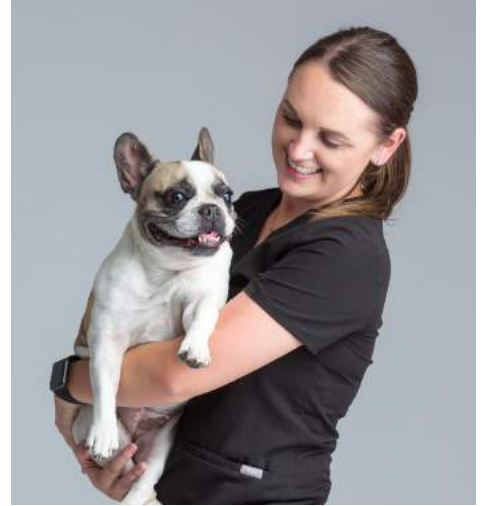
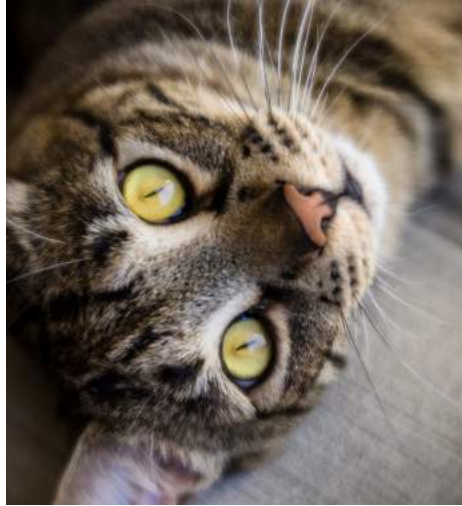


FACE
foundation®
Saving Pets and Helping Families



2020
ANNUAL REPORT



CELEBRATING 15 YEARS OF SAVING LIVES

LOOKING BACK, MOVING FORWARD



STERLING

2020 – just saying the word alone reminds us of the rollercoaster that was last year. From the global pandemic, job loss, cries for racial equity, to losses of beloved family members and friends, saying it was “a lot” is an understatement. Through the turmoil, heartbreak and social distancing, though, we found ways to stay close and help our fellow community members. One of the ways you helped was through FACE.

Keeping families together is what FACE strives to do, and we believe pets are an integral part of our families. Throughout 2020, your support of FACE helped to keep nearly 350 local families whole during their most challenging moments. Because of our supporters’ passion for pets and their families, hundreds of pets got a second chance at life, even during a year like no other.

Moving forward, the New Year still brings uncertainty, but also much to look forward to. Along with the hope of state reopening and societal shifts, FACE will be celebrating over 3,000 lives saved, our 15 year anniversary, and new strategic initiatives for our organization to further our mission, vision and impact both locally and outside of our community all while prioritizing diversity, equity and inclusion.

As we look back on our humble beginnings, we realize how far FACE has really come thanks to a village of animal-lovers who have supported this cause since 2006. In FACE’s first year of operation, twelve local pets were saved in partnership with one veterinary hospital. Flash forward to today, and FACE is now saving nearly one pet per day and has partnered with over 180 veterinary hospitals to date.



When asked to reflect on the past 15 years at FACE, our original co-founders said the following:

"Many animals are being euthanized because their owners cannot afford to treat them and that we who have been given so much have an obligation to help." - These are some of the words I sent to my fellow co-founders of the FACE Foundation in 2007 following their request that I join the Foundation board. I had been covertly helping to fund cases in small vet practices, and this opportunity overwhelmed me with enthusiasm and hope. The need so many years ago was great and remains a problem in our society today. The Mission of the FACE Foundation "to enhance and preserve the quality of life of companion animals by providing access to medical care and education" is still paramount in my everyday life. It remains our goal that no companion pet dies due to financial hardship. It was slow in the beginning, but through endless hours, days, weeks and years of hard work and dedication to the mission we developed the FACE model which continues to thrive today under the strong leadership of our incredible staff, volunteers and supporters. My deepest gratitude to all those who have traveled with us on this life-saving journey.

- Cini Robb, Board President, Co-Founder

LOOKING BACK, MOVING FORWARD CONT.



PRINCE

For the past 15 years, we have been able to help so many pets and families, which is so gratifying! These are people with no hope and pets with no chance until FACE comes along. FACE addresses the issue of economic euthanasia, which is also a terrible and demoralizing situation for the veterinarian. They want to help, but can't – FACE offers a solution to families, pets and their veterinarians. We value the generosity of our supporters, and manage the organization's operations with diligence and care. We have a tremendous staff, board and overall leadership. We have been able to create a community of FACE supporters that make me so proud.

- Dr. Keith Richter, Board Chair, Co-Founder

FACE Foundation was founded out of a recognition that so many people and families who love and cherish their pets could find themselves in the position of having to euthanize their little loved one because of an unexpected emergency which they simply could not afford. Over the past 15 years, we have been able to build a charity that has working relationships with over 180 veterinary providers in San Diego who provide their services at a substantial discount so that our generous donor support can be used to help as many families as possible. As a result FACE has saved nearly 3,000 loved companions. We have also remained dedicated to the additional mission of providing educational programs to our community to help families avoid pet emergencies and other illnesses. Going forward, FACE is in the process of growing by expanding our geographic reach and increasing the number and types of emergency procedures we are able to fund. We are also using the successful FACE model to support the development of other FACE organizations throughout the country to continue our Mission of "Saving pets and Helping Families."

- Howard Finkelstein, Board Vice Chair, Co-Founder



As we always have, we will rely on our community to power FACE through another year of mission-driven work. We are grateful that our supporters are so passionate about not only animals, but about the people who love them too. We invite you to participate in this work in ways that are meaningful to you and look forward to another successful year for the animals.

Most sincerely,
Danae and Your Friends at FACE

A handwritten signature in cursive script that reads "Danae Davis".

Danae Davis
Executive Director
FACE Foundation™



COOKIE

MARY'S STORY



MARY

Thank you for saving pets like Mary!

Mary is an adorable 13 year old Jack Russell Terrier adopted by her "mom" and "dad" from Second Chance Dog Rescue. Due to her past, Mary is afraid of most people, but feels perfectly at home with her human and furry family.

Mary's parents were experiencing income loss, and on top of that a major illness. Mary's dad is a Vietnam Veteran who has been fighting two different types of cancer from his time serving our country and could no longer work. Needless to say, Mary has been a huge comfort to her parents during these hard times.



When a coyote snuck in the backyard and attacked sweet Mary, she suffered a tracheal tear which required emergency surgery to save her life. With the help from FACE's supporters and veterinary hospital Animal Urgent Care Escondido, we were able to cover the cost of her care and keep her with her loving parents.

Mary's mom says, "Thank you to the FACE Foundation for all their help with my precious Mary that got attacked by a coyote. They stepped up and donated at a time when I so desperately needed it. Thank you FACE, Mary is alive today because of your generous help."

Mary's story reminds us that our natural wildlife has been pushed closer to our homes, which can cause danger to our pets. Helpful tips to avoid unwanted interactions with local wildlife: keep your pets indoors, always attend your pets outside, and do not feed local wildlife.

Your support - whether through donations, volunteering, following us or simply talking about FACE - helps to save hundreds of pets like Mary every year. Learn more at www.face4pets.org

WORDS OF THANKS



ASH



"You helped my wife and I pay for a very expensive surgery that saved our beloved pup's life and no words I could say can express the level of gratitude we have for your organization. Our dog Amber has made a full recovery and we are eternally grateful to the FACE Foundation."

- AMBER'S FAMILY



"We never could have done this without your help and encouragement. Teddy is such a sweet and loving cat and is only 5 years old. Putting him to sleep would have been a heartbreak for me. Thank you for all that you did for me and Teddy. We will be forever grateful."

- TEDDY BEAR'S FAMILY



"I cannot thank you guys enough for helping us. This sweet boy has been my rock through a difficult few years of life, I don't know what I would do without him. I appreciate you stepping up to help give him the highest quality of life possible. We are so incredibly thankful."

- STERLING'S FAMILY



"I have been trying to come up with just the right words to express our immense gratitude for what the FACE Foundation did for our sweet lil lady Lulu. When she broke her leg and we learned she would need surgery our hearts broke. We knew this shouldn't be the end of her story but with a family of 7 to support the cost was too much for us. We are still in shock that a foundation like FACE exists and helps families like ours with their fur babies when vet bills are too much. Lulu had her surgery and is now doing AMAZING! You are her guardian angels and new members of our family, thank you."

- LULU'S FAMILY

FACE NEWS



JAMES



FABULOUS FINDS ♥ SAVING LIVES



WAG N' PURR SHOP

Now open! Wag N' Purr Shop is the first of its kind high-end shopping experience with 100% of profits benefiting FACE Foundation. Wag N' Purr Shop's mission is to transform the generosity of others to provide better outcomes for families and their beloved pets through a unique shopping experience.

When Bags & Baubles went virtual last spring due to COVID, FACE's Board President had an idea to expand upon the concept and founded this fun online resale boutique full of fabulous donated new and gently used items—at great prices—for women, men, and pets.

Shop now: www.wagnpurrshop.org.

DONATE TO THE STORE

Wag N' Purr Shop is 100% donation-based and we greatly appreciate donations of new or gently loved designer or current, fashionable items like handbags, sunglasses, jewelry, men's accessories, pet products, and more.

You can clean out your closet and help pets in need at the same time - learn more about what we accept at: wagnpurrshop.org/pages/how-to-donate-an-item

SAVE A LIFE PROGRAM STATS (2020)

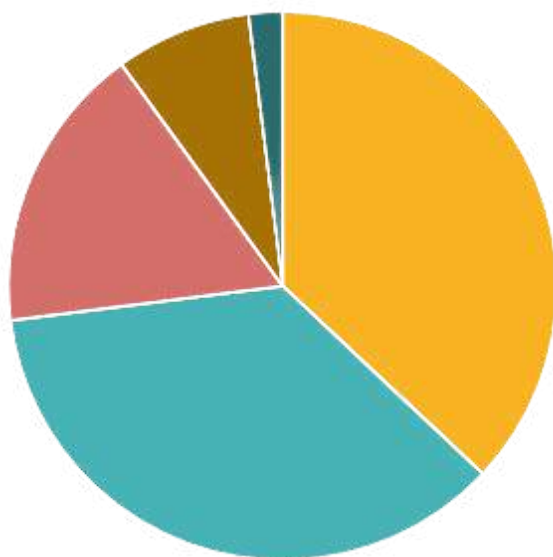


ALI

344

Pets assisted in 2020

GRANTEE BACKGROUNDS



- Living paycheck to paycheck to paycheck: 37%
- Temporarily unemployed: 36%*
- Senior/disabled: 17%
- Military: 8%
- People experiencing homelessness: 2%

*Due to the pandemic, there was a 31% increase in unemployment among FACE grantees. In 2019, the FACE grantee unemployment rate was 5%

Some individuals' situations overlap - i.e., a person could be a senior and a military veteran

37%

of grantees' work was impacted by COVID (layoffs, reduced hours)

31%

of grantees met federal poverty level

33

Spay/neuters completed through FACE requirements

326

Emergency Cases

11

Cancer Cases

7

Diagnostic-only cases

1,250+

Additional callers assisted

SAVE A LIFE PROGRAM STATS (ALL-TIME)



BITSY

3,148 PETS ASSISTED ALL-TIME

Through April 2021



ARLO

\$5.95M

Funds granted by FACE

11,850+

Callers assisted

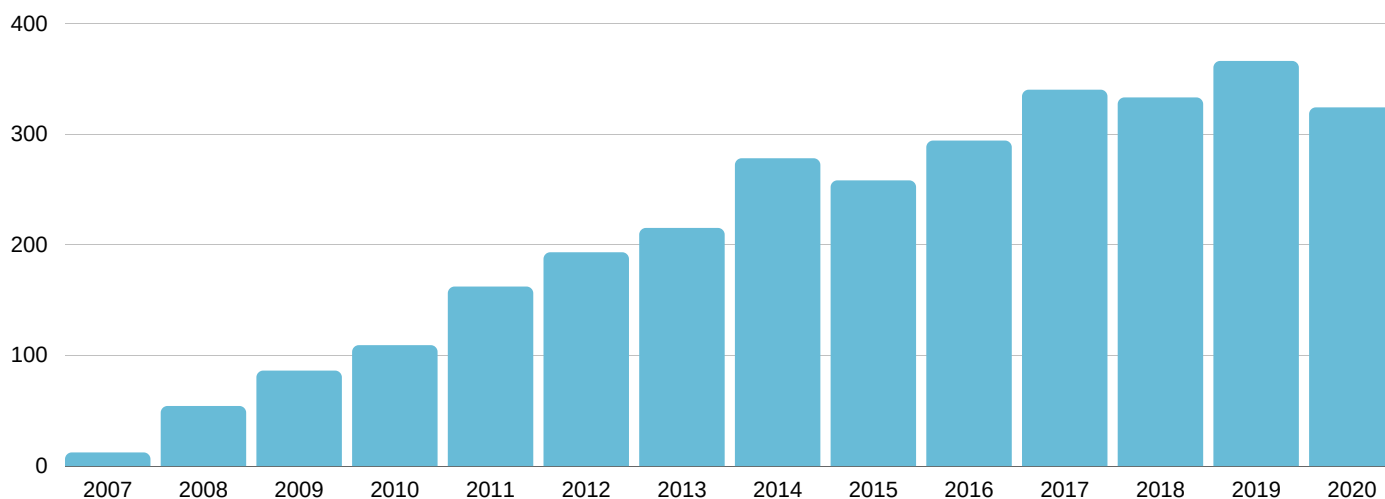
183

Partner veterinary hospitals
worked with to date

\$2.88M

Discounts given by vet partners

Pets assisted by year, 2007 - 2020



OTHER FACE PROGRAMS



MANGO



COMMUNITY OUTREACH

FACE held two community outreach events focusing on people experiencing homelessness in 2020. Facing a growing pandemic and limited group events, FACE also visited six shelters to hand out pet supplies and resources to those in need. Board Member Cini Robb and volunteers Dr. Palozzi and Dr. Kwane, "The Street Vet," lent their time and skills to provide free pet exams, vaccinations and flea medications. Thank you to Hill's Pet Food and La Jolla Veterinary Hospital for their ongoing support of this program by donating pet food for those in need!

PROGRAM STATS

VET CLINICS:

2 (2020), 11 (all-time)

PET OWNERS SERVED TO DATE: 900+

PETS GIVEN FREE EXAMS, VACCINES, AND/OR FLEA MEDS TO DATE: 175+

PLUS additional 6 shelters visited in 2020, 130 resource bags distributed



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. Prior to the pandemic, FACE held four Humane Education youth classes in 2020, working in partnership with The Girl Scouts, a homeschool group, and the Casa de Oro Library.

We also hosted eight online education webinars focusing on a range of subjects like pet dermatology, euthanasia and grief, and dog body language. These webinars provide free education to not only those in San Diego, but around the globe.

PROGRAM STATS

YOUTH STUDENTS:

31 (2020), 2,225 (all-time)

YOUTH CLASSES:

4 (2020), 115 (all-time)

WEBINARS: 8

WEBINAR ATTENDEES: 278

*Photos were taken pre-pandemic

VET PARTNER TESTIMONIALS



BENNY

FACE's Save-A-Life Program depends on the support of our veterinary hospital partnerships. Here is what three of our hospital partners say about FACE:

"FACE is such an amazing foundation to work with. To have the resources available to give pets these life-saving treatments, this great gift allows people and their beloved pets a chance to heal together. It gives us all faith in the world that sometimes things are going to be alright. Thank you, FACE, for giving us the opportunity to make a difference in their lives."

Brian Loudis, DVM
All Pets Animal Hospital



"We are very grateful to have a group like FACE in our veterinary network in San Diego county. They are a caring and dedicated group of people that advocate and prioritize animal health. We rely on them when a client has a financial hardship and is not able to immediately provide for their pet. It helps us to do our job by doing what is best for the pet. We are happy and proud to be a local sponsor and to be able to offer FACE's services as an option for our clients."

Glenn Brigden, DVM, DAVDC
Pacific Coast Veterinary Dentistry & Oral Surgery



"I can't say enough about what the FACE Foundation means to me, my clients and their pets! With people having been hit harder than ever economically, it feels amazing to tell people there is help and there is HOPE. I have lost count of how many families we have had the pleasure of working together to assist and I am beyond thankful for the work they do to so we can continue to provide veterinary care in those situations where it would not be possible otherwise. What a gift FACE Foundation is to our community. A sincere THANK YOU from the bottom of our hearts."

Jamie Lillard
VCA Animal Medical Center of El Cajon



VETERINARY PARTNERS



CHEESY

Thank you to each and every one of our active veterinary partners for supporting us!

A Cat's View
ABC Pacific Beach
ABC Uptown
Academy Animal Hospital
Advanced Care Vet Hospital
All Creatures Hospital
All Pets Animal Hospital
Alvarado Vet Hospital
Amici Pet Hospital of Little Italy
Animal Emergency Clinic of San Diego
Animal Hospital of La Jolla
Animal Urgent Care Escondido
B Street Veterinary Clinic
Banfield Pet Hospitals
Bastet Veterinary Hospital
Bay Park Veterinary Clinic
Black Mountain Road Pet Clinic
Bodhi Veterinary Hospital
Bonita Pet Care
Care and Comfort Veterinary Hospital
Carlsbad Animal Hospital
Cheshire Cat Feline Health Center
Clairemont Village Pet Hospital
Companion Animal Clinic
Companion Animal Wellness Center
Coronado Veterinary Hospital
Country Pet Hospital
Countryside Vet Clinic
CVS Carlsbad
El Cajon Valley Veterinary Hospital
Eye Care for Animals
Fallbrook Veterinary Hospital
Governor Animal Clinic
Helix Pet Hospital
High Valley Veterinary Hospital

Humane Vet Hospital
Imperial Beach Pet Hospital
Judy Vet Clinic
La Jolla Vet Hospital
Lifetime Animal Care Center
Mast Blvd. Pet Hospital
Melrose Veterinary Hospital
Mission Valley Pet Clinic
Mohnacky Carlsbad
Mohnacky Escondido
Mohnacky Vista
Morena Animal Hospital
Nordahl Pet Clinic
North County Cat Hospital
Oceanside Veterinary Hospital
Otay Pet Vets
Our Pets Vets- Bayside Veterinary Hospital
Our Pets Vets- University Pet Hospital
Our Pets Vets-Balboa Veterinary Hospital
Ours Pets Vets- South Bay Veterinary Hospital
Pacific Animal Hospital
Pacific Beach Veterinary Clinic
Pacific Coast Veterinary Dental and Oral surgery
Pearson Animal Hospital
PESC La Mesa
PESC South County
Pet Hospital of North Park
Pet Hospital of Penasquitos
PETSURG + ER4PETS
Plaza Boulevard Pet Hospital
Rancho Bernardo Veterinary Hospital
Rancho Del Oro Veterinary Hospital
Rancho Santa Fe Vet Hospital

Rancho Village Veterinary Hospital
San Diego Pet Hospital
Sandy Paws
Santa Fe Animal Clinic
Scripps Ranch Veterinary Hospital
Seacoast Vet Group
Shadowridge Veterinary Hospital San Marcos
Shadowridge Veterinary Hospital Vista
Shelter Island Vet Hospital
Signature Veterinary Services
Singing Hills Animal Hospital
SoftSurg
Spring Valley Animal Medical
Steele Canyon Vet Clinic
Sunset Cliffs Animal Hospital
Surfside Animal Hospital
Telegraph Canyon Animal Medical Center
The Drake Center
Tierrasanta Vet Hospital
Turquoise Animal Hospital
Valley Center Vet Clinic
VCA Acacia Animal Health Center
VCA AMC El Cajon
VCA Angel Animal Hospital
VCA Bonita
VCA Eye Clinic for Animals
VCA Grossmont
VCA Hillcrest
VCA Hotel Circle
VCA Market Street Vet Clinic
VCA Mission Animal & Bird:
VCA North Coast
Vista Veterinary Hospital
VSH San Marcos
VSH Sorrento Valley

FUNDER IMPACT

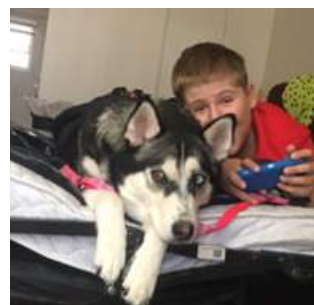


BERNY



For the seventh year in a row, **Petco Love** (formerly Petco Foundation) awarded FACE funding to save pets suffering from cancer.

The funding from this grant will be used to provide assistance to families whose are unable to afford the cancer treatment of their pets, like Malakai who had a cancerous tumor removed thanks to their generous help.



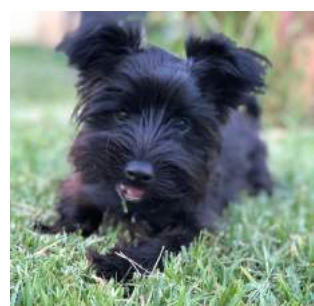
MALAKAI

The Roy & Marian Holleman Foundation have been loyal supporters since 2015. Their generosity helped FACE save even more animals like Siri. Siri's family was referred to FACE after their veterinarian determined that she had ingested a foreign body and needed an emergency enterotomy surgery to remove it. Thanks to the Roy and Marian Holleman Foundation grant, FACE was able to fund Siri's surgery and keep her together with her family.



SIRI

RUGGABLE We are so fortunate to have Ruggable as a Life Sponsor. This partnership allows FACE to help more pets and their families each month, like King. He was hit by a car and suffered a fractured pelvis and an injured shoulder that needed immediate surgical repair. Thanks to the support of Ruggable, we were able to get King the help he needed!



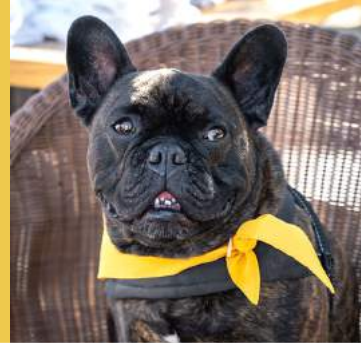
KING

The Sidney E. Frank Foundation's generous contribution to our Save-A-Life program is a beautiful tribute to the memory of their beloved Katie and Tybee. This grant allows FACE to help animals like Lulu, a sassy 13-year-old pug who needed severe dental work and a mass removal. We are so happy that FACE's partnership with the Sidney E. Frank Foundation allows us to help with special pups and people like Lulu and her family.



LULU

VOLUNTEER SPOTLIGHT



LOKI

Thank You, Volunteers!

We are so grateful for our volunteers' support during these ever-changing times. The commitment and dedication so many of our volunteers have shown during 2020 is truly appreciated.



\$81,900+

Total value of volunteer time in 2020 based on the Independent Sector hourly value of time in California (\$33.61)



In Loving Memory

Dedicated to the legacy of Matthew Kuhlman, longtime volunteer, friend of FACE, and passionate animal advocate.

2020 EVENTS



ASHINA

9TH INVITATIONAL GOLF TOURNAMENT

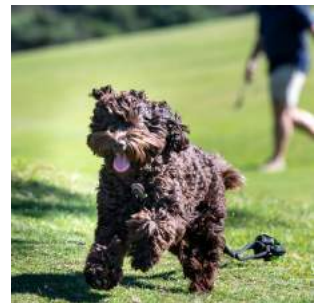
On Monday, November 16th, FACE held its 9th Invitational Golf Tournament at Fairbanks Ranch Country Club featuring a fun day of dog-friendly golf followed by a socially-distanced awards ceremony. The event was a howling good time and raised over \$141,000 for the animals!

PROCEEDS

Revenue: \$143,927

Expenses: \$2,894

Total net revenue: \$141,033



10TH ANNUAL BAGS & BAUBLES

Bags & Baubles went virtual in 2020 due to the health crisis. While the event looked a little different, guests were still able to enjoy a special sale with hundreds of silent auction items, a partner marketplace, video messages from FACE grantees and supporters, digital goody bags, and lots of opportunity drawings with all proceeds benefiting FACE's life-saving programs.

PROCEEDS

Revenue: \$111,504

Expenses: \$487

Total net revenue: \$111,017

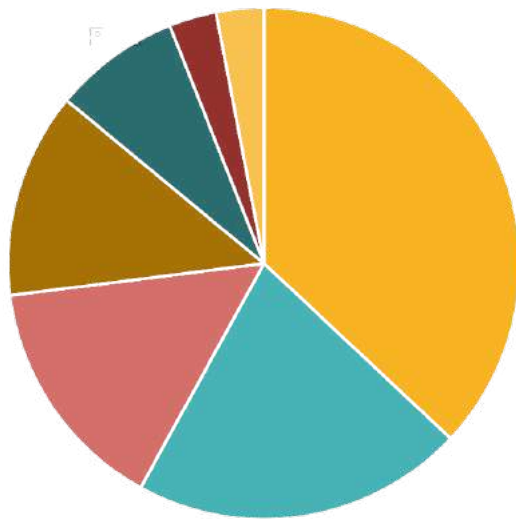


2020 FINANCIALS



LUCY

INCOME



- Public: 37%
- Board: 21%
- Events: 15%
- Grants (Foundation & Corporate): 13%
- Bequests: 8%
- Government Grants: 3%
- Restricted Gifts: 3%

Total Income: \$1,515,059

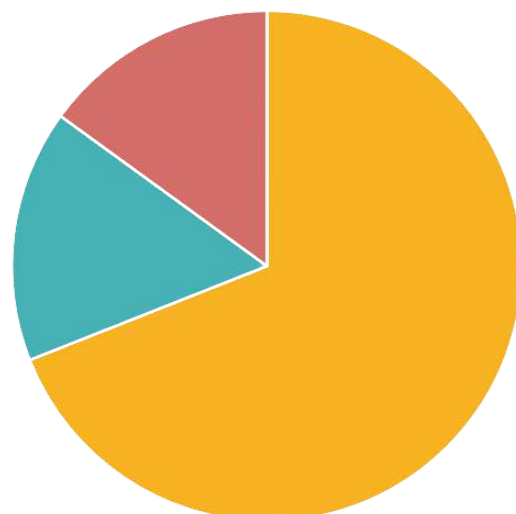
Total Program Service Expenses: \$888,660

Fundraising Expenses: \$197,439

Operational Expenses: \$197,819

Total End of Year Net Assets: \$1,421,180

EXPENSES



- Programs: 69%
- Operational: 16%
- Fundraising: 15%

Board of Directors

President/Co-Founder

Cini Robb

Chair/Co-Founder

Keith P. Richter, DVM, MSEL, DACVIM

Vice Chair/Co-Founder

Howard Finkelstein

Secretary

Tammy Stevenson, DACVIM

Treasurer

Jarrett Bostwick

Directors

John Hart, DVM, DACVIM

Wendy Khentigan, MD

Dori Slater-Vance, DVM

Amber N. Yoo, M.B.A.

Danae Davis

Thank you to Matranga & Co. for helping to prepare our annual 990 report.

SUCCESS STORIES



OLIVER

ARLO



Arlo is an adorable kitty cat who is loved by his “mom” and “dad” who are both local veterans. Usually a healthy cat, Arlo experienced a medical emergency when he developed a urinary blockage: a condition in male cats that if left untreated can be fatal. Arlo’s family makes ends meet, but the sudden cost of an emergency surgery to save Arlo was more than they could afford. Through FACE supporters, Arlo got a second chance at life with his loving family, who is so grateful for the help.

GEORGE



Just weeks after being laid off from her job due to the pandemic, George’s “mom” noticed that her sweet six-year-old pup was experiencing paralysis in his hind legs. George’s mom barely had enough funding to get him to the vet. In pain and unable to walk, George was diagnosed with a degenerative illness that damages a pet’s spinal cord over time. Left untreated he would be in extreme pain and unable to walk for the rest of his life, which often results in humane euthanasia. Fortunately the veterinarian suggested the family reach out to the FACE Foundation. In partnership with Veterinary Specialty Hospital, we were able to help George get the surgery he needed. He is now back at home with his loving family – exactly where he’s meant to be.

A LOOK AT OUR LEGACY SOCIETY



COPPER

The Legacy Society at FACE is a group of deeply committed friends and supporters who sustain our lifesaving programs by leaving a gift in their will. By supporting FACE with your legacy, you will make a real and lasting difference for critically ill or injured pets in our community. Join this dynamic group dedicated to ending economic euthanasia in San Diego.

Such gifts can be made to distribute a percentage of one's estate, a set dollar amount, or the entire estate. If an individual passes on without any heirs to inherit from their estate (which could be many years in the future), FACE can still be included among the charities that can receive an ultimate distribution from one's estate.

Katherine Lazzaro, a Legacy Society member, writes:

"Animals have always been a source of joy and purpose for me throughout my life. I have memories of myself as a preschooler in my sandbox with my daily visitors, two doves I had named "Fluffy" and "Squeaky." They felt safe and would come each day. In today's



society, we place value on THINGS— the nicest car, the biggest house, the most fashionable clothes. What we need more of is COMPASSION for those less fortunate. We can provide a measure of this by helping those who cannot afford the necessary health care for their pets. This is what FACE Foundation does. By pulling together we can help these loving owners and save their pets. We are giving them a gift of immeasurable value! I feel privileged to be associated with the FACE Foundation and the Legacy Society!"

CLEOPATRA

If you have already included FACE in your will, we hope you will let us know. We understand those supporters who wish to remain anonymous, but it does help us plan for the future. If you have any questions, please reach out to Christine Spencer, Director of Development, at 619-300-2028 or christine@face4pets.org.

WAYS TO SUPPORT FACE

10th Invitational Golf Tournament

Save the date for our 10th annual dog-friendly Golf Tournament! Join us on October 18th at Fairbanks Ranch Country Club for a day of golf with fun & socially-distanced games and entertainment. For more information, contact sarah@face4pets.org.

Become a Faithful Friend

Your monthly tax-deductible donation funds life-saving veterinary care for beloved pets. The families we help are grateful for your support, and their furry loved ones are pretty thankful too! Join our Faithful Friends monthly giving program here: <https://bit.ly/34imtRH>

Support Wag N' Purr Shop

Now open, Wag N' Purr Shop is a fun and fabulous resale boutique offering new and gently used items—at great prices—for women, men, and pets. 100% of profits benefit FACE's life-saving programs. Shop now: www.wagnpurrshop.org. We also accept donations! Contact us: info@wagnpurrshop.org.

Donate to Closets for a Cause

Looking for a fun and easy way to help fund-raise for FACE? Time to clean out your closet to help save lives! FACE partners with local businesses to consign “gently loved” men’s and women’s items donated by our generous supporters. The proceeds from these sales go directly toward helping families save their beloved pets from euthanasia. Learn more: face4pets.org/closets-for-a-cause

Volunteer

From event day volunteering to helping out in office or remotely, we have lots of ways for you to make a difference for animals. Contact us to learn more: sarah@face4pets.org.



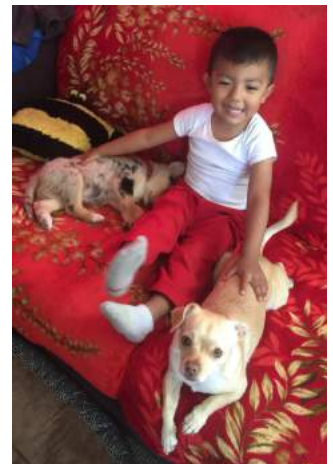
ROSIE



LADY



GERALD



MATIAS

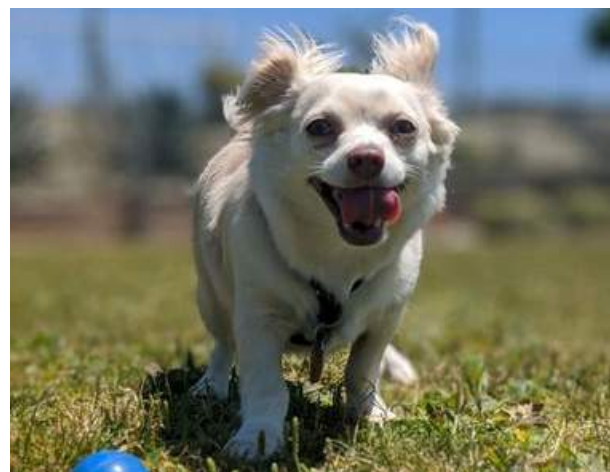
OUR TEAM



TINA

ADVISORY COMMITTEE

Missy Cameron
Stephanie Coolidge
Elyse Dittrich
Seth Ganz, DVM
Marie Green
Vanessa Holland
Max Jennings
Gina Jordan
Rachel Kagan, DVM
Sandie Lampe
Stephanie Lassalle
Lindsay Mineo
Anne Perry
Ira Robb
Susan Roll
Larry Spitcaufsky
Michael Woitkoski



JASMINE

STAFF

Executive Director
Danae Davis

Director of Development
Christine Spencer, MPA

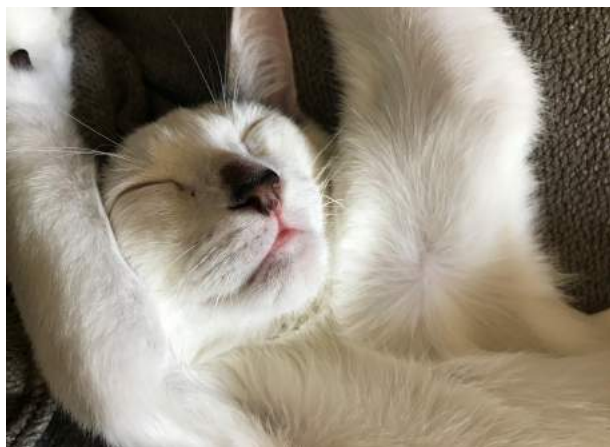
Animal Grants Manager
Patty Mendez

**Communications &
Projects Manager**
Rachel Rothstein, MA

Gifts & Education Manager
Annie Petersen, Ed.D

**Projects & Community
Engagement Coordinator**
Sarah Verduco Singh

Animal Grants Assistant
Karen Kelley



FELIX



SCOUT

Thank you for your support!

THE FACE FOUNDATION IS A 501(C)(3) CHARITABLE ORGANIZATION

TAX ID: 20-5333261

858-450-3223 | www.face4pets.org