



MUDDY PAWS  
RESCUE



ANNUAL REPORT

2023



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# OUR MISSION

The mission of Muddy Paws Rescue is to build and support a thriving community of dog-loving humans dedicated to ending unnecessary euthanasia of companion dogs. We do this through shared learning and education, direct lifesaving, and continuous innovation.



# WHAT WE DO

Muddy Paws Rescue is a 501(c)3 non-profit organization that partners with open-intake shelters across the U.S. to place homeless dogs into adoptable homes. Ultimately, we envision a world in which adopting a dog is a positive and stress-free experience for all, removing all barriers and encouraging adoption as the first option to be considered when adding a pet to a family.

Since the organization's founding in 2016, we have saved nearly 8,000 lives. With a dedicated team of fosters, volunteers, and animal welfare advocates, Muddy Paws Rescue strives to be New York City's leader in responsible, foster-based practices.

# FROM OUR EXECUTIVE DIRECTOR



For all of us here at Muddy Paws Rescue, 2023 was a year of change, uncertainty, and growth. We welcomed new staff members, doubled down on our efforts supporting pups in our own backyard at NYC Animal Care Centers, and saw dogs who had continually set new length-of-stay records finally find the perfect homes.

It was a year not without its challenges—and I am so proud to have watched us overcome some serious obstacles to come out on the other side stronger than we’ve ever been. We are out there, boots on the ground, doing the work and saving lives, building relationships, and having fun while we’re at it.

From our start in my living room in 2016 to the literal streets of Hell’s Kitchen in 2023, our muddy paws have brought us somewhere I couldn’t have ever imagined in those early days. It’s no secret that founding an organization is not for the faint of heart, and 2023 made that crystal clear, but now, on the other side of it, there is nowhere I’d rather be than here with all of you.

Whether you’ve been with us since 2016 or you joined us in 2023, thank you for your incredible support. I can’t wait to see what 2024 has planned for our Muddy Paws Pack!

Rachael Ziering

# 2023 SNAPSHOT



**1,012**  
Unique  
Foster Homes



**114**  
Loyal Companions



Hours Volunteered



# OUR HUNDRED-DAY CLUB

We are committed to our dogs and fosters—no matter how long it takes to find them their perfect family. **Congratulations to the 33 pups who found homes in 2023 after more than 100 days in our care.** Here are just a few of those extra-special pups!



ABBY



CHULA



FLOYD



CLEMENTINE



SHARKY



RIPLEY



BANDO



GOLDIE



PANDA

## A RENEWED FOCUS ON OUR OWN BACKYARD

In October, for the first time in our history, NYC Animal Care Centers was forced to close their doors to dog intakes due to a massive spike in their shelter population that far outpaced their adoptions, reunions with owners, and rescue pulls.

We knew we had to step up, so on October 20th we brought our adoption van uptown to Manhattan ACC and brought on as many dogs as we could manage—resulting in our biggest ever single-day transport from within New York City. Upon their arrival at HQ, the dogs' new foster parents could pick them up, get supplies, bathe their new foster pup using our dog wash station, and enjoy a shared experience with others dedicated to saving the lives of NYC dogs. In total, we welcomed 15 dogs into our care that day and 81 dogs from the NYC ASPCA headquarters and NYC Animal Care Centers over the entirety of 2023. This is a record high for us in a single year and more than double the number of dogs that we were able to intake locally in the year prior.



# OUR COMMITMENT TO DEI

As an organization that strives to serve the many culturally, ethnically, and socioeconomically diverse communities that make up New York City, we recognize that there are always more ways to continue to grow and improve.

When Maddie's Fund offered full scholarships to complete the Bronze CARE REDI certifications in June, every staff member and several members of our Board of Directors made it a priority to complete their individual certifications. The course is an introductory guide to understanding Racial Equity, Diversity, and Inclusion, as it relates specifically to animal welfare. Certified organizations are better prepared to identify and utilize community resources to reduce shelter intake rates.

Members of our Board of Directors have since formed the organization's first Diversity, Equity & Inclusion committee. To date, the committee has:

- Created a Slack channel for Spanish-speaking volunteers to facilitate communication with ESL adopters
- Conducted a thorough analysis of the organization's 2023 demographic survey data, and leveraging those findings to identify top communities in which we need to more proactively engage in the year ahead
- Helped to ensure that our marketing materials (website, social media posts, printed materials, etc.) have proper representation of our BIPOC community

## OUR DEI MISSION STATEMENT

"We aim to maintain an authentic commitment to social responsibility, social justice, and inclusivity throughout all facets of our operations to best achieve our mission. We commit to driving and engaging in an open and continuous dialogue with our ever-growing community, while approaching gaps with the intent to learn, understand, and change. We believe that everyone should have equitable and unbiased access to our programs, services, employment opportunities, and leadership opportunities."

Our Commitment to DEI



Block Party



## BLOCK PARTY

On May 18th, we took over an entire city block in Hell's Kitchen to host our second annual Block Party—Muddy Paws Rescue's signature community-building, dog-loving street fair.

Over 5,000 people stopped by to enjoy more than 50 booths with local businesses, food, pet-focused products, and more! More than \$52,000 was raised in support of our work, and best of all, 20 Muddy Paws pups and 12 Animal Care Centers of NYC cats and dogs were adopted that afternoon.



SCAN TO LEARN MORE ABOUT OUR BLOCK PARTY AND HOW TO GET INVOLVED!





# VOLUNTEER HIGHLIGHTS

Muddy Paws Rescue relies on the support and commitment of our volunteers to save thousands of lives each year. In 2023, almost 500 dog-loving, generous humans donated their time and unique skill-sets to support every facet of our operations, including providing one-on-one support for our foster parents, keeping our mobile adoption events running smoothly, curating our social media pages, fundraising hundreds of thousands of dollars to support our pups, and of course—helping hundreds of families find their new best friend.

**Thank you to each and every one of our amazing volunteers for dedicating a total of 8,929 hours to helping rescue pups find homes in 2023!**



## EXPANDING OUR PACK HQ INTERN PROGRAM

In the summer of 2023, Muddy Paws Rescue welcomed three interns to our Pack HQ from Emergent Works. Emergent Works, a 501(c)3 organization based in Hell's Kitchen, partners with the support of the NYC Mayor's Office of Criminal Justice and the Center for Community Alternatives to create work training programs for at-risk youth.

These interns helped at Pack HQ on Tuesdays and Fridays for 10 hours a week helping with HQ tasks and projects. Emergent Works' program goal is providing participants with exposure to professional environments and opportunities to learn new skills. We are grateful for Denzel, Andrew, and Robert's contributions throughout their 6-week internship with us!

# MUDDY PAWS IN THE MEDIA

In 2023, Muddy Paws continued to expand its presence in the earned media space, garnering coverage spanning television, print, radio, and online. **In total, our efforts resulted in 1,156,083,700 media impressions** for the Muddy Paws brand in just one calendar year. Media highlights included appearances on NBC Nightly News with Lester Holt Kids Edition, CBS News, a spread in People Magazine, The New York Post, Time Out NY, 1010WINS, BuzzFeed Celeb, and a Dream Date with The Dodo.

This coverage provides a significant platform for Muddy Paws to share our story—attracting new adopters, fosters, volunteers, and donors who may not have been aware of us before. When we are featured in the news, our visibility is amplified, which ultimately advances our ability to save lives.



Muddy Paws Rescue's  
Social Reach

Instagram  
110,000+ Followers

TikTok  
19,000+ Followers

Email Audience  
40,000+ Subscribers



CeeCee received lifesaving surgery to remove a massive bladder stone, and now she has a baby human brother whom she loves



Tinkerbell's heart murmur, cherry eye, and dental disease were treated so he could be free from pain



Chestnut Praline struggled with brachycephalic airway obstruction syndrome, but now she can breathe easily and enjoy a fresh start

## WE RATE OUR NEW PARTNER 15 OUT OF 10!

When shelters are overcrowded and under-resourced, dogs with treatable but expensive medical conditions are at risk of euthanasia due to lack of funding. Behaviorally, these pups might not be challenging, but medical expenses have historically been a barrier to Muddy Paws being able to pull these dogs and provide them with the medical care they need.

The 15/10 Foundation (part of the @WeRateDogs brand) aims to make rescue dogs with medical needs more adoptable. The Foundation grants funding to rescue partners like us so we can pull more dogs with medical needs from shelters, regardless of our ability to take on the long-term financial burden these cases often require. Once a dog is funded, they also **cover 100% of treatment for that condition for the rest of the dog's life**—removing the stress for their future adopters!

Since becoming a 15/10 rescue partner in September of 2023, the Foundation has helped 18 Muddy Paws pups get the medical care they needed—and, by continuing this support for their adopters, they've also helped make sure they found great homes! **Thank you, 15/10 Foundation!**



# EXPENSES

Thank you to the generous individuals, companies, and foundations who helped us save lives this past year and made sure that adoption remained affordable and accessible to all New Yorkers. Every dollar donated to Muddy Paws Rescue makes a lifesaving impact on animals in need. In 2023, 72% of the organization's expenses were allocated directly to animal care, our adoption, foster, and volunteer programs, and Pack HQ—our central hub for operations.

Muddy Paws Rescue is a 501(c)(3) non-profit rescue. The organization is governed by a 9-person Board of Directors who are dedicated to maintaining fiscal responsibility, fostering sustainable growth, and bettering the lives of dogs in need (and the humans who care for them).

# OUR STAFF



**Rachael Ziering**  
*Founding Executive Director*



**Lisa Blum**  
*Development Director*



**Jenna Bonarrigo**  
*Senior Adoptions Program Manager*



**Juliette Mazza**  
*Donor Relations & Events Manager*



**Corynne Pedrosa**  
*Adoptions Program Manager*



**Dr. Matt Miller**  
*Veterinarian*



**Emily Trost**  
*Programs Director*



**Mallory Kerley**  
*Marketing Director*



**Hillary Miller**  
*Senior Foster Program Manager*



**Heather DarleyDarley,**  
*Volunteer Program Manager*



**Alisha Rounds**  
*Foster Program Manager*

# OUR BOARD OF DIRECTORS

- Meghan Danaher**, Board Chair, Siguler Guff
- Kate Goerke**, Board Treasurer, EY LLP
- Liz Remington**, Board Secretary, Microsoft
- Teddy McBride**, Schulte, Roth & Zabel LLP
- Stephanie Liff, D.V.M.**, Pure Paws Veterinary Care
- Mike Wimsatt**, Independent Consultant
- Adrian Köstli**, Credit Suisse
- Meghan Catucci**, Muck Rack
- Jai Seth**, Preqin



# DON'T TAKE IT FROM US...

Our adopters say it best—these happy tails were only possible thanks to the support from our Muddy Paws Pack community!

## Juno

Adopted November 2023



Dogs like Juno tend to get overlooked when they're at Animal Care Centers of NYC, and being a big blocky-headed pup with cropped ears wasn't helping him get noticed. Juno's owner surrendered him to NYC ACC in September of 2023, and he stayed there until we took him into our care at the end of October. He was only with us a month before he found a home with ChiWen. She was originally looking for a smaller dog due to the size of her apartment, but when she and her partner met Juno, they realized it was personality—not size—that made him the perfect fit for their lives.

**"We are so, so lucky to have Juno in our lives. He always makes us laugh and reminds us to embrace the simple joys of life. It seems like we're still constantly learning new things about him and getting to see the different sides of his personality. It's really heartwarming to see how he's gotten more and more playful as he's gotten comfortable here. We really love Muddy Paws and everything they do! The team made the adoption process so smooth and straightforward, and we love that you get a glimpse of every dog through their foster's routine and notes. I think this helped tremendously with getting Juno settled into our home and building our own routine with him."**

## Charles-Hayden Savage

Adopted September 2023



The old adage "you can find any dog in rescue" rings especially true for Charles. In the summer of 2023, we saw an inexplicable spike in the number of 'doodle' type dogs arriving to our shelter partner in Kentucky. When Charles arrived, his fur was filthy and matted, and we believe he had a rough life before arriving at our shelter partner. With a fresh haircut, Charles attracted a lot of attention due to his looks alone, but his rambunctious behavior resulted in many families passing him by. After a month of waiting, Crystal and Cristian finally gave Charles the second chance he deserved.

**"Originally, we thought during the adoption process that we rescued him, but if Cris and I are honest, he rescued us, no question. He's a big part of our family and life would not be as rich without him. We thank Muddy Paws for an excellent experience and for introducing us to our lovable giant!"**

# OUR SUPPORTERS

## \$25,000+

Ann and Gordon Getty Foundation  
 Patrick and Theresa Hancock  
 PEDIGREE Foundation  
 Petco Love  
 PetSmart Charities

## \$10,000 - \$24,999

15/10 Foundation  
 Anonymous  
 Danaher Family  
 Carrie Denning  
 Finlay Family  
 Marion and Richard Graham Foundation  
 Elise Kirban  
 Eric Lubin  
 Okavango Private Foundation  
 Samuel Freeman Charitable Trust  
 Brian Scios, Lisa Tilson, and Amy Strauss Family Foundation

## \$5,000 - \$9,999

Ardea Holdings  
 Bissell Pet Foundation  
 Blue Pearl Veterinary  
 Lee Cochran  
 Matthew Cohen  
 Alyssa Coons  
 FuzzButt Vodka  
 Tyler and Courtney Henritze  
 Hiscox  
 Many As One  
 Paramount  
 Pure Paws Veterinary Care  
 The Grey Dog  
 The Monaghan Foundation  
 The Petfinder Foundation  
 The Stephen Colbert Americone Dream Fund  
 Tito's Handmade Vodka  
 Under the Weather  
 VEG of Chelsea  
 Veterinary Practice Partners  
 WarnerMedia



# CREATIVE TEAM

Thank you to our incredible creative team who generously donate their time and talents to helping Muddy Paws look our very best. All of the imagery and design you see throughout the year (and in this report) are a result of their hard work and dedication.

### Creative Team

Jessica Lam  
 Emily Park  
 Skylar Apter  
 Hanna Murphy  
 Adrienne Angelo  
 Emma Sadler  
 Chelsea Schizzano

### Photographers

Alexandra Lloyd  
 Meredith Zinner  
 Elizabeth Capreol  
 Janak Jobanputra  
 Chiaki Ota  
 Rachael Langer

### Annual Report Design

Jessica Lam

# INDUSTRY PARTNERS

Our industry partners are central to our lifesaving mission. We strive to set our pups up for success in their foster and forever homes, and we are grateful to these industry experts who provide our dogs with the best behavior training, all-around care, promotional assets, medical resources, and post-adoption support. Thank you!

### 2023 Rescue and Shelter Partners

Animal Care Centers of NYC  
 ASPCA  
 Bowling Green Warren  
 County Humane Society  
 Fulton County Animal Services  
 Doggie Harmony  
 Operation Kindness

### Trainers

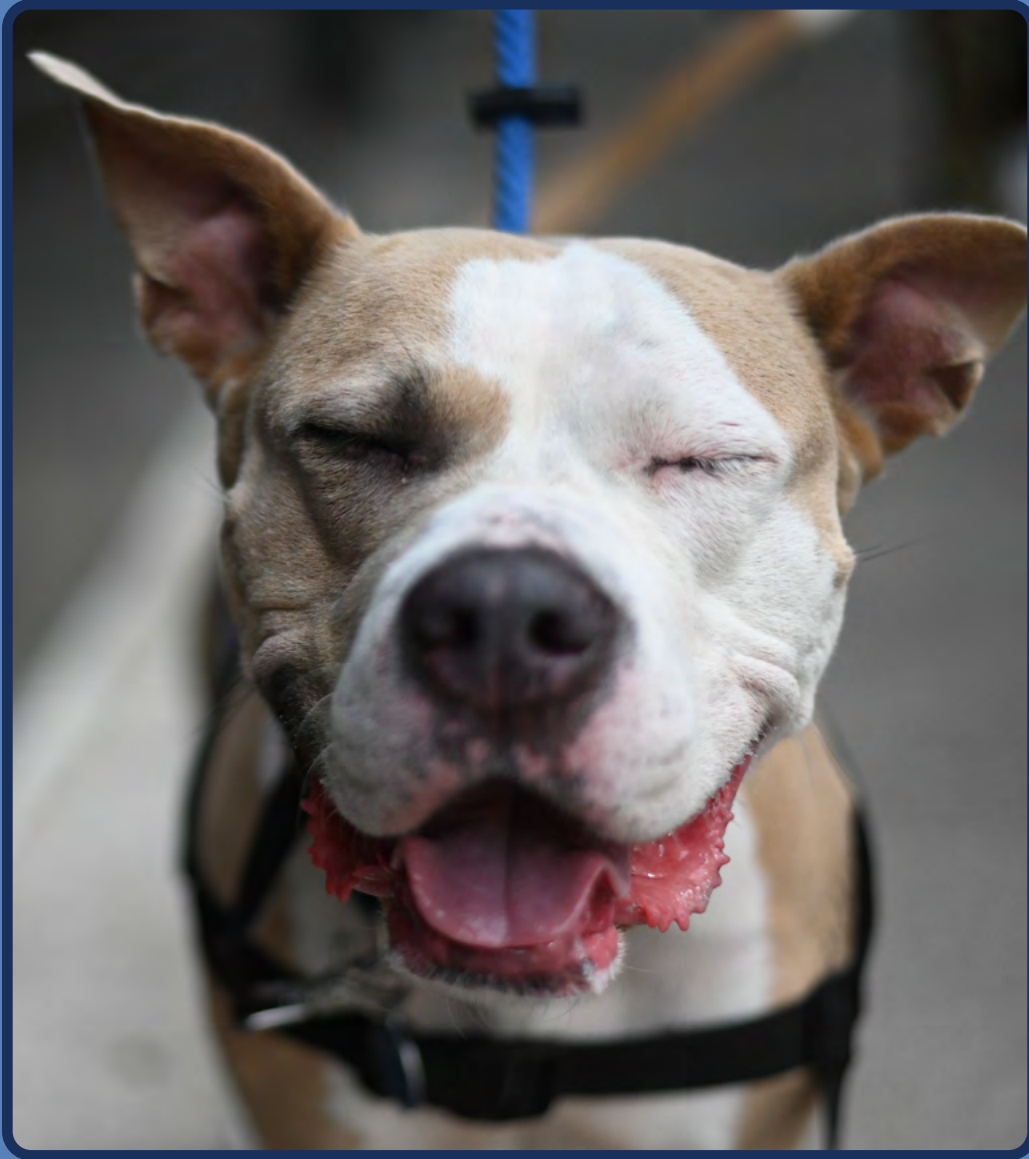
Kapooch Dog Training  
 Lead Your K9  
 Yuri Olguin Dog Training  
 Kristina's Critters  
 Amanda Gagnon Dog Training  
 Andrea Arden Dog Training  
 Devi the Dog Trainer  
 DogsTrust USA  
 GoodPup

### Medical Care

Pure Paws Veterinary Care  
 Symphony Veterinary Center  
 Animal Medical Center  
 Bond Vet  
 Blue Pearl Veterinary Hospital  
 Veterinary Emergency Group  
 West Village Veterinary Hospital

### Pet Care

Groomit  
 Mobile Mutts  
 Throw Me A Bone  
 Animal Loving Care  
 Bark Place  
 Celestial Paws  
 D is for Doggy



To learn more, visit  
[muddypawsrescue.org](http://muddypawsrescue.org)

