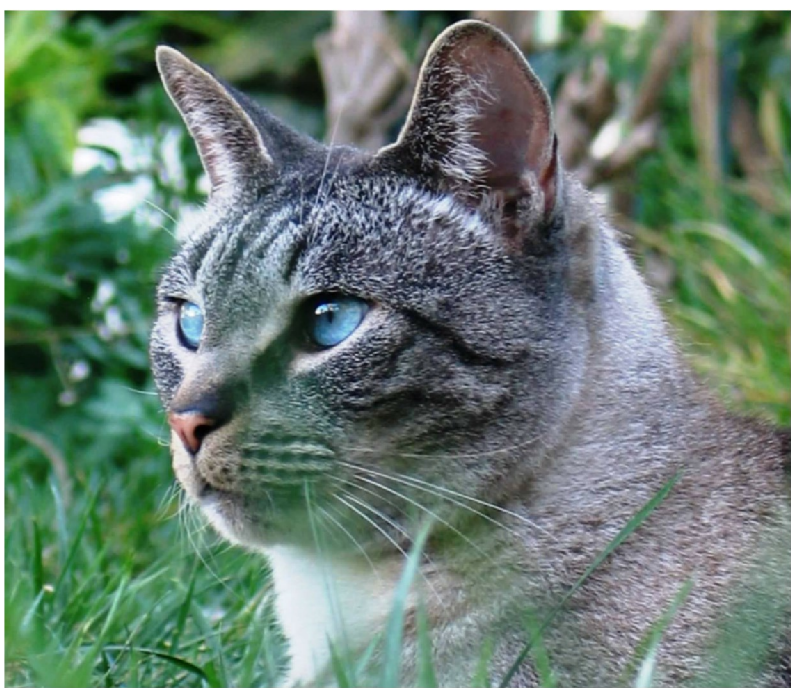




2016

ANNUAL REPORT

CELEBRATING 10 YEARS OF SAVING PETS AND HELPING FAMILIES IN OUR COMMUNITY



Mission: To enhance and preserve the quality of life of animals by providing access to necessary medical care and education.

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Annie Petersen, Ed.D

Dear friends,

We have so much to celebrate. In 2016 FACE turned 10 years old and over the summer we saved our 1,500th life! Seeing FACE's growth over the past decade has been incredible. What started out as a vision to save pets and help families in our community has turned into something so much bigger, something so special. FACE is one of a kind, and while saving lives we've developed an incredible network of animal lovers who have come together to help us give pets second chances. We want to thank each of you for being a part of FACE, and for making our work possible.



As we celebrate these major milestones we must recognize our veterinary partners. FACE may provide life-saving grants, but we would be nothing if it weren't for our 125 hospital partners who help us to give these animals second chances, and who provide



a very generous discount to FACE so that we can maximize our funding to save as many animals as possible. To our volunteers, supporters, and donors - you are our lifeline. Every day we are so moved that so many people share our belief that our animals are family, and that our pets are more important than any of us can really articulate. Your belief in our work and compassion for our cause is what makes FACE possible.

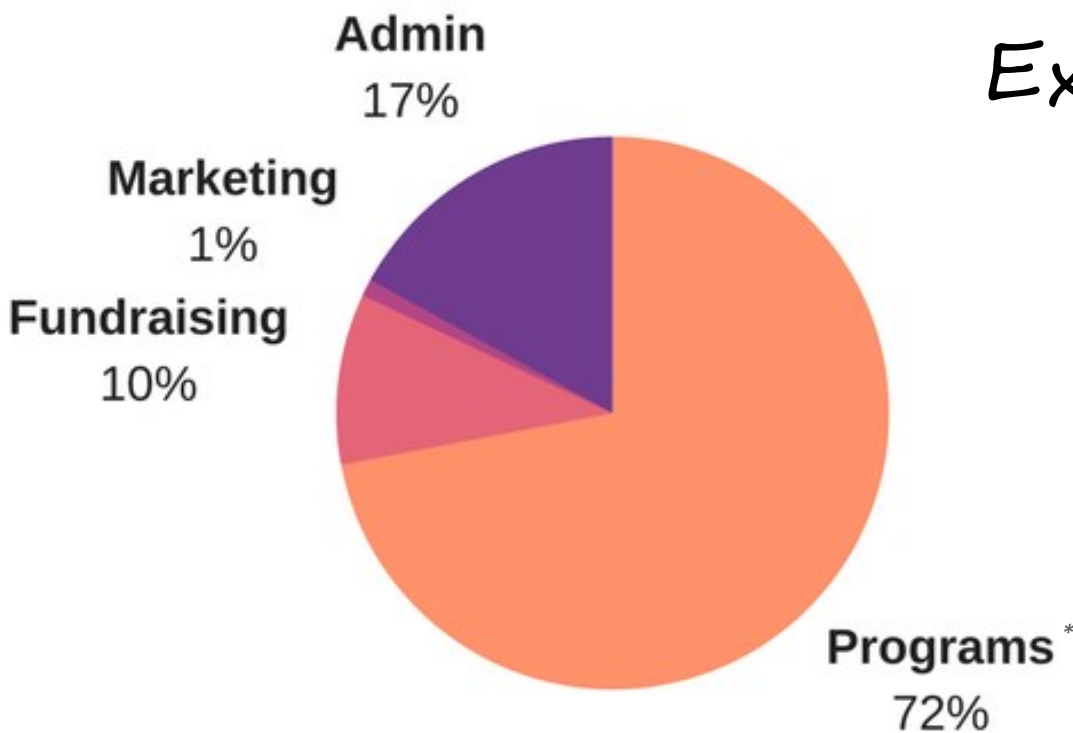
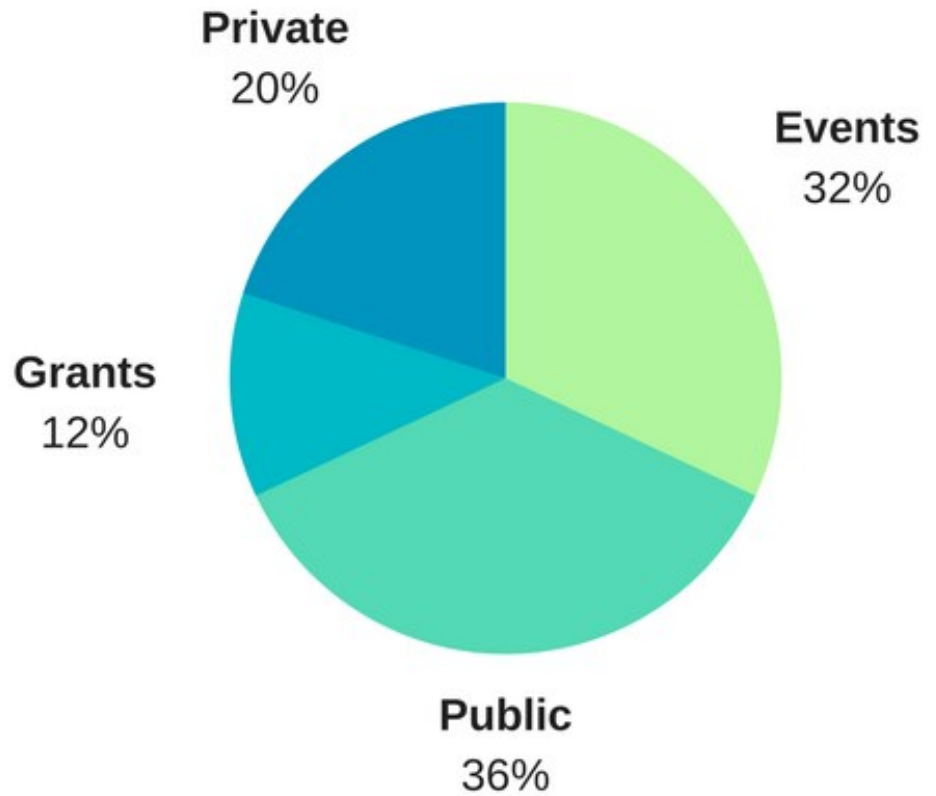
Before we move forward we invite you to look back - this report will provide you with an overview of our 2016 accomplishments, our flourishing programs, and will highlight the many ways FACE brings hope to families and animals when they need it most. And now, it is with excitement, determination, and dedication that we look forward to the coming year and all we can accomplish for our community!

Always for the animals,
Brooke Haggerty, Executive Director



Financials (2016)

Income



Expenses

*Includes Animal Care Grants, Humane Education, and program related expenses.

*79% of non-program expenses are paid for by donations from our Board of Directors.

Save a Life Program (All Time)

\$2.7 million

Funds Granted

125

Partner Vet
Hospitals

1,650

Lives Saved

8,000+

Callers Assisted

1.4 million

Discounts Given
by Hospitals



Success Stories



Emma with PESc staff Dr. Sierra LaBrecque, Monica Ruiz, & Alice Macedo

Our 1,500th Life Saved

Eight year old Spaniel-Retriever mix Emma developed Pyometra—a life-threatening infection of the uterus in unspayed female animals. Emergency surgery was needed to save Emma's life, but the cost was simply unaffordable for her owners. Fortunately, Emma was able to get her surgery thanks to FACE and the amazing team at PESc, who generously discounted their services for FACE and this family. Emma marks FACE's 1500th life saved, which excitingly coincides with our 10 Year Anniversary!

Saving Minikins

Minikins was burnt badly in the Campo Border Fire that engulfed over 7,600 acres of southeastern San Diego County this past summer. She had suffered serious burns to all four of her little paws, and was howling in pain from the fur and skin that was seared off of her flesh. She was in need of urgent, life-saving care. Her owner could not afford the debridement surgery and weeks of bandage changes that would have cost her thousands of dollars. As an incredible act of compassion, our community came together to give this sweet girl a second chance at life.



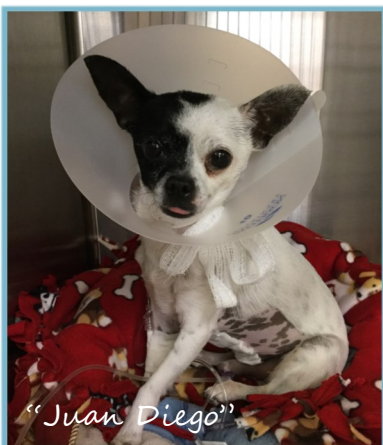
We are happy to report that Minikins is on the path to recovery and healing well! We would like to offer our heart-felt thanks to The Veterinary Specialty Hospital, who generously discounted their fees, and to all of the people who came together to donate to Minikins' critical care. Your support means so much to Minikins, her "mom" Renee, and to all of us here at FACE. Thank you for your support and compassion!

Words of Thanks



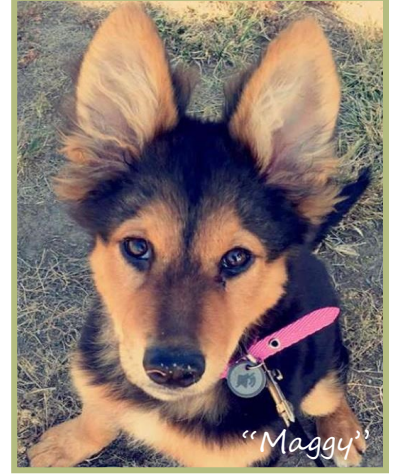
"We are a young military family from Indiana, starting out on our own in California. Sophie is our light, our rock, that we can lean to when we're falling on hard times, or when we just need someone to cheer us up. Some people say "oh she's just a dog," but not to us. Sophie is just as much as family as our own daughter. We're glad to say that Sophie's surgery went well with no complications, but it wouldn't have been possible if it wasn't for you. Thank you for everything you've done, we are forever grateful for your kindness and willingness to lend a helping hand to someone in need."

"Thank you for everything... we are all very attached to our dogs and they are part of the family. My children would be devastated if they came home and our boy, Odin, wasn't here anymore. Thank you so much for helping us breathe easier."



"I want to say thank you to your organization for helping save my little Juan Diego. Thank you just does not seem to properly express our gratitude for what you have done for us. You helped save his life and that is something we will never be able to thank you enough for. You saved our little boy. Thank heavens for the work that you do to help out those of us who are struggling."

Save a Life Program (2016)



12%
of grantees are
senior citizens

10,000+
Volunteer Hours

5%
of grantees are
homeless

13%
of grantees are
military families/
veterans



Expanding Our Programs

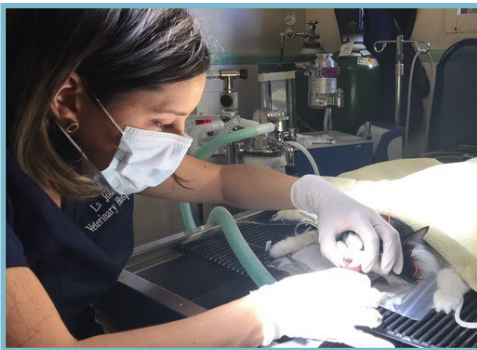
Expanding Our Programs: Assisting the Homeless & Disadvantaged in San Diego

Homeless Outreach

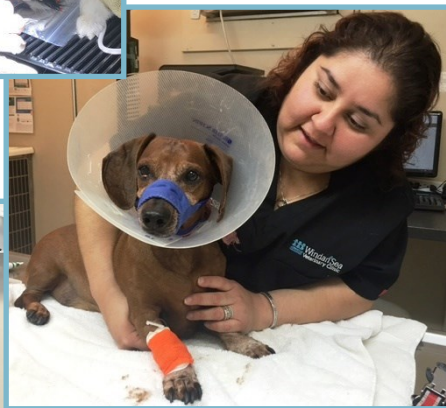
FACE held two Homeless Outreach events this year at Brother Benno's Center to provide supplies and resources to homeless people with pets. Friend of FACE, Dr. Corey Cole, lent a helping hand to answer questions and address concerns with pet owners.



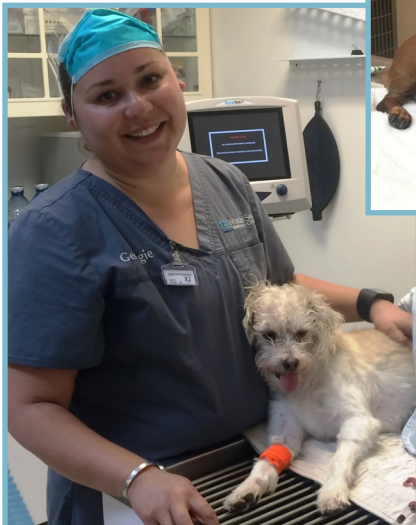
Grant Coordinator Patty Mendez at FACE's Homeless Pet Clinic in December



La Jolla Vet Hospital staff member at FACE's Dental Clinic



Windan Sea Veterinary staff members at FACE's Dental Clinic



Roxy's Dental Clinic

This year, FACE held Dental Clinics at Windan Sea Veterinary Clinic and the La Jolla Veterinary Hospital. Staff members from both groups worked together to continue Roxy's Dental Clinic— an educational program to provide dental cleanings to pets in low income households and to educate pet owners about proper and routine dental cleaning habits on behalf of their pets. By providing preventative services and education to the public, FACE help pet owners avoid life-threatening and costly future illnesses and injuries for their pets.

Youth Humane Education Program

FACE has seen tremendous growth in our Humane Education Program! In addition to our partnerships with ProKids, Lincoln Acres Library, and Access Youth Academy, we have formed partnerships with the Girls Scouts of the USA and the Braille Institute!

Classes cover topics such as basic pet care, interpreting animal behaviors, the importance of spay and neuter, how to safely approach a dog (where students get to “meet and greet” a therapy dog), and even careers in various animal fields.

FACE is happy to offer these free classes to our community as a way to forward our mission of animal care and education. We are thrilled to continue our ongoing commitment to instill compassion and respect for all animals.

Special thanks to the Boys and Girls Foundation and the Cushman Foundation for their generous grants which have made FACE’s Youth Humane Education program possible!



Program Stats:

Students: 887 (all time), 411 (2016)

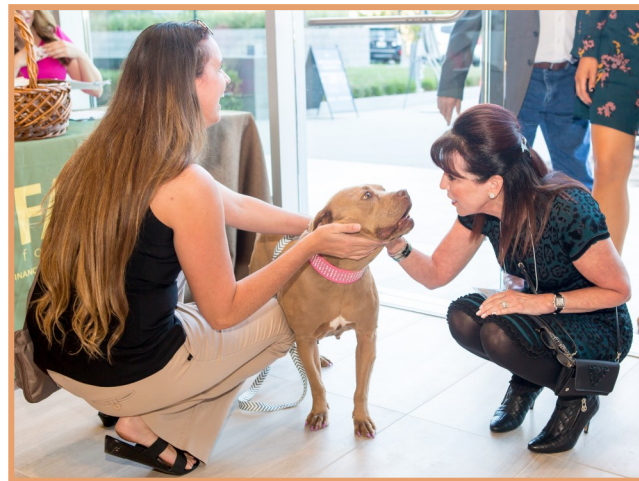
Classes: 44 (all time), 19 (2016)



Fundraising Events

10 Year Anniversary

To celebrate 1,500 lives saved and 10 years of helping pets and families in San Diego, we hosted a screening of Best Friend Animal Society's documentary, *The Champions*. The movie premiere was held at The Illumina Theater in La Jolla, which included complimentary appetizers and drinks and a Q&A session with Best Friends representatives from the film.



Best Friend Animal Society guests and FACE Board President Cini Robb at FACE's 10 Year Anniversary



Anne Mejia, Brooke Haggerty, Lucie Berreby, Dr. Wendy Khentigan, Cini Robb, Howard Finkelstein, John Garcia, and Francis Battista at *The Champions* screening

Proceeds

Total revenue: \$22,121

Total expenses: (\$5,667)

Total net income for the animals: \$16,454

Bags & Baubles

Our 6th Annual Bags & Baubles was our largest fundraising event to date—we hosted 500 attendees and raised almost \$150,000 for the animals! Guests enjoyed complementary wine, appetizers, and estate tours at a beautiful home in Rancho Santa Fe. It was a great day to shop and help support FACE all at the same time.

Proceeds

Total revenue: \$151,389

Total expenses: (\$2,042)

Total net income for the animals:

\$149,347

Event Sponsor Jolane Crawford from Schubach Aviation with Sister, Volunteer Sharon Howland with grantee Lulu



Fundraising Events

5K Doggie Dash

Our annual 5k walk/run was host to over 150 supporters at Road Runner Sports in Kearny Mesa. Dashers enjoyed a pet-friendly vendor village, a DJ, fun prizes, a dog agility area and, of course, the chance to help save pets in need.

This fun event keeps getting bigger and better every year!

Proceeds

Total revenue: \$11,335

Total expenses: (\$925)

Total net income for the animals: \$10,410



Top fundraising team—Windan' Sea

Invitational Golf Tournament



Tournament players with MLB Legend and friend of FACE, Fred Lynn

FACE's dog-friendly golf tournament was a great day for both pups and pros at the Lomas Santa Fe Country Club, bringing in over \$110,000! The afternoon of dog-friendly golf was followed by an exciting live auction, awards ceremony, and opportunity drawing for games of golf at 10 Southern California golf clubs.



Police Officer Larry Adair with K9 Detective, Ari and player's dog, Moh

Proceeds

Total revenue: \$112,256

Total expenses: (\$1364)

Total net income for the animals: \$110,892

FACE in the Community



FACE volunteer Gwen Tundermann at the Lakeside Pet Expo



FACE volunteer Danae Davis, Grant Coordinator Patty Mendez, and Executive Director Brooke Haggerty at La Jolla Veterinary Hospital's Paws & Pints event



Pups having fun at Schmoozer's Fiesta, hosted by local TV Personality Sandie Lampe



FACE volunteer and friend Mazzy at her Garage Sale fundraiser



Some of FACE's furry friends at the La Jolla Pet Contest



Event Coordinator Rachel Rothstein at the Howl'in Dog Costume Contest in partnership with Crackerjack Productions



Longtime FACE volunteer and supporter Maranda Phillips at her annual Howliday in a Bottle event

FACE in the Community

72

News
Articles & Ads

In 2016, FACE worked on expanding its presence in the San Diego community through media partnerships, television appearances, and extensive hospital visits. In addition, quite a few of our members were featured in articles for the good work they do with FACE!



FACE's events and programs featured on KUSI News



FACE's Board President, Cini Robb, featured in 90267 Magazine



9
TV Interviews

Grantee and Volunteer Edwin Rivers and pet Myles win San Diego Pets Magazine's 2016 Animal Impact Award!



SAN DIEGO
Pets
MAGAZINE



Volunteer Rose Hawman featured in 92067 Magazine's article: "Rose Hawman Volunteers with FACE to Help Bring Sick Pets Back Home"



f o u n d a t i o n[®]

Celebrating ten years of saving lives.



FACE staff members Aimee Jeffries, Brooke Haggerty, Lucie Berreby, Rachel Rothstein, Stacie Campbell, Patty Mendez, and Annie Petersen

Looking forward to all we'll accomplish in 2017!

-The FACE Family

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The FACE Foundation is a 501(c)(3) charitable organization. Tax ID (EIN) #20-5333261