

Powder

FACE foundation®

Saving Pets & Helping Families

impact report 2025

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Cini Gannon-Robb

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Dori Slater Vance, DVM

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Karen Kelley

Animal Grants Associate
Amber Bockover

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Randy Gonce

Graphic Design / Wag N' Purr Shop Support
Cheryl Passer

Social Media Marketing
Aubree Hegdahl

Administrative Associate
Daniel Fong

EXECUTIVE DIRECTOR
Kerstin Lynam

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Additional 2025 Contributors

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Annamarie Maricle, CFRE

Major Gifts Officer
Tyler Morningstar

Corporate Outreach & Events
Kristin Tuck

Fundraising & Development
Joelle Henderson

Executive Director
Stash McCollough

from the chairman and executive director

As we reflect on 2025, we are filled with gratitude for the extraordinary community that continues to stand beside FACE and the families we serve. Because of your compassion, generosity, and belief in our mission, hundreds of beloved pets received life-saving medical care in 2025—keeping families together during some of their most difficult moments.

2025 was also a year of significant transition for FACE. Like many nonprofits across the country, FACE navigated a challenging fundraising environment in 2025. After careful evaluation and extensive discussion, our Board of Directors made the difficult decision to conclude FACE's Hawaii operations and refocus our resources and energy on the San Diego community, where our organization was founded and where our partnerships and impact remain especially strong.

We also had to say goodbye to valued members of our team, including former Executive Director Stash McCollough, whose leadership and dedication helped shape FACE over the last two years. We remain deeply grateful to Stash and to every staff member, volunteer, donor, and veterinary partner who has contributed to our mission.

While change is never easy, it can bring renewed clarity and purpose. As we move forward, FACE is entering a new chapter grounded in focus, sustainability, and community connection. We remain committed to what we do best: helping families access life-saving veterinary care and ensuring that financial hardship alone never determines a pet's future.

The stories within this report are a testament to what is possible when compassion is transformed into action. Every life saved represents a family kept whole, a second chance granted, and a reminder that hope still exists in difficult moments.

Thank you for believing in this mission and for being part of the FACE community. Together, we look ahead to 2026 with optimism and determination for the lives we will continue to save.



STEVE COLOGNE, ESQ.
Board Chair

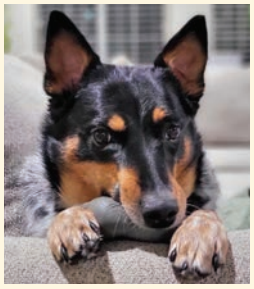


KERSTIN LYNAM
Executive Director

it shouldn't *come down to money*



FACE's **Save-A-Life Program** gives family pets facing "economic euthanasia" a second chance at life. Tragically, many pets with a good prognosis are euthanized solely due to their owner's inability to afford their life-saving care. FACE provides financial grants to cover the cost of treatment, keeping families whole.





SINCE INCEPTION:

Through December 2025

4,900+
Family Pets Saved

$11 M+
FACE Funds Granted

$5 M+
Veterinary Partner Discounts

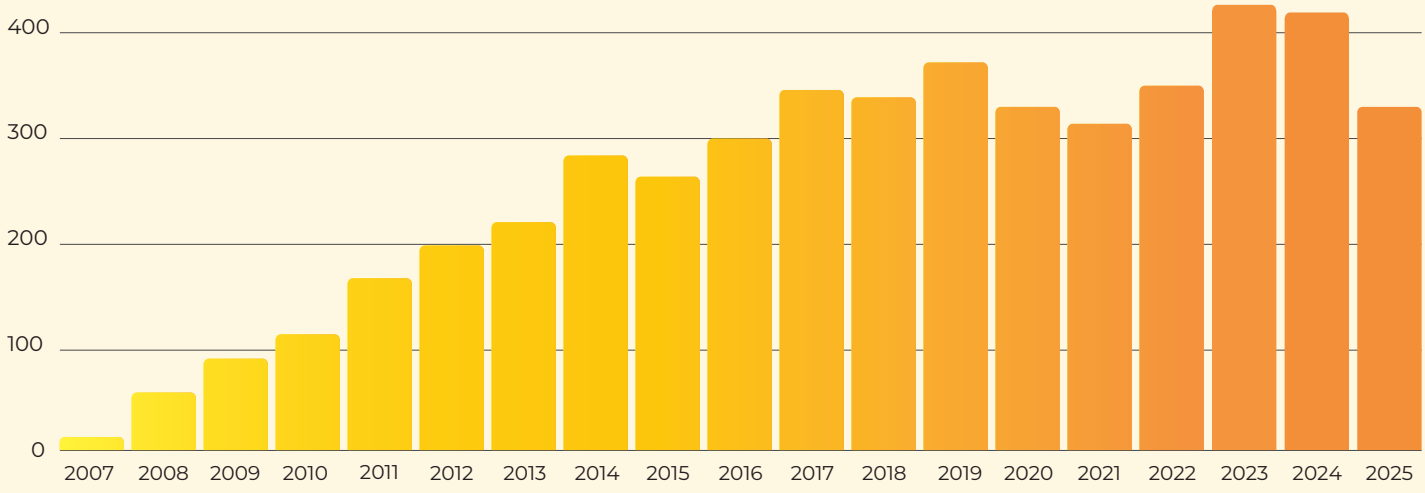








Pets Saved by Year, 2007-2025



what we do

Every year, thousands of treatable family pets are euthanized purely due to financial constraints.

Working closely with our veterinary partners, we provide financial grants for pets in need of critical and life-saving care when owners are unable to afford the full cost of treatment.

2025 2025 2025 2025 2025 2025 2025 2025

FACE Funds Granted

$1,032,125

Pets Saved – California

279

29

Pets Saved – Hawaii

Veterinary Partner Discounts

$440,021

2025 2025 2025 2025 2025 2025 2025 2025





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.





Crunch is much more than just a pet; he is a vital lifeline for a veteran managing life with PTSD. When a sudden, tragic encounter left Crunch with severe lacerations, his family was devastated. The thought of losing him was unthinkable, but the emergency surgery required to save him was far beyond their limited resources. With FACE's help, Crunch got the life-saving care he desperately needed.

DOMESTIC GERMAN SHEPHERD
2 YEARS
DIAGNOSIS: SEVERE LACERATIONS
PROCEDURE: LACERATION REPAIR
VETERINARY PARTNER:
FREDDIES PLACE ANIMAL HOSPITAL AND URGENT CARE

ESTIMATE: $1,700
FACE PLEDGE: $1,200

why we do it



Thank you for helping us keep this sweet baby here to continue to bring so much love to our lives. Tiffy is my heart, and I couldn't survive without my heart. Her brother Storm also says thank you for helping his sister. You are angels!

—Tiffalump's mom

Vet Partner: **Veterinary Specialty Hospital, Sorrento Valley - CA**



Thank you so much…I'm truly not sure what I would have done without this program! Rocky wouldn't be here today without your help—thank you for giving him a second chance at life! I really appreciate your support!

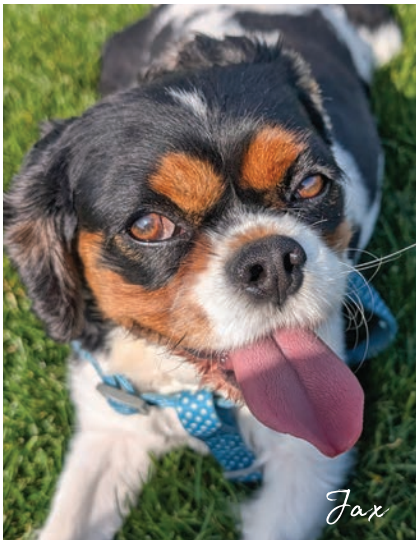
—Rocky's mom

Vet Partner: **B Street Veterinary Clinic - CA**

Jax and I are so thankful for your help. This was a pretty traumatic experience for him to have his eye removed. He is my precious little baby! I did not have the money with all the hospital bills, surgery, and the trips to three different vets. I could not have done this without the help of your organization!

—Jax's mom

Vet Partner: **VCA Eye Clinic for Animals - CA**





On behalf of all of us, we want to thank you for helping us to help Kane feel better and get his dental work done. Much Mahalo from all of us!

—Kane's family

Vet Partner: **Aloha Affordable Veterinary Services - HI**



Oreo is a huge cuddle bug, purrs loud enough to shake the room, and eats like he's making up for lost time. We are extremely grateful for FACE for helping us afford his surgery. We wouldn't have been able to do this without your help.

—Oreo's family

Vet Partner: **Pacific Coast Veterinary and Oral Surgery – CA**

who we help

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

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

SAN DIEGO

8%	UNHOUSED
10%	MILITARY & VETERANS
10%	SENIOR CITIZENS
44%	UNEMPLOYED
46%	ON GOVT. ASSISTANCE

HAWAII

7%	SENIOR CITIZENS
14%	MILITARY & VETERANS
17%	UNHOUSED
62%	ON GOVT. ASSISTANCE
66%	UNEMPLOYED



Sorin suffered a serious injury after accidentally pushing through a window screen and escaping outdoors. He was found in agony and unable to stand. He had a severe fracture in need of immediate repair, but the family had already drained their savings on X-rays and stabilization. Luckily, they found FACE.

DOMESTIC SHORTHAIR
6-MONTHS
DIAGNOSIS: FRACTURED FEMUR
PROCEDURE: FRACTURE REPAIR
VETERINARY PARTNER:
ROSE CANYON ANIMAL HOSPITAL

ESTIMATE: $7,351
FACE PLEDGE: $5,500



STAFFORDSHIRE TERRIER
10 YEARS OLD
DIAGNOSIS: NECROTIC TAIL WITH PUS
PROCEDURE: TAIL REMOVAL
VETERINARY: SHELTER ISLAND VET HOSPITAL

ESTIMATE: $950
CARE MADE POSSIBLE IN PART BY THE GREY MUZZLE ORGANIZATION

For ten wonderful years, Rajah has been the heart of his home and a constant and loyal companion to his owner. But, when a painful tail injury turned into a life-threatening infection, his future was suddenly in doubt. His owner, facing the weight of mounting emergency costs on a limited income, feared the worst for his best friend. Thankfully, FACE stepped in just in time to provide the grant for Rajah's surgery.

thankful for *our supporters*



Generous Donors

Our donors are the heartbeat of our mission. Your 2025 generosity provided the resources needed to save lives and keep families together. Thank you, thank you—your support makes every one of our success stories possible.

Funding Partners

We are deeply grateful to our funding partners. Your 2025 grants and investments allowed us to expand our reach and provide vital support when it was needed most. Together, we are building a more resilient and compassionate future.

petco love — A NONPROFIT CHANGING LIVES

THE GREY MUZZLE ORGANIZATION

the JEM project



Dedicated Volunteers

Our volunteers are the backbone of our organization. Whether assisting at events or supporting daily operations, your dedication drives our impact. Thank you for giving the priceless gift of your time and energy to our community.

Veterinary Partners

We are immensely thankful for all of the veterinary hospitals and clinics that provide vital emergency medical care at reduced rates for FACE cases. This generosity allow us to save more lives, and we are honored to work alongside you to keep families together.

Boris

love from *our vet partners*





"At Rose Canyon Animal Hospital and Uptown Animal Hospital, we believe every pet deserves a chance at life, regardless of a family's financial circumstances. FACE has been an incredible partner in making that possible. We've seen families who were facing the unthinkable find hope because of this organization's support. Having FACE as a resource allows us to focus on what we do best: caring for the animals we love. We are grateful every day for this partnership and the lives it helps save."

Holly Walter, Hospital Director
Uptown Animal Hospital ABC
Rose Canyon Animal Hospital



49
Veterinary Partners

$440,021
Veterinary Service Discounts in 2025 alone

"Working with the FACE Foundation has had a profound impact on our hospital and the families we serve. Their support allows us to say "yes" in moments where financial limitations might otherwise stand in the way of care. It not only changes outcomes for pets, but also lifts a significant emotional burden from our teams. We are truly grateful for this partnership and the difference it makes every day."

Emily Luckie, BS, PHRca
Hospital Administrator
VCA California Veterinary Specialists - Carlsbad



"FACE has allowed us to help families facing financial hardship provide critical care for their beloved pets when they otherwise may not have had options. As a team, we are deeply grateful for the compassion, support, and hope your organization brings to both veterinary professionals and the clients we serve."

Crystal Kieley, RVT
Program Director/COO
All God's Creatures Animal Hospital



"As a Veterinarian, FACE means so much to our team and to the patients we serve every day. In emergency medicine, we're often faced with critical decisions where time and resources are limited. FACE allows us to stay focused on what matters most—providing urgent, life-saving care—without financial barriers standing in the way. It's an invaluable resource for our team and our community."

Alexa Jurak, DVM
Co-Founder & Hospital Administrator
WAG Animal ER

fundraising events

FACE was thrilled to have the support of many individuals and businesses for its fundraising events last year. We extend an extra special thank you to our top sponsors in 2025:

$164,000 raised
2025 Golf Tournament

$79,960 raised
Wag N' Purr Shop Events

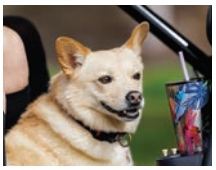
the ROBB FAMILY
the SPITCAUFSKY FAMILY
the COHEN FAMILY
the BOSTWICK FAMILY
the MUHA FAMILY
the HART FAMILY
the COIT FAMILY
the FRIEDMAN FAMILY

BNP PARIBAS OPEN
BAIRD Private Wealth Management The Hock Group
VETERINARY SPECIALTY HOSPITAL SORRENTO VALLEY
WETLINE WILDFIRE DEFENSE
LIDO



Dog-Friendly Golf Tournament

FACE held its 14th annual dog-friendly golf tournament fundraiser on October 13th, where players were invited to bring their furry companions with them on the course.





Wag N Purr Shop
RESALE FASHION BOUTIQUE

Wag N' Purr Shop continues to thrill shoppers who love shopping for a cause. 100% of store profits benefit FACE. In 2025, Wag also ventured "offline" for successful pop-up events and livestream shows, with more to follow in 2026.

$167,289
Total 2025 Revenue

@wagnpurrshop

wagnpurrshop.org





community outreach

In 2025, FACE joined forces with diverse community agencies to deliver essential resources to pet owners facing financial hardship. These efforts help keep pets healthy and with their loving families, strengthening stability while aiming to prevent costly emergencies.







17,000+
Pet Families Assisted Since 2015

2,000+
Pounds of Pet Food, Blankets & Supplies Distributed in 2025



Since 2015, our Community Outreach and Engagement efforts have reached thousands of pet families across San Diego, working side by side with more than 15 dedicated social service organizations. In 2025, we participated in 12 events in areas with a high concentration of unhoused individuals and families.

Joining the SD City C.A.R.E. Program, Think Dignity, the Burrito Boyz, and many others, we continue this vital work—having served nearly 600 unhoused individuals in 2025 alone. By working alongside other dedicated organizations—including NAMI, Veterans Village, and Alpha Project—we've strengthened referral pathways to help more pet owners.

Whether we are providing essential supplies or fostering face-to-face connections, our mission remains the same: ensuring that financial hardship never breaks the invaluable bond between a person and their pet.

PRELIMINARY

financials for 2025

FACE is blessed with a wonderful community of donors, and with our Board of Directors contributing in many meaningful ways, we closed the year with a healthy net income figure – priming the foundation for a successful 2026.

Retrospectively, FACE's program expenses amount to about 75% of total expenses, with fundraising, management and general expenses around 25%. 2025 was a unique year and we will have audited figures later this year. So far, we anticipate the following:

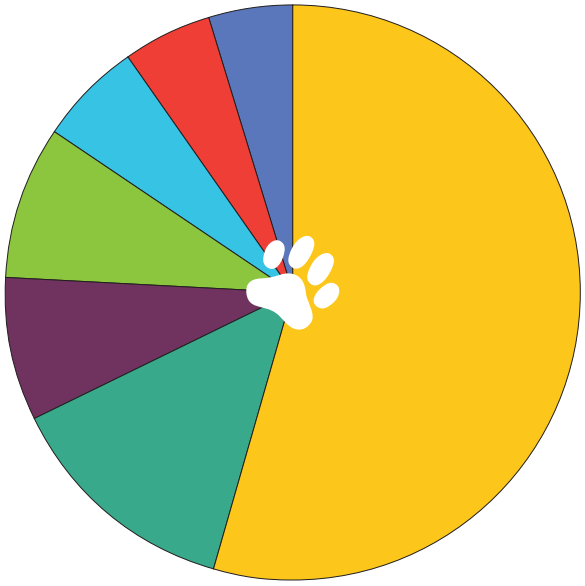
$2,466,430
2025 Revenue

$2,137,623
2025 Expenses

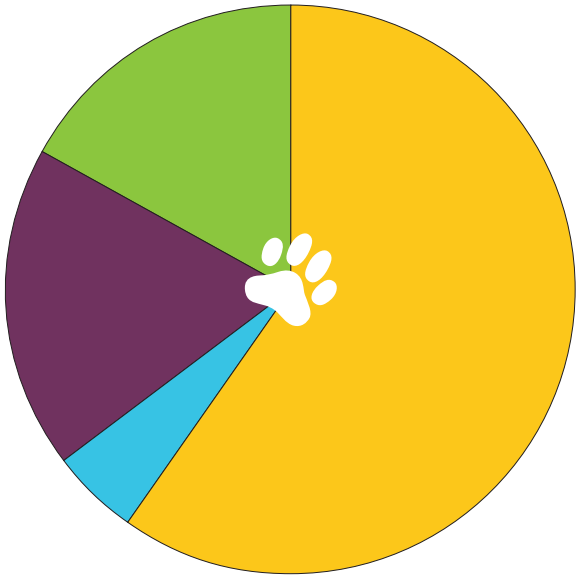
$1,205,838
2025 Assets

Revenue (estimated)

- 55% Major Gifts and Board Contributions
- 13% Special Appeals
- 8% Wag N' Purr Shop and In-Kind Donations
- 8% Additional Unrestricted Public Support
- 6% Events
- 5% Restricted Gifts, Including Grants
- 5% Corporate Gifts and Other Income







Expenses (estimated)

- 60% Program Service
- 18% All Other Personnel
- 17% Management and General
- 5% Marketing and Fundraising

looking ahead to 2026

Three Milestones, One Mission:

5,000 Lives Saved | 5 Years of Wag N' Purr Shop | 20 Years of FACE



HELP SAVE A PET

5,000
Lives Saved

FACE is preparing to celebrate one of the most meaningful milestones in our history: **5,000 family pets saved**.

Every life saved represents far more than a number. Each pet is a beloved companion, a source of comfort, and often a lifeline for someone facing hardship. For families confronted with the impossible choice of losing a treatable pet because they cannot afford emergency or specialty veterinary care, FACE has been there to offer hope, help, and a second chance.

This milestone belongs to every donor, veterinary partner, volunteer, funding partner, and family who has helped make FACE's life-saving work possible. To honor this achievement, FACE is preparing to launch a special campaign: $100 for each of the 5,000 lives saved. This campaign will celebrate every pet, every family, and every act of generosity that brought FACE to this point — while helping build the foundation for the thousands more still counting on us.

This milestone is not an endpoint; be part of the promise to keep going!











As FACE looks ahead, we are excited to celebrate the five-year anniversary of Wag N' Purr Shop, FACE's online resale boutique—a unique, not-for-profit store transforming generosity into life-saving impact.

Rooted in our core mission, "Wag" gives new life to gently loved handbags and accessories, and **100% of profits** directly fund critical veterinary care for pets whose families face financial hardship. We are deeply grateful to our customers, donors, and volunteers for making these past five years possible. By shopping with purpose, you help save beloved pets, one beautiful find at a time.

5 years
of "Wag"

Wag n Purr Shop

RESALE FASHION BOUTIQUE

wagnpurrshop.org

20 years
of pawsitivity

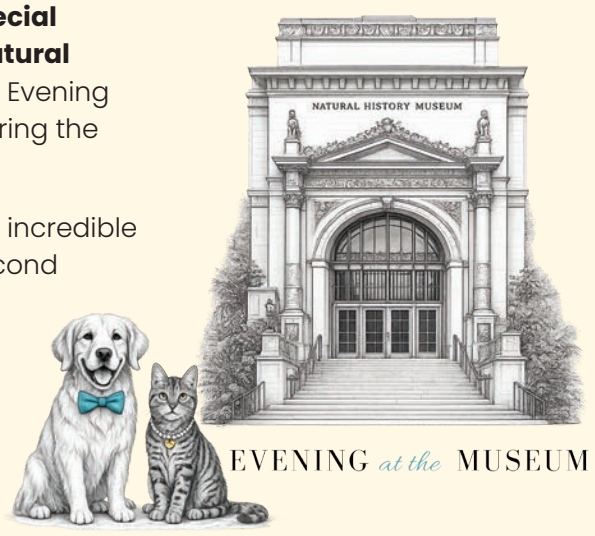


In 2026, FACE will proudly celebrate its 20th Anniversary — two decades of saving pets, helping families, and protecting the irreplaceable bond between people and the animals they love.

Reaching 20 years is a meaningful achievement for any nonprofit. FACE's longevity reflects the vision, resilience, trust, and generosity of a community that continues to believe in this mission. We are especially grateful to the founders, original Board members, long-standing supporters, veterinary partners, and friends who helped shape FACE from the beginning — including Cini Robb, FACE's current President whose tireless dedication continues to drive our mission forward.

To honor this extraordinary milestone, FACE is planning a special 20th Anniversary Celebration on November 8, 2026, at the Natural History Museum in Balboa Park, San Diego. This unforgettable Evening at the Museum will celebrate *20 Years of Pawsitivity* while honoring the community behind 5,000 lives saved.

Guests will enjoy a look back at FACE's history, connect with our incredible veterinary teams, and meet families whose pets received a second chance. All of us at FACE are tremendously **grateful for you** and for the extraordinary community that has brought us to this moment. As we honor our past and shape our future, we invite you to stay engaged, celebrate with us, and continue standing with the animals and families who need us most.





FACE foundation®

Saving Pets & Helping Families

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face4pets.org

Platinum Transparency 2025 Candid.

Charity Navigator FOUR-STAR

BBB Charity Accreditation

The FACE Foundation is a 501(c)(3) Charitable Organization

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