanks Fore Giving fundraiser with nearly 100 more participants joining our culinary and cocktail competition. This ever-popular event raised a record-breaking \$1 million for animals in need.

Thanks Fore Giving is the Foundation's biggest event fundraiser, supported by many Petco vendors and partners. Thank you to all who participated and gave generously!





## Celebration of Compassion | Hope Gala | May 2014

Excitement was in the air at the Hilton San Diego Bayfront as nearly 800 animal lovers gathered to honor two-time Academy Award-winning actress Hilary Swank for her work in animal welfare.

The Hope Gala, in partnership with Petco and Natural Balance, is a celebration of the work that the Petco Foundation's partners and supporters make possible. In addition to dinner and entertainment, this event included silent and live auctions and our first-ever Rescues and Runway fashion show, and all proceeds supported the Petco Foundation's lifesaving work in communities across the country.

This year's Gala raised more than \$675,000, and in addition to honoring Ms. Swank, also introduced the Paul Jolly Compassion Award. This award was created to recognize an organization whose compassion for animals inspired them to make a difference. The Kansas City Pet Project became our first-ever recipient, taking home a \$75,000 grant to help continue its lifesaving work.



**"Though I'm the one standing here tonight, it's really a reminder to all of us that we must come together to collectively bring hope and make a difference for animals, animal welfare and animal rights."**

*- Hilary Swank,  
2014 Hope Award Recipient*





## National Fundraising Campaigns | May 2013 – April 2014

Each year, we're incredibly proud to partner with Petco teams and customers across the country to raise money through unique fundraising campaigns in Petco stores. We held six national campaigns and raised a total of \$11,529,861 for animals. Thank you to our vendor sponsors for helping us bring these campaigns to life.

- **Pet Cancer Awareness Month**  
May 2013 | Partner: Blue Buffalo
- **National Spay and Neuter Drive**  
July 2013 | Partner: Royal Canin
- **Breeds in Need**  
August 2013
- **Helping Heroes**  
October 2013 | Partner: Natural Balance
- **Tree of Hope**  
December 2013 | Partner: Hill's Science Diet
- **Spring A Pet**  
March 2014 | Partner: Avoderm







## Lifesaving Champions | Petco Partners

The Petco Foundation wouldn't be what it is today without the passionate dedication of thousands of Petco store partners across the country. We call them our Lifesaving Champions, because time and time again, they show us what it truly means to serve as enthusiastic champions for animals.

Thank you for all that you do. You inspire us every day to be the best that we can be.





“Until one has  
loved an animal,  
a part of one’s  
soul remains  
unawakened.”

– Anatole France





## LIFESAVING IMPACT

### The Kansas City Pet Project

Kansas City Pet Project, the first-ever Paul Jolly Compassion Award winner, is an organization achieving incredible lifesaving success despite limited resources. Driven by a relentless determination to succeed, a promise to never give up, and with a focus on solutions, not excuses, in just a year, KCPP reshaped the future for animals in Kansas City, Missouri. By harnessing the community's support, Kansas City Pet Project transformed an organization that previously euthanized approximately 70 percent of all the animals into a lifesaving organization – increasing adoptions by 130 percent and saving more than 90 percent of the animals in their care.

“Kansas City Pet Project was created as a grassroots organization committed to saving lives at our city’s shelter,” said Brent Toellner, President of KC Pet Project. “Being honored with the Paul Jolly Compassion Award proves that ordinary people don’t have to just wish for better treatment for pets in their community – they can create change themselves.”





## The Paul Jolly Center for Pet Adoptions

In 2010, the city of San Antonio made a conscious decision to become the largest lifesaving community in the country, and shortly after, Petco and the Petco Foundation pledged a game-changing \$1 million to make it happen.

In October 2013, the Paul Jolly Center for Pet Adoptions opened its doors to the pets and people of San Antonio – a partnership between the Petco Foundation, San Antonio Animal Care Services, and operating partners San Antonio Pets Alive and Pet Shotz.

With space for more than 80 pets available for adoption, a low-cost spay/neuter clinic, and a pavilion for classes, adoptions and other events, the Paul Jolly Center has become a destination for the community to adopt their newest family member, celebrate animals, and learn about being a pet parent.

More than 3,000 animals have been saved during the facility's first year in operation, putting the community closer than ever to its lifesaving goal.

“Our hope is that this brand-new campus will be a physical beacon for the work that we all do to save lives in San Antonio,” said Dr. Ellen Jefferson, President and Founder of San Antonio Pets Alive. “It exemplifies the positive idea that these pets are valued by this community and are worth the work it takes to save their lives.”







## Animal Care & Control of NYC

For animals in the tri-state area, hope soon arrived in the form of a brand-new transport vehicle. With a \$50,000 investment from the Petco Foundation, Animal Care & Control of NYC used the new van to transport homeless animals in New York City's five boroughs to foster homes and adoption partners.

"As an open-admissions organization, we have dozens of new animals arriving every day. It's essential we partner with foster volunteers and rescue groups to find them placement, and it's also important that we have a readily available way to transport placed animals," said Risa Weinstock, AC&C Executive Director. "The Petco Foundation's support of AC&C will help give many more animals the second chance they deserve."

## Holiday Wishes Grant Campaign

In November 2013, the Petco Foundation joined Ellen DeGeneres and her natural pet food company, Halo, to announce an exciting new Holiday Wishes Grant Campaign. Animal welfare organizations across the country were invited to submit their best lifesaving story for a chance to receive one of \$500,000 in grants.

More than 4,500 applications were submitted with incredible stories about the inspirational work being done in communities across the country to make a real difference for animals.

Ultimately, the Petco Foundation awarded 33 grants, with the grand prize \$100,000 award going to Pet Rescue Center based in Mission Viejo, California, for its story about Sammy, a handsome pit bull who overcame his life as a bait dog to become a loving, happy-go-lucky ambassador for his breed.

“By sharing their stories through this campaign, we hope to raise awareness and increase the number of animals spending the holiday season where they belong – in loving homes with the care and support they deserve,” said Petco Foundation Executive Director Susanne Kogut. “We’re thrilled with the success of this year’s campaign, and look forward to sharing more impactful stories next year.”





## Military Working Dog Teams National Monument

The Petco Foundation was honored to serve as a corporate sponsor of the Military Working Dog Teams National Monument, a tribute to the brave dogs that have protected and served alongside U.S. troops since World War II.

Years in the making, the memorial was unveiled in November at Lackland Air Force Base in San Antonio, where active military members, veterans and their families came together to honor the legacy of these heroes.

“As a Scout Dog handler in Vietnam I experienced firsthand how valuable these dogs are at saving soldiers’ lives,” said John Burnam, former dog handler and creator of the monument project. “I’m incredibly proud that our dogs, of all wars, are now recognized with a magnificent national monument to ensure they will never be forgotten again.”



# STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS

	For the Years Ended	
	May 3, 2014	May 4, 2013
<b>Changes in Unrestricted Net Assets:</b>		
<b>Support and Revenue:</b>		
Contributions from Fundraising Activities	\$ 13,013,551	\$ 14,136,918
Contributions from Individuals & Corporations	\$ 6,782,973	\$ 5,115,684
Petco Animal Supplies Stores, Inc. In-Kind Contributions	\$ 1,096,866	\$ 362,104
<b>Total Contributions</b>	<b>\$ 20,893,390</b>	<b>\$ 19,614,706</b>
<b>Special Events:</b>		
Revenue	\$ 2,209,767	1,090,254
Expense	\$ (863,378)	(273,119)
<b>Net Special Events Revenue</b>	<b>\$ 1,346,389</b>	<b>817,135</b>
Interest Income	\$ 4,741	9,688
<b>Total Unrestricted Support and Revenue</b>	<b>\$ 22,244,520</b>	<b>20,441,529</b>
<b>Expenditures:</b>		
Program Grants	\$ 15,434,841	\$ 19,145,848
Administration and Other	\$ 1,549,667	\$ 1,093,665
Fundraising	\$ 595,467	\$ 634,357
<b>Total Expenditures</b>	<b>\$ 17,579,975</b>	<b>\$ 20,873,870</b>
Change in Net Assets	\$ 4,664,545	\$ (432,341)
Net Assets, Beginning of Year	\$ 7,548,304	\$ 7,980,645
<b>Net Assets, End of Year</b>	<b>\$ 12,212,849</b>	<b>\$ 7,548,304</b>





# FINANCIAL POSITION

## Assets

	May 3, 2014	May 4, 2013
Cash and cash equivalents	\$ 12,273,632	\$ 7,446,396
Receivable from Petco Animal Supplies Stores, Inc.	\$ 1,280,279	\$ 1,100,031
Other Receivables	\$ 434,726	\$ 26,597
Prepaid Expenses	\$ 7,350	\$ 103,605
<b>Total Assets</b>	<b>\$13,995,987</b>	<b>\$ 8,676,629</b>

## Liabilities and Net Assets

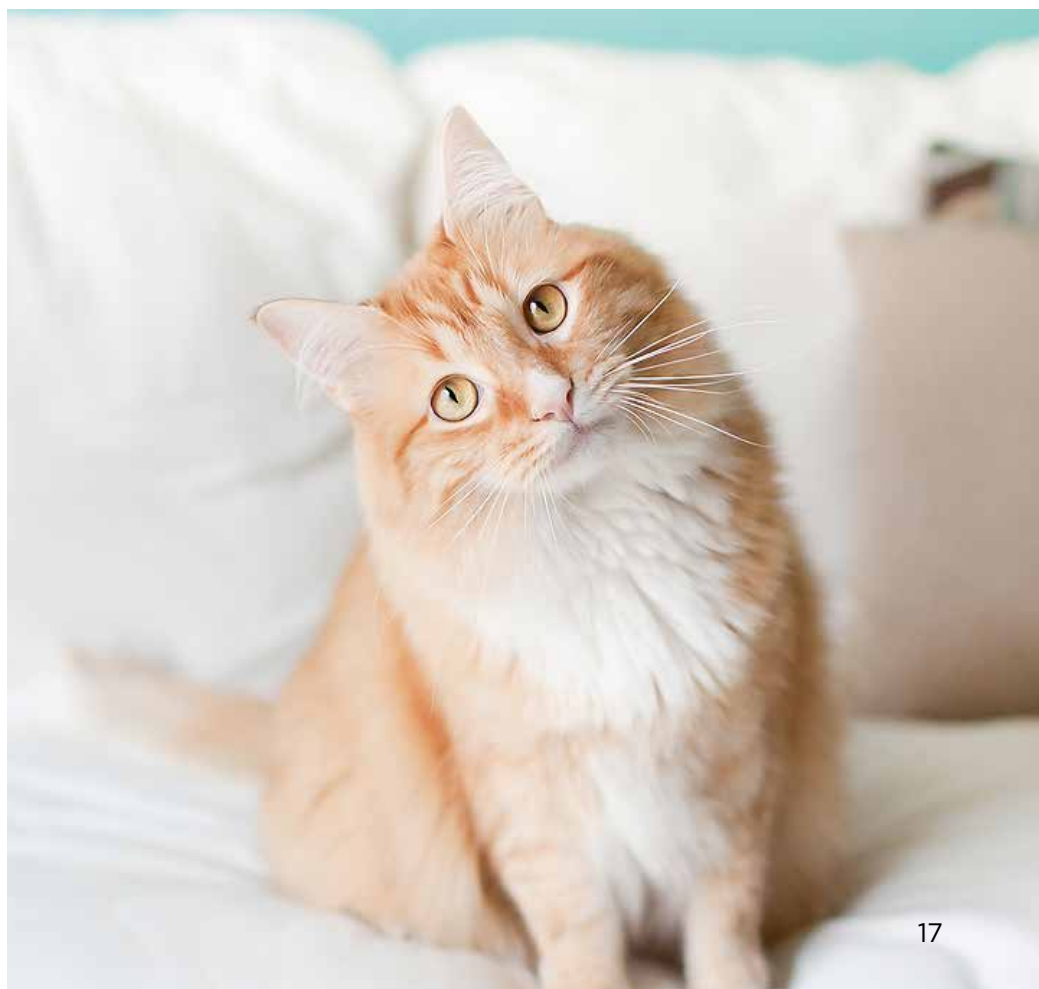
### Liabilities:

Accounts payable and accrued expenses	\$ 1,606,734	\$ 836,137
Due to Petco Animal Supplies Stores, Inc.	\$ 176,404	\$ 292,188
<b>Total Liabilities</b>	<b>\$ 1,783,138</b>	<b>\$ 1,128,325</b>

### Net Assets:

Unrestricted	\$ 12,212,849	\$ 7,548,304
<b>Total Net Assets</b>	<b>\$ 12,212,849</b>	<b>\$ 7,548,304</b>

<b>Total Liabilities and Net Assets</b>	<b>\$ 13,995,987</b>	<b>\$ 8,676,629</b>
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## Board of Directors

Charlie Piscitello  
*President*

Judith Muñoz  
*Vice President*

Susanne Kogut  
*Executive Director*

Dave Carr  
*Treasurer*

Kevin Whalen  
*Secretary*

Bruce Hall

Michael Peterson

Peggy Hillier

Lance Schwimmer

Maggie Osburn

Reg Holden

Richard M. Segal

Kailas Rao

Elisabeth Charles

Dan Cohen

Paula Fasseas

## Staff

Paul Jolly  
*Executive Director*

Susanne Kogut  
*Executive Director*

Beth Mars  
*Director, Business Programs & Partnerships*

Rana Smith  
*Director, Development & Marketing*

Anna Gerhart  
*Donor & Fundraising Analyst*

Kim Smith  
*Senior Web Manager*

Lee Domaszowec  
*Foundation Program Manager*

Mary Ann Magana  
*Manager Grant Administration*

Susan Rosenberg  
*National Grants & Disaster Relief Manager*

Diane Stewart  
*Administrative Assistant*

Sharon Sayegh  
*Executive Administrative Assistant*







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Jill Flynn

Erica Matyas

Kelly Schulze

CJ Barker

Tara Lynn



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