



Leo

**FACE**  
foundation®  
*Saving Pets and Helping Families*

# 2018

## ANNUAL REPORT



FACE's **mission** is to improve the quality of life of animals by providing access to necessary medical care and education.

Our **vision** is to create a world where no family pet dies due to financial hardship.



## LETTER FROM THE EXECUTIVE DIRECTOR

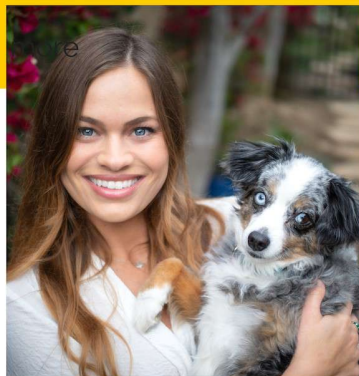
"Imagine that your family pet has a life-threatening, critical or emergent illness or injury. Imagine that you cannot afford to save his or her life. Imagine telling your family that, because you do not have the money to save him or her, euthanasia is the only answer. Imagine the impact of that decision on your family. With the FACE Foundation there is help, hope and healing." - FACE's Board President, Cini Robb.

For pet parents, it is hard to imagine a time without our furry companions by our side. Many of us can hardly leave them home alone for a few hours, let alone imagine the thought of suddenly losing them. I try to put myself in the shoes of other pet parents facing the unimaginable: the heartbreaking reality of economic euthanasia.

Every day holds surprises. Some of them are wonderfully beautiful, and some of them are so devastatingly unexpected we never saw them coming. This applies to everything in life, including our pets. What do we do when a dog suddenly escapes and is hit by a car, requiring life-saving surgery, or a cat swallows that toy he is so fond of, causing him to need immediate medical care? What happens when we realize that the medical costs needed to save their lives simply aren't affordable, even though their conditions are treatable? Where euthanasia used to be the only humane option, there now exists hope and second chances through FACE.

The people behind FACE are always putting themselves in the shoes of others – they demonstrate compassion not only for the lives of animals, but for their pet parents too. Whether it is a single senior citizen on a fixed income, or a local combat veteran who was just in a life-altering car accident, the reasons why someone cannot afford emergency veterinary costs are myriad. At the end of their financial string is a life that needs to be saved, a second chance deserved.

Through FACE's supporters, 336 pets were provided a second chance at life in 2018. They now remain united with their families, who have gained life-changing experiences through the generosity of others. In 2019, we only hope to improve upon our vision to create a world where no family pet dies due to financial hardship. We invite you to join us on this journey. On behalf of each family member, pet parent, and pet assisted through this organization and its supporters, thank you all for saving pets and helping families. We look forward to accomplishments to come with our friends by our side.



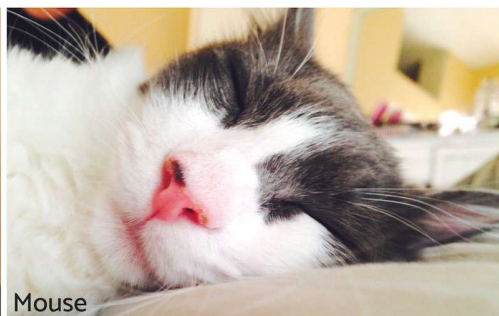
**Always for the animals (and their families),**

A handwritten signature in black ink that reads "Danae Davis".

**Danae Davis  
Executive Director  
FACE Foundation**



Luka



Mouse



Blue





Apollo

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## OUR TEAM

### Board of Directors

#### President/Chair

Cini Gannon Robb

#### Vice Chair

Howard Finkelstein

#### Secretary

Heidi Arambula

#### CFO / Treasurer

Greg Bellman

#### Directors

Lucie Berreby

Jarrett Bostwick

Brooke Haggerty

John Hart, DVM

Wendy Khentigan, MD

Keith P. Richter, DVM

Dori Slater-Vance, DVM

Tammy Stevenson, DVM

### Advisory Committee

Missy Cameron

Corey Cole, D.V.M.

Steph Coolidge

Elyse Dittrich

Seth Ganz, DVM

Marie Green

Vanessa Holland

Max Jennings

Gina Jordan

Rachel Kagan, DVM

Sandie Lampe

Stephanie Lassalle

Lindsay Mineo

Jennifer Morel

Ira Robb

Susan Roll

Larry Spitcaufsky

Michael Woitkoski

### Staff

#### Executive Director

Danae Davis

#### Operations Manager & Humane Educator

Annie Petersen, Ed.D

#### Grants Manager

Patty Mendez

#### Communications & Events Manager

Rachel Rothstein

#### Grant Writer & Development Assistant

Shelby Thomas, MSW

#### Events & Administrative Assistant

Kate Moorhouse

# Words of Thanks

## Makakilo



"Thank you for everything you have done for my kitty, Makakilo. I truly don't know what we would have done without your assistance. Through this experience I have learned what it truly means to love an animal and it has changed me forever." - Alicia & Makakilo

"I can't begin to thank all of you over there at FACE Foundation. Let me tell you, I've never been so stressed out in my life - I didn't know what to do or where to turn until my friend told me about FACE. My little Monster had a broken femur and because of FACE and Scripps Ranch Veterinary Hospital, it was possible to have her leg repaired. Thank you!" - Keith & Monster

## Monster



## Tazz



"THANK YOU SO MUCH for making it possible for Tazz to get her surgery! It was my Christmas wish come true and I can't express how grateful I am. Your organization is doing amazing things and, rest assured, I will be giving back in any way I can to ensure other pets can continue to receive the assistance that Tazz did." - Kimberly & Tazz

"Leo has been the biggest comfort to me, I don't want to imagine what my life would look like if he hadn't come in it. Thank you guys so much for the work you do!" - Priscilla & Leo

## Leo



## June-Bug

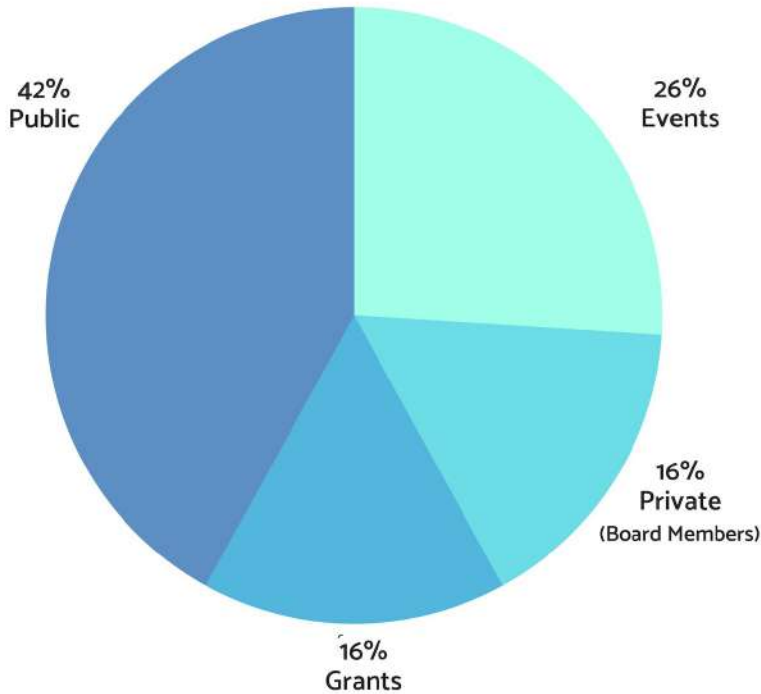


"I just wanted to take a moment to thank the FACE Foundation for saving my little June-Bug's life. If it had not been for you and your organization, my little best friend would not be here today! Thank heaven for your organization!" - Michael & June-Bug



# Financials

## Income



Total Income: \$1,218,931

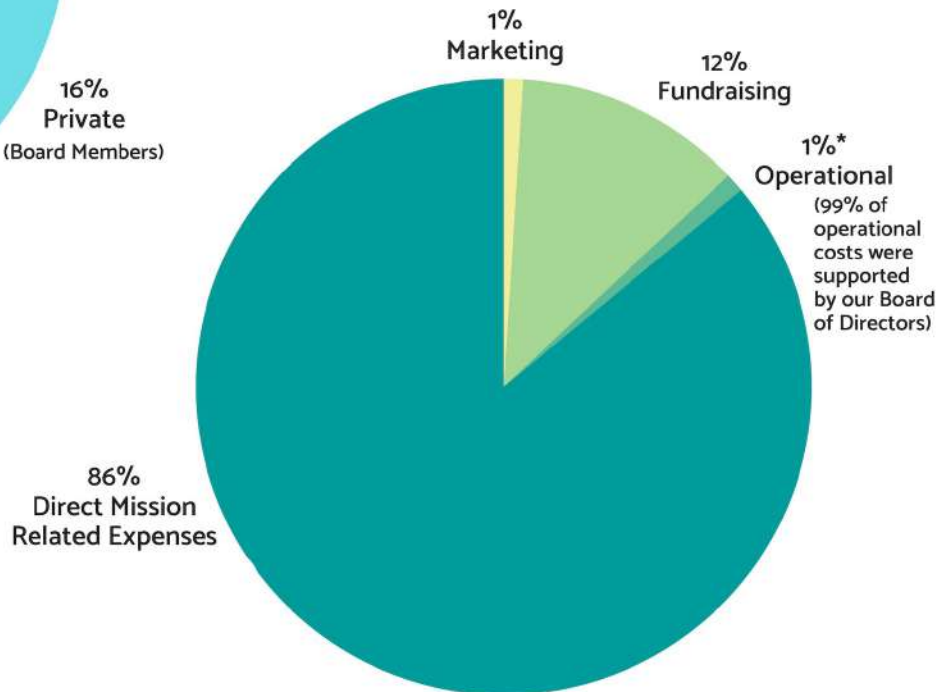
Total Program Service Expenses: \$705,089

Fundraising Expenses: \$132,244

Administrative Expenses: \$203,080

Total End of Year Net Assets: \$1,007,361

## Expenses



# Save A Life Program (2018)

# 336

## pets assisted in 2018

252 dogs, 83 cats, & 1 Guinea Pig!

## Grantee Stats

315 emergency cases

21 cancer cases

18% seniors and/or  
on disability

10% Military/  
Veterans



600+

callers assisted

in addition to calls that become FACE cases



76

spays & neuters

completed through FACE requirements



Finn

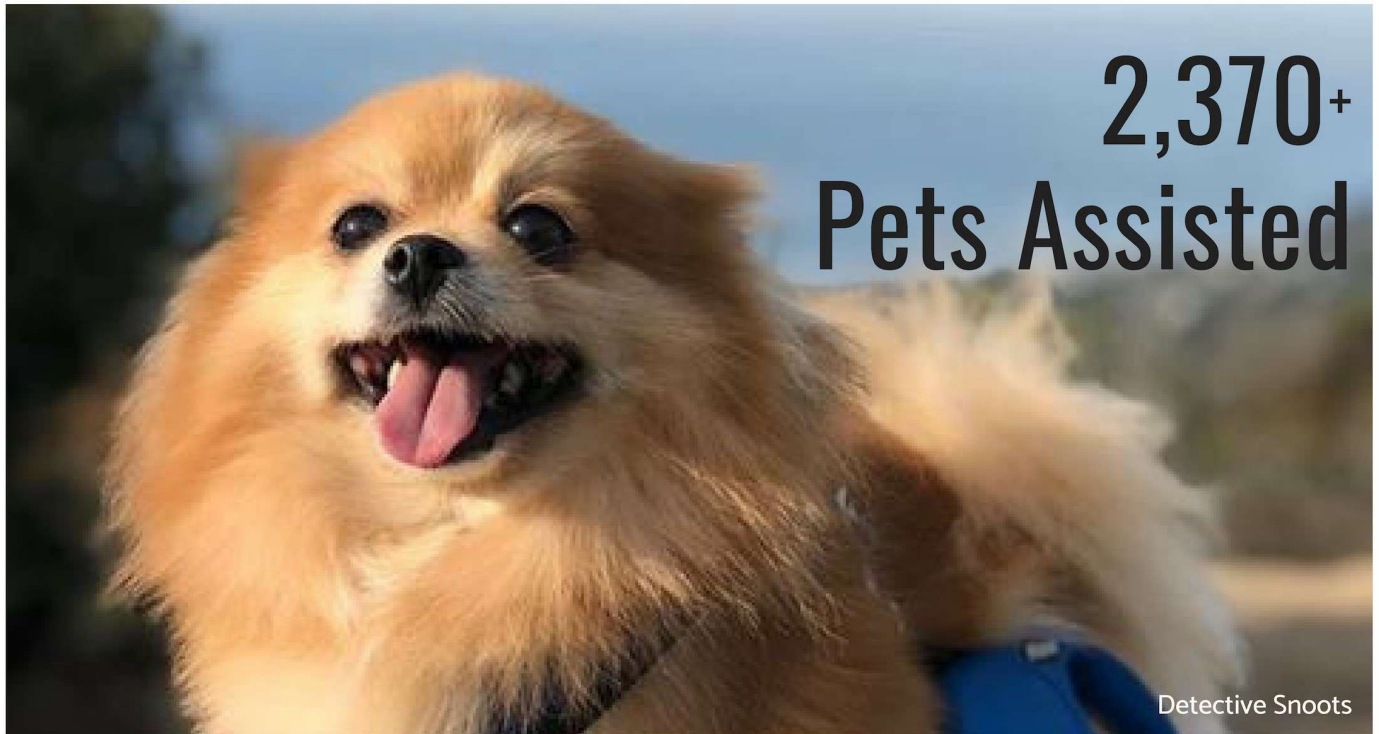


Osiris



Asher

# Save A Life Program (Through March 2019)



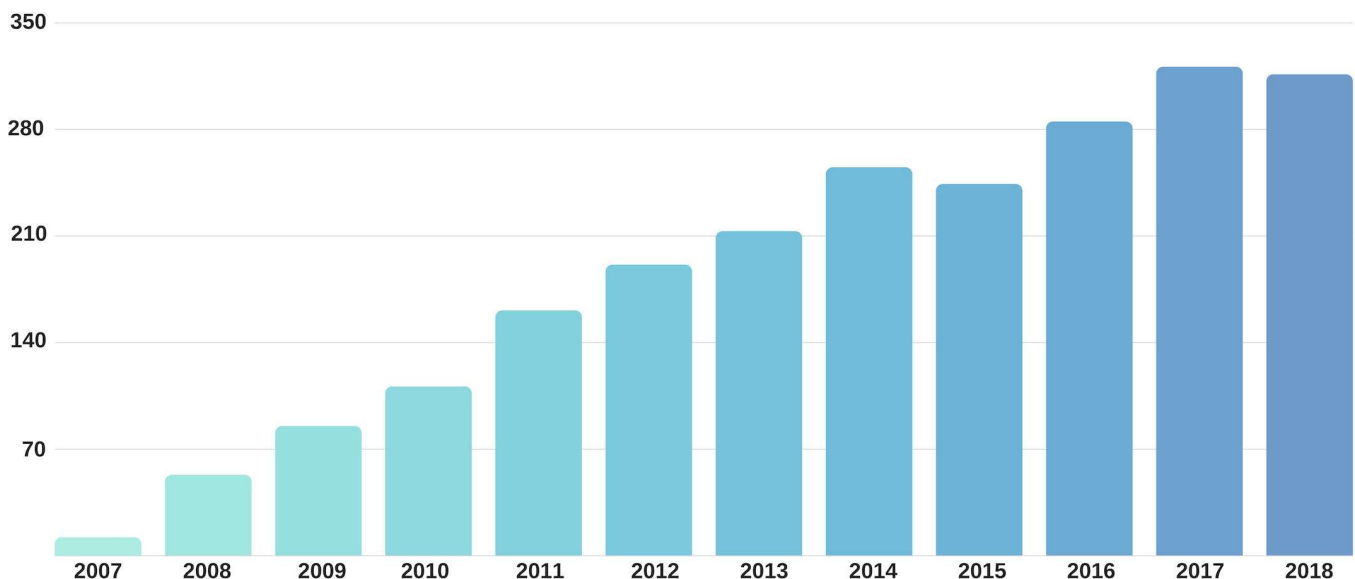
**\$4.26 million**  
Funds Granted

**165**  
Partner Vet Hospitals

**9,400+**  
Callers Assisted

**\$2.15 million**  
Discounts Given by Hospitals

## Pets saved by year, 2007 - 2018





# Veterinary Partner Testimonials

“FACE has allowed me to provide life-saving treatments to patients that may have very well been euthanized due to client financial constraints.

On behalf of my patients, clients and coworkers, I would like to extend our appreciation for all the hard work that goes into the FACE Foundation.”

Dr. Tyler Hodgson, DVM  
Bodhi Animal Hospital



*Cleo, FACE's 2,000th life saved*

“Here at Pet Emergency & Specialty Center, we’ve had over 200 lives saved working with FACE. It’s a wonderful feeling when we get that call from FACE with an approval. It is so rewarding to see our clients with their pets that wouldn’t be here if not for FACE. Thank you FACE for helping our clients and their pets.”

Buzzy Parish  
Referring Veterinarian  
Relations Manager  
Pet Emergency & Specialty Center  
La Mesa



*Grantee Cocoa Bean, treated at PESC La Mesa*

“People never expect a catastrophe to happen to their pets, and they can feel overwhelmed and alone. Help from FACE takes the stress away, and they feel that someone is now on their side.”

Dr. Amy Carr, DVM  
VCA California Veterinary  
Specialists



*DeOhGee with his family after receiving care at VCA CVS*



# Impact through Partnerships

In 2018, FACE continued to grow through partnerships. We are grateful for the support of the funders and partners listed here, as well as the generous foundations and supporters who have sustained FACE's life-saving programs.

## 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 fifth 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. Funds will be used to save pets like success story, Emma.



## County of San Diego

FACE received a grant from the County of San Diego in support of our Save-A-Life program in 2018. 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.

## Elevate Foundation & Think Dignity

Grant Manager, Patty, Executive Director, Danae, and Lifetime Animal Care Center's Dr. Corey Cole partnered with Elevate Foundation and Think Dignity for a homeless outreach event in Downtown San Diego. They handed out pet supplies, free flea control, and provided information & resources to over 65 pet owners in need of a helping hand. Special thanks to Elevate Foundation for sponsoring our Community Outreach Program.



## FACE Fellowship Society Gift



In March of 2018, FACE received a testamentary gift that will provide significant support to our life saving programs. A longtime FACE donor shared her love of animals with her friends and cared deeply about her three elderly cats. In receiving news about her illness, this donor thought not only about the welfare of her own pets, but also of other animals in need. By including FACE in her will, this donor left FACE a major gift that will enable us to save nearly 100 local pets in need of life-saving veterinary care. These grantees & their families will be impacted forever through this donor's fellowship, and her legacy will live on through FACE's work. Please consider joining FACE's Fellowship Society and help give a second chance to pets in need.





# FACE News

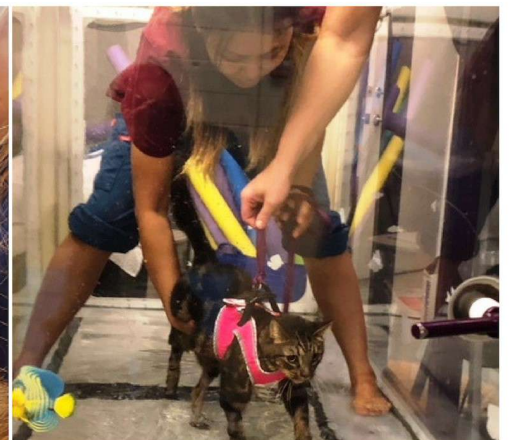
## Celebrating our 2,000th life saved in 2018!

In early 2018, Cleo, a beautiful little tabby, was given a grant to save her life and treat a severe leg fracture at Bodhi Animal Hospital. Cleo marks FACE's 2,000th life saved! Thank you to the donors, supporters, and FACE veterinary partner hospitals who make FACE's work possible.



## Helping Jax & Luis

In February, Jax and his "dad" Luis were driving north on a freeway in San Diego when a drunk driver, who was driving the wrong way, collided head-on with them. Luis sustained severe injuries, including multiple fractures, head bleeding, collapsed lungs and a broken spine with the possibility of paralyzation. Jax sustained internal bleeding, lacerations, trauma, and a spleen injury requiring surgery. With the support of over 100 community donors, FACE was able to assist Jax with receiving emergency care at Veterinary Specialty Hospital Sorrento Valley. They did not hesitate on helping Jax and worked with FACE to significantly discount his medical treatments. Jax and Luis are now on the road to recovery together, thanks to supporters like you.



## Saving Sugar

In August, Sugar, a sweet cat, fell out of a window and suffered multiple injuries including jaw fractures, skull fractures and a leg injury. She was anemic, had infections and was in severe pain. When her previous owner, a local senior citizen, unexpectedly relinquished her care to FACE due to his personal medical conditions, our supporters reached out to help get her the care she needed. Thanks to a partnership between FACE, Pet Emergency and Specialty Center, Veterinary Specialty Hospital in Sorrento Valley, SoCal Vet Dental Specialists, and Rancho Coastal Humane Society, Sugar was able to receive the care she needed to get back on her paws. Our amazing friends at Rancho Coastal offered to help foster her during her recovery period. After months of surgeries and rehabilitation stemming from the devastating fall, we are happy to report that Sugar was officially adopted last October, within minutes of becoming available! 9



# Expanding our Programs



Dr. Corey Cole, Executive Director Danae with FACE staff Shelby, Patty, and Think Dignity & Elevate Foundation



## Community Outreach

FACE held two community outreach events focusing on people experiencing homelessness in partnership with Think Dignity and the Elevate Foundation to provide supplies and resources to these individuals with pets. Advisory committee member and friend of FACE Dr. Corey Cole provided his services free of charge to help answer questions and address concerns with pet parents.

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

## Program Stats

### Community Outreach

216 homeless people served,  
2 events (2018)

700 homeless people served,  
8 events (all time)

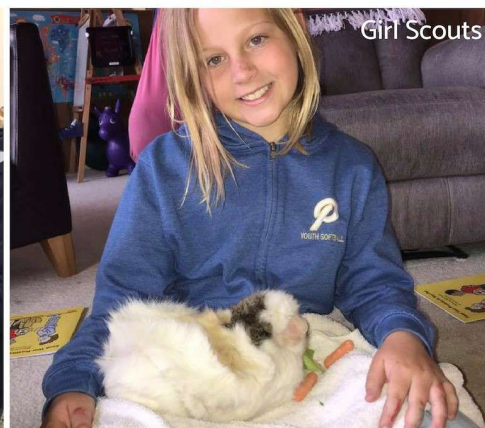
### Humane Education

263 students taught,  
4 classes (2018)

1,900 students taught,  
75 classes (all time)



Braille Institute



Girl Scouts



SD Humane Society Camp

## Humane Education

FACE's Humane Education Program provides hands-on, interactive programs and classes focused on pet/animal care, the importance of spay and neuter, animal careers, and more. In 2018, FACE held four Humane Education classes, working in partnership with The Braille Institute, the Girl Scouts, San Diego Humane Society, and the American Diabetes Association.

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!



# Fundraising Events



Lulu

## Bags & Baubles

### PROCEEDS

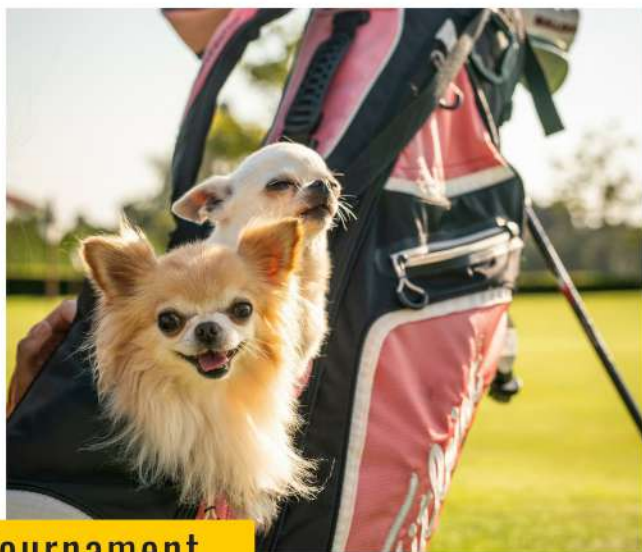
Revenue: \$134,802

Expenses: \$2,018\*

Total net income: 132,784

\*Most event expenses underwritten by FACE board members

FACE's 8th annual Bags & Baubles silent auction fundraiser was a success yet again for the animals! On Sunday, April 29th, FACE raised over \$132,000 and hosted more than 430 guests and volunteers. Attendees enjoyed delicious wine, hor d'oeuvres, and the chance to shop hundreds of beautiful designer handbags, jewelry, accessories, and more at a sprawling Rancho Santa Fe estate.



Jax, Luis, and Ruben Chato

## Golf Tournament

### PROCEEDS

Revenue: \$167,225

Expenses: \$0\*

Total net income: \$167,225

\*All event expenses underwritten by FACE board members

On Monday, November 12th, pups and pros enjoyed a day of golf and fun at Lomas Santa Fe Country Club for FACE's 7th Invitational Golf Tournament. This dog-friendly event featured a golf tournament followed by an awards ceremony, live auction, and exclusive opportunity drawings. This year's live auction was emceed by local celebrity, Sports Director Ben Higgins, who did a fabulous job! Among the attendees were Success Story Jax and his dad Luis who shared their story with guests. Volunteer artist Ruben Chato provided a special painting for the silent auction of Jax, pictured above.



# In the Community



## EVENT SPOTLIGHT

On June 7th, supporters and friends came out to La Jolla Veterinary Hospital's 5th Annual Paws & Pints fundraiser at The Lot in La Jolla. The event benefited FACE Foundation, Rancho Coastal Humane Society, and FOCAS and raised \$30,000! We are so honored to have been a part of this great event.



Proceeds of FACE's outreach benefit pets like Leo!



20 community events in 2018



# In the News



Stacy Ulrich, Advisory Committee member/Event Chair Missy Cameron, Sophia Alsadek, Flynn Jensen, Suzi Boone, Patti Lass

## FACE Foundation's 8th Annual Bags & Baubles

www.rsreview.com

RANCHO SANTA FE REVIEW - APRIL 15, 2018 - PAGE A7

## San Diego's FACE Foundation saves 2,000th life

Last month, San Diego resident Sean noticed a small, green-eyed tabby cat frequenting outside his apartment. She continued to stop by, and the two started to form a friendship. Eventually, "Cleo" was welcomed into Sean's home. Sean soon found out that Cleo had been left to live outside and was not able to return to her owners. Hearing given fact of Cleo, Sean decided it was time to be and adopted this lovely young lady who needed a home.

Cleo was used to being an indoor-outdoor cat before Sean adopted her. After one of her trips outdoors, I was taking her longer than usual to return home. Cleo



Cleo with owner Sean, FACE Grant Coordinator Patty Mendes, Beth Vet Dr. Hodgson and staff



Cleo with a bandage

asks FACE's 2,000th life a huge milestone for the animal. "FACE alerts to end economic hardship in San Diego and has partnered with Rodhi to save over 11 local pets. FACE has allowed me to provide life-saving treatment to patients that may have very well been euthanized due to client financial constraints," says Dr. Hodgson, one of Cleo's veterinarians at Rodhi. "On behalf of my patients, clients and coworkers, I would like to extend our appreciation for all

the hard work that goes into the FACE Foundation." To celebrate FACE's 2,000th anniversary, the foundation is asking the public to join them this April 29 at its 8th Annual Bags & Baubles client auction fundraiser to be held at Rancho Santa Fe. Those looking to donate to the Foundation or for more information about upcoming events can visit [www.facepets.org](http://www.facepets.org) or contact FACE at 858-456-3223. Please visit [www.rodhi.com](http://www.rodhi.com) to learn more about Rodhi Animal Hospital.

www.rsreview.com

## FACE Foundation raises \$163,500 for local pets, families and veterans

The Foundation for Animal Care and Education (FACE) hosted its 7th annual Invitational Golf Tournament Nov. 12, raising over \$163,500 to benefit San Diego pets in need of life-saving veterinary care. The tournament was held at Lomas Santa Fe Country Club in Solana Beach. A unique twist to the average golf tournament, players brought



## FACE's 7th Invitational Dog-Friendly Golf Tournament

On Monday, November 12, 2018, golfers and their furry friends will tee off for the Foundation for Animal Care and Education's (FACE) annual Golf Tournament benefiting San Diego pets in need of life-saving veterinary care. Held at the beautiful Lomas Santa Fe Country Club in Solana Beach, this unique event allows golfers to bring their dogs on the course to enjoy a day of fun while giving back to the community.

71 Articles & Listings



FACE FOUNDATION SAVES PINKY THE HERO DOG

NEWS 8

5:44 60°

## Pinky Shares Her Story

One major highlight in the media this year was being featured on CBS 8's Zevely Zone with Jeff Zevely to share the heartwarming story of Pinky and her mom, Chris. Special thanks to FACE Save-A-Life Partner Banfield Pet Hospital and Fido's Surgeon for helping to save Pinky!

## 9 On-Air Segments

FACE was featured on KUSI's Pet Patrol with Sandie Lampe to promote our programs and events in 2018. Thank you Sandie!



THE FACE FOUNDATION'S BAGS AND BAUBLES EVENT HAPPENING NEXT WEEKEND





# Volunteer Spotlight



**\$101,800+**  
total value of  
volunteer time in 2018\*

\*Based on the Independent Sector  
hourly value of volunteer time of \$29.09/hour

## VOLUNTEER APPRECIATION

On August 11th, FACE held our annual volunteer appreciation lunch at Opera Cafe. FACE staff and board members came together to celebrate our fantastic volunteers' hard work and dedication to saving animals and helping families. We are so grateful for our amazing volunteers!



Thank you to our dedicated volunteers for saving pets and helping families like Kaiser!



**3,500+** volunteer hours spent in 2018



# How You Can Help

There are many ways in which you can be a part of FACE's mission to Save Pets and Help Families. Below are our most popular ways to get involved.



Donate today: 858-450-3223 | [www.face4pets.org](http://www.face4pets.org)

## Monetary Donations

Your one-time or monthly tax-deductible donation funds life-saving veterinary care for beloved family pets. The families we help are grateful for your support and their furry loved ones are pretty thankful too!

## Sponsor an Event

FACE hosts two large-scale fundraising events annually: Bags & Baubles and an Invitational Golf Tournament. Sponsorship opportunities are available for both events, and we are always open to discussing ideas for co-branded fundraisers.

## Employer Matching Gifts

There are many corporations that offer employer matching gifts through volunteer hours, monetary donations, and more. Visit "More Ways to Give" page on our website for a list of companies that participate.

## Closets for a Cause

Donate to your gently loved designer clothing, jewelry, handbags, shoes, and accessories to FACE's Closets for a Cause program. FACE partners with local businesses to consign "gently loved" designer items donated by our generous supporters.

## Online Tribute Wall

FACE's online Tribute Wall is a great way to honor or memorialize your pet! Each tribute to your pet(s) will help save another family's pet.

## Planned Gifts

Please consider joining FACE Foundation's Fellowship Society: a group of deeply committed friends and supporters who sustain our lifesaving programs by leaving a bequest in their will. By considering FACE for your legacy, you will make a real and lasting difference for critically ill or injured pets in our community.

## Tree of Life

Celebrate the unconditional love of your pet by honoring or memorializing them with a personalized leaf or a life-size portrait on one of FACE's beautiful Tree of Life murals located at Veterinary Specialty Hospital Sorrento Valley & San Marcos. Have your pet's name painted on a leaf for \$100-\$150, or have a portrait painted for \$4,000-\$5,000.

## In-Kind Donations

We are happy to accept in-kind donations including products and services such as promotional item production, entertainment & printing services, and tech services. In-kind event donations are also happily accepted, such as auction and opportunity drawing items and catering for special events.

## Shop Our Store

Shop FACE apparel, drinkware, accessories, and kids items at [www.facefoundation.threadless.com](http://www.facefoundation.threadless.com). Through our partnership with Threadless, there are no direct costs to FACE to run this store. 35-45% of all sales go back to FACE Foundation and our work to save the lives of pets in our community.

## Volunteer

Interested in making a difference in the lives of animals and the community? Volunteer with FACE in-office or at our special events.



# FACE

foundation®

*Saving Pets and Helping Families*



*FACE staff members Annie Petersen, Kate Moorhouse, Danae Davis, Shelby Thomas, Patty Mendez, and Rachel Rothstein*

**On behalf of pets and families in need,  
We thank you for your support!**

10505 Sorrento Valley Road, Suite #175, San Diego, CA 92121

phone: 858-450-3223 | fax: 858-457-3223

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

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