

Annual Report 2024

FACE
foundation®



Saved!
Zeus

BOARD OF DIRECTORS

President

Clni Gannon-Robb

Board Chair

Keith Richter, DVM

Vice Chair

Steve Cologne, Esq.

Secretary / Treasurer

Lana Hock, CFP

Directors

Jarrett Bostwick, Esq.

Arash Sarlati, DVM

Dori Slater Vance, DVM

Erika Sox Burns, DVM

FACE TEAM

Director of Development

Annamarie Maricle, CFRE

Animal Grants Manager

Patricia Mendez

Animal Grants Coordinator

Karen Kelley

Animal Grants Associate

Amber Bockover

Fundraising & Development

Joelle Henderson

Social Media Maven

Aubree Hegdahl

EXECUTIVE DIRECTOR

Stash McCollough



STASH MCCOLLOUGH
Executive Director

From the Executive Director

When I joined FACE as Executive Director in early 2024, my priority was to ensure our internal operations matched the passion of our mission. This year was one of significant internal transformation, starting with a full review of our core systems. We successfully upgraded our animal grants platform to Salesforce (Phase 1), paving the way to unify our donor and fundraising data in 2025 (Phase 2). We also sharpened our brand identity, refining our logo and establishing

strict guidelines for consistency across all print and digital collateral. This revitalization culminated in a major website overhaul—which was largely completed in 2024 and will be finalized in early 2025—creating a modern, accessible hub for the pet-loving community we serve.

This foundational work enhanced our external reputation. I am proud to report that our commitment to transparency yielded tangible results: we elevated FACE's Charity Navigator rating to 4 stars, achieved the Platinum Seal from Candid/Guidestar, and earned accreditation from the Better Business Bureau. We also established an endowment fund and successfully navigated both federal and state audits, ensuring compliance at all levels. This strong, trusted foundation is critical for attracting new support and forging alliances with veterinary partners, whose discounted care for "FACE cases" allows us to stretch every donation further and keep more families whole.

Looking Ahead

This year also marks a significant and heartfelt transition. We extend our deepest gratitude to Keith Richter, DVM, who stepped down as Board Chair at the end of 2024. As a co-founder, Keith's vision and dedication are at the very heart of FACE. We wish him all the best on his new adventure moving to Ireland, knowing the incredible impact he made here is permanent.

Building on Keith's legacy, we are thrilled to welcome Steve Cologne, Esq. as our new Board Chair for 2025. Steve's passion for FACE's mission and his leadership skills will carry the organization into its next chapter.



KEITH RICHTER, DVM



STEVE COLOGNE, ESQ.

Every year, thousands of pets are euthanized solely due to financial constraints.

Our goal is to change that.

2024 2024 2024 2024 2024 2024 2024 2024

FACE Funds Granted

\$1,381,447

Pets Saved – California

383

♥

46

Pets Saved – Hawaii

Veterinary Partner Discounts

\$619,701

2024 2024 2024 2024 2024 2024 2024 2024



Mission

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

Vision

To create a world where no family pet dies due to financial hardship.



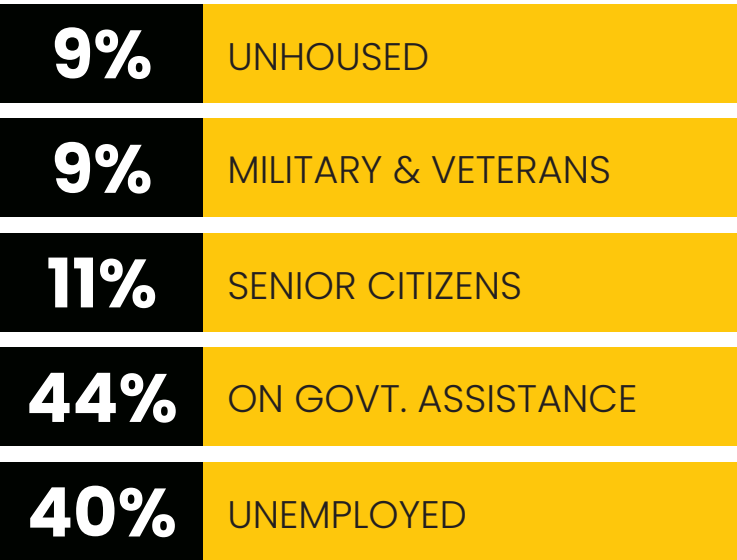
Who We Helped

FACE grantees are typically low-income families, senior citizens, veterans, military families, students, disabled individuals, or hard-working families and individuals who struggle to survive paycheck to paycheck.

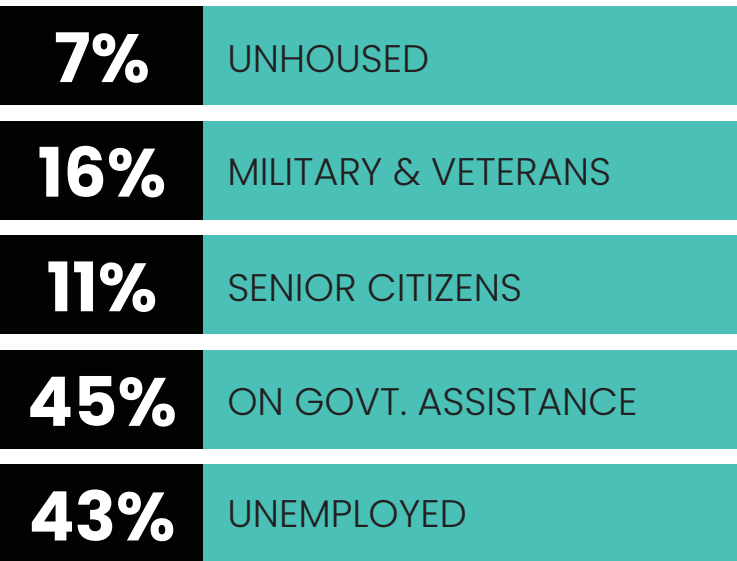
Note: some families fall under more than one category, as indicated by the percentages in the graphs to the right.



CALIFORNIA



HAWAII



KIWI'S STORY

Kiwi is a delightful mix of sweetness and quirky fun, always ready for a splash in the water or a burst of zoomies. So, when her family learned she needed urgent surgery for bladder stones, it was a heart-wrenching moment. The family was already stretched thin, with one member struggling with health issues and the others barely able to cover basic monthly expenses. A costly surgery to save Kiwi and stop her suffering was out of reach—until they found FACE.

FACE grant for Kiwi's veterinary care: \$4,300
Vet Partner: Kaimuki Veterinary Urgent Care – Hawaii

Gratitude from our Grantee Families



MAISY

"Maisy is sweet, gentle, and loving...she is our world, and we can't imagine life without her. We are deeply thankful to the FACE Foundation for helping us get her the surgery she needs to live a long and healthy life. Mahalo for making this possible!"

—Maisy's family

Vet Partner: PetVet Animal Hospital – HI



PUDGE

"Thank you for saving my Pudge. He's watching movies with me, and I can't thank you guys enough for allowing that to be possible. I cannot put into words how much this is appreciated."

—Pudge's family

Vet Partner: Veterinary Emergency Group, Oceanside – CA



POPPY

"I can't thank you and your organization enough for helping me when I felt helpless. Without you guys I don't know where Poppy would be today. Thank you again and I appreciate everything that you do!"

—Poppy's family

Vet Partner: A Cat's View Veterinary Hospital – CA



TAMA

"Beyond thankful for our baby that made it through a really tough time for him and all of us as a family. Thank you so much!"

—Tama's family

Vet Partner: Aloha Affordable Veterinary Services – HI



CHARLIE

"A huge thank you to everyone at FACE for making Charlie's surgery a possibility. He is able to do so many things he couldn't before, including jumping for joy on his three legs! He's such a happy boy, the relief can be seen on his face!"

—Charlie's family

Vet Partner: Veterinary Specialty Hospital, San Marcos – CA

2024 Financials

Annual Income: \$2,226,337

Annual Expenses:

\$2,055,138 – Program Service

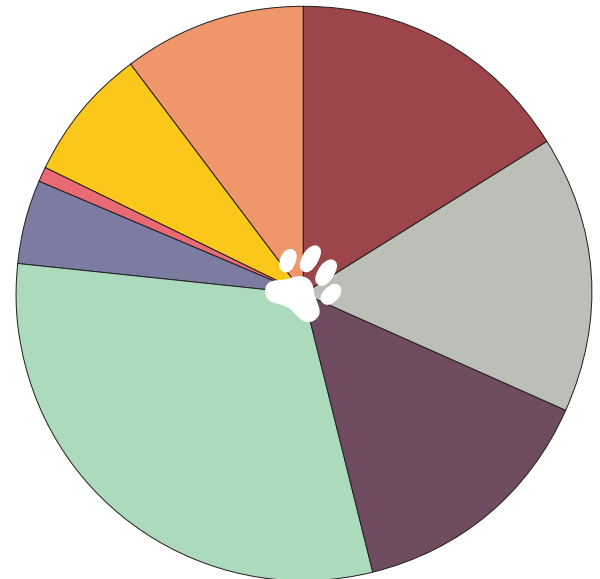
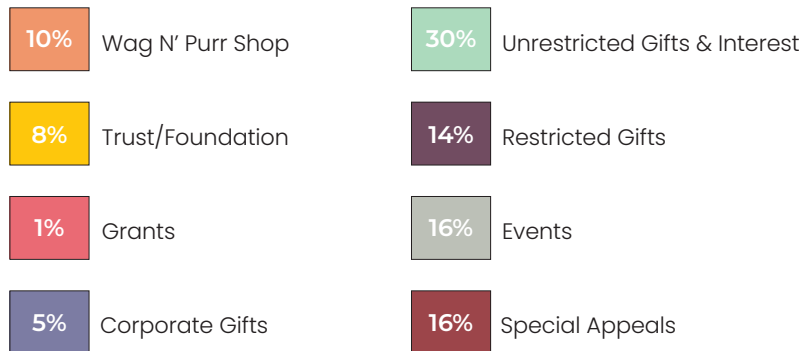
\$344,835 – Fundraising/Special Events

\$307,703 – Administrative

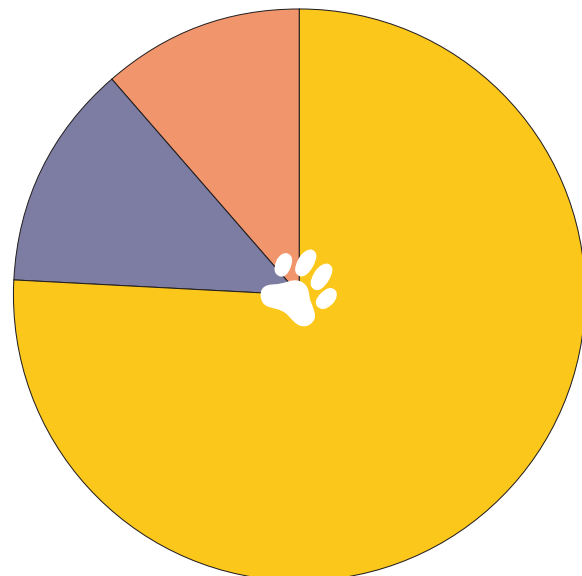
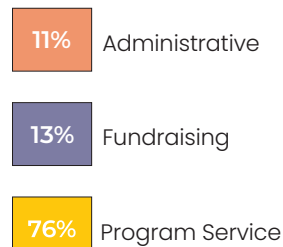
Ending Net Assets: \$877,031



Income



Expenses



Save-A-Life Program Stats, 2007-2024

Our Save-A-Life program is our primary mission, which is to save the lives of family pets facing “economic euthanasia.” Sadly, many pets with a good prognosis are euthanized solely due to their owner’s inability to afford their critical or lifesaving care. Working with local veterinary hospitals across San Diego and Oahu, FACE provides financial grants to cover the cost of treatment, giving these pets a second chance at life.

4,561 PETS SAVED SINCE 2007

(Through December 2024)



\$9,083,492

Funds granted by FACE

\$4,379,786

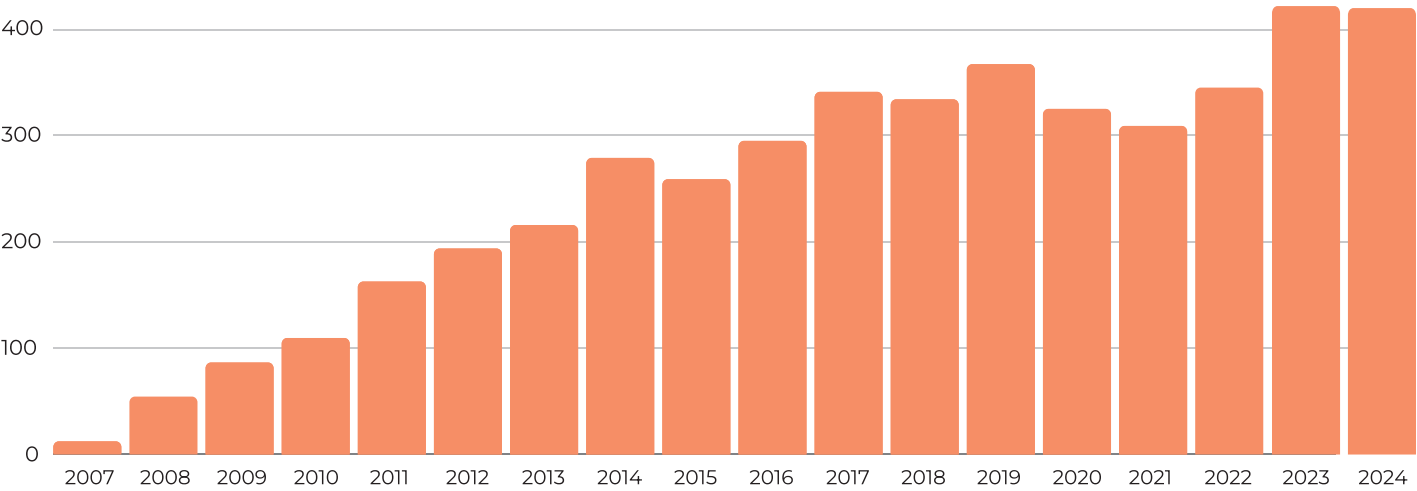
Discounts given by veterinary partners

ANNA’S STORY

After playfully jumping off a 3-foot ledge, Anna ended up with severe fractures in both of her front legs. Her owner was living paycheck-to-paycheck and quickly depleted his savings trying to cover her initial emergency care. He started a GoFundMe campaign, but it wasn’t enough. Luckily, he found FACE, and Anna had her surgery and was reunited with her loving dad.

FACE grant for Anna’s veterinary care: \$7,000
Vet Partner: Kaimuki Veterinary Urgent Care – Hawaii

Pets Saved by Year, 2007-2024



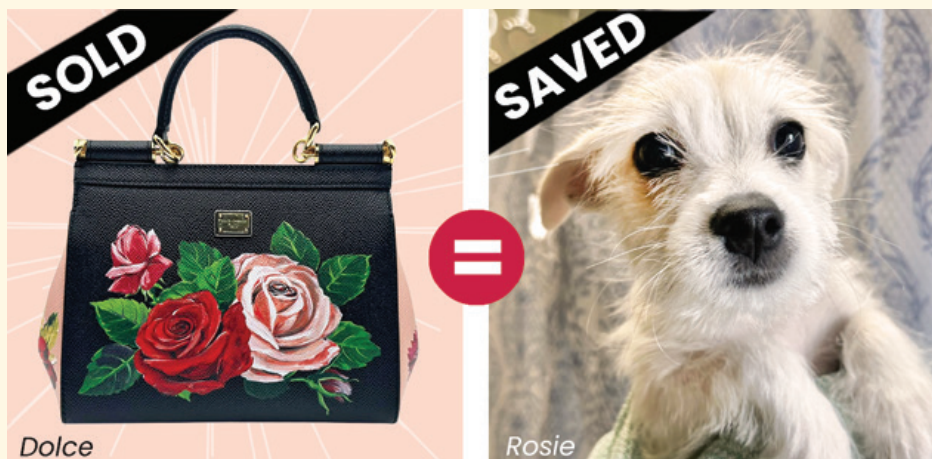
Smarter Systems, More Lives Saved

To maximize the impact of every donation, we focused this year on modernizing our infrastructure. A major leap forward was the launch of our new, data-driven website, funded by a generous grant from the County of San Diego. This new digital home for FACE is more than a facelift; it's a powerful tool that simplifies the giving process. We've introduced streamlined options for employer matching and provided our community with the ability to create their own fundraisers, making it easier than ever for supporters to champion our life-saving mission.

Behind the scenes, we are upgrading our operational backbone by unifying our two separate Customer Relationship Management Systems (CRMs) into one powerful Salesforce system. This strategic move will capitalize on nearly 20 years of program data. The project was mostly grant-funded, with our 2024 focus on building a robust, streamlined animal grants management platform. Thanks to a generous donor, our work will continue into 2025 as we migrate our donor relations and fundraising data. Creating one, optimized data center will dramatically reduce our administrative workload while empowering our staff and board with everything they need to make data-driven decisions. This will let us focus on what truly matters most: expanding the reach of our Save-A-Life program!



After turning 3 in 2024, FACE's online resale boutique continues to offer great deals on donated merchandise, and give customers a way to shop sustainably while also shopping for a good cause. We branched out of our virtual world in 2024 to do a successful live, pop-up holiday sale, which has given us a number of ideas for other ways to introduce our store to a wider audience in 2025. 100% of Wag N' Purr Shop profits directly benefit FACE.



\$131,699

Net Sales

378

Orders

676

Items Sold

wagnpurrrshop.org

Love from Our Veterinary Partners

Since 2007, more than 200 veterinary hospitals have provided discounted services to make FACE's lifesaving work possible. The positive and emotional feedback we receive from veterinarians and hospital staff continually reinforces the importance of our mission.



"Having a partnership like the one we have with FACE has really impacted the services we provide—it's allowed us to truly help every single pet who walks through the door. There's nothing worse than not being able to give as much as possible. With a partnership like FACE, we are able to help so many more patients."

Madisyn Jensen, Hospital Director
VSH, Sorrento Valley, CA



"Partnering with FACE helps our staff immensely, because when we have a client that can't afford proper care, it's really stressful. But when the staff can say, 'Oh my gosh, this is a FACE case. Let's contact FACE!' it brings a significant amount of hope into the hospital. That's huge for us. It's huge for morale in the hospital..."

Dr. Todd Bowdre
San Marcos Blvd Veterinary Hospital, CA



"Working with FACE literally benefits everybody involved. In the hospital specifically, our techs and doctors have a better morale because we're able to provide care for the animal who might not otherwise receive it instead of separating them from their family."

Dr. Jenna Olsen
B Street Veterinary Clinic, CA



"I think one of the most heartbreaking things as a veterinarian is when a client wants to be able to treat their pet but wouldn't be able to afford it. FACE allows us the opportunity to give the treatment that's needed for those pets and create very happy endings."

Dr. Jenny Schiebert
Shadowridge Veterinary Hospital, CA



"My dream is that no family pet in Hawaii with a treatable medical condition will have to be euthanized or surrendered solely due to a family's inability to pay. I hope the pet-loving community will rally and provide the support needed to keep these animals and their families together."

Dr. Erika Sox Burns
Veterinary Emergency + Referral Center, HI



For details about becoming a FACE veterinary partner, please visit face4pets.org, or call 858-450-FACE.

Fundraising Events

FACE was thrilled to have the support of many individuals and businesses for its fundraising events last year. These sponsors enable a significantly larger portion of the proceeds from the events to go directly to helping pets in need of vital care. A special thank you to our top sponsors in 2024:

the
ROBB
FAMILY

the
SPITCAUFSKY
FAMILY

the
COIT
FAMILY

the
BOSTWICK
FAMILY

the
MUHA
FAMILY

MONICA MASSEY
and
BART COHEN

the
SLUMAN
FAMILY

DR. TAMMY
STEVENSON

DR. ERIKA
SOX BURNS

the
KERR
FAMILY



Keck School of
Medicine of USC
Alzheimer's Therapeutic
Research Institute



\$155,871

Bags & Baubles

\$148,732

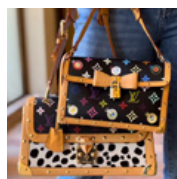
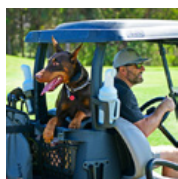
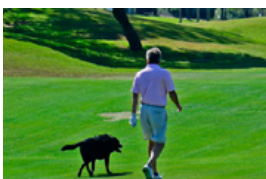
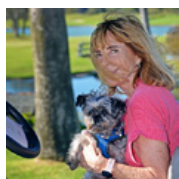
Dog-friendly Golf Tournament

Corporate Sponsors & Partnerships

Our special corporate partnerships are about more than just money. In addition to financial support, these relationships give organizations the ability to fulfill their corporate social responsibility goals and provide employees with matching gift and volunteer opportunities.



LEARN MORE



Dog-Friendly Golf Tournament

For many years, FACE has organized a fun and unique golf tournament fundraiser where players are invited to bring their furry companions with them on the course. In 2024, the final tally after expenses added up to nearly \$150,000 to further FACE's mission.

Bags & Baubles

Attendees at our 2024 Bags & Baubles fundraiser had the opportunity to bid on hundreds of new and gently loved designer handbags, jewelry, accessories and more, both in person and online. The event netted over \$155,000 to save family pets.

Gratitude for Our Supporters

Everything we do at FACE is powered by the compassion of our incredible community of animal lovers. Whether it's a monetary gift, event sponsorship, or in-kind donation, our supporters step up in countless ways to help save pets' lives and keep families together.

It goes without saying that we would never achieve our fundraising and community outreach goals without our hard-working volunteers. Last year, many caring individuals stepped up to support FACE in a wide variety of ways, and we are eternally grateful for their dedication.



Funding Partners' Impact

FACE is proud to receive vital support from foundations, corporations, and government partners whose generosity expands our reach and impact. We extend our heartfelt gratitude to all, including several of our top 2024 funding partners:



Community Outreach



In 2024, FACE proudly partnered with numerous social service agencies and animal welfare organizations to provide vital resources to families struggling to afford the care their beloved pets need. These efforts help keep pets happy and comfortable, and also help prevent many costly veterinary emergencies by supporting ongoing wellness and stability.

By the Numbers: The Power of Donor Support in 2024

982

unique donors rallied behind FACE's mission to end economic euthanasia and keep families together.

2,582

total contributions were made throughout the year.

80%

of contributions made to FACE were \$100 or less, demonstrating that small gifts add up to make a big difference.

389

brand new supporters joined the FACE family.

96

donors committed to sustaining gifts every month.

33

states were represented in the gifts received, proving that compassion knows no boundaries.



Saved!
Zeus



Saved!
Felix



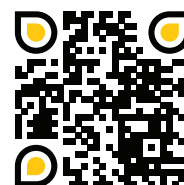
Saving Pets & Helping Families

CALIFORNIA

10505 Sorrento Valley Rd., Suite 175
San Diego, CA 92121
858-450-FACE (3223)

HAWAII

1441 Kapiolani Blvd., Suite 1114
Honolulu, HI 96814
808-300-8907



donate@face4pets.org
face4pets.org



The FACE Foundation is a 501(c)(3)
Charitable Organization
Tax ID (EIN): 20-5333261



SAVING CHERISHED FAMILY PETS LIKE FELIX

face4pets.org