



ABOUT THE FACE FOUNDATION

The Foundation for Animal Care and Education (FACE) is a not-for-profit 501(c)(3) public charity that provides financial grants for animal owners who are unable to afford the cost of their pet's emergency or critical care.

WHAT WE DO

We give financial grants for San Diego County pets in need of life-saving veterinary care. FACE has directly **saved the lives of over 3,000 pets** and provided assistance to thousands of families.



THE PROBLEM

Each year, many animals are brought to their veterinarian with life-threatening conditions. Sadly, many owners cannot afford the critical care their beloved pets need to survive. They are typically left with only one choice — euthanasia. This term is called economic euthanasia: when a treatable animal is put down simply because the medical treatment is unaffordable.

FACE's **Save A Life Program** was created to address the tragedy of economic euthanasia. What started out as a vision to stop the surrender and euthanasia of beloved family pets has become a supportive center where families in crisis can get a helping hand to save their pets' lives.

WHO WE HELP

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. We carefully screen applicants (including the requirement of proof of income) to ensure we are helping those who are truly in need of assistance.

HOW FACE OPERATES

Chloe



FACE proudly works with over 183 veterinary hospitals throughout San Diego County. Veterinary partners make FACE's work possible by generously discounting their services for qualified FACE patients by at least 25%, and helping to fundraise whenever possible.

FACE relies solely on donations to continue providing access to life saving veterinary care and to enhance and preserve the quality of life for these loving pets.

KEY FACTS ABOUT FACE



Adonis



Oliver



Lily

- To date, FACE has given over \$6 million in grants to pets in need through our Save-A-Life program. Grants are administered directly to the veterinary partner hospital upon completion of treatment.
- FACE funding comes from individual, foundation and corporate donations. As the only nonprofit of our kind in San Diego County, the need for our services and support is growing rapidly.
- FACE has strong relationships with the majority of San Diego's veterinary hospitals. Over \$2.9 million has been given to FACE in the form of discounts for grantee treatment through the 183 veterinary hospitals that FACE works with.
- FACE's board is made up of 10 dedicated community leaders and veterinarians. FACE has a small team of staff members who assist in the day-to-day running of the organization, along with volunteers and interns.
- FACE operates with six full-time staff members (the Executive Director, Director of Development, Animal Grants Manager, Communications & Projects Manager, Gifts & Education Manager, and Projects & Community Engagement Coordinator) and one part-time staff member (Animal Grants Assistant)

OTHER PROGRAMS

Education

FACE offers fun and educational animal-focused education classes for youth throughout the San Diego community. Lesson plans include basic pet care, careers in the animal welfare fields, and the importance of spaying or neutering pets. We also offer free educational webinars for adults with helpful information about dermatology, dealing with pet loss, and more. To date, we have reached over 2,250 students.

Community Outreach

As a compliment to the Save A Life program, FACE offers multiple community outreach programs for individuals and families in need of care for their pets. FACE's largest community outreach program, Homeless Outreach, has served over 900 pet owners and directly serviced over 175 pets with free exams and flea medications.



Daisy

FACE

foundation®

Saving Pets and Helping Families



JOIN OUR VET NETWORK



What is the Save-A-Life Vet Network?

The Save-A-Life Vet Network is a collaborative effort between FACE Foundation and veterinary hospitals throughout San Diego county. FACE Foundation provides financial assistance to pet owners who can't afford all or part of their pets' critical or lifesaving veterinary care. Grants are administered directly to our veterinary partner hospitals. To date, we have awarded over \$6M in lifesaving grants. By working in partnership with FACE, our network of veterinarians bring greater awareness to the issue of economic euthanasia and help us raise funds to save more lives.

How does it work?

The FACE Foundation gives grants to help save sick or injured pets at our network hospitals. In return, our partners help us fundraise and provide at least 25% off of services for qualifying FACE patients. FACE supplies each hospital with customized fundraising materials specifically designed for them. Each practice can choose from our marketing portfolio which includes posters, signs, a donation jar, brochures and our In Memory Letter Program. There are many ways to get involved with FACE. Our staff members are here to support each practice in their endeavors. There is no fee for membership into the Save-A-Life Network, just a sincere desire to help save the lives of beloved family pets in your practice and a willingness to help.

Why should I participate?

The FACE Foundation will help you save the lives of **your** patients. In these difficult economic times, we meet loving pet owners every day who can't afford emergency veterinary care —we know that you do too. The pet owners most at risk of losing their companions are often the ones who need them the most. They are families who can barely make ends meet, people with special needs, seniors living on a fixed income and the men and women who serve our country. Working with FACE allows you to make a positive difference in the lives of families in your practice, your neighborhood and the greater San Diego community.

What benefits does FACE offer its veterinary partners?

Because FACE is a 501(c)3 public charity, gifts made by your practice and your clients are tax-deductible. Additionally, FACE publicizes its partners regularly through news stories, social media, and events.

Questions? Contact us: 858-450-3223 | grants@face4pets.org

Applying for a FACE Grant

Step 1: The following must be determined:

- The patient must be diagnosed by a veterinarian who determines that their condition is life threatening.
- Prognosis must be good with treatment.
- Financial hardship will prevent the pet owner(s) from following the recommended course of treatment.
*Please note: FACE will review quality of life cases, where the pet is truly suffering, still has a good prognosis with treatment, but may not fall into the "immediately life threatening criteria." FACE also has a special cancer fund to be used specifically towards cancer treatment. Please speak to a FACE representative regarding the criteria for these grants.

Step 2: The FACE application process:

1. A Request for Financial Assistance (RFA) form needs to be completed by clients/pet's owner(s) and veterinarian. Form is one page and may be downloaded from FACE's website www.face4pets.org.
2. A complete treatment estimate. *Treating hospital must provide a discount of at least 25% off the total bill.
3. Medical records showing the diagnosis, prognosis and recommended treatment.
4. Proof of clients' financial hardship, including but not limited to: screenshot of current checking/savings balances plus one month of bank activity, 1040, unemployment or Social Security statements, etc. Bank balances/statements will usually suffice as enough documentation in most cases, but each case is different.
5. Results of Care Credit application(s).

Documents may be emailed to grants@face4pets.org or faxed to 858-457-3223
Not sure if your patient meets FACE criteria? Call us! 858-450-3223

- Once the requested information has been received, FACE will give approval or denial (*in most cases within an hour*) to both the hospital and the owner.
- **Afterhours:** FACE's normal business hours are Monday-Friday from 9AM-5PM. We can only approve *emergency* cases during afterhours. These are cases that medically cannot wait until the next FACE business day. All afterhours applications must be emailed to grants@face4pets.org. Only complete applications will be reviewed.

Notes on FACE Funding:

- FACE does not provide funding for medical services already rendered. FACE funding **must** be approved prior to the animal receiving treatment. FACE is able to act quickly in extreme emergency situations.
- FACE does not provide funding for routine/non-emergency care or long-term treatment for illness other than cancer.
- Orthopedic surgeries must be performed by a Board Certified Veterinarian/Specialist.
- FACE supports spay and neuter. If an animal receiving FACE assistance is not altered, it will be at the time of the procedure so long as it will not jeopardize the health of the animal. If the spay/neuter cannot be performed at the time of treatment, the owner must agree to have their animal sterilized once it is medically safe to do so.

Bella



Emma



FACE Foundation

Request for Financial Assistance

Owner Name(s) _____ Home Address: _____ Home/Cell #: _____
_____ own ☐ rent ☐

Owner Email _____ Employer (if currently working) _____ Work Phone _____

Pet's Name ☐ M ☐ F Ownership Duration _____ Pet's Birthday _____ Pet Insurance? ☐ Y ☐ N
Breed _____ Acquired pet from: _____ Policy #: _____
Spayed/Neutered? ☐ Y ☐ N
Vaccines Current? ☐ Y ☐ N

Annual Household Income: _____ Nature of Financial Hardship (please be specific): _____
Number of adults in household: _____
Number of children in household: _____
Monthly rent/mortgage: _____ Financial Assistance (if currently receiving): _____
How much have you spent thus far? _____ How much more can you pay towards your pets treatment today? _____ |

FACE believes in "paying it forward." What monthly donation will you pledge to help us save more pets: \$ _____


I declare that I have exhausted all alternative options available to me for financial assistance, however, I agree to reimburse the Foundation for any funds received upon a change in my financial circumstances. In addition, I hereby assign to the Foundation all rights to any amounts received from insurance or other source of recovery related to this matter. I do not operate any form of breeding facility for profit and agree to provide financial documents in support of this request. I agree to have my pet spayed/neutered during or after the treatment provided. I understand that the Foundation is not responsible for the treatment and/or result of any veterinary services provided and hereby waive any and all claims for liability against the Foundation, and that the Foundation hereby reserves the right to deny a Request for Financial Assistance to anyone for any reason. I understand that FACE is not financially responsible for charges incurred at the treating veterinary hospital prior to the submission of this application. I understand that if I am approved for funding, I am not automatically approved for any further assistance. I authorize the Foundation to use my and/or my pet's photograph and any information relating to the payment of funds pursuant to this application for any purpose. I agree to volunteer for the Foundation's special events and fundraisers. I declare, under penalty of perjury, that the foregoing is true and correct to the best of my knowledge. **Date:** _____ **Signature:** _____

Hospital Use Only:

Treating Veterinarian	Hospital	Telephone	\$ Treatment Estimate
Diagnosis	Prognosis <input type="checkbox"/> G <input type="checkbox"/> F <input type="checkbox"/> P	Recommended Procedure	
<i>I agree to a minimum 25% discount from the usual and customary rate for treatment to be funded by this grant, if approved. I understand that FACE is unable to fund for any costs associated with the resuscitation and/or euthanasia of a pet. Any costs incurred that are not on the original estimate submitted to and approved by FACE will be the sole responsibility of the pet owner.</i>			
Date	Signature	Proposed Treatment Date	

FACE Office Use Only:

\$ 25% Discount	\$ Approved Credit <input type="checkbox"/> Y <input type="checkbox"/> N	\$ Owner Contribution	\$ FACE Funds
REQUEST <input type="checkbox"/> APPROVED <input type="checkbox"/> DENIED	DATE _____ DOCUMENTS ATTACHED → AFTERHOURS <input type="checkbox"/>	BY _____ <input type="checkbox"/> ESTIMATE <input type="checkbox"/> MEDICAL RECORDS <input type="checkbox"/> CARE CREDIT RESULTS <input type="checkbox"/> BANK STATEMENTS <input type="checkbox"/> PHOTOS	FACE ACCT ID _____ Time/Date Initiated: _____ Time Approved: _____





Zara

You can help family pets like Zara by fundraising for FACE!

How your hospital can help FACE

- Participate in the In Memory Letter Program (see attached)
- Keep a FACE donation jar on your reception counter
- Display FACE materials (brochures/flyers) in your lobby
- Sell FACE's "I heart my human" pet tags and "I saved a life " paws
- Sponsor and/or participate in FACE events
- Introduce valued clients to the FACE Foundation
- Purchase FACE merch at www.facefoundation.threadless.com
- Promote our new store: Wag N' Purr Shop www.wagnpurrshop.org
- Engage in our social media



I saved a life today!



In Memory...



Show your clients how much you care with In Memory letters from FACE

Join FACE's In Memory Program and we will send a beautiful sympathy letter to your client when they lose a beloved pet.

For a tax-deductible \$10 donation, your client will receive a personalized letter informing them of your gift and demonstrating how this meaningful remembrance of their pet will benefit local pets and their loving families.

For \$5 more, FACE will include a heart-shaped cutout of seeded paper. This paper can be planted in soil, where wildflowers will grow in memory of your client's beloved friend.

"Clients are so touched, and always make a point to let us know how much it meant to have a donation in their pet's name & memory."

"It was the best thing to see after losing my girl. Thank you for making my day a little easier."

These letters can brighten a client's day, strengthen the bond between your hospital and your clients, and will most definitely help FACE save the lives of pets in need.

For more information about how to become part of the In Memory Program, please contact us!

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

www.face4pets.org

admin@face4pets.org

858-450-3223

FACE

f o u n d a t i o n[®]

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Organization
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Date

Jane Doe
123 Pleasant Street
San Diego, CA 92101

SAMPLE IN MEMORY LETTER

Dear Jane,

The doctors and staff at **XYZ Veterinary Hospital** have made a generous donation to the FACE Foundation in memory of your beloved Sparky. We are so sorry to hear of your loss.

All of us who have owned pets know how much happiness these faithful and loving companions bring to our lives. When the time comes for them to leave us, in a very real sense, it is the loss of a family member. Please know that this donation will be used to assist families and pets in crisis and will most certainly save the lives of beloved pets.

Thanks to the generous support of our community, the FACE Foundation assists pet owners who are unable to partially or fully cover the cost of emergency or critical care their pets need to survive.

The void left by the loss of a cherished pet is enormous and certainly difficult to fill, but we hope you will find some comfort in knowing that this meaningful remembrance of Sparky will benefit countless other pets and their loving families.

Sincerely yours,



Danae Davis
Executive Director
danae@face4pets.org





In Memory Thank You Testimonials from Clients

“Thank you so much for your letter reaching out to me and letting me know about the donation made by my vet. It really touched me deeply that the doctors and staff cared enough to make a donation to FACE in memory of Charles. I miss him dearly! I also want to thank you for the special seeded paper heart that I am going to plant in my garden in Charlie's memory.

I am glad I got the opportunity to read more about your wonderful organization and your work for our 4 legged family members. Thank you once again for your kindness and compassion.”



“It is difficult to express our gratitude for your concern described in your letter to us. Our loss of Mariah was grievous. It is comforting to remember her by realizing her love lives on through the donation that was made in her name.

Thank you so much for your concern and understanding of the loss of our friend and companion. Carry on your good work and God bless you.”

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In Memory Donation Form

Hospital: _____

Please fill out this form for patients who have been euthanized. Forms may be faxed to FACE at (858) 457-3223. Donations can be made via our website with a credit card, or by check.

Owner First Name	Owner Last Name

Address	

City, State Zip	

Owner First Name	Owner Last Name

Address	

City, State Zip	

Patient's Name	Breed

Owner First Name	Owner Last Name

Address	

City, State Zip	

Patient's Name	Breed

Owner First Name	Owner Last Name

Address	

City, State Zip	

Patient's Name	Breed

Owner First Name	Owner Last Name

Address	

City, State Zip	

Patient's Name	Breed

Owner First Name	Owner Last Name

Address	

City, State Zip	

Patient's Name	Breed

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www.linkedin.com/company/face-foundation



face4pets.wordpress.com (blog)



Rico



Lucy



Mama