



2019 ANNUAL REPORT



TABLE OF CONTENTS

Introduction	4
About Muddy Paws Rescue	6
Happy Tails	10
Increasing Our Lifesaving Capacity	12
Growing Our Brand	18
Fundraising & Partnerships	22
Our Financial Report	28
Our Board of Directors	30
Testimonials	32
Donors & Industry Partners	34

FROM THE EXECUTIVE DIRECTOR

As we enter 2020 and Muddy Paws Rescue's fifth year, I am both astonished at how far we have come and, at the same time, not at all surprised. All those years ago, our founding volunteers poured their heart, compassion, and grit into this organization, creating a foundation which has become a legacy. Our mission has drawn countless new pack members over the years, each of whom has made us stronger. That includes every single one of you, our amazing community members.

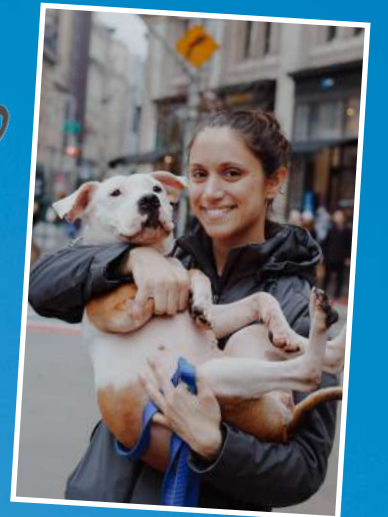
In 2016, we set out with a goal of making rescue accessible, transparent, and responsible. Thanks to you—our supporters, adopters, volunteers, and foster parents—we have stayed true to this incredibly ambitious mission. In that time, we have saved nearly 4,000 animals, changed tens of thousands of human lives, and had an immeasurable impact on the world of foster-based animal rescue. Along the way, we built an organization that we can be proud of—one that will surely continue to save lives for many years to come.

Thank you to every single person who has believed in Muddy Paws Rescue, who has supported, adopted, fostered, and donated. Because of you, we enter 2020 stronger than ever. I am so immensely grateful to all of you, and I can't wait to see what we accomplish together this year and beyond.

Sincerely yours,



Rachael

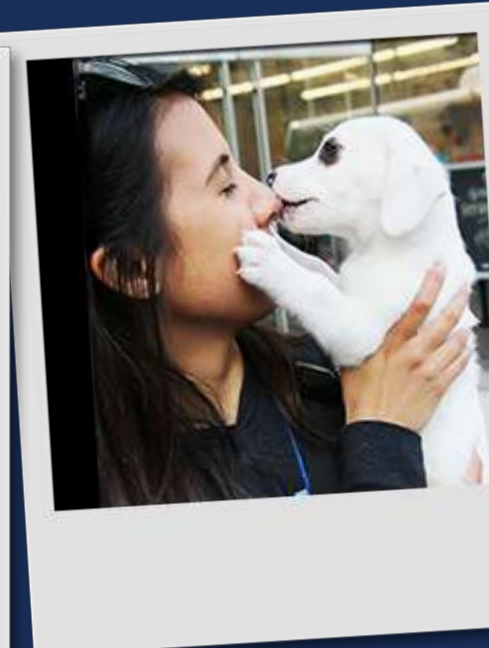
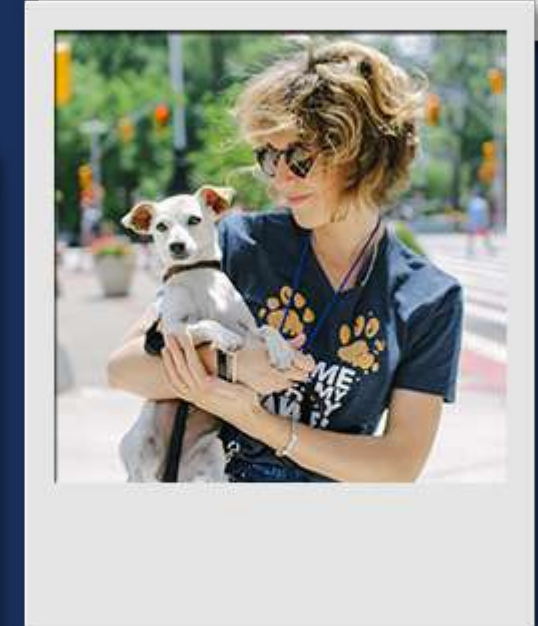
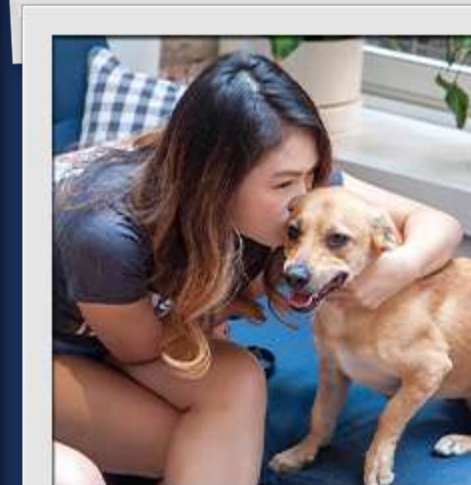
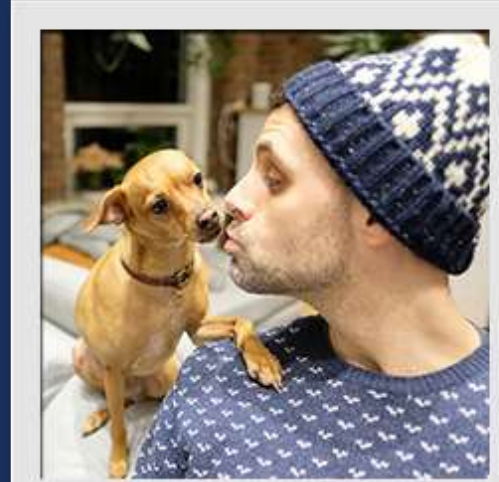


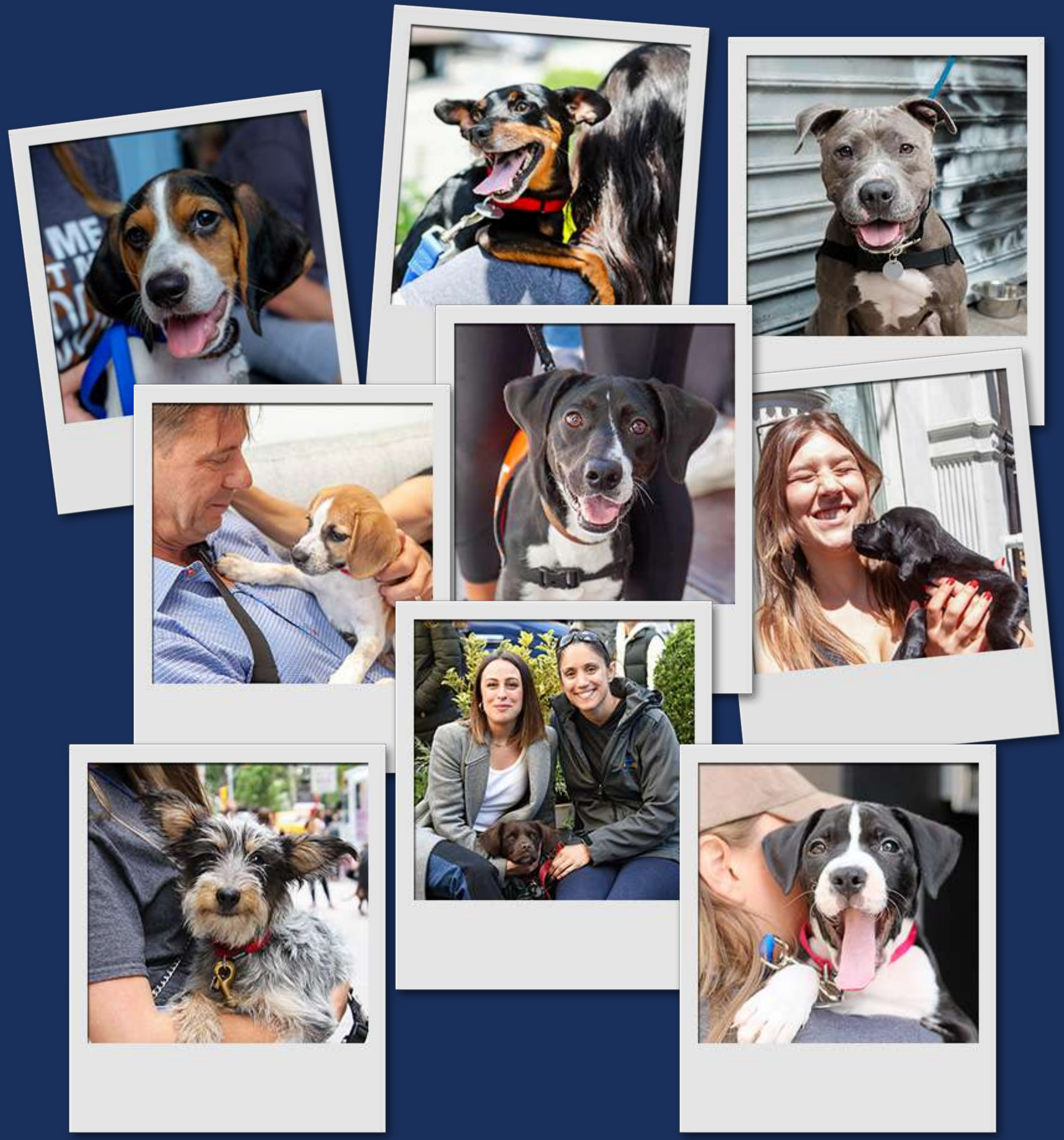
OUR MISSION

We practice progressive, responsible, foster-based rescue and actively support our team of animal welfare advocates while maintaining professional, transparent communication with the public.

OUR VISION

We envision a world in which adopting an animal is a positive experience for all, free of unnecessary barriers, and where adoption is the default option for adding a pet to the family.





OUR 2019 LIFESAVING NUMBERS

6,500

Hours
Volunteered

1,016

Dogs
Adopted

5,817

Applications
Processed

597

Foster
Homes

HAPPY TAILS



Manicotti the Meatball was found as a stray and brought to the Brooklyn ACC, where we met him as part of the New Hope Partner Program. This beautiful and friendly pittie turned out to be a people-pleasing bundle of energy. He was placed in a foster home and then quickly made available for adoption.

Adoptive parents Nikki and Thomas say that they noticed Manicotti on our Instagram right away but, at the time, were not quite ready to welcome a dog into their family. Two months later, Manicotti was still available for adoption and Nikki and Thomas were ready to be pup-parents! They were surprised: “We couldn’t believe such a handsome dog would be in a foster [home] for so long and had to meet him in person.”

MANICOTTI 

When Mani first joined his new family, he was mouthy and high-energy. Nikki and Thomas quickly determined that these behaviors were due to a combination of fear, anxiety, and allergies. With some help from a trainer and a veterinarian, they gave Mani what he needed: a feeling of safety in his new home, firm training, and a carefully planned diet. It all worked out!

While Mani is still a playful pup, he is now much more relaxed. He loves to snuggle and “pittie-lean” on his new parents. Most importantly, he has helped Thomas and Nikki’s relationship evolve with the fun and shared responsibilities of having a dog. The whole family now shares in the rewards that a little TLC can bring.



Spruce’s mama gave birth to him and his siblings 36 hours after arriving in New York. They spent eight weeks together in foster care where his foster parents began to notice Spruce’s developmental issues. While he had plenty of normal puppy energy, he was the last of his litter to start walking and was having trouble relieving himself properly.



Determined to find out how we could help Spruce live his best life, we made arrangements for him to be seen first by our regular veterinarian and then by specialists who discovered that Spruce had been born with fluid-filled cavities on his spinal cord which were causing pain, pelvic weakness, and incontinence. Following this diagnosis, we started him on a steroid treatment and formally committed to keeping him in our care until it could be determined whether surgery would be necessary.

Over the next eight months, Spruce grew up in eight different foster homes—each

 SPRUCE

providing loving care, transportation to his many medical appointments, and lots of training to help him manage his puppy energy. When Spruce was ten months old, his veterinary specialists determined that his condition had stabilized enough that he no longer required surgery. With just his signature bunny hop remaining as a relic from his medical journey, Spruce was finally ready to find his forever family.

Natalia and Tom had lost their furbaby in January 2018 and, while they were still grieving, they knew that a new dog would bring the happy energy to their family that they needed. Natalia and Tom fell in love with Spruce, and the rest is history.



Spruce has been with his forever family since November 2019 and has filled their world with love and laughter. He is forever the life of the party, turning chill dog parks into doggy sporting venues, engaging all the other pups in play and inviting them to chase him around in circles. This is where he is happiest, bunny hopping around the park, dogs of all sizes in tow.



THE MUDDY PAWS PACKMOBILE

Thanks to support from the Samuel Freeman Charitable Trust and the ASPCA, we introduced our very own mobile adoption van in August 2019.

Our new adoption van facilitates an essential part of our program while lending increased visibility to our brand and physical presence in New York City.

INCREASING OUR LIFESAVING CAPACITY

This year was a period of significant growth for the organization. Between 2018 and 2019, we grew from six to nine full-time staff members.

This increase in staffing capacity allows us to intake more dogs in need and provide added support to our growing community of adopters, fosters, and volunteers. By increasing our marketing and development efforts, we are also working to ensure that this growth is sustainable.



BUILDING A TECH-FORWARD FOSTER PROGRAM



This was a milestone year for Muddy Paws Rescue's foster program. Our foster team built new technology to streamline our application, approval, and matching processes. This huge technical undertaking allows us to work more efficiently as we continue to expand our network of now more than 1,000 active fosters.

Improved Foster Orientation Process

We developed a foster orientation video to help streamline and improve our foster onboarding process, a change which has saved our staff and volunteers approximately 35 hours each month and has laid the groundwork for us to offer higher-level and more specialized foster trainings in the same digital format. **Using this new system, we are processing twice the number of foster applications, which means more fosters and ultimately more lives saved.**

Foster Engagement Newsletter

We launched the monthly Foster Newsletter to keep our foster community engaged even when they are not actively fostering with us.

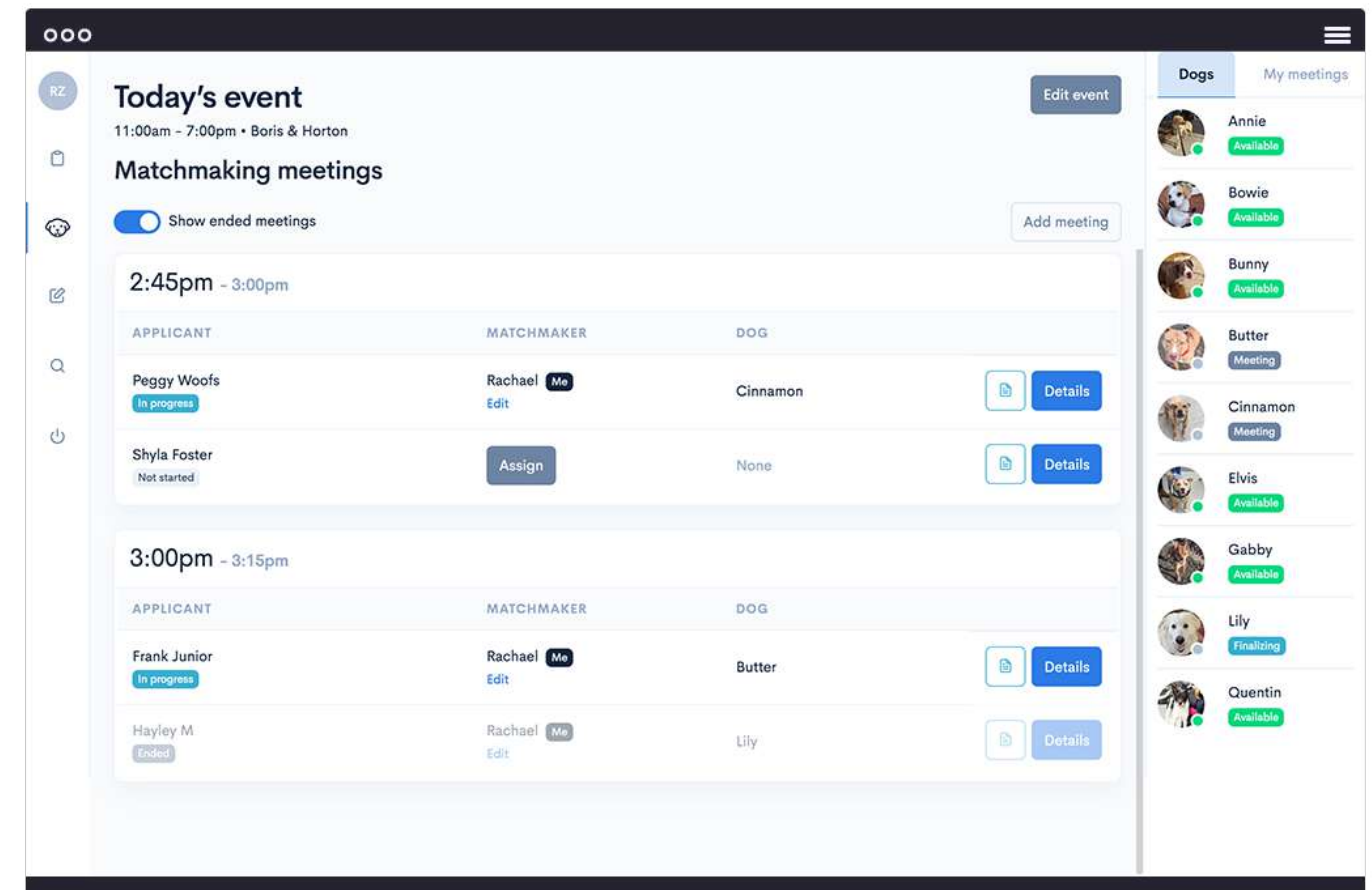
New Foster Supply Database

We implemented a new tracking system for our foster supplies library. Now, all crates and carriers are tagged with a barcode and logged into a digital database. **Not only has this directory reduced the cost of replacing lost or missing items, but it has also allowed us to quickly match items still out on loan with nearby fosters in need.**

IMPROVING THE ADOPTION PROCESS & ADOPTER SUPPORT

Since our inception in 2016, Muddy Paws Rescue has expanded its operations and increased the number of adoptions every year. In 2019, we continued to expand and save more lives.

We made several improvements to our adoptions program to increase capacity without compromising our commitment to excellence, professionalism, and accessibility.



Improved Application Process

We streamlined our application procedures to reduce adopter pain points and help make the process more personal, enjoyable, and easier overall.

Now, whether adopters apply online or in person, the application process is exactly the same. In adherence with an Open Adoptions approach, we also simplified steps and removed unnecessary barriers.

Customized Technology

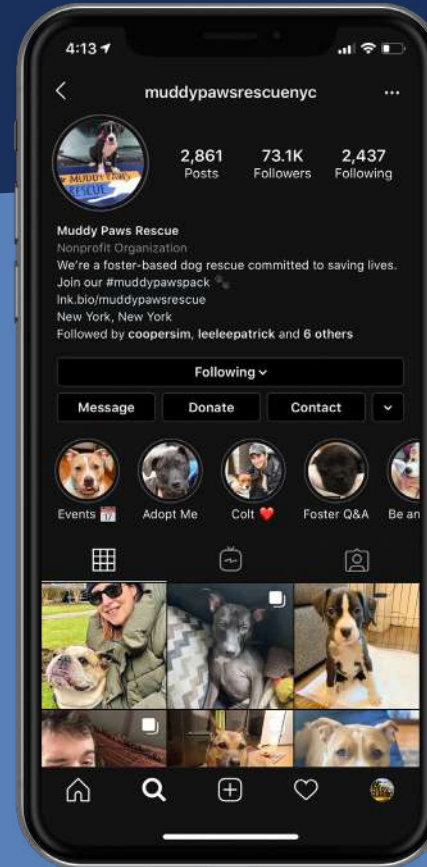
We launched TailTracker, our very own event management software, which was custom-built for Muddy Paws Rescue by one of our own volunteers. This web application gives all event staff and volunteers real-time visibility into every activity at our adoption events, including each dog's location and every applicant's progress. The app also automates many aspects of the process, including texting adopters to let them know when it's their turn to meet a pup. Our platform will be fully rolled out in mid-2020—we are so excited to see it in action!

New Partner Collaborations

We forged relationships with new rescue and shelter partners to ensure that we have as many options as possible when we need to transfer dogs out of our care and into a location that is better suited to a dog's individual needs. This helps to ensure that each and every dog who enters our care has the best chance of finding his or her forever family.

GROWING OUR BRAND

Through a combination of media, corporate partnerships, and a growing online presence, we are broadening our reach and introducing our work to new audiences at both the local and national level. Our increased marketing efforts in 2019 enabled us to mobilize more fosters, donors, and adopters every single day.



Muddy Paws Rescue's ad for National Mutt Day in the heart of Times Square



68,000+
FOLLOWERS
78% YOY increase

30M+
IMPRESSIONS

1M+
ENGAGEMENTS
9% YOY increase

2.5%
ENGAGEMENT
RATE
Meeting the industry
standard of 2-3%



1,400+
FOLLOWERS
34% YOY increase

550K+
IMPRESSIONS



11,000+
FOLLOWERS
20% YOY increase

2.8M+
IMPRESSIONS

A NEW & IMPROVED MUDDYPAWSRESCUE.ORG

In July 2019, we launched dramatic improvements to our “face to the world” – our website! With expert support from our volunteer web designers and developers, muddypawsrescue.org now heavily features our foster efforts at the forefront in an effort to grow our foster network and in turn save more lives.

Our new user-friendly interface and responsive design makes it even easier for interested volunteers to learn about fostering and potential adopters to search our adoptable dogs. We have also made it simpler for donors to find new ways to support the organization. The new site is truly a one-stop-shop for those who want to become more involved.

Our new hosting platform also offers more sophisticated analytics, which will support improved reporting and data-driven updates to the site going forward.

Since launching the site, we’ve already seen an increase in the number of fosters, adoption applications, donations, and corporate sponsors.



FUNDRAISING

Muddy Paws Rescue is focused on building new, sustainable sources of revenue to support the organization's growth. In 2019, we strengthened our relationships with grantmaking organizations, engaged new donors, and launched several new fundraising initiatives.

In July 2019, we launched our first-ever monthly giving program: Muddy Paws Rescue's Most Valuable Pals (MVPs). Our growing community of MVPs now provides over \$33,000 of lifesaving support annually.



CREDIT SUISSE

In 2019, we participated in Credit Suisse's Holiday Charity Initiative for the first time. Thanks to the support of Credit Suisse and its employees, we raised nearly \$40,000 in new funding for the organization.

STRUT YOUR MUTT

Each year, our pack joins Best Friends Animal Society in its annual Strut Your Mutt event and fundraiser. In 2019, our incredible community came together to build Muddy Paws Rescue's largest Strut Your Mutt team to date. In total, 120 team members raised over \$70,000 for the organization—a 70% increase from 2018's total and \$20,000 above this year's fundraising goal.



ENGAGING NEW PARTNERS

Our corporate partner outreach allows us to build relationships with local businesses and animal food and supply brands.

In 2019, we built exciting new partnerships with brands such as Under the Weather Pet, and hosted in-office and retail events with companies such as the NBC Store, HUGO Boss, Rooted NYC, BuzzFeed, and The Dodo. Support from each and every one of our incredible partners is key to our ability to save more lives.



PARTNER SPOTLIGHT



“Our partnership with Muddy Paws Rescue gives us the opportunity to work with an organization that is aligned with our company’s values and mission, and reach an important consumer demographic for our brand. Muddy Paws is a successful and savvy organization that makes partnering easy and fun! They’re responsive, collaborative, and enthusiastic, and we look forward to working with them for as long as possible to save as many dogs as possible!”

Kyla Sternlieb
Founder

OUR FINANCIAL REPORT

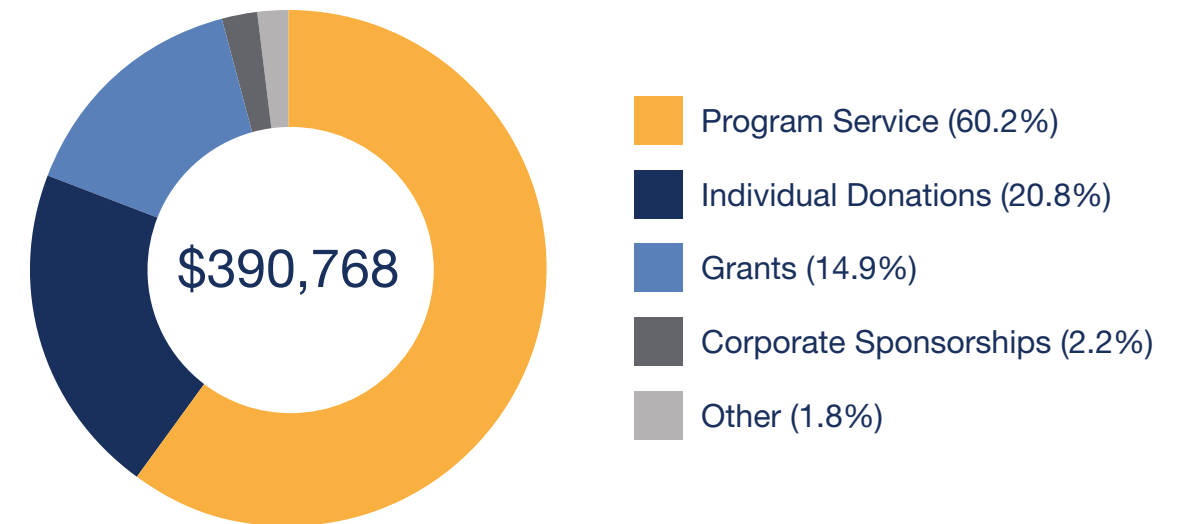
2019 was a year of significant growth for the organization and its capacity to save more lives.

We have shifted from a December 31 calendar year to a June 30 fiscal year. The fiscal period (July 1–June 30) allows us to be more strategic in our annual revenue and expense planning. **For the interim, please note that 2019 reflects a six-month financial reporting period beginning January 1, 2019 and ending June 30, 2019.**

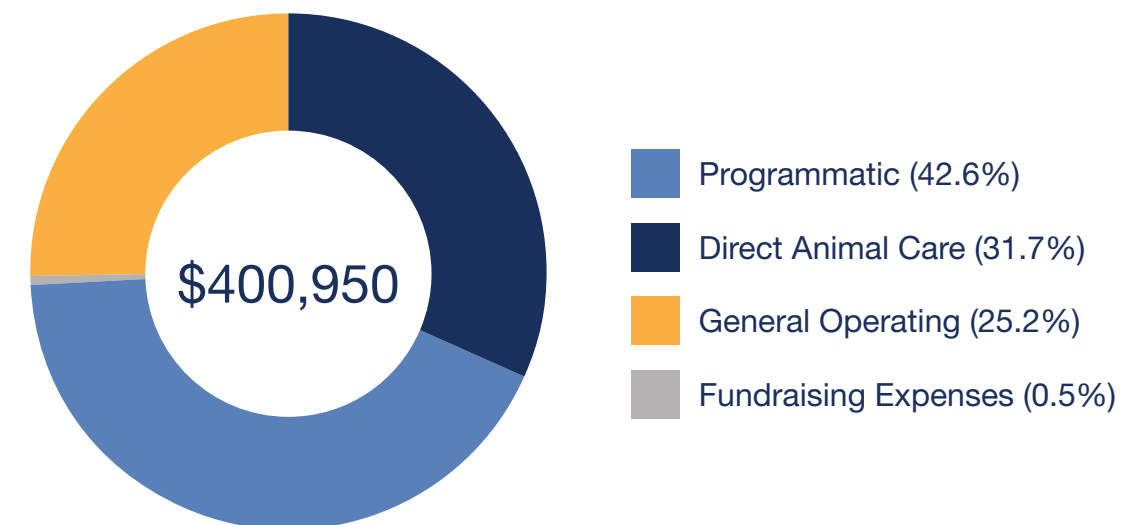
Muddy Paws Rescue's capacity expansion in 2019 also included a planned spend-down of some of the organization's reserves to support this growth. With increased staffing, resources, and significant philanthropic revenue growth, we are already seeing marked improvement in the organization's financial sustainability and a projected balanced budget in the year ahead.

We are committed to keeping Muddy Paws Rescue's adoption fees affordable. We rely on the support of our individual and institutional philanthropic partners to keep pace with increasing costs. By making adoption affordable and accessible to people of all income levels, we are best positioned to save as many lives as possible.

TOTAL REVENUE



TOTAL EXPENSES



MEET OUR BOARD OF DIRECTORS



Jason Alfano
Credit Suisse

“Knowing my small contributions can help provide people with the opportunity to find their dog partners in life has provided me with immeasurable joy. I look forward to playing a role in MPR’s continued development and success!”



Meghan Danaher
Avenue Capital Group

“What attracted me to MPR is that the organization truly is an amazing partner to both homeless dogs and the community. By building a sustainable infrastructure, MPR is able to serve both animals and adopters and support a cultural shift toward adoption.”

“MPR handles a large volume of dogs and never compromises on their core values. In the short time I’ve been on the board, I’ve enjoyed seeing the organization’s growth from bringing in key new hires to acquiring an adoption van. Every decision that MPR makes is made with the highest quality standards and an eye towards the future.”



Logan Mikhly
Boris & Horton

“I joined the board after witnessing firsthand, as a MPR foster, the direct, lifesaving impact MPR had and also thought (and continue to believe) that the team and foundation MPR had in place would allow it to grow to even greater heights. I truly believe in the MPR mission and admire the work and abilities of the other board members, Rachael, and the MPR team.”



Teddy McBride
Schulte, Roth & Zabel LLP



Molly Sugarman
Horizon Media

“It is almost impossible to imagine what my life would be like without Muddy Paws Rescue. Far more than a board position, Muddy Paws Rescue is a community that inspires my actions every day.”



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

“I have really enjoyed getting to know the staff and helping to drive their mission forward by fundraising and growing the foster network.”

TESTIMONIALS

“As an open admission shelter with four animal control contracts, the success of our rescue and transport programs depends on rescue partners such as Muddy Paws Rescue. We transfer out 4,000 animals annually, and Muddy Paws is responsible for about 25% of our entire transport program’s output. The Muddy Paws team is also a joy to work with and invests great time and care into each animal from intake through post-adoption support.”

Bowling Green Warren County Humane Society

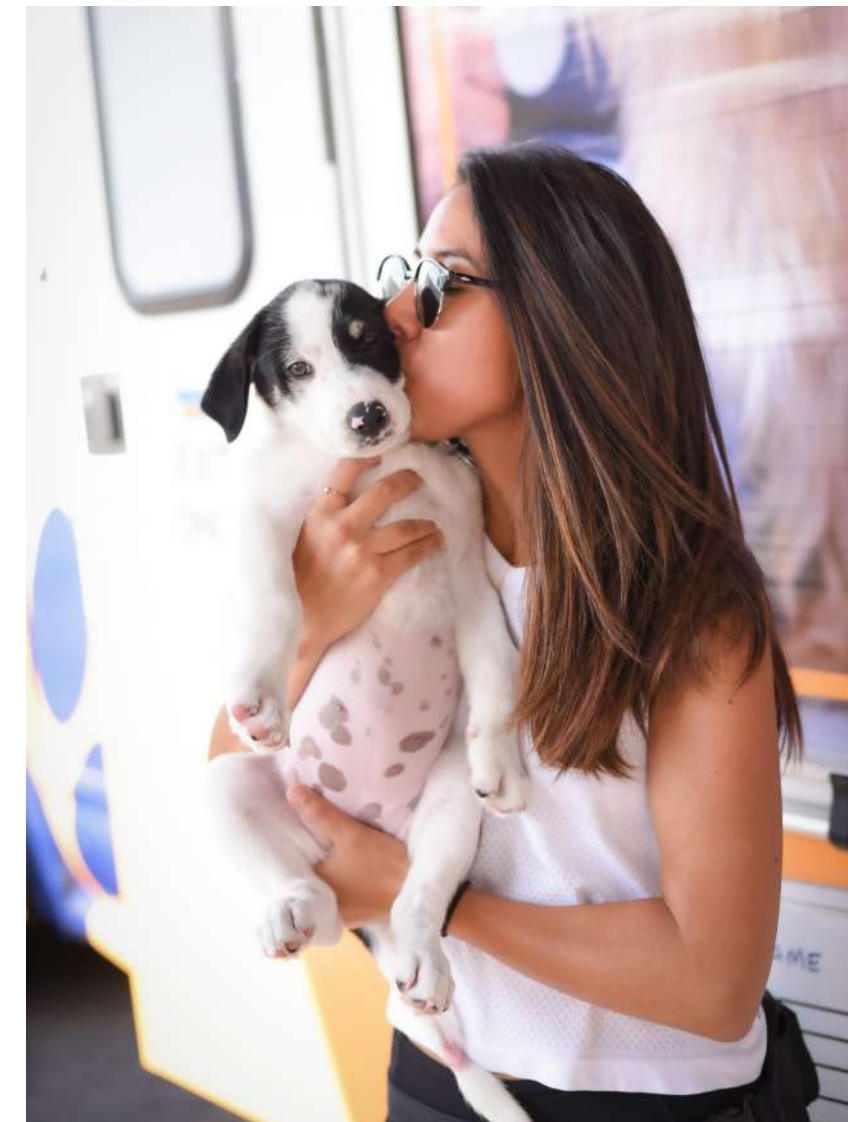


“My family is exceedingly grateful to Muddy Paws Rescue for having guided us in the adoption process of our wonderful rescue pup. They were extremely knowledgeable, helpful, and willing to take time to talk to us at length about the dog we ended up adopting. They made the process quick and easy for us while maintaining an extremely high level of diligence and responsibility.”

Lisa Ann S.

“We adopted a dog this past Saturday. This group of volunteers was so professional and so friendly. All the dogs there were cared for extremely well. They made our year by adding to our family. Thanks to all the Muddy Paws volunteers!”

Michael B. via Facebook



OUR PARTNERS

Thank you to our generous supporters for allowing us to continue our lifesaving work.

DONORS

\$25,000 & Above

Petco Foundation
Samuel Freeman Charitable Trust
PetSmart Charities
South Fork Foundation

\$10,000–\$24,999

Jason Alfano
Hilaria & Alec Baldwin Foundation
Credit Suisse
DJ McManus Foundation
Tom Liou
Longfield Family Charitable Foundation, Inc.
Perkins-Prothro Foundation

\$2,500–\$9,999

AVER Foundation
Bissell Pet Foundation
Denis Brown &
Keara Monahan Brown
Mary Anne Callahan
Central Park Taekwondo
Matt Cohen
Meghan Kearns Danaher
Escape Room Madness
Google
Peter Guetig
Patrick Hancock
Tyler Henritze & Courtney Fog
Henritze
LiveRamp
Microsoft
Puppie Love
Suzanne Russell
Jill Kester Ryan
Yumi Soga
Tiger Global Management LLC
Under the Weather
Stephen Wall
Peter Wunsch

\$1,500–\$2,499

Boris & Horton
BM Partners
George Bradt
Girl Scout Troop 3740
Healthy Paws
Ken Liu
Katherine Preziosi
Teddy McBride
Patti Murin
T-Christopher
Carol Tosone
Varvel Family Charitable Fund
WeWork Onsite Services

INDUSTRY PARTNERS

Rescue & Shelter Partners

Animal Care Centers of NYC
Bowling Green Warren County
Humane Society
Hearts & Bones Rescue
Rosemarie's Rescue Ranch
Somerset Regional Animal Shelter
Last Hope, Inc.
Saved Me

Health & Vet Care

Animal General
Pure Paws
Healthy Paws
Trupanion
ASPCA

Dog Training

Kapooch Dog Training
Amanda Gagnon Dog Training
Joyful Pets
Canine Retreat

Photography

Alex Lloyd
Christina Gupfinger
Terria Clay
Cat O'Brien
Colleen Randolph
Chelsea Schizzano
Evelien van Stralen
Dave Kozma

Pet Care

SpotOn
Spaw
Mobile Mutts
MetroPets
DoggyStyle NYC
Canine Retreat
The Farmer's Dog

Annual Report Design

Allen Aguilar

