



Annual Report 2023

Saved!
Bonnie

BOARD OF DIRECTORS

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Cini Robb

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FACE TEAM MEMBERS

Animal Grants & Community Outreach
Patty Mendez – Manager
Karen Kelley – Associate

Development & Fundraising
Annamarie Maricle, CFRE
Annie Peterson, Ed.D.
J’Neia Stewart

Marketing & Communications
Jordan Davis
Nichole Gray
Dana Kenney

EXECUTIVE DIRECTOR
Stephanie Coolidge



CINI ROBB
FACE Board President & Glory B



KEITH RICHTER, DVM
FACE Board Chair & Co-Founder

A Year of Compassion in Retrospect

The Foundation for Animal Care and Education (FACE) has always stood as a beacon of hope for animals in need. This past year has been no exception. Through unwavering dedication, FACE has continued to provide vital financial assistance to pet owners facing the heartbreaking prospect of surrendering their beloved companions due to unforeseen veterinary expenses. Countless heartwarming stories of animals reunited with their families, tails wagging and purrs rumbling, serve as a testament to the profound impact of FACE’s work.

Expanding our Horizons

As FACE sets its sights on the year ahead, the commitment to animal welfare remains steadfast. The organization recognizes the ongoing challenges faced by both animals and their human companions, particularly in light of economic uncertainties. With this in mind, FACE aims to expand its reach, ensuring that even more animals receive the critical and lifesaving care they need.

FACE’s journey is one fueled by compassion, resilience, and the unwavering belief that every animal deserves a chance (or second chance!) at a long, happy, and healthy life. The organization’s success is a testament to the collective power of our team, board, veterinary partners, and generous donors working together to make a difference.

Welcoming New Leadership

Following the departure of Executive Director Stephanie Coolidge in late 2023, we welcomed Stash McCollough in February 2024 as our new Executive Director. Stash has held executive-level leadership positions in both non-profit and corporate/private environments. Her 20 years of leading values-based business operations and her passion for animal welfare will be an asset as she leads the organization into its next exciting chapter.



Every year, thousands of pets are euthanized solely due to financial constraints.

Our goal is to change that.



Mission

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

Vision

To create a world where no family pet dies due to financial hardship.



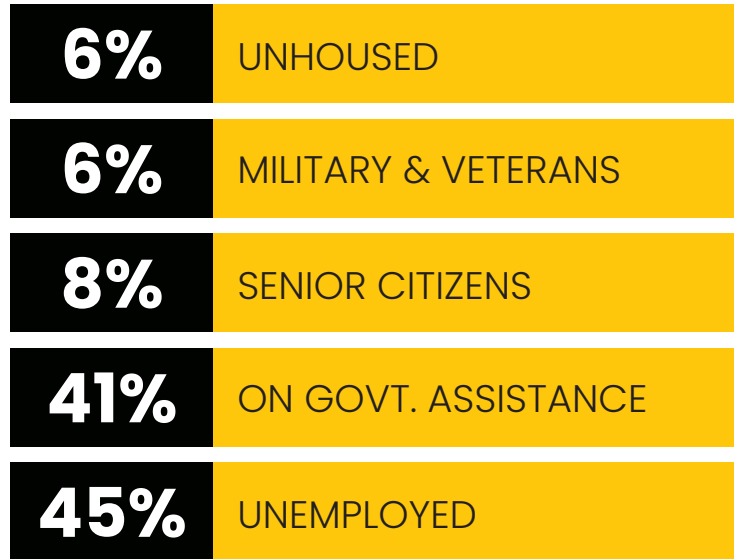
Who We Helped

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.

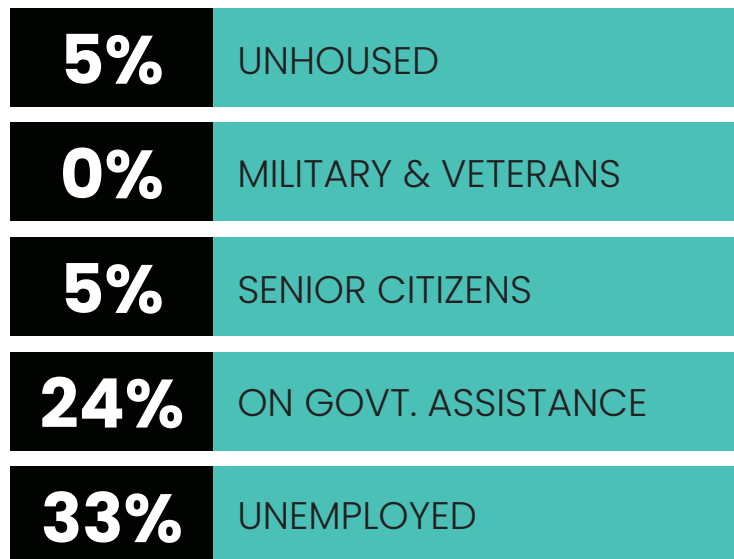
Note: some families fall under more than one category, as indicated by the percentages in the graphs to the right.



CALIFORNIA



HAWAII



ZIGGY'S STORY

Ziggy's case came to FACE in early 2023 when he was in severe pain due to a corneal rupture in his eye. His vet determined that surgery was needed to remove the damaged eye in order to relieve his discomfort. The cost was overwhelming for Ziggy's mom, who felt lost and unsure of where to turn. Thankfully, she was referred to FACE, and with the support of our donors and veterinary partner, Ziggy's got his surgery and is living life pain free!

Vet Partner: VCA Eye Clinic for Animals – San Diego

Gratitude from our Grantee Families



BONNIE

"Bonnie is doing outstanding! I couldn't begin to express my gratitude for such an amazing blessing you guys have given me. You saved Bonnie's life. I have signed up for recurring [monthly donations]. Face Foundation is a true blessing!"

—Bushay Evans family

Vet Partner: **B Street Veterinary Hospital** – San Diego



BAGEL

"Words cannot describe how thankful I am...after telling our story to a family friend, she mentioned she attends FACE events and donates. Her donation and others came around to help save my little Bagel's life."

—Fields family

Vet Partner: **Veterinary Emergency Group** – Encinitas



STONE

"We are just so overwhelmed with joy and excitement...thank you, thank you!! I can't stop thinking about how much this has impacted my family. I really thought we were going to lose [her], but you made it possible to bring our kitty home again."

—McCall family

Vet Partner: **VCA Emergency Animal Hospital + Referral Center** – Hawaii



DISNEY

"I appreciate your help...endlessly! Surgery went well! Thank you for helping this amazing pup!"

—Havryliuk family

Vet Partner: **Veterinary Emergency + Referral Center** – Hawaii



HIRO

"Thank you so much for helping us in this time of need. We have been experiencing very serious financial hardship and couldn't even begin to imagine what kind of hard decision we would have had to make if it wasn't for FACE and VCA Animal hospital."

—Marquez family

Vet Partner: **VCA California Veterinary Specialists** – Carlsbad

2023 Financials

Annual Income: \$2,450,196

Annual Expenses:

\$1,849,930 – Program Service

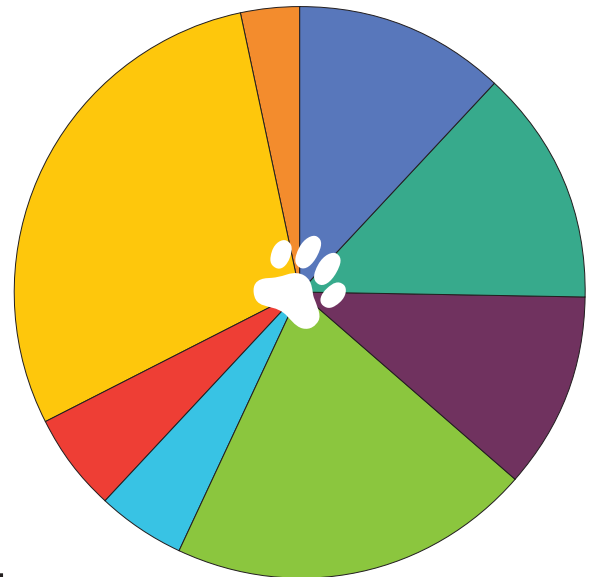
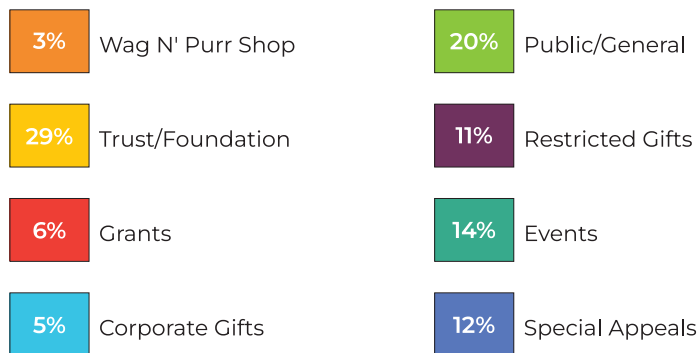
\$359,891 – Fundraising/Special Events

\$240,566 – Administrative

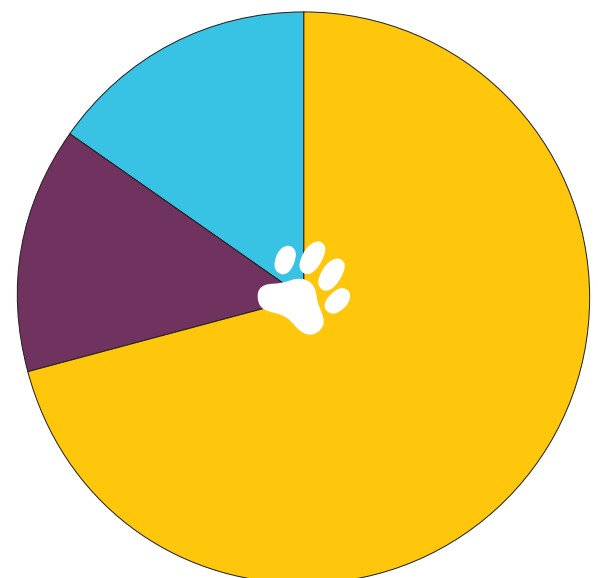
Ending Net Assets: \$1,358,370



Income



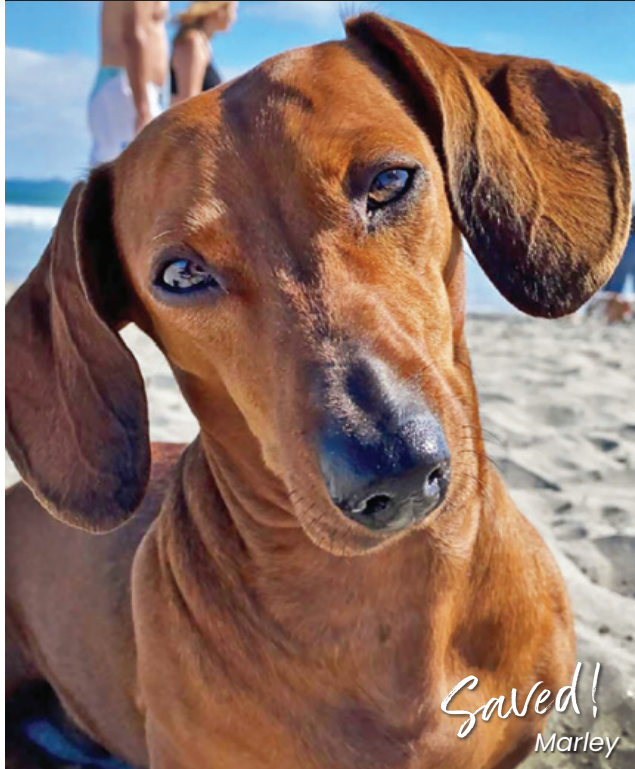
Expenses



Save-A-Life Program Stats, 2007-2023

Our Save-A-Life program is our primary mission, which is to save the lives of family pets facing “economic euthanasia.” Sadly, many pets with a good prognosis are euthanized solely due to their owner’s inability to afford their critical or lifesaving care. Working with local veterinary hospitals across San Diego and Oahu, FACE provides financial grants to cover the cost of treatment, giving these pets a second chance at life.

4,133 PETS ASSISTED SINCE 2007
(Through December 2023)



\$9,083,492

Funds granted by FACE

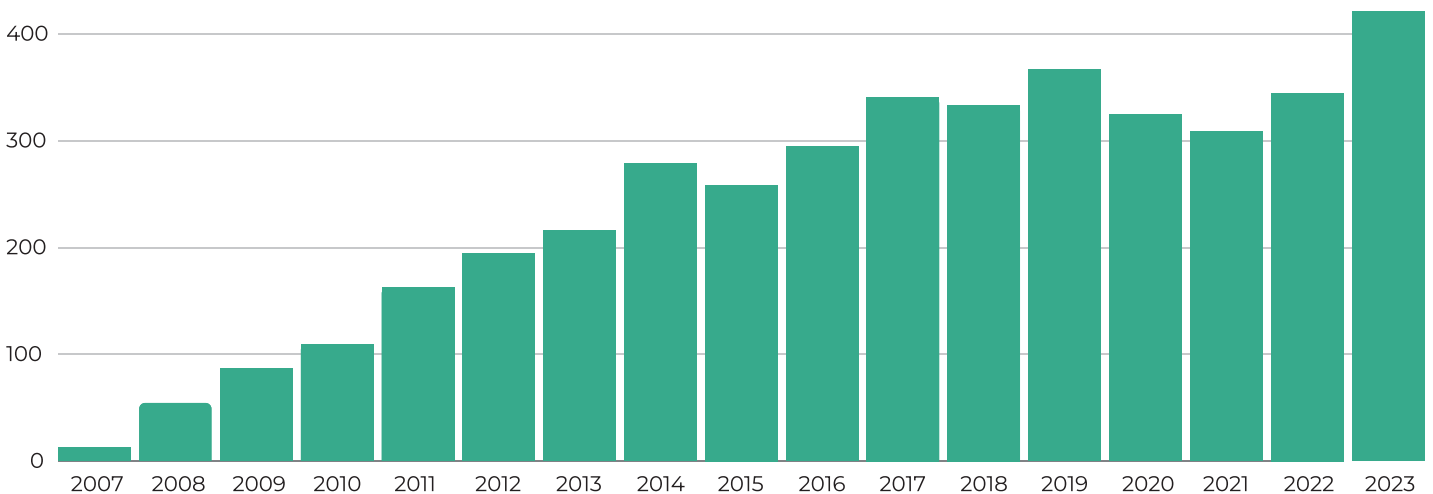
200+

Veterinary hospitals worked with to date
across San Diego and Oahu

\$4,379,786

Discounts given by veterinary partners

Pets Assisted by Year, 2007-2023



We're Growing!



Filling a need in Hawaii

The FACE Foundation has been helping pets and their humans in San Diego for more than 17 years, and now our lifesaving programs are also available to pet families on O'ahu!

In 2019, Honolulu veterinarian Dr. Erika Sox became aware of FACE Foundation and the support we provide to families in need. Recognizing the need for this service in Hawaii, she approached FACE and offered to start a pilot program at her practice, Ethos Veterinary Emergency + Referral Center (VERC).

After operating a successful 5-year pilot program in partnership with VERC, FACE Hawaii is now official and growing. Other veterinary clinics have begun to work with FACE to save beloved pets in need of lifesaving care on Oahu, and our goal is to eventually expand our network throughout all of the islands.

Mahalo nui loa!



FACE's Online Resale Boutique



wagnpurrrshop.org



Wag N' Purr Shop was launched in 2021 after FACE's Bags & Baubles fundraising event was canceled indefinitely due to the pandemic. FACE Board President Cini Robb had the idea to expand the Bags & Baubles concept to a 365-days-a-year, online resale boutique, selling new and gently loved handbags, accessories, jewelry and more. **All items are generously donated by animal-loving fashionistas and others who support our mission, and 100% of profits benefit FACE.** That means shoppers can find great bargains, shop sustainably, and also help save a family pet. A win-win-win!



\$100,747
In merchandise sold

317 / 427
Orders / Items Sold

Veterinary Hospital Partners

Since 2007, more than 200 veterinary hospitals have provided discounted services to make FACE's lifesaving work possible. We are grateful for these valued relationships.

In 2023, FACE grants funded cases at the following partner hospitals:

CALIFORNIA

A Cat's View Veterinary
Animal Emergency Clinic
of San Diego

All Day Pet Hospital

All God's Creatures Teaching
Hospital & Surgery Center

Anicura Veterinary Center
of San Diego

Animal Urgent Care
Escondido

B Street Veterinary Clinic

Banfield Pet Hospital –
Carlsbad

College Animal Hospital

El Cajon Valley
Veterinary Hospital

Emergency Pet Clinic
of Temecula

ER4PETS

Eye Care for Animals –
San Diego

Freddie's Place Animal
Hospital & Urgent Care

High Valley Veterinary
Hospital

Jamacha Pet Vets

Mohnacky Animal Hospital
of Carlsbad

Morena Pet Hospital

Neighborhood Vet Hospital

Nordahl Pet Clinic

Nuevo Road Animal Hospital

Our Pet Vets – University
Pet Hospital

Pacific Coast Veterinary
Dentistry & Oral Surgery, Inc.

Pet Emergency & Specialty
Center – South County

Pet Emergency & Specialty
Center – East County

Rose Canyon Animal Hospital

San Marcos Blvd Veterinary
Hospital & Urgent Care

San Marcos Veterinary Clinic

Shadowridge Veterinary
Hospital – Vista

Shelter Island Veterinary
Hospital

SouthBay Veterinary Hospital

Spring Valley Animal
Medical Hospital

Surfside Animal Hospital

Tell Tail Veterinary
Urgent Care

Twin Oaks Animal Hospital

Uptown Animal Hospital ABC

VCA Acacia Animal Hospital
and Pet Resort

VCA Animal Medical Center
of El Cajon

VCA Animal Specialty Group

VCA California Veterinary
Specialists – Carlsbad

VCA California Veterinary
Specialists – Murrieta

VCA Eye Clinic for Animals

VCA Emergency Animal
Hospital + Referral Center

VCA Mission Animal and
Bird Hospital

VCA Market Street
Animal Hospital

VETCO Total Care Animal
Hospital

Veterinary Dental Specialties
& Oral Surgery

Veterinary Emergency
Group – Encinitas

Veterinary Specialty Hospital
North County

Veterinary Specialty Hospital
Sorrento Valley

HAWAII

Aloha Affordable
Veterinary Services

Veterinary Emergency
+ Referral Center

For more details about becoming a FACE veterinary partner, please visit face4pets.org, or call 858-450-FACE.

Appreciation from our Veterinary Partners



"We are deeply grateful to the FACE Foundation for their generous support and the impactful grants they provide. This not only enhances our ability to treat but also strengthens our ability to serve the community effectively. [Their] contributions play a crucial role in helping us achieve our goals and make a meaningful difference."

Dr. Kelly Dowdall-Garberson – Aloha Affordable Veterinary Services and North Shore Veterinary Clinic

"I am so grateful to work with FACE Foundation. Through our collaboration, we have been able to provide life-saving surgeries to pets who otherwise would have been unable to get the care they desperately needed. I have witnessed firsthand the joy and relief of pet owners who had lost all hope. I am constantly inspired by the difference we make together."

Dr. Jenna Olsen – B Street Veterinary Hospital



"Access to veterinary care can often present a significant financial challenge for families. Having an organization like the FACE foundation helping to support these owners and their pets is truly a blessing."

Dr. Todd Bowdre – San Marcos Blvd Veterinary Hospital & Urgent Care

Community Outreach

At FACE, we believe that everyone deserves the joy of a pet, regardless of their financial situation. With our community outreach programs, we offer support to those who might be struggling to afford the care their animal companions need, especially during challenging times.

Our staff and volunteers work alongside other organizations to distribute leashes, collars, warm blankets, food, enrichment supplies, beds and more, all to help these furry friends stay healthy and happy, potentially preventing the need for costly emergency treatment down the line.



Volunteer Spotlight

FACE is grateful for the commitment and support of our **fully volunteer Board of Directors** and the more than 200 other hard-working volunteers who supported us for our Community Outreach Days; 12th Annual Bags & Baubles event; San Diego Animal Hero Awards; 12th Annual Dog-Friendly Golf Tournament fundraiser, and so much more!

We couldn't have made such a huge impact within the community without them, and we are thankful for their dedication.



5,927

Pet families supported

26

Community events, plus 3 shelter drop-offs

8

Nonprofit community organization partners



Our Amazing Donors

Our work would not be possible without all of the wonderful animal lovers who support our cause in a variety of ways. In addition to monetary contributions, individuals and organizations sponsored events, donated auction items, raffle prizes, food, drink, professional services, and more.

Funding Partners' Impact

FACE is grateful to receive foundation, corporate, and government support. Special thanks to all, including several of our top 2023 donors:



For the 13th year in a row, FACE received a Petco Love grant designated to help pets with cancer.



FACE has received generous grants from the JEM Project since 2022, helping us keep up with the increasing demand for assistance.



With support from the County of San Diego, FACE was able to develop a streamlined grant application process for pet owners.



A generous grant from the Charles and Ruth Billingsley Foundation in 2023 provided general operating support to help further the FACE mission.



FACE has been a Grey Muzzle grant recipient since 2015. Their support directly benefits senior dogs, age 7 and over, in need of critical and/or lifesaving care.

RUGGABLE

Ruggable is a "faithful friend" of FACE, providing monthly donations since 2019. These recurring contributions help us immensely, both with emergency cases as well as for budget planning.



We are thankful for the kind support from the Roy & Marian Holleman Foundation, which enabled FACE to help considerably more families with pets in need of critical veterinary care.

Event Sponsors

Many individuals and businesses supported FACE fundraising events last year, enabling us to put the bulk of event proceeds towards our mission. A special thanks to our top-level sponsors in 2023:

Bags & Baubles – *Title: Sky Facial Plastic Surgery; Diamond: Robb Family, Spitcaufsky Family, Ethos Discovery, Dr. Erika Sox, Alvarado Institute of Skin Care*

S.D. Animal Hero Awards – *Platinum: Balboa Pharmacy; Gold: Robb Family; Bronze: Ethos Veterinary Health, The Ark, My Sister's Closet*

12th Annual Dog-Friendly Golf Tournament – *Foxhounds: Robb Family, Bostwick Family, Monica Massey & Bart Cohen, Spitcaufsky Family;*

Collies: Muha Family, Ethos Veterinary Specialty Hospital, Microsoft Federal, Ed & Karen Colson

1,200

FACE donors in 2023

3,309

Separate contributions

377

New FACE donors

169

Donors who contributed monthly

40

Number of states from which donations were made

Gifts in Kind

In addition to monetary gifts, FACE was grateful to receive many in-kind donations, including handbags, jewelry and accessories for Wag N' Purr Shop (our online resale fashion boutique); clothing, artwork and more for our Closets for a Cause program; raffle and auction items for our fundraising events; and pet food and supplies for our Community Outreach program.



Saved!
Shaggy



Saving Pets & Helping Families

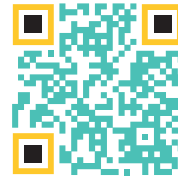
CALIFORNIA

10505 Sorrento Valley Rd., Suite 175
San Diego, CA 92121
858-450-FACE (3223)
grants@face4pets.org
face4pets.org



HAWAII

1441 Kapiolani Blvd., Suite 1114
Honolulu, HI 96814
808-300-8907
grants@face4pets.org
face4pets.org/hawaii



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



SAVING CHERISHED FAMILY PETS LIKE SHAGGY

face4pets.org/donate

face4pets.org/hawaii-donate