



MUDDY PAWS
RESCUE

MUDDY PAWS GROWTH / FUTURE PLANS

JOIN THE PACK NOW!



ANNUAL REPORT 2021





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We save lives and create happy tails through foster-based care, advocacy, and community outreach.

Muddy Paws Rescue (MPR) is a 501(c)(3) non-profit organization dedicated to partnering with animal shelters to pull dogs from open intake facilities and place them into loving forever homes. In 2021, we were able to intake 1,002 animals in need and help them on their journey to their forever homes.

Since the organization's founding in 2016, Muddy Paws Rescue has become a leading force in foster-based rescue, earning the support of prominent funders in animal welfare such as PetSmart Charities, Petco Love, North Shore Animal League America, and Best Friends Animal Society.





TO SO MANY PEOPLE,

2021 felt like a mere extension of 2020, going by in the blink of an eye and barely deserving of its own calendar year. It was no different for our Muddy Paws community, which is all the more reason I am so immensely proud of our impact and progress during these fleeting 12 months. We kicked off the year with a refreshed mission and goals, wrapped it up at our brand new home in Midtown Manhattan, and still saw nearly 1,000 dogs come through our (no longer metaphorical) doors.

We are so thrilled to **share our incredible progress and milestone achievements with you**. Thank you for being a part of our Muddy Paws Pack in so many different ways and **helping to launch us into our next phase of growth**. If you haven't yet, be sure to visit us at Pack HQ—and keep an eye out for all the exciting new things we have planned in 2022!

Sincerely,

Rachael Ziering
Founding Executive Director



WHO WE ARE

In 2021, our staff and Board of Directors completed a series of strategic planning workshops to refresh our mission statement and goals to **ensure that we could enter our sixth year of operations** poised to not only find homes for more animals, but to also support the people who care for them.



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**.



Our Goals

1. Maximize lifesaving
2. Cultivate an inclusive, supportive community
3. Provide educational resources to improve quality of life for all dogs and their humans
4. Innovate continuously to hone a high-performing foster-based rescue program



OUR 2021 LIFESAVING NUMBERS

10



Intake Partners

217



Monthly Donors

794



Foster Homes

6,370



Hours Volunteered

SUPPORTING AT-RISK POPULATIONS

We continue to **prioritize finding homes for New York City's homeless animal population**, especially those that require specialized medical care or behavior training, as well as welcoming more at-risk populations into our care—senior dogs, large dogs, bully breeds, and mamas and litters.



In 2021, we welcomed:

- **46 dogs** from the NYC ASPCA headquarters and NYC Animal Care Centers
- **76 seniors** who spent their golden years in foster care before finding their families
- **4 heartworm positive dogs, including 2 from NYC ACC**, so they could receive treatment outside of a shelter environment
- **3 pregnant dogs who gave birth to 25 puppies** in safe, warm, and loving foster homes
- **4 new mamas and their puppies** who were able to stay together until they were ready for adoption

Removing Breed Labels

One of the most popular questions we get asked is “What breed is this dog?” Well, the real answer is that we often have no idea. That’s why, in summer 2021, **we decided to stop giving our pups breed labels.**

At Muddy Paws Rescue, we welcome dogs of all sizes, ages, and appearance, and we want each of these pups to be treated as individuals.

Recognizing each dog as an individual means that foster parents and potential adoptive parents will get to know the dog in front of them, rather than assuming they will behave or act a certain way due to their appearance or a label assigned to them.

HAPPY TAILS FOR 21 LONG-STAY PUPS

We stand by our dogs and fosters, no matter how long it takes to find them their perfect family. **Congratulations to all the pups who found homes in 2021** after more than 100 days in our care!



Willow



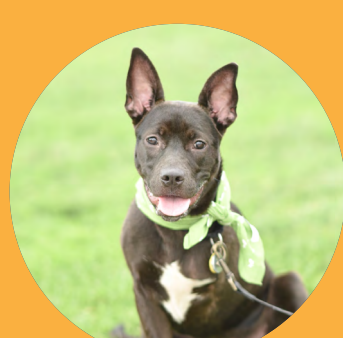
Iris



Elsie



Rocco



Emma



Ethel & Thor



Prince & Zooma



Suri



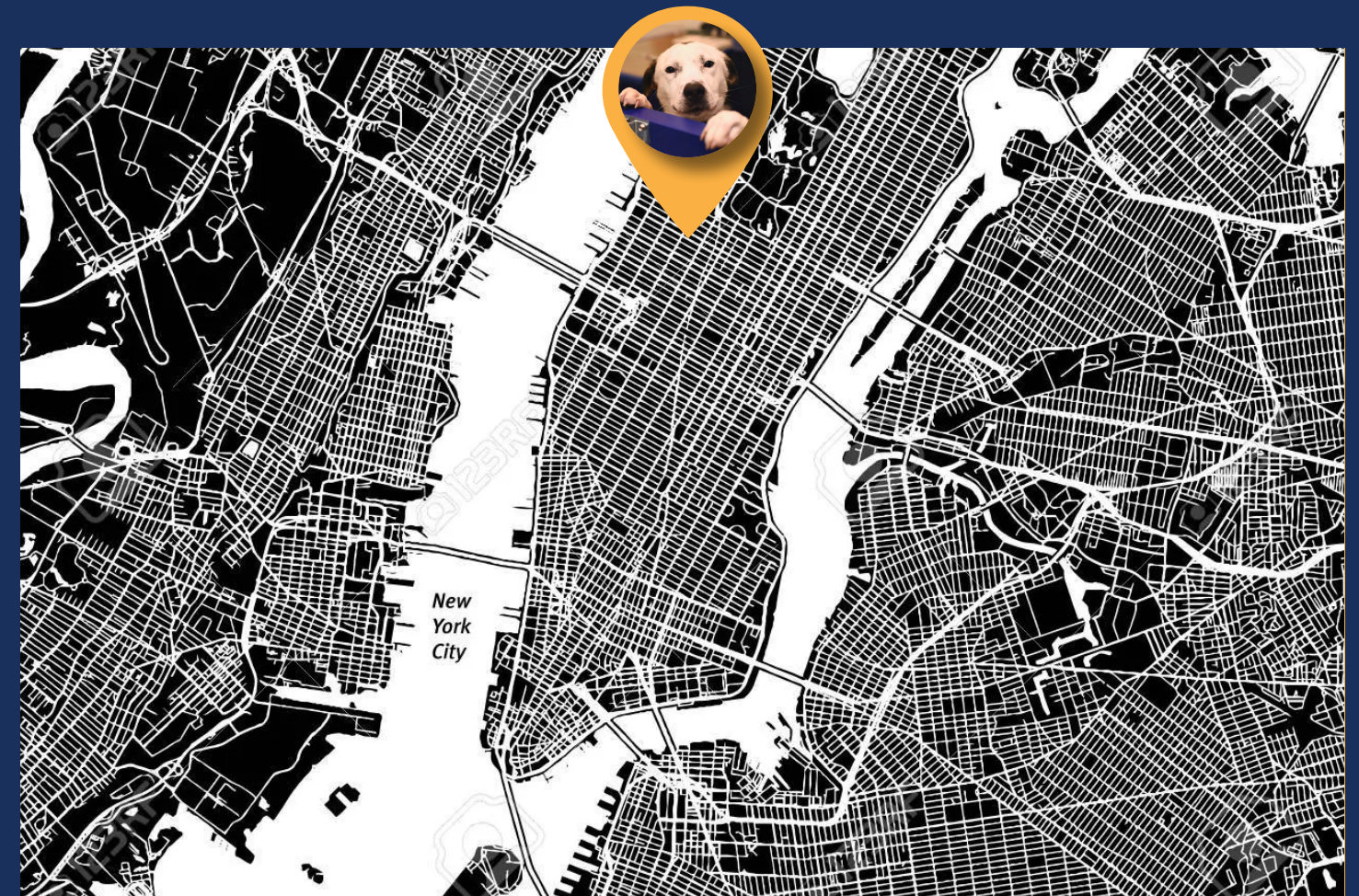
Melinda



And many more! Including:

Sylvia, Whitney, Lady, Maggie & Buttercup, Minnie, Rita, Harlow, Waylon, and Legend

(Not photographed)



MAKING THE MOVE TO MIDTOWN

In November 2021, Muddy Paws Rescue opened our first-ever physical headquarters in Manhattan—Pack HQ!

While our adoptable dogs will always live in a home environment with foster parents where we can learn more about them to make the best matches possible, this space now functions as our office, storage, and home base for foster support, volunteer training, intake exams, behavioral evaluations, community education, surrender prevention, and more.

Pack HQ allows our pups to get acquainted with their foster parents in a safe, calm environment as soon as they arrive in NYC. It also allows us to facilitate adoption meetings outside of our mobile events so that we can find well-matched adoptive homes for our longer-stay animals who generally do not have success at our public outdoor events.

After operating with only a remote storage location since our inception in 2016, we are **excited to put down roots and legitimize our presence** in a way that was previously unattainable.



IMPROVING THE FOSTER PARENT EXPERIENCE

As we looked to resume pre-COVID operations following the rollout of vaccinations in spring 2021, we unexpectedly found ourselves **facing a new set of challenges**—a sudden and unprecedented national shortage of foster parents and volunteers. As many New Yorkers went back to the office and made plans to travel again, **our team ramped up foster recruitment efforts** to make sure our lifesaving efforts were not interrupted.

Foster Placement

We launched our ‘Roomies with Zoomies’ **open-opportunity foster email blasts to cast a wider net for our harder-to-place dogs** and dogs needing to move to a new foster home.



Foster Portal

We launched a self-service portal on the Salesforce platform to **streamline the entire foster experience**. The portal allows approved fosters to access and update their own information, availability, and preferences directly. Our foster parents can also provide photos and information about the dogs in their care that our adoptions team can access in real-time to support improved matchmaking.



Pack HQ

The opening of our new headquarters has vastly improved the entire foster experience. We can now **gather more comprehensive behavior information about dogs** upon their arrival, complete more thorough collar and harness safety checks for safer walking prior to sending the pups with their foster parent, and provide our pups with dedicated indoor space for socialization.

Our self-service supply closet at HQ also caters to our foster parents' busy schedules by offering them the option to pick up and drop off supplies any time of day, making **fostering more convenient and accessible** to a wider population.



PLACING PUPS IN WELL-MATCHED ADOPTIVE HOMES

The national shortage of foster parents and volunteers in the summer of 2021 would quickly impact our ability to place dogs in adoptive homes as well. To combat this, our adoptions team **closely monitored any changes in adoption interest and adapted our processes** to make sure we could still place as many pups as possible in well-matched adoptive homes.

In-Person Adoption Events

After reimagining our adoption process and making it completely virtual in 2020, we were able to safely reintroduce in-person mobile adoption events in July 2021. Our adopters, volunteers, and staff were **excited to be able to meet dogs in person again!** We also **relaunched our “adoptables” email blast** for approved adopters after the email was put on hold following a surge in adoption interest at the start of the COVID-19 pandemic.



Added Support for Adopters & Volunteers

We improved our adoption resources in an effort to better prepare and both our adopters and the specialized volunteers who support them. This included **adding a comprehensive medical summary when applicable for the dogs in our care** and **expanding our post-adoption resources.**



Trial Adoptions

We launched our “Trial Adoptions” program with the **goal of finding great forever homes more quickly for dogs** who historically tend to have longer lengths of stay with us. These include seniors, bonded pairs, dogs that look like bully breeds and might face landlord discrimination, dogs with medical conditions, and dogs requiring an experienced dog handler.

It's our hope that these new **Trial Adoption opportunities will encourage folks who have been on the fence** to take that first step forward towards adoption, while removing any added pressure on the adopter and the dog should it not be the best fit.



Hours Volunteered:

6,370

Muddy Paws Rescue's incredible corps of over **380 volunteers dedicated their time and passion for animals** to support the organization's lifesaving mission. Whether it was through hands-on support for our pups at a mobile adoption event, volunteering their time at Pack HQ, or lending their skills to one of our leadership teams, this community spent 6,370 hours helping us save lives in 2021.

InttLive

In preparation for our return to in-person events in July 2021, we adopted a new volunteer management platform that specializes in day-of-event volunteer management, InttLive. InttLive syncs with our central Salesforce-based database, **helping our teams for more effectively and streamlining communication among staff and volunteers on event days.**

Pack HQ Support Roles

The **opening of our first-ever headquarters created 15 new hands-on volunteering opportunities** for our growing community of volunteers, including tasks such as prepping foster kits and supplies for incoming transports, supervising playgroups for our pups, and regular interfacing with the public to further support our mission.



PUBLICITY WITH PURPOSE

As in-person events returned in 2021, our **digital reach and media opportunities continued to grow**. We engaged with audiences across numerous channels, covering social networks, television, online media and print. In keeping with emerging trends, we launched our TikTok account, which grew to nearly 1,000 followers in less than one year.

By casting a wide net to reach potential fosters, adopters, donors, volunteers, and corporate partners, we continue to maximize visibility and our potential for lifesaving.

We pride ourselves on our ability to innovate. In fact, the word ‘innovation’ appears directly in our mission and is one of our core values.

A lot has changed in the six years since Muddy Paws Rescue began, and we recognized the need for our brand to reflect the innovation that has taken place across the rest of our organization.

So, in 2021, we unveiled a brand new logo—one that is unique, recognizable and of course, iconic. This new logo inspired us to launch our very own evergreen online Muddy Paws Merch store just in time for the holiday season. In 2021, the store earned \$6,600 in total sales, with **\$2,600 in profits that directly support our work**. The potential for growth is endless, and **we won’t stop until the city is covered in Muddy Paws!**



Instagram

88,500+
Followers

16+ Million
Total Impressions

6.5 Million
Reached



Facebook

12,000
Followers

2.1+ Million
Total Impressions

1.5 Million
Reached

4% Engagement
Rate Overall



Twitter

1,700+
Followers

500,000
Total Impressions



Email Audience

24,000+
Subscribers

31%
Open Rate



Before



After

LIFESAVING SUPPORT



Sponsor-A-Rescue

Our Sponsor-a-Rescue program offers donors the **opportunity to sponsor the transportation of pups from our shelter partners** in the south to foster care in NYC. In 2021, our incredible community of corporate partners and donors **contributed \$20,100 to support our transport operations** so that we could welcome hundreds of pups in need to the Muddy Paws Pack.

PetSmart Charities

PetSmart Charities awarded Muddy Paws Rescue \$75,000 through its Adoption Prep grant program in 2021. These funds provide **direct support to everything that Muddy Paws pups need to get ready for adoption**, including spay and neuter surgeries, medical care, vaccinations and preventatives, and behavioral training.



Monthly Giving MVPs

This dedicated group of supporters is critical to our long-term financial stability. In 2021, the **generosity of 217 monthly donors provided \$59,400 in lifesaving support** for our pups.



Sign up to join our growing community of MVPs at muddypawsrescue.org/monthly-giving



We launched a brand new fundraiser in 2021 – The Pack Challenge!

The Pack Challenge will continue annually as our biggest fundraising campaign, **built to expand our community and encourage friendly competition** that will directly support our Muddy Paws pups.

When participants register to be part of the Pack Challenge, they can join a team to compete for prizes or choose to compete as an individual - all while **having lots of fun and supporting our lifesaving mission!** At the end of the Challenge, participants are invited to join us for a fun celebration.

In the campaign's inaugural year, our incredible community **raised over \$168,000 in lifesaving dollars!**

[Learn more about the Pack Challenge](#)



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 2021, 78% of the organization's expenses were allocated directly to animal care, our adoption, foster, and volunteer programs, and our new home base for operations—Pack HQ.

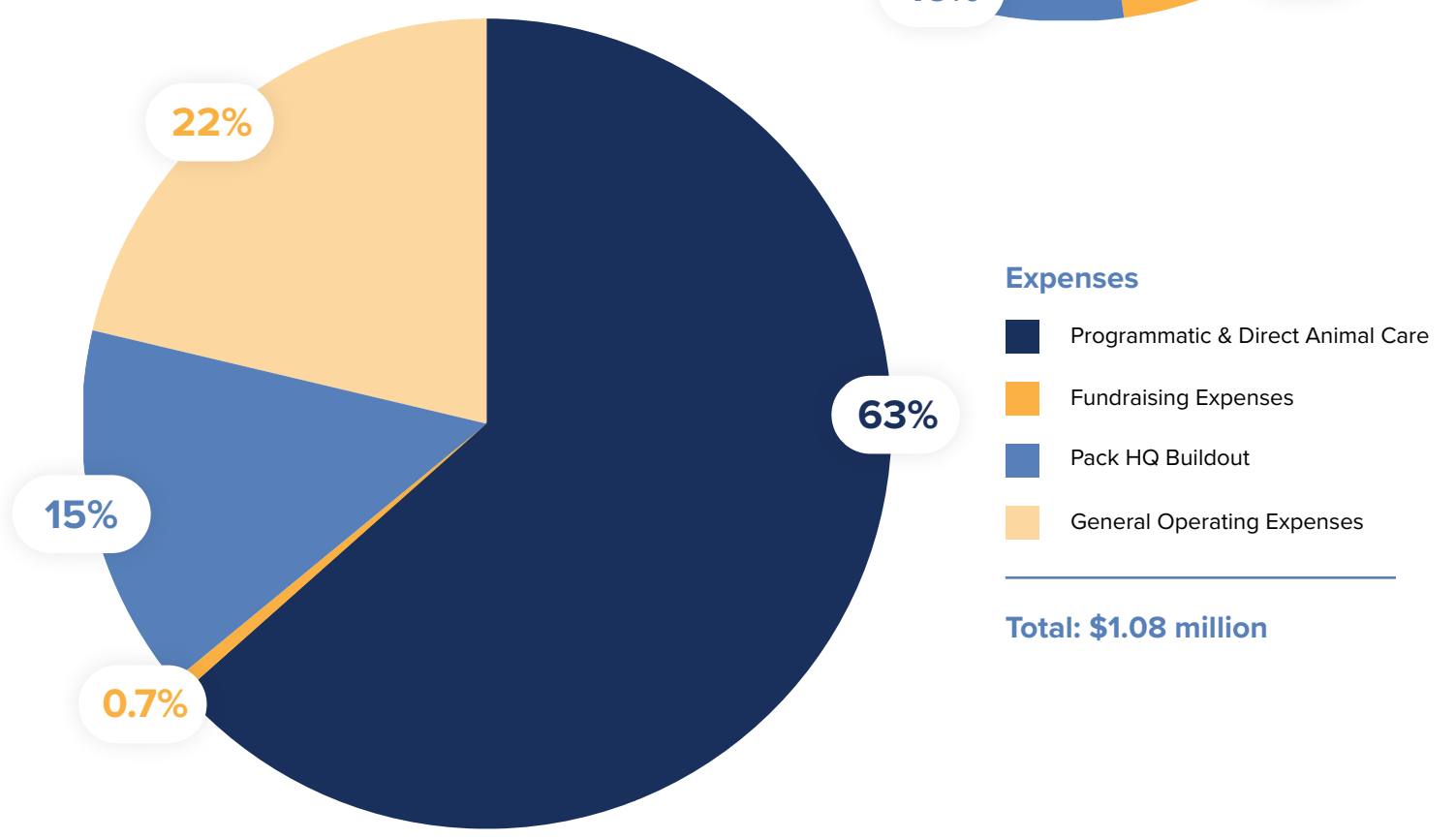
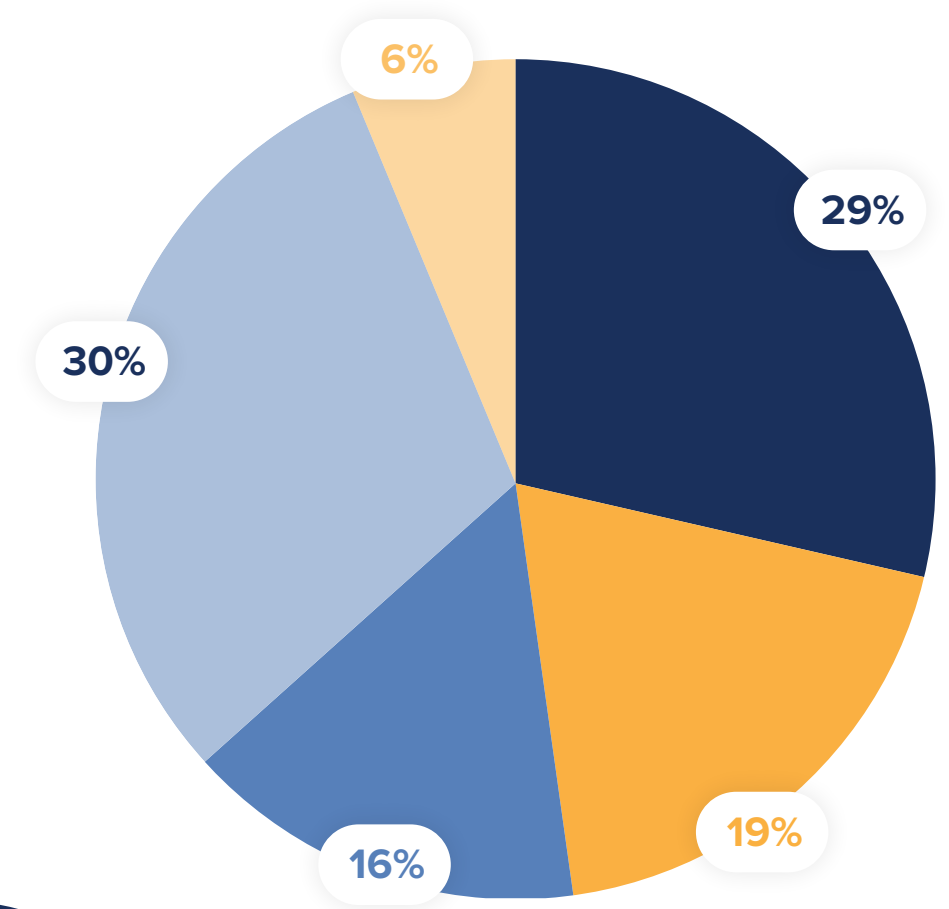


Revenue

- Program Service Revenue
- Individual Donations
- Grants
- Corporate Sponsorships & Fundraising
- Other**

Total: \$1.2 million

** Includes Paycheck Protection Program (PPP) loan forgiveness



Expenses

- Programmatic & Direct Animal Care
- Fundraising Expenses
- Pack HQ Buildout
- General Operating Expenses

Total: \$1.08 million

Muddy Paws Rescue is a 501(c)(3) non-profit rescue dedicated to fiscal responsibility and sustainable growth. The organization is governed by an eight person Board of Directors.

MEET OUR BOARD OF DIRECTORS



Courtney (Fog) Henritze
Marketing Consultant



Liz Remington
Microsoft



Logan Mikhly
Boris & Horton



Jason Alfano
Credit Suisse



Mike Wimsatt
Independent Consultant



Meghan Danaher
Siguler Guff



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



Teddy McBride
Schulte, Roth & Zabel LLP
(not pictured)

MEET OUR STAFF



Rachael Ziering
Founding Executive Director



Amanda (Russo) Tsai
Director of Programs



Lisa Blum
Development Director



Mallory Kerley
Marketing Director



Juliette Mazza
Foster Program Manager



Emily Trost
Adoption Program Manager



Fabio Vitolla
Adoption Program
Coordinator



Ericca Gandolfo
Volunteer Program Manager



Mackenzie Iburg
Operations Coordinator



Jenna Bonarrigo
Foster Program Coordinator

UPDATES FROM OUR PACK!



“Adopting Ringo (formally Bobby) last June was probably the **best thing I’ve done in my entire life**. He brings me happiness and love every single day, and teaches me so much about life and patience. MPR was the best at every step of the process, and so responsive. Thanks forever MPR!”

Sam S.

“Muddy Paws was far and away the best program I found when looking to adopt a dog. The team was **incredible from beginning to end**—responsive, compassionate, organized, and empathetic. I truly felt like Freckles and I **gained a community of friends and fellow dog lovers** who are here for us if we are ever in need. I couldn’t be more grateful to have found my partner in crime through Muddy Paws and to have joined a beautiful community in the process!”

Ellie D.



“Finn has saved my life so many times over, and I can’t imagine what I ever did without him. From our first fateful meeting, through seven apartment moves, hundreds of stinky bully sticks, and countless good times, **this guy is my ride or die**. And although it was a number of years ago, I’ve loved watching Muddy Paws grow and succeed to become the rescue it is today.”

Kelly S.



“After choosing to foster through Muddy Paws it was only right that I would adopt from them when I was ready! We watched Clayton’s adoption page for about 2-3 weeks on the website. It was absolutely the **best decision of our lives**. He brings us joy every day with his toothy “smile” and love of walkies. He gives us a purpose every day! I can’t imagine how my life would be without him now! So grateful for Muddy Paws and his fosters for bringing him into our lives.”

Christina O.



“During the pandemic, **the companionship Sandy offered was important for all of us** but especially my daughter, who was home from school and alone in an apartment with us for months. We took Sandy to the park every day; it was the only thing open. My daughter is now five and wants to be a vet when she grows up so she can help dogs like Sandy. And Sandy never lets my daughter out of her sight, following her everywhere and sleeping in her bed.”

Emma S.

“After sending out dozens of applications throughout 2020-2021 and getting a lot of “we don’t adopt to single, first-time dog owners,” Muddy Paws stood out from the pack by billing itself as **reducing barriers** to responsible people adopting, rather than building up more. I can’t tell you how many people have told me that I “won the dog lottery” since adopting Vulpix. She’s **simply the perfect fit for me**. Best of all, Muddy Paws was able to put me in touch with the person who adopted Vulpix’s sister, so we’re able to bring them together on family reunion playdates. Vulpix is **hands down the best thing to happen to me** and I’ll always be grateful to Muddy Paws.”

Chris L.





OUR SUPPORTERS

\$75,000+

PetSmart Charities

\$25,000 - \$74,999

Ann and Gordon Getty Foundation
Anonymous
Patrick and Theresa Hancock
Samuel Freeman Charitable Trust
South Fork Foundation

\$10,000 - \$24,999

Abrams Family Foundation
Anonymous
ASPCA
Best Friends Animal Society
Carrie Denning
Credit Suisse Americas Foundation
Crook & Marker
Dior
Elise Kirban
Employees of Microsoft
Eric Lubin
Lina Kempner
MERCK Foundation
Microsoft
Patti Murin & Colin Donnell
PEDIGREE Foundation
Petco Love
Stephen Wall
The Alfano Family
The Finlay Family
Tito's Handmade Vodka
Under the Weather

\$5,000 - \$9,999

ACANA Pet Food
Apple
Google
Jorge Gutierrez
Matthew Cohen
NL Fredriksen Badia
Squarespace
The Appelo Family
The Darivoff Family
The Monaghan Foundation
Tyler & Courtney Henritze
Zachary Quinto

\$2,500-\$4,999

AmazonSmile Foundation
Amy Scios-Tilson
Anelise Aniceto
Casey Cole, Doug Silver, and Emma Jean
DoggyStyle,nyc
Jennifer Lonschein & Addie
Jill Kestler Ryan and J Brendan Ryan
Lauren Godlasky
Mary Anne Callahan
Meghan, Evan, Lucie & Charlie Danaher
Michael W. Wimsatt
Michael Welch
Ms. Sabrina Leder and Magnus Allan
Olivia Van Gundy
Peter Guetig
Select Equity Group
Stephanie Liff, DVM
Stevie & The Remington Ratcliffe-Lee Family
Subaru of America
The Dogist
The Hollis Stern Charitable Fund
The Panariello Family
The Wunsch Family
Thomas Vladeck



THE CAMPAIGN TO FUND PACK HQ

\$20,000+

Anonymous
Patrick and Theresa Hancock
Samuel Freeman Charitable Trust

\$10,000 - \$19,999

Carrie Denning
Jorge Gutierrez - In honor of Mariah & Phil
Parker Cohen & Family
Patti Murin & Colin Donnell
The Finlay Family

\$5,000 - \$9,999

Amy Scios-Tilson
Elise Kirban
The Appelo Family
The Darivoff Family - In honor of McClane and Rumble
The Monaghan Foundation
Tito's Handmade Vodka
Tyler & Courtney Henritze
Zachary Quinto



Thank you to everyone who helped make our first-ever physical headquarters a reality. These gifts will have a lasting impact on countless dogs in need for years to come.



\$1,000 - \$4,999

Amy Kule
Anonymous
Casey Cole, Doug Silver, and Emma Jean
DoggyStyle,nyc
Donna Brooks - In memory of Oswald
Employees of Microsoft
Jennifer Lonschein & Addie
Jessica Reuveni - In memory of Gabrielle Reuveni
Jill and Brendan Ryan - In honor of Tippy Ryan
Mary Anne Callahan
Meghan, Evan, Lucie & Charlie Danaher
Michael Welch - In memory of Finn Fried
Olivia Van Gundy
Piper Sandler Companies
Stephanie Liff, DVM
Steven Carroll
Stevie & The Remington Ratcliffe-Lee Family
Teddy McBride, Daniella, & Heath
The Alfano Family
The Panariello Family - In memory of Ozzie
The Wunsch Family
Thomas Vladeck - In memory of Leeloo



THE CAMPAIGN TO FUND PACK HQ (CONT'D)

\$250 - \$999

Aanand Mohapatra
 Adam and Linnea Iannazzone - In honor of Zelda
 Allison Nelik
 Amanda Moss Totaro
 Amy Trapp
 Andrea Provisiero - In honor of my girl, Alli
 Ariel Scotti
 Beverly Crocker - In memory of SugarPlum
 Bill Mchugh
 Butlien Debra
 Caitlin Knipper
 Carol Tosone
 Catherine Woo, Sam Polan, and Jimmy
 Chet Birger - In memory of Sam
 Christine Young
 David Calfee
 David Wang & Kylie Chan
 Emyleen Rachael Bell
 Eric Yablunosky & Piper
 Frankie Schiffer
 George Hamilton Young
 Gregory Schill
 Jenny Hess
 Jeremy Cohen
 Josef Pfeiffer



Katie & Amber (MP Alum) Dunn
 Katie Morelli
 Katlyn Amell
 Keith Matthew
 Lindsay Naylor
 Lisa Bambino
 Lisa Magoun
 Maida Sharpe-Silverio
 Maria Woods
 Martha Nelson
 Mary Koval
 Melissa Frusco
 Michael Cummings
 Michael J Fried
 Michael W. Wimsatt
 Nicholas Hampson
 Nina Wolpow
 Phoenix Anna Porcelli - In honor of Bronson Potato
 & Vita Rose

Rachael Gargano
 Richard Seligman
 Rick Smetana
 Riti Karnad
 Robert Hake
 Sara Norelli
 Sarah Najarian
 Sarah Rosenblum - In honor of Golda
 Shu Jin Rankin
 The Biblowit Family - In honor of Bailey
 Thomas Vladeck
 Vanessa Leong
 William Apple
 Yankee & The Flood Family



INDUSTRY PARTNERS

Our 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!





INDUSTRY PARTNERS

Creative Team

Allen Aguilar
Chelsea Schizzano
Emily Park
Jessica Lam
Sarah Darivoff
Skylar Apter

Health & Vet Care

Animal General
Animal Medical Center
BluePearl Veterinary Partners
City Veterinary Care
Court Square Animal Hospital
Downtown Veterinary Medical Hospital
Firefly Animal Hospital
Pure Paws Veterinary Care

Photographers

Alexandra Lloyd
Cortnee Daley
Chelsea Schizzano
Mac Schumer
The Dogist

Pet Care

Animal Loving Care
Bark N' Bones
Bark Place NYC
Citywide Dog Walking
D is for Doggy
Doggystyle
Dozo Dogs
Groomit
Happy Pups
Metro Pets
Mobile Mutts
Myle
New York Dog Hotel & Spa

Primary Rescue & Shelter Partners

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

Annual Report Design

Jessica Lam
Amber Wolff
Hanna Murphy
Meghan Blakeman

Dog Training

Andrea Arden Dog Training
Advanced Dog Behavior Solutions
Amanda Gagnon Dog Training
Behavior Vets of NYC
Calm Canine Academy
Canine Cohen
Devi the Dog Trainer
GoodPup
Kapooch Dog Training
K9 Kim's Dog Training & Behavior Services
Opportunity Barks
Urban K-9





To learn more, check out:
www.muddypawsrescue.org

