



# ANNUAL REPORT 2022

A LOOK AT OUR RECORD-BREAKING YEAR

JOIN THE #MUDDYPAWSPACK



MUDDY PAWS  
RESCUE



# MUDDY PAWS

RESCUE



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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 7,000 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.



# AT MUDDY PAWS RESCUE,

We have always valued our ability to change and evolve with the times, remain light on our feet, and make adjustments wherever needed so that we can best serve the pups and our two-legged community. As a result, we are constantly evaluating our impact and making improvements to our processes—and 2022 was no exception!

I am so proud of the way that our community has embraced such big changes over the last year. This included rolling out a brand new (and improved!) adoptions process and building and adapting best practices from scratch at our new headquarters. Change is never easy, but it will always be essential as we continue to establish ourselves as leaders in the foster-based animal rescue world.

Since I founded Muddy Paws Rescue over 7 years ago, one of the questions I have been asked most frequently is, “Are you going to keep growing?” This is not a simple question, and it doesn’t have a simple answer. To me, growth can mean many things. It may include numbers and statistics, or it could simply mean the opposite of stagnation, and doing something new and varied every day.

In short, my answer is yes. Every change we make constitutes growth—rooted in the foundation of wanting to save as many lives as we responsibly can.

I’m very excited to share with you the growth that we experienced in 2022. Thank you for joining us on our journey this past year!

With Gratitude,

Rachael Ziering, *Founding Executive Director*



# 2022 SNAPSHOT



A MUDDY PAWS RESCUE RECORD



**948**  
Unique  
Foster Homes



Intake Partners



**263**  
Loyal Companions



Hours Volunteered



**3,619**  
New Donors





# 18 EXTRA SPECIAL HAPPY TAILS

We are committed to our dogs and fosters—no matter how long it takes to find them their perfect family. **Congratulations to all of the pups who found homes in 2022** after more than 100 days in our care!



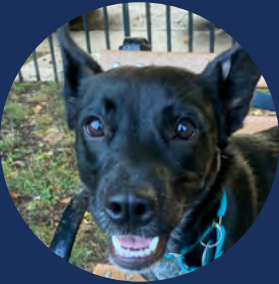
## Midnight

Intake: October 11, 2021  
Adopted: September 09, 2022



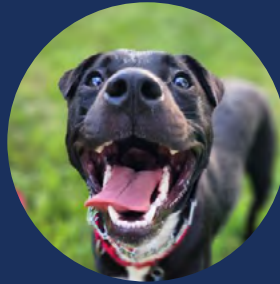
## Matty

Intake: October 23, 2021  
Adopted: August 6, 2022



## Moo

Intake: September 11, 2021  
Adopted: May 19, 2022



## Chico

Intake: March 5, 2022  
Adopted: October 31, 2022



## Wicca

Intake: March 12, 2022  
Adopted: October 28, 2022



## Sally

Intake: June 22, 2021  
Adopted: January 24, 2022



## Buddy

Intake: January 8, 2022  
Adopted: July 18, 2022



## King Pop

Intake: September 10, 2021  
Adopted: February 25, 2022





**Barry**

Intake: October 10, 2021  
Adopted: March 18, 2022



**Monty**

Intake: September 28, 2021  
Adopted: February 25, 2022



**Chuck**

Intake: July 1, 2022  
Adopted: November 21, 2022



**Samson**

Intake: August 13, 2022  
Adopted: December 19, 2022



**Taysha**

Intake: December 13, 2021  
Adopted: April 20, 2022



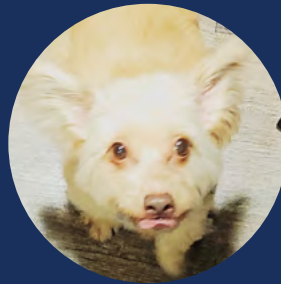
**Penny Lane**

Intake: June 23, 2022  
Adopted: October 23, 2022



**Donner  
(Holly's Reindeer Pup #6)**

Intake: October 23, 2021  
Adopted: February 18, 2022



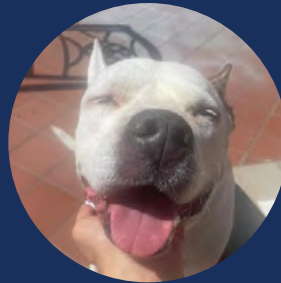
**Syd**

Intake: October 1, 2021  
Adopted: January 26, 2022



**Daisy**

Intake: June 25, 2022  
Adopted: October 18, 2022



**Pappi**

Intake: January 24, 2022  
Adopted: May 9, 2022

# SUPPORTING AT-RISK POPULATIONS

As a New Hope partner for New York City Animal Care Centers, we provide support to NYC's homeless animal population—**especially those that require specialized medical care or behavior training.**

Through our transport program, we provide support to other parts of the country where shelters face a more significant overpopulation issue than the Northeast and a shortage of adopters given their rural locations. Because these partners must also prioritize rescue placement for their most vulnerable populations, **we strive to intake as many at-risk dogs as we responsibly can** to provide them with the specialized care and support they need while awaiting adoption.

In 2022, we welcomed:



**42 Dogs**

from the NYC ASPCA headquarters  
and NYC Animal Care Centers

**38 Senior  
Dogs**

who spent their golden  
years in foster care before  
finding their families

**5 New Mamas &  
Their Puppies**

who were able to stay  
together until they were  
ready for adoption

**1 Pregnant  
Dog**

who gave birth to her two  
pups while safe & comfortable  
in her foster home

**2 Heartworm  
Positive Dogs**

so they could receive  
treatment outside of  
a shelter environment



# GIVING OUR DOGS THE TOOLS THEY NEED TO SUCCEED

Our commitment to supporting the unique medical and behavioral needs of every dog who enters our care means knowing when professional intervention is needed. In 2022, we expanded our network of trusted training partners. We **utilize these partnerships to provide 1:1 behavioral support** to the dogs who need it—just as we would call the vet if they needed medical support.

Through our new partnership with Lead Your K9 in Orwigsburg, PA, we now have the option to **enroll our dogs in a board & train program outside of the city if they require additional training or support.** Board and Train programs offer a controlled environment where our pups can thrive and focus on learning the critical skills they need to be successful in their adoptive homes.



CONGRATULATIONS TO OUR  
2022 BOARD & TRAIN GRADUATES!

**Matty, Abby, Chico, Dior, and Frosty**



## A VISIT TO OUR LONGEST STANDING SHELTER PARTNER

In September, our team took the trek down to Kentucky to visit with our biggest shelter partner, Bowling Green Warren County Humane Society (BGWCHS). We spent three days side-by-side with their hardworking staff, meeting future Muddy Paws pups, volunteering, and learning more about their operations.

BGWCHS takes in an average of 50-80 animals per day. Since their intake far outpaces the number of local families looking to adopt, BGWCHS has developed a robust transport program that sends more than one hundred animals to partners like us every two to three weeks.

Muddy Paws Rescue is proud to be one of their largest receiving partners. **Thanks to our growing community of fosters, adopters, and donors, we are now able to welcome around 60 pups each month from Kentucky, which frees up space in their facility to save more lives each day.**



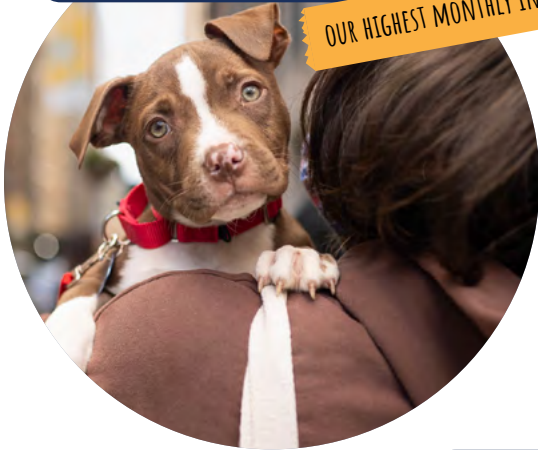
# A RECORD-BREAKING YEAR FOR LIFESAVING

Because we are a foster-based rescue with no physical shelter, we only have the capacity to save as many dogs as we have foster parents. That's why in 2022, **we dug deep to figure out how to increase our foster onboarding completion rate and minimize the dropoffs we were seeing.** We determined it was time to refresh our foster orientation video and quiz, and did a complete refresh to make it shorter and simpler, while still comprehensive enough to ensure the safety of our pups.

**Our onboarding refresh meant that we were able to onboard more fosters and increase our lifesaving capacity in 2022.**

We welcomed  
**130 dogs** in January

OUR HIGHEST MONTHLY INTAKE TO DATE



In July, we welcomed  
**47 dogs** from Kentucky

OUR LARGEST SINGLE TRANSPORT TO DATE



In total, **948 fosters** opened  
up their homes to **1,068 dogs** in need

THE MOST LIVES WE'VE EVER SAVED IN A SINGLE YEAR



Register to Foster



Hours Volunteered:

8,782

Muddy Paws Rescue relies on the support and commitment of our volunteers to save thousands of lives each year. In 2022, almost 600 dog-loving, **generous humans donated their time and unique skill sets to support every facet of our operations, including providing 1:1 support for our foster parents, keeping our mobile adoption events running smoothly, fundraising hundreds of thousands of dollars to support our pups, and of course—helping 1,024 families find their new best friend.**

Thank you to each and every one of our amazing volunteers for dedicating 8,782 hours to help rescue pups find homes in 2022!

### **Volunteer Spotlight: Welcoming our first-ever Pack HQ Interns**

In Summer 2022, Muddy Paws Rescue welcomed three interns to our Pack HQ for the first time as a **Summer Youth Employment Program (SYEP)** worksite. SYEP is a six-week paid internship program funded by the NYC Department of Youth and Community Development.

The program works with various youth service agencies to place New York City teenagers aged 16-19 years old in **opportunities that allow them to explore career paths based on their interests.** We're so grateful to have spent the summer with Angel (left), Molly (middle), and Kathy (right)!

# A TRULY OPEN ADOPTIONS EXPERIENCE

Anyone who's met us knows that **we are always looking for ways to improve.** We've practiced open/conversational adoptions since 2017, but as the volume of applicants continued to grow, it became very apparent to us that we had unintentionally created some massive bottlenecks in the process.

In September 2022, **we launched a new process designed to be more accessible and much, much faster for adopters.** Instead of waiting weeks to snag an open phone call spot to meet with one of our adoption volunteers, our adopters now complete a quick Matchmaking questionnaire that allows us to learn exactly what they're looking for in a dog, in their own words, and on their own time. **The entire process from start to finish now takes less than a week if done remotely, and less than an hour in person at our mobile adoption events.**



And, because we are advocates for both the animals and for the humans looking to add a pet to their family, this change included a very important update to how we talk about adopting: **No more applications.** No more "applying" to adopt, or questions about what you need to get "approved." Our new adoption registration process puts the adopter squarely in the driver's seat. We're simply here to offer guidance and support as needed.

By removing these barriers and streamlining the entire process, **we are now able to provide more direct support to adopters, shorten the average length of stay for our dogs, and ultimately increase our lifesaving capacity.**

# THE POWER OF PUBLIC RELATIONS

Media appearances raise awareness for our organization and mission, while also building relationships with far-reaching media channels and public figures. Through opportunities for earned media, Muddy Paws is able to **build long-lasting and sustainable credibility in the New York City area and beyond**. Shared learning, education, and continuous innovation are central to our mission, and these opportunities allow us to showcase best practices on a broader scale. In 2022, our efforts to leverage new media opportunities helped bring rescue to new audiences at both the local and national levels.



 <b>Muddy Paws Rescue's Social Reach</b>	<b>Instagram</b> <b>100,000+</b> Followers	<b>Facebook</b> <b>14,000</b> Followers	<b>TikTok</b> <b>11,000+</b> Followers	<b>Email Audience</b> <b>40,000+</b> Subscribers
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# PUTTING THE "FUN" IN FUNDRAISING

## The Pack Challenge

The Pack Challenge is our annual fundraiser where our Muddy Paws Pack comes together to engage in some friendly competition, while raising money for our pups.

In the campaign's second year, our fundraisers raised over \$235,000 by hosting raffles, bake sales, trivia nights, and so much more!



[Join the Pack Challenge!](#)

## Loyal Companions

Our dedicated community of Loyal Companions make a monthly donation to help us save lives year-round (and receive exclusive perks too!).

### 75 New Loyal Companions

**263 Loyal Companions contributed \$60,102 to support to our pups**



[Become a Loyal Companion!](#)

## Pawtrait for Good LIVE!

Our first-ever in-person Pawtrait for Good fundraiser raised \$5,800. Thank you to the amazing artists who donated their time and talent in support of our pups.



## Santa Paws at Rockefeller Center

Thanks to our sponsor, Doggystyle NYC, and our friends at Top of the Rock, our second annual Santa Paws photoshoot was a big hit, raising \$11,800 for our pups!



# PACK HQ IN ACTION

After opening our Manhattan headquarters in late 2021, we were eager to put our new space to use right away to give our more timid pups **a chance to meet potential adopters** in a calmer environment, to provide a **safer way to welcome our new pups**, and our **general operations and fundraising efforts**.



# BLOCK PARTY

During our first-ever Block Party in June, we **found homes for 25 dogs, showcased our amazing partners, and connected with our new neighbors in Hell's Kitchen—all while raising \$12,000** to support our lifesaving efforts. In the years ahead, we'll be making our Block Party even bigger as we take over an entire block in Hell's Kitchen and bring our community together to party street fair-style!



A quote from one of  
our four-legged attendees\*,

**“Woof! WOoooooof! Woof  
Woof, ruff woof ruff!”**

*\*we did not bribe this dog with a pupper cup*

# REVENUE & EXPENSES

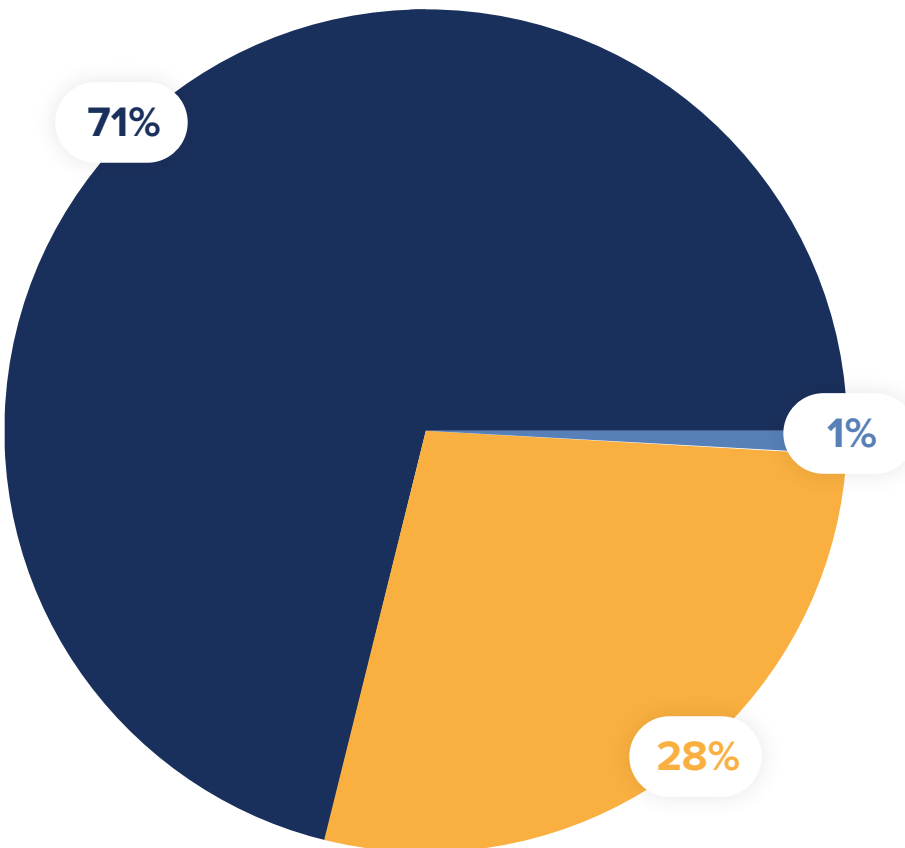
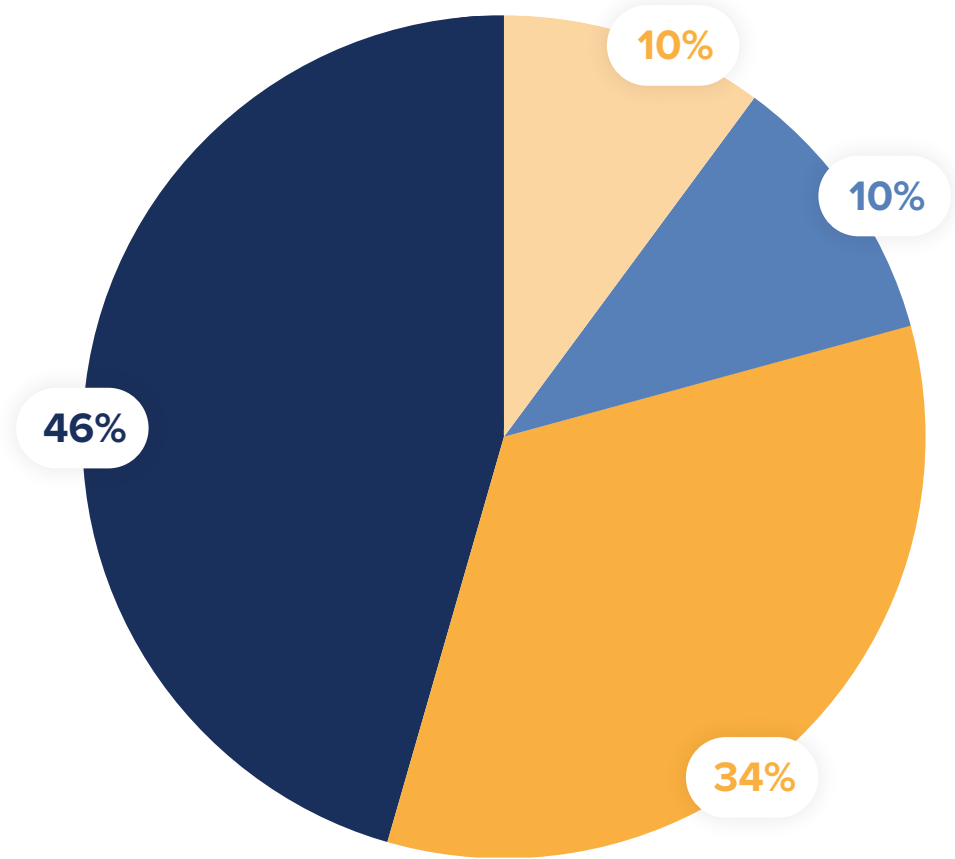
**Thank you to the generous individuals, companies, and foundations** who helped us save lives this past year and made sure that adoption remained affordable and accessible to all New Yorkers.

Every dollar donated to Muddy Paws Rescue makes a lifesaving impact on animals in need. In 2022, 71% 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.

## Revenue

- Individual Donations
- Program Service Revenue
- Corporate Sponsorships
- Grants

Total Revenue: \$1.6 million



## Expenses

- Programmatic & Direct Animal Care
- General Operating Expenses
- Fundraising Expenses

Total Expenses: \$1.6 million

Muddy Paws Rescue is a 501(c)(3) non-profit rescue. The organization is governed by an 11 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*



**Amanda (Russo) Tsai**  
*Director of Programs*



**Lisa Blum**  
*Development Director*



**Mallory Kerley**  
*Marketing Director*



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



**Emily Trost**  
*Adoption Program Manager*



**Fabio Vitolla**  
*Adoption Program Coordinator*



**Hillary Miller**  
*Foster Program Manager*



**Jenna Bonarrigo**  
*Foster Program Coordinator*

# MEET OUR BOARD OF DIRECTORS



Meghan Danaher  
Board Chair



Kate Goerke  
Board Treasurer



Liz Remington  
Board Secretary



Meghan Catucci  
Muck Rack



Adrian Köstli  
Credit Suisse



Courtney (Fog) Henritze  
Marketing Consultant



Stephanie Liff, D.V.M.  
Pure Paws Veterinary Care



Teddy McBride  
Schulte, Roth & Zabel LLP



Logan Mikhly  
Boris & Horton



Jai Seth  
S&P Global



Imy Slome, D.V.M.  
Pure Paws Veterinary Care



Mike Wimsatt  
Independent Consultant

# HAPPY TAILS SPOTLIGHT



“Lita’s ears, spots, and sweet face won us over instantly. The Muddy Paws team was so helpful, answering our questions and making the process super straightforward. It’s been fun to see her quirky personality come out. We feel so lucky that we got to bring her home and we can’t imagine life without her.”

Andrea L.  
*@thelitareport*



“After a summer of searching, we came across Hank (aka Hanky Boy, Hanky Panky, Hanky Pancake, Mr. Hank) and we just knew he was the one. Sam and I are so grateful that Muddy Paws brought him to NYC so that we could spoil him and love him for many years to come.”

Jaclyn & Sam



# HAPPY TAILS SPOTLIGHT



RUFUS

“I call Rufus my emotional support super hero because what he does for me is just above and beyond. Thank you for bringing me Rufus!”

Jessica B.  
*@Rufus.the.good.boy*



BEBOP

“I’m so appreciative of the work Muddy Paws does and that you brought me to my grumpy boy, Bebop!”

Sarah G.



## OUR SUPPORTERS

\$75,000+

PetSmart Charities

\$25,000 - \$74,999

Ann and Gordon Getty Foundation  
Samuel Freeman Charitable Trust

\$5,000 - \$9,999

AEA Investors  
Amy Scios-Tilson  
Anne Dordai  
Apple  
BISSELL Pet Foundation  
David Eckles and Minette Nelson  
Doggystyle NYC  
Google  
Gregg & Pamela Richard Family Charitable Trust  
John Del Cecato  
Lee Cochran  
MERCK Foundation  
Microsoft  
Miro  
Pandora Jewelry  
Petco Love  
Pyper Ribble  
Subaru of America  
Tara Porto  
The Monaghan Foundation  
The Strauss Family Foundation  
Tito's Handmade Vodka  
Tyler & Courtney Henritze

\$10,000 - \$24,999

Abrams Family Foundation  
Anonymous  
BlackRock  
Carrie Denning  
Dior  
Elise Kirban  
Eric Lubin  
Meghan, Evan, Lucie & Charlie Danaher  
Parker Cohen & Family  
Patrick and Theresa Hancock  
Perrin Judd  
Steven Meisel  
Under the Weather

\$2,500-\$4,999

AmazonSmile Foundation  
Bearaby  
Charles Anderson  
John & Angela Finlay  
L'Oreal  
Lauren Ashley Dimundo  
Mary Anne Callahan  
Millionaire Puppy Club  
Paramount  
Peter Wunsch  
Rachael Gargano  
Scarlett Adler  
Stephanie Liff, DVM  
The Anastasio Family  
The Alfano Family  
The Knot  
The Walt Disney Company Foundation  
Tracy Terrebush  
Veterinary Practice Partners  
Zachary Quinto



# INDUSTRY PARTNERS & CREATIVE TEAM

Our industry partners and creative team 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!

## Trainers

Behavior Vet of NYC  
Kapooch Dog Training  
Lead Your K9  
Kristina's Critters  
Amanda Gagnon Dog Training  
Andrea Arden Dog Training  
Devi the Dog Trainer  
DogsTrust  
GoodPup  
K9 Kim Dog Training &  
Behavior Services  
Salinas Dog Training

## Primary Rescue & Shelter Partners

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

## Photographers

Alexandra Lloyd  
Meredith Zinner  
Elizabeth Capreol  
Mac Schumer  
Marine Uyttenhove  
Will Ferman  
Courtnee Daly  
Ambika Verma  
Chiaki Ota

## Medical Care

Pure Paws Veterinary Care  
Animal General  
St. Marks Veterinary Hospital  
Faithful Friends NY  
Symphony Veterinary Center  
Animal Medical Center  
Blue Pearl Veterinary Hospital  
Court Square Animal Hospital  
First Avenue Veterinary Hospital  
Veterinary Emergency Group  
West Village Veterinary Hospital

## Creative Team

Chelsea Schizzano  
Emily Park  
Jessica Lam  
Skylar Apter  
Hanna Murphy

## Annual Report Design

Jessica Lam

## Pet Care

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





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

