

# ANNUAL REPORT 2017



**FACE**

foundation®

*Saving Pets and Helping Families*

# OUR MISSION:

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

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## Board of Directors

### **President/Chair**

Cini Gannon Robb

### **Vice Chair**

Howard Finkelstein

### **Secretary**

Heidi Arambula

### **CFO/Treasurer**

Greg Bellman

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Brooke Haggerty

John Hart, DVM

Wendy Khentigan, MD

Keith P. Richter, DVM

Dori Slater-Vance, DVM

Tammy Stevenson, DVM

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Seth Ganz, DVM

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Sandie Lampe

Brian Loudis, DVM

Lindsay Mineo

Jennifer Morel

Anne Perry

Ira Robb

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Larry Spitcaufsky

Michael Woitkoski

## Staff

### **Executive Director**

Brooke Haggerty

### **Operations Manager &**

### **Humane Educator**

Annie Petersen, Ed.D

### **Grant Coordinator**

Patty Mendez

### **Event Coordinator**

Rachel Rothstein

### **Grant Writer and**

### **Social Media Coordinator**

Shelby Thomas, MSW

Dear Friends,

2017 has been one of the most divisive years in recent memory but there is something important that can bring us together: compassion. Compassion for one another and for the animals who share our world.

Compassion is certainly the heart of the FACE Foundation. This year we saved over 300 lives! That's 300 local families whose beloved pets were given a second chance at life this year, thanks to you. What you do for FACE – donate to the cause, attend our events, share our stories with friends and our posts on social media – you make our successes possible and for that we are eternally grateful. It is because of you that FACE can turn despair into hope and heartbreak into joy. It is because of you that we can spread compassion. Early next year FACE will save our 2,000<sup>th</sup> life and I want to thank you from the bottom of my heart for making that possible.



2018 will also bring new beginnings. It is bittersweet to share the news that my time leading FACE has come to an end. After much personal reflection, I will be moving on to lead another local animal welfare organization. I will primarily be working with a coalition of the Humane Society of the United States to pass a November 2018 California ballot initiative that could improve the lives of millions of factory farm animals. My heart could not walk away from this opportunity to help make such a tremendous difference for these animals, who also deserve our compassion.

FACE has been my home for the last seven years and it has been an honor and a privilege to lead such an incredible organization. My passion for our work has not changed - I will remain on the Board of Directors and I look forward to helping FACE continue to flourish. I'm pleased to announce that FACE's former Programs Manager Danae Davis will step into my shoes this January. I know that FACE will not falter with her at the helm and with our incredible team championing this special cause.

Before we move forward together we invite you to look back - this report will provide an overview of our 2017 accomplishments, our flourishing programs, and will highlight the many ways FACE brings hope to families and animals when they need it the most. It is with gratitude that we look back at how far we've come and it is with excitement and determination that we look ahead to the coming year and all we can accomplish!

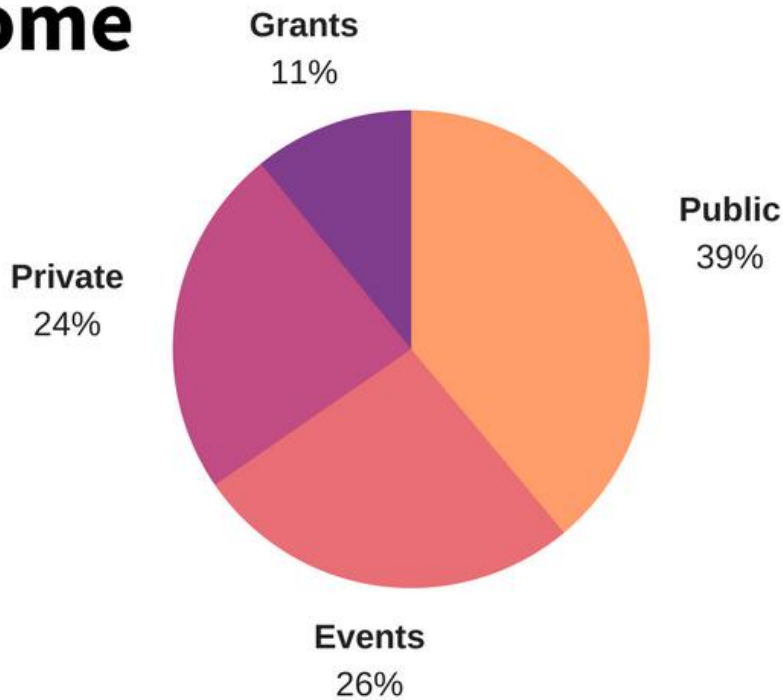
Always for the animals,

Brooke Haggerty  
Executive Director

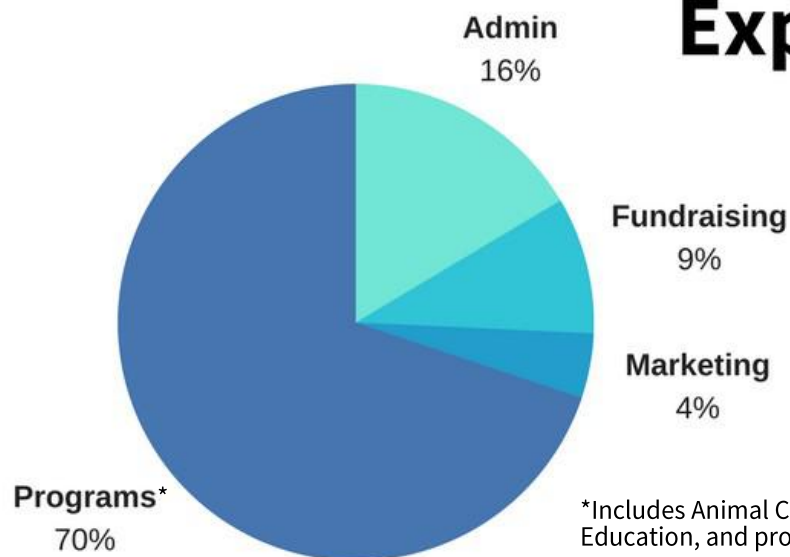




## Income



## Expenses



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

\*90% of non-program expenses are paid for by donations from our Board of Directors.



# 1,930 LIVES SAVED

**\$3.44 million**  
Funds Granted

**135**  
Partner Vet Hospitals

**8,500+**  
Callers Assisted

**\$1.76 million**  
Discounts Given by Hospitals





**327**  
**pets saved in 2017**  
**226 dogs, 100 cats, & 1 bird!**

## Grantee stats

7%  
of grantees are  
senior citizens

10%  
of grantees are  
military families/veterans



# A STORY OF FRIENDSHIP

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**In 2017, FACE granted the wish of a special little girl and her devoted service dog who stuck together despite all odds.**

Sky is a nine-year-old girl with an incurable mitochondrial disorder that has affected her life in every way. Her illness has left her unable to live a normal life that every child deserves. While other children take for granted the freedoms of playing outside and going to school, Sky has spent an equal amount of time in hospital beds and on operating tables trying to regain her health enough just to go home. One consolation to Sky's illness is Yaston, Sky's devoted service dog who helps her deal with her health issues and the everyday struggles that she experiences. Over the nine years they have been together, Sky and Yaston have formed a close companionship. The years of service and emotional support Yaston has given to Sky and her grateful parents has made him a beloved member of the family.



In 2017, Yaston developed primary renal hematuria, a rare kidney condition that, if left untreated, can be fatal. Sky and her family were adamant about getting Yaston the treatment he needed, but there were several hurdles in the way. The procedure that Yaston needed is only performed by a handful of specialists in the United States. In addition, with years of Sky's medical costs piling up, her parents didn't know how they were going to pay for Yaston's surgery. The family was financially depleted because of Sky's extensive and ongoing medical bills.



That's when Yaston's family came to FACE for help. As a collaborative effort, FACE and Veterinary Specialty Hospital arranged for specialist Dr. Allyson Berent to fly down to San Diego to perform the surgery at no cost to Sky's family. He is now recovering back at home with his family!

This treatment not only saved the life of Yaston, but of the little girl who relies on him for love and support. This story shows that the bond between a human and their best friend is unbreakable – which is especially true between Sky and Yaston.

It is thanks to FACE's donors and supporters that Sky gets to see her best friend again.

*"Yaston has been a vital part of Sky's medical team and our home. We are eternally grateful for your support."* –Sky's mother



# WORDS OF THANKS

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"I cannot thank you enough for everything you all do to help animals and their owners. Without your help I'm not sure where my kitty Opal would be, and what I would do without her. My cat is my baby and my life would be significantly worse and more lonely without her. Because of you my cat is alive and healthy, as well as very happy! Your organization has made such a difference in my life."



"We are so blessed and appreciative of FACE and cannot thank you enough for saving out 4 year old dog's life. Thank you."

"What a miracle and blessing your organization has been to our family!! We could not imagine our life without our boy Scooby. Thank you so much from the bottom of our hearts."



"Gidget is my best friend and I love her so very much. It is truly a blessing she is with me and that FACE was there to help us. Thank you."

"I am over the moon with joy and can't believe how fortunate I am to have found you and been blessed by such an amazing gift. Your organization is helping to save the life of my precious friend and pet and I thank you from the bottom of my heart."



# HUMANE EDUCATION

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2017 has been a great year for FACE's Humane Education program! FACE has greatly expanded its educational offerings by almost twice the amount of classes and students taught in 2016!



*Girl Scouts*

Throughout the year, FACE has offered classes and workshops with educational partners ProKids, Lincoln Acres Library, Access Youth Academy, the Girl Scouts of the USA, and the Braille Institute.

Classes cover topics such as basic pet care, understanding animal behavior, animal welfare and treating animals with kindness, the importance of spay and neuter, as well as 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!

## Students

1,635 (all time)

748 (2017)

## Classes

71 (all time)

27 (2017)



*Pro Kids*



*Braille Institute*



## Assisting the Homeless & Disadvantaged in San Diego

FACE held two Homeless Outreach events this year in partnership with Urban Street Angels and Think Dignity 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.

Thank you to Hill's Pet Food for their ongoing support of this program by donating pet food for those in need!



*Dr. Corey Cole at FACE's Homeless Pet Clinic in partnership with Urban Street Angels*



*Grant Writer and Social Media Coordinator Shelby Thomas at FACE's Homeless Pet Clinic in partnership with Think Dignity*



*Executive Director Brooke Haggerty, Dr. Corey Cole, and clients at FACE's Homeless Pet Clinic*



*Operations Manager Annie Petersen*



# FUNDRAISING EVENTS

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## Bags & Baubles

Our 7th Annual Bags & Baubles was a great success! We raised over \$118,000 for the animals and hosted over 400 guests. Attendees enjoyed complementary wine, appetizers, and estate tours at a beautiful private estate in Rancho Santa Fe. It was a gorgeous day to raise funds for pets!



*Guests vying for one of our designer bags!*



*Volunteers Jamie Robb and Sarah Torres making mimosas*

### Proceeds

**Total revenue: \$120,377**

**Total expenses: (\$2,341)**

**Total net income for the animals: \$118,386**

## Golf Tournament

FACE's 6th annual Golf Tournament was the most successful yet! Players brought their pups onto the course for a great day of fun with their best friends, and at night players and guests enjoyed a brand new Yappy Hour followed by an awards ceremony, live auction, and exclusive opportunity drawings.



*VIP guests PGA Major Tournament Champions  
Corey Pavin and Jeff Sluman*



*Jim & Sarah Sleeper with FACE Board President Cini Robb  
and dogs Mini & Max*

### Proceeds

**Total revenue: \$168,265**

**Total expenses: (\$5,090)**

**Total net income for the animals: \$165,958**



## Event Spotlight

### La Jolla Veterinary Hospital's Paws and Pints Fundraiser

On May 18th FACE was honored to be a part of La Jolla Veterinary Hospital's Paws & Pints fundraiser! Guests enjoyed delicious food and drinks from The Lot in La Jolla and participated in silent and live auctions, raffles, and lots of fun with their pets!

Proceeds from Paws & Pints went to FACE Foundation and Rancho Coastal Humane Society.



## 19 Community events



*Executive Director Brooke Haggerty, Grant Coordinator Patty Mendez, and Board President Cini Robb at The Inn at Rancho Santa Fe's Olde Fashioned Christmas Fundraiser*



*FACE staff and supporters attending a Padres fundraiser game*



*Event Coordinator Rachel Rothstein at Cardiff Dog Days of Summer*



*FACE grantees attending the San Diego Pet Expo*



*Brooke at the Veterinary Specialty Hospital Symposium*



## 46 News Articles & Ads

FACE was featured in the *Union Tribune* for our help in saving the life of Success Story Cece! This feature detail's Cece's story of breaking her leg and her family of six only living off of one income with seemingly nowhere to turn for help. Read on to learn more how we helped this beloved pet get back on her feet again, and how FACE saves the lives of animals like Cece every day.



## Cece in the Union Tribune



## 4 On-Air Segments

FACE was featured on Pet Patrol with Sandie Lampe to promote our programs and events.





## Maximizing Impact through Partnerships

We pride ourselves on the work we do here at FACE, and we recognize that partnerships with other organizations make us even stronger and more effective. Thank you to all of the funders listed here, and all of the generous foundations who have given grants to FACE in 2017!

### San Diego County



We are excited to announce that FACE received a \$3,500 grant from the County of San Diego in support of our Save-a-Life program. As a part of the County's Community Enhancement Program, this grant will assist in funding surgeries and treatment for San Diego pets in need.



### Grey Muzzle Organization

For the third year in a row, Grey Muzzle has selected FACE as one of its grant recipients! Grey Muzzle's generous grant will help FACE assist senior pets in need of emergency veterinary care through our Save-A-Life Program and Roxy's Dental Fund.

### Petco Foundation



We are happy to announce that the Petco Foundation, in partnership with Blue Buffalo, has chosen FACE as a grant recipient for the fourth year in a row! Funds from this award will be designated towards helping pet parents who cannot afford the cost of their pet's cancer treatments. FACE success stories Rico, Lilo, and Fedor were featured on the reusable shopping bag that is free with a donation to the cause.



## Strategic Planning Retreat

FACE's board recently returned from a strategic planning retreat, hosted by the Best Friends Animal Society at their Sanctuary in beautiful Kanab, Utah. This retreat was completely underwritten by the Board, so that no FACE funds were used.



Executive Director Brooke Haggerty with Board Members Howard Finkelstein, Dr. Wendy Khentigan, Greg Bellman, Board President Cini Robb, Dr. John Hart, Dr. Tammy Stevenson, Heidi Arambula, Dr. Keith Richter, Lucie Berreby, and Grant Coordinator Patty Mendez

We revisited FACE's mission and vision and also discussed a revamping of our marketing and fundraising strategies. Additionally, we plan to revisit our granting process to put more trust in our valued veterinary partners.

We are also very interested in finding ways to help cases that might not be *immediately* life-threatening but the animal's quality of life would be drastically and negatively impacted without veterinary care. This would potentially broaden our criteria for determining what kinds of cases we can help, with the ultimate goal of saving more lives!

## Annual Volunteer Appreciation Luncheon

On July 8th, FACE held our annual volunteer appreciation lunch at Opera Café. FACE staff and board members came together to celebrate our wonderful volunteers' hard work and dedication to saving the lives of animals. We could not do the type of work we do without our amazing volunteers!

**\$133,740**  
Total value of  
volunteer time\*

*\*Based on the Independent Sector  
hourly value of volunteer time of \$28.46*





# FACE

foundation®

*Saving Pets and Helping Families*



*FACE outgoing Executive Director Brooke Haggerty with incoming Executive Director Danae Davis, and staff members Rachel Rothstein, Annie Petersen, Patty Mendez, and Shelby Thomas*

*Looking forward to all we'll accomplish in 2018!*  
*-The FACE Family*

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[www.face4pets.org](http://www.face4pets.org)

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



Foundation for Animal Care and Education  
2017 Financial Information

Total Income: \$1,188,319

Total Program Service Expenses: \$852,812

Fundraising Expenses: \$28,383

Administrative Expenses: \$173,402

Total End of Year Net Assets: \$855,843