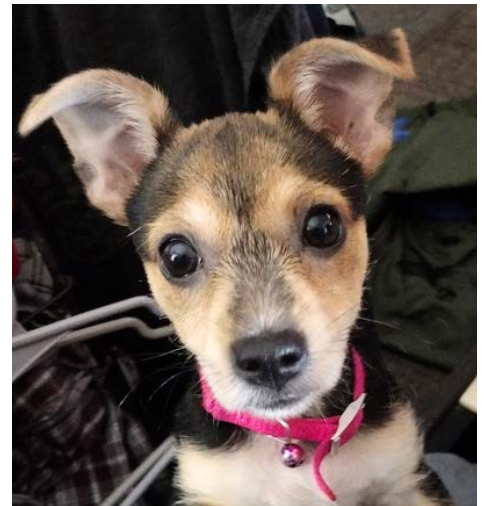




# 2022 ANNUAL REPORT



# REUNITING FAMILIES A LETTER FROM THE EXECUTIVE DIRECTOR



When we visit an animal in a veterinary hospital's recovery room right after a FACE-funded, life-saving surgery, or we visit their family in a waiting room, that is where all the hard work, the long hours, the overnight case management, the grueling and often tough decision that comes with the job melts away. I can't really explain that instantaneous feeling and it's hard not to get sentimental putting it on paper. FACE touches the lives of San Diegans in such a unique and powerful way. As we review 2022, our memory is flooded with images of Blueberry, Juanita, Boe, Spunky, Shadow, Maple, Milo, Bronny...and so many more lives FACE has SAVED. The generosity of our supporters is the key to being able to name these animals, making personal and positive changes in the lives of our community. As we review 2022, we are nothing short of overwhelmed with gratitude.

After moving to the Executive Director (ED) role after being on the Board of Directors, I have fallen even more in love with the Foundation in which I have been a fan of since its inception. I have served on the Advisory Committee, on the Board of Directors and in the ED role. I have seen every angle, every factor in the equation that makes this organization tick. The staff is small but so, so mighty. The Board of Directors is populated by a group of incredible animal advocates in which their intellect and skill sets are only surpassed by their passion for animals. FACE Foundation's Advisory Committee and faithful volunteers spend thousands of hours selflessly contributing to the mission. I was an advocate for the mission before the job, I remain completely smitten with FACE as the new ED.

A significant and notable change in 2022 was the growth and metamorphosis of FACE's Community Outreach Program. While funding life-saving veterinary care and eliminating economic euthanasia will always be our primary mission, we have experienced and observed an increase and desperate need in San Diego for pet owners experiencing homelessness and food insecurity. This means that hunger, shelter, and the basic needs have become more of an issue for pets and pet owners. I could write a book on why these folks end up in their situation and what their pet means to them; every scenario so drastically different than the other but that's for another time. This program has grown swiftly, new collaborations are being born and strengthened, coalitions with friends of other non-profit organizations are being formed. We are expanding our ability to assist in new ways and continuing our promise to "Save Pets and help families."

In conclusion, to every single person that donated time, treasure, or talent to our organization in 2022; YOU carried us through a very tough time. YOU have allowed us to save lives when many of the country ceased operations during a historical pandemic. There is nothing I can say that would be a sufficient proclamation of gratitude. For many, animals became the only companion during a time of unprecedented isolation. Your donations not only impacted pets, but during the last couple of years, you kept them with their humans when they never needed them more.

Thank you!  
Always for the animals,

**Stephanie Coolidge, Executive Director**





# ACE'S STORY



PRINCE



Ace isn't your average dog, he's a beloved companion and service dog to his disabled mother and emotional support to his military dad. He is only 4 years old

And was diagnosed with gastric dilatation and volvulus (GDV), a life-threatening disorder with no known cause requiring emergency surgery to correct.

His family relies on him for their daily activities and looks forward to making more memories with him for many more years. They exhausted all their resources and could not afford the extensive surgery cost and came to FACE to save his life.

FACE committed to saving his life and we did, but we did not do it alone. After a plea for donations, we were thrilled to report that because of you and your generosity, Ace was able to receive the lifesaving care he needed! The procedure was a success, he even received the "Brave Patient" Award from VCA Specialty Hospital and was discharged to his family.

Even through his recovery at home he continues to provide support and service to his mom and he's got so much more life to live.



**Your support - whether through donations, volunteering, following us or simply talking about FACE - helps to save hundreds of pets like Ace every year. Learn more at [www.face4pets.org](http://www.face4pets.org)**

# WORDS OF THANKS



**THEO**



"Hi my name is Adela Lomelin and you recently helped our family with our beloved baby . I just wanted to reach out to you and say thank you so very much for what the foundation has done for us .

Baby is a big part of our family and because of you we were able to get the surgery she needed .We really do appreciate it .Times have been hard for us lately but when we get back on our feet we plan on paying it forward with any donations we can . So once again thank you for all your help and making this possible"

**- BABY'S FAMILY**



"We really wanted to give Beep a shot at life after he suddenly lost motor functions in his back legs due to IVDD. He is the cuddliest, silliest boy on this planet and we really wouldn't have been able to provide him with this emergency surgery on his back without you. He really deserves a happy, healthy life and thanks to you, he now has a chance to live life without immense pain. The FACE foundation is a resource we did not know was available and will now be regular donors and so will our families! You all really do incredible work for both us and our furry kids."

**- BEEP'SFAMILY**



"I'm home with my little Denver and she's sleeping away. I can't even express how grateful I am to Face Foundation for paying the larger amount of Denver's surgery. I'm still in tear's, last 2 months have been up and down and all over the place, but now we're moving on to recovery

Again, I can't express how grateful I am.  
Thank you"

**- DENVER'S FAMILY**



"My dog was bitten by a rattlesnake. I took my dog Buddy to the vet and I was emotional, upset, and sad that I didn't have the money to pay off for my dog's treatment and I didn't want to bring him home seeing his face and how he was hurting. Luckily I was so fortunate enough to have the opportunity to apply to your beautiful Face Foundation saving pets and helping families. With this Buddy was able to get all his treatment that he needed in order to feel and get better as buddy's face was very swollen as well his neck due to the snake bite and the venom he had in him. It took him a week to heal and feel all the way better. Thanks to you I was able to save my dogs life and I'm so blessed to see him happy and back to his normal self again. I couldn't thank you enough for what you did for me and my buddy. This foundation is so beautiful and generous to helping families and their fur babies."

**-BUDDY'S FAMILY**



# WAG N' PURR SHOP



TEX

Wag n Purr  
Shop.org

FABULOUS FINDS ♥ SAVING LIVES



**SHOP YOUR HEART OUT  
FOR PETS IN NEED!**

**276**

Orders placed

**\$58,850.29**

Total Sales

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.

Shop now: [www.wagnpurrrshop.org](http://www.wagnpurrrshop.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 : [wagnpurrrshop.org/pages/how-to-donate-an-item](http://wagnpurrrshop.org/pages/how-to-donate-an-item)

# SAVE A LIFE PROGRAM STATS (2022)

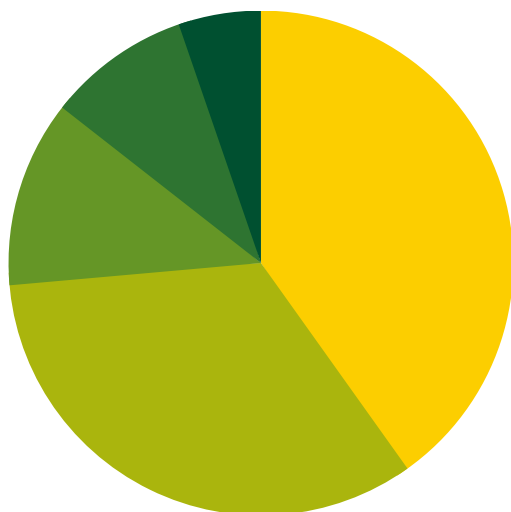


ROLLIE

## 344

Pets assisted in 2022

## GRANTEE BACKGROUNDS



- Government Assistance: 36%
- Temporarily unemployed: 30%\*
- Senior/disabled: 11%
- Military: 8%
- People experiencing homelessness: 5%

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

## 39.6K

Average Household Income of Grantees

## 52%

of grantees met federal poverty level

## 13

cases in Hawaii

## 51

Spay/neuters completed through FACE requirements

## 224

Emergency Cases

## 8

Cancer Cases

## 6

Diagnostic-only cases

## 35%

of cases were assisted after hours

# SAVE A LIFE PROGRAM STATS (ALL-TIME)



RIVER

## 3,694 PETS ASSISTED ALL-TIME

Through December 2022



### \$6.98M

Funds granted by FACE

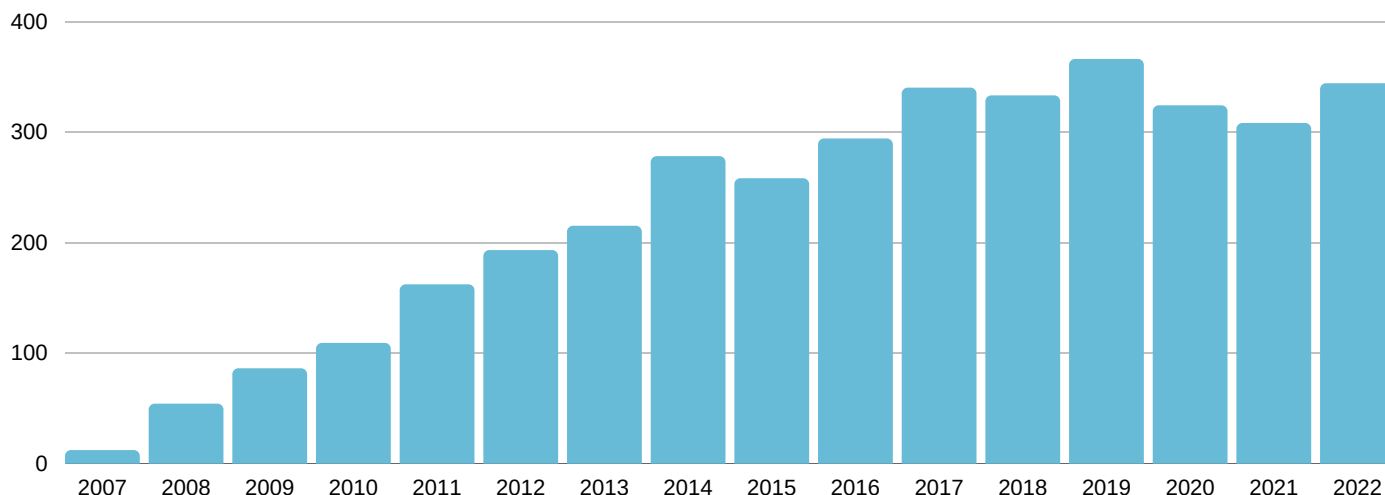
### 200+

Partner veterinary hospitals  
worked with to date

### \$3.4M

Discounts given by vet partners

Pets assisted by year, 2007 - 2022





# ADDITIONAL FACE PROGRAMS



**MOTOR**



## COMMUNITY OUTREACH

### PROGRAM STATS

**OUTREACH EVENTS: 24**

**BAGS DISTRIBUTED: 7,057**  
(all-time)

Our outreach program continues to grow rapidly as more and more people are facing financial hardship and are in need of assistance. In 2022, FACE collaborated with 6 different organizations to provide a total of 24 outreach events, supplying 4,423 bags of supplies and resources to those facing financial hardship and/or experiencing homelessness.

Thank you to Feeding San Diego, San Diego Humane Society, Windan Sea Veterinary, Cal Estate Realty, La Jolla Veterinary and our anonymous donors for their ongoing support of this program by donating pet food for those in need!



## EDUCATION

### PROGRAM STATS

**Education Programs  
(Classes and Presentations):**

- 14 programs

**Education Participants:**

- 173 participants
- 2,748 all-time education participants

FACE's 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 addition, we hosted 10 online education webinars with guest speakers focusing on a range of subjects including pet photography, pet dermatology, rabbit health and small breed husbandry. These webinars provide free education to not only those in San Diego, but around the globe.



# VET PARTNER TESTIMONIAL

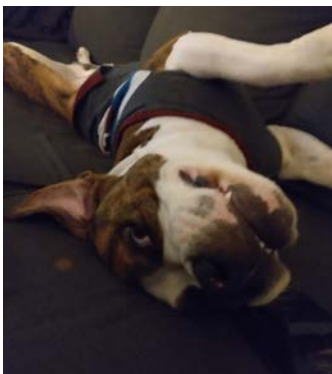


HARMONY

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

San Diego Pet Hospital values FACE tremendously. Since the pandemic, the need for financial assistance has risen greatly. Without the help from FACE many pets would suffer with treatable conditions or worse, be euthanized due to financial constraints. FACE provides a necessary essential service to pets and their owners. Thank you FACE for being there for the community!

Tracy Miles, Practice Manager  
San Diego Pet Hospital



# VETERINARY PARTNERS



**HENNA**

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  
Fire Mountain 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



SHAKA



For the eighth year in a row, **Petco Love** awarded FACE funding to save pets suffering from cancer. The funding from this grant will be used to provide assistance to families who are unable to afford the cancer treatment of their pets, like Bailee who received radiation thanks to their generous help.



BAILEE

## The JEM Project

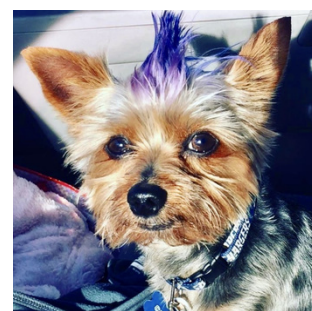
Mini-Schnauzer named Honey is as sweet as can be?! When she jumped out of her mom's arms, though, Honey fractured her leg. Honey's parents, who work at a fast-food restaurant and in RV maintenance, were unable to pay for the full amount of the surgery. They raised a portion of the funds through a Go-Fund-Me page. Then with a referral from their veterinarian, they reached out to FACE and we were able to assist with the procedure thanks to our life sponsor, The JEM Project. Now Honey is home sweet home with her family.



HONEY

## 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 Chewie. Chewie was in a tragic accident resulting in a fractured jaw, which required immediate surgery. Thanks to the support of **Ruggable**, we were able to get Chewie the help she needed!



CHEWIE



HOME BUILDERS

In 2022, we were truly fortunate to welcome new donor **Eco Home Builder** to FACE and in 2022 we are grateful for their continuous support of our Save-A-Life program allows FACE to help animals like Simon, a one-year-old Persian cat who suffered a life-threatening urinary obstruction.

We so appreciate Eco Home Builders' support, which allows us to help special pups like Simon and his family.



SIMON



# VOLUNTEER SPOTLIGHT



SOPHIE



## 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 2022 is truly appreciated.





# 2022 EVENTS



## 11TH INVITATIONAL GOLF TOURNAMENT

On Monday, October 10th, FACE held its 11th Invitational Golf Tournament at Fairbanks Ranch Country Club featuring a fun day of dog-friendly golf with a helicopter ball drop, followed by an awards ceremony. With help from our supporters, we exceeded our goal!

### PROCEEDS

Total net revenue: \$168,868.37



## 11TH ANNUAL BAGS & BAUBLES

On Sunday, April 24, FACE held its 11th Annual Bags & Baubles presented by SKY Facial Plastic Surgery, Inc. Held at a beautiful home in Rancho Santa Fe, this fun event will featured a silent auction of hundreds of handbags, jewelry, accessories, & more.

### PROCEEDS

Total net revenue: \$124,773.16



## SNOOZE AM EATERY DAY OF GIVING

On Friday, November 18th our team collaborated with Snooze AM Eatery in Hillcrest who honors a local non-profit each year on their birthday or as we like to call it "Snooze-a-versary" this year FACE was lucky enough to be the receipt of a portion of their event proceeds. Every staff member embodied the FACE moral and continues to educate patrons about our mission.

### PROCEEDS

Total net revenue: \$1,350

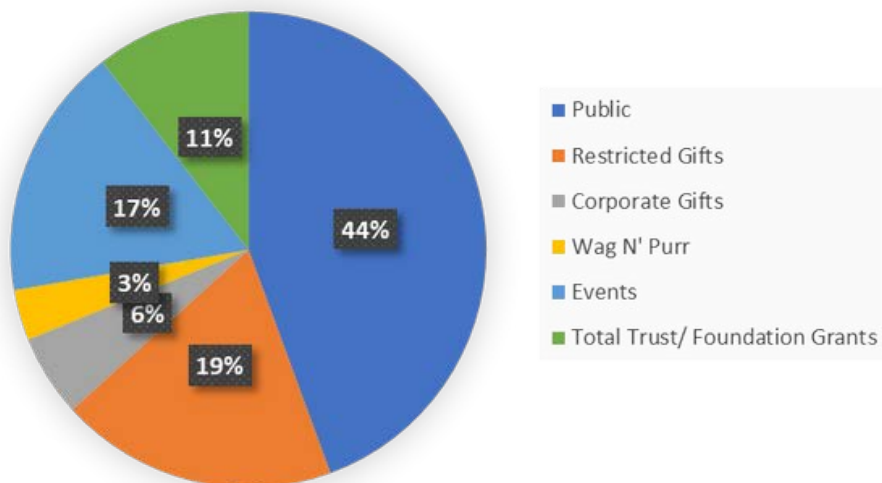


# 2022 FINANCIALS



SALEM

## INCOME



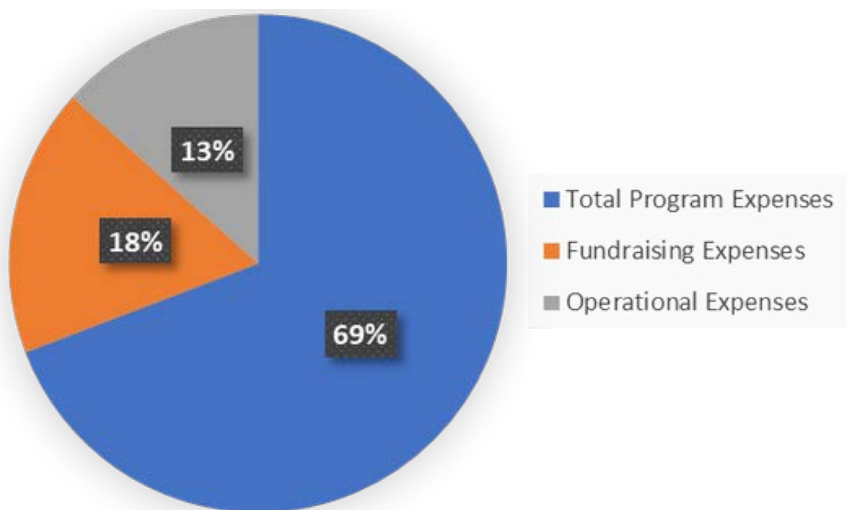
Total Income: \$1,744,607.10

Total Program Service Expenses:  
\$1,228, 919.92

Fundraising Expenses:  
\$309,675.60

Operational Expenses: \$243,504.77

## EXPENSES



### Board of Directors

#### President/Co-Founder

Cini Robb

#### Chair/Co-Founder

Keith P. Richter, DVM, MSEL, DACVIM

#### Vice Chair

Amber Yoo, M.B.A.

#### Secretary

Tammy Stevenson, DACVIM

#### Treasurer

Jarrett Bostwick

#### Directors

John Hart, DVM, DACVIM

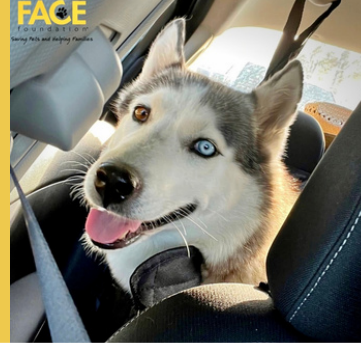
Dori Slater-Vance, DVM

Arash Sarlati, DVM

Stephanie Coolidge



# SUCCESS STORIES



SASHA FIERCE

## ASHER



All you need is love and a cat 🐱 FACE grantee, Asher is his mom's best friend and has been by her side ever since she rescued him as a kitten. Asher was doing great as he approached his second birthday, but suddenly became lethargic and seemed to be in pain. Asher's mom took him to the vet where he was diagnosed with the common but fatal condition of a urinary obstruction. Treating an obstruction can be very costly, and Asher's mom was horrified as she was unable to afford his procedure and faced the reality of euthanasia. Thankfully, the staff at Veterinary Emergency Group in Encinitas referred Asher's mom to FACE and this beautiful kitty was saved! We're so grateful to our supporters and #veterinary partners who help make it possible for us to SAVE pets like Asher!

## JUNIOR



Meet grantee, Junior! This cutie was just saved by FACE this past week. Junior came to us after ingesting a foreign object & urgently needed it removed from his tiny stomach. Unfortunately, Junior's emergency surgery was costly & his family's limited income couldn't absorb the financial burden. But, thankfully, Junior's family applied for a FACE grant & we were able to help save him! We're so grateful to our amazing #veterinary partners and donors who help make these life-saving efforts possible.

# SUCCESS STORIES



## MOXIE



Meet Moxxi! Another FACE #SuccessStory After days of exhibiting deteriorating health, Moxxi wound up in the emergency vet & was diagnosed w/ an abscess on the right kidney. Moxxi urgently needed surgery to survive, but her family simply couldn't afford another procedure & had spent all they could trying to help her the night before. Thankfully, Moxxi's family was referred to FACE and we were able to save her! Thank you to our donors & veterinary partners who help make these life-saving efforts possible.

## TUCHINA



Aloha from Tuchina! 🐱 This sweetie came to FACE when her mom, a grad student studying in #Honolulu, needed help saving her life! Tuchina was adopted from a cat café in 2020 & became her mom's psychiatric support pet Years later, Tuchina faced the serious diagnosis of a urinary blockage - a fatal condition without timely medical intervention! Tuchina urgently needed surgery, but her mom was struggling to pay the bills on her student salary and needed help. Thankfully, Tuchina's mom applied to FACE and was awarded a grant! We're so happy we were able to save Tuchina!



# A LOOK AT OUR LEGACY SOCIETY



MILO

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.



BAILEY

"One thing I can say is that my worse nightmare (literally) would be to have to euthanize an animal because I couldn't afford it's care. I have been lucky and haven't had to face this. Because of FACE, others have not had to either. That is why I am proud to be a member of the Legacy Society and also to be able to make other small donations during the year to help with current needs. So glad you all exist!🐾"

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 Executive Director Stephanie Coolidge at 858-450-3223 or [steph@face4pets.org](mailto:steph@face4pets.org).

# WAYS TO SUPPORT FACE

## 11th Invitational Golf Tournament

Save the date for our 11th annual dog-friendly Golf Tournament! Join us on October 16th at Fairbanks Ranch Country Club for a day of golf with fun & socially-distanced games and entertainment. For more information, contact [events@face4pets.org](mailto:events@face4pets.org).

## San Diego Animal Hero Awards

Save the date for our San Diego Animal Hero Awards, a unique event, that is the first of its kind in San Diego. Join us on August 29th at BRICK in Liberty Station to recognize the lifesaving work of extraordinary animals, individuals, non-profits and organizations in the San Diego Community whose singular efforts have helped create a better world for animals and humans alike. For more info, contact [events@face4pets.org](mailto:events@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' Purrr Shop

Wag N' Purrr 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.wagnpurrrshop.org](http://www.wagnpurrrshop.org). We also accept donations! Contact us: [info@wagnpurrrshop.org](mailto:info@wagnpurrrshop.org).

## Donate to Closets for a Cause

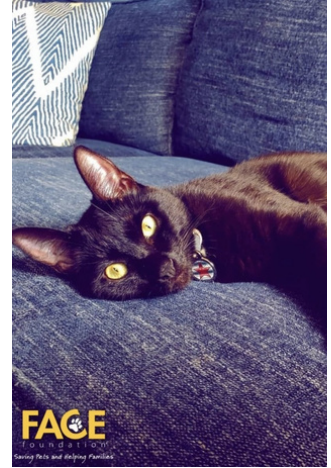
Looking for a fun and easy way to help fund-raise for FACE? Time to clean out your closet to help save lives! FACE partners with local businesses to consign “gently loved” men’s and women’s items donated by our generous supporters. The proceeds from these sales go directly toward helping families save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



WENDY



BUCKY



PEARL



LILLIE



# OUR TEAM



JUNO

## ADVISORY COMMITTEE

Dr. Carrie Bone  
Missy Cameron  
Elyse Dittrich  
Marie Green  
Max Jennings  
Gina Jordan  
Dr. Rachel Kagan  
Jennifer Kubczak  
Sandie Lampe  
Stephanie Lassalle  
Dr. Allyn Meyer  
Lindsay Mineo  
Ira Robb  
Susan Roll  
Larry Spitcaufsky  
Michael Woitkoski



BLACK DIAMOND

## STAFF

**Executive Director**  
Stephanie Coolidge

**Animal Grants Manager**  
Patty Mendez

**Gifts & Education Manager**  
Annie Petersen, Ed.D

**Animal Grants Assistant**  
Karen Kelley

**Events & Fundraising Manager**  
Dana Kenney

**Marketing & Communications Manager**  
Nichole Gray



DUKE



ROCKY

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