

MEETING THE MOMENT



A MESSAGE FROM THE PRESIDENT AND EXECUTIVE DIRECTOR

Dear Friend,

First, thank you for standing with Pets In Need during a time of unprecedented challenges.

When our past fiscal year began on May 1, 2020, it was still early on in the COVID-19 pandemic. We didn't yet understand how profoundly the coronavirus would impact our everyday lives over the next 12 months. From the way we worked to the way we socialized, celebrated holidays, educated our kids and traveled, everything changed.

Animal sheltering changed too.

At Pets In Need, we had to limit staff and volunteer time in the shelter to prevent the spread of the virus. To ensure that animals received adequate attention, we relied heavily on our network of foster volunteers.

Many of you opened your hearts—and homes—to animals in need. In fiscal year 2021, more than 1,000 animals found foster homes, some for just a night and others for weeks or months at a time.

Others of you contributed generously to our emergency assistance program, which provided financial aid and supplies to pet owners struggling financially due to

the pandemic. From supplying dog food and cat litter to underwriting the cost of serious medical procedures, we made a major difference in the lives of local people and pets.

Our adoption program went virtual, and we introduced some families to adoptable pets via videoconference. More than 1,600 pets found loving and lasting homes.

We also offered humane education programs remotely, launching a virtual reading club and creating and distributing Buddy Boxes, to give children and seniors animal-themed educational activities to do from home.

As a community, we have endured a crisis. We continue to get through it together at a time when our pets have been more important to many of us than ever before.

Thank you for working with us to meet the moment.

Rob Kilman

Rob Kalman
President, Pets In Need
Board of Directors

Al Mollica
Executive Director, Pets

In Need







Use your mobile device to scan this code and watch a video about our COVID-19 response.

◆ Left: Rob with PIN alum, Annie, who was adopted in 2018.

Right: Al with one of the many kittens we cared for at the beginning of the 2021 kitten season.

PLANNING FOR THE FUTURE Members of the Pets In Need Board of Directors and staff underwent a strategic planning process to establish a set of goals that will guide our work in the coming years. We developed an ambitious five-year strategic plan built around saving the lives of the most at-risk animals and deepening Pets In Need's impact in the San Francisco Bay Area and beyond. In addition, we refined and updated our mission, vision and values statements. The new statements reflect Pets In Need's continued focus on caring for the most vulnerable animals, and serving as an educational and community resource for children and adults. In addition, the statements reflect our increased focus on partnering with and empowering underserved people and pets throughout the region and state.

HOW WE ENVISION THE FUTURE

Our vision is for animals to live in welcoming communities where they and their human companions are treated with care and compassion.

HOW WE WILL WORK TOWARD OUR VISION

Our mission is to provide animals with loving care and lasting homes, to partner with communities striving to do the same, and to advance our no-kill legacy.

HOW WE LIVE OUT OUR VALUES

Respect and Compassion

We provide each animal with the highest quality of care and find them loving and lasting homes.

Leadership

We lead by example by striving for excellence across all aspects of our work, collaborate and share knowledge with others as we advance our no-kill legacy.

Community Partnership

We work with communities in Northern California and beyond to meet their animal needs and strive to build community trust.

Integrity

We honor our obligations to our donors and stakeholders—past, present and future—to be the best possible stewards of the organization's resources.







"We launched the emergency assistance program to help people and pets hurt financially by the pandemic. We soon realized that the need would not be going away, so we designed a sustainable outreach program to provide financial aid and accessible medical services for underserved people and pets."

VANESSA HIDDEN, OUTREACH MANAGER

■ Sheba was thought to be a feral cat when she arrived at Pets In Need with a leg injury. While caring for Sheba, our medical team found her to be a loving housecat.

OUTREACH PROGRAMS EMPOWER PEOPLE AND PETS

In the earliest days of the pandemic it became clear that for many people in our community, serious financial challenges lay ahead. The order to shelter-in-place resulted in lost wages and layoffs. Some people had to take care of family members who became sick while others incurred unexpected medical bills.

In response, Pets In Need launched an living on the margins of poverty.

emergency assistance program in

March 2020 for local pet owners hurt Recognizing that the need to support financially by the coronavirus pandemic.

Under the program, pet owners in the Bay Area with a demonstrated

financial need were eligible to receive up to \$1,000 for veterinary care, as well as funding for basic supplies, such as food and litter.

We received generous support for the program from hundreds of individual and foundation donors, including Acton Family Giving, Burton and Maud Goldfield, Giant Steps Foundation, Friends of the Palo Alto Animal Shelter and Silicon Valley Community Foundation.

In total, we distributed more than \$750,000 in aid for the care of nearly 750 pets and their guardians during FY 2021, and provided food and supplies for additional pet families.

care of family members who became
sick while others incurred unexpected
medical bills.

Our support helped families
throughout the Bay Area keep their
furry family members in their home,
but there were still too many people
living on the margins of poverty.

Recognizing that the need to support underserved communities and their animals is not going away, Pets In Need established a permanent outreach program in early 2021. The program is designed to empower people living in underserved communities by providing critical animal care services that include:

- Direct aid for people and pets
- Medical clinics held on-site at Pets In Need and through our mobile medical van that include vaccinations, spay and neuter surgeries and other services
- Support and technical assistance for partner shelters in the Bay Area and Central Valley that are providing veterinary care to underserved animals

INCOME INEQUALITY
IN SILICON VALLEY
HAS GROWN TWICE AS
QUICKLY AS THE REST
OF THE STATE OVER THE
PAST 10 YEARS.

–Joint Venture Silicon Valley,2021 Silicon Valley Index

CARING FOR SHEBA

Sheba, a cat, was living outdoors and being fed and cared for by a neighbor, Camlinh, When Camlinh noticed Sheba limping, she contacted a feral cat rescue partner near her home in San Jose, California. The organization did not have the capacity to address Sheba's medical issues and requested she be transferred to Pets In Need. Our veterinarian recognized immediately that Sheba is not a feral cat, but a friendly and loving domestic cat. Unfortunately, Sheba's leg was seriously injured and amputation was the only viable treatment. Our team safely conducted the amputation, and invited Camlinh to take Sheba back, so long as Sheba could live indoors and heal. Camlinh was unable to take Sheba in, and asked Pets In Need to find her a loving home. Today Sheba is settling in nicely with her new family.

A LOVING FAREWELL FOR JEZIE

Jezie, a small mixed-breed dog, was the cherished companion of Jill. When Jezie suddenly became ill, Jill rushed her to an emergency veterinary clinic The doctor on call discovered fluid in Jezie's chest. Jill authorized an emergency procedure to treat Jezie, which cost thousands of dollars, Still, Jezie would need a full workup from a cardiac specialist to better understand her heart condition. With the cost of the initial procedure still weighing on Jill, she did not have the funds to send Jezie to a specialist. That's when Jill found Pets In Need. Our team worked with her to schedule an appointment with a cardiac specialist. Unfortunately, Jezie experienced another cardiac emergency prior to the appointment. She was suffering, and it became clear to Jill that euthanasia was the most humane option for Jezie. Our team stepped in to help Jill through the process, and underwrote the cost of Jezie's humane euthanasia and cremation.



▲ We worked with Jezie's guardian to connect her with a heart specialist after she experienced a serious emergency. Unfortunately, Jezie did not survive. Sometimes our role is to support families in their time of crisis.

BEHAVIOR TEAM HELPS MAKE BIG PAWS PROGRAM A SUCCESS

Big dogs are big loves, but unfortunately they're slower to get adopted and more likely to be put down than other shelter animals. Now in its second year, the Cause for Big Paws program at Pets In Need continues to focus on getting large-breed dogs out of shelters and into homes where they can thrive.















202 **Large-Breed Dogs Transferred in to PIN**

Big Dogs Served at Partner Shelters with Support from PIN





▲ Animals rescued through Pets In Need's Cause for Big Paws program are provided regular enrichment and training from behavioral specialists like Maggie Evans, pictured above with Cash, a two-year-old Labrador Retriever mix.

Key to the success of the Cause for Big Paws program is the skilled and experienced behavior team at Pets In Need.

While we provide the animals in our care with regular enrichment, exercise, healthy food, medical care, and of course, lots of love, even a temporary stay at a shelter can be a stressful experience for an animal.

And big dogs are especially vulnerable For big dogs it can also be confusing, because they tend to stay in shelters longer, often due to breed restrictions that prohibit big dogs from living in apartments and other properties.

However, our team of trained animal behavioral specialists provides our big

"Being in a shelter, no matter how wonderful it is, is stressful for an animal. Our goal is to reduce that stress and ultimately help these animals find their forever homes."

MAGGIE EVANS, BEHAVIOR MANAGER

dogs-and all our pets-the support and care they need to stay strong mentally and physically during their shelter stay.

They get to know all the animals and develop individualized plans to help reduce their fear, anxiety and stress while in the shelter. Because just like people, animals can get scared when they're placed into a new environment.

as many are in and out of shelters several times before finding their forever homes. As a result, they often end up needing some extra support from the behavior team, which addresses problem behaviors when they occur.

Pets In Need is fortunate to have the resources to support a behavior team that can provide the extra care our big dogs need. Their expertise and their big hearts make our Big Paws program a success.

If you are interested in supporting the Cause for Big Paws program, visit www.petsinneed.org/bigpaws to meet our adoptable dogs, learn about fostering, and make a donation.

As an organization, we believe that positive reinforcement, force-free training is in keeping with our core principles of treating every animal under our care with respect, consideration and dignity. Our staff and volunteer training regimens are focused on providing positive reinforcement training to all of the animals we rescue with the ultimate goal of using the training as a means to an end-helping our better socialized animals find a loving family and a forever home.

TRAINING TIPS FOR DOGS BIG **AND SMALL**

Teach Touch

Touch is simple to teach and can be used as a way to move an animal from one area to another, for example getting off a couch.

Learn How

"Catch" and Reward Desired **Behaviors**

If you "catch" your dog doing something you'd like to see more of, offer a treat or a small handful of kibble.

Sign Up for Class

Group training classes provide a safe, controlled and professionally facilitated space to practice cues in difficult and distracting environments.



▲ Fran Guara and Cathy Johnson adopted Patrick and Peggy (pictured above, left). Brian Toulouse and his wife adopted Leo, (pictured above, right), who was rescued under the Cause for Big Paws program. All three animals spent time in foster homes prior to being adopted.

FROM FOSTER TO FOREVER

This past year, we relied on our foster families more than ever. Thanks to our fosters we were able to move animals out of our shelters when we closed down in March and keep them in loving being put up for adoption. homes throughout the pandemic.

PATRICK & PEGGY

Emily Li and Ramiro Leal had been thinking for a while about adopting cats, but decided against it knowing they would soon be moving.

Instead, they opted to foster Peggy and Patrick, a bonded pair of adult cats that had been transferred to Pets In Need in January this year after their owner passed away.

Emily and Ramiro provided a home for the cats on and off for two months. while Pets In Need performed dental work that both cats needed before

"We loved fostering them," said Emily, who also fostered a rabbit and a puppy for Pets In Need. "It was so nice having them next to us or sleeping on our laps."

But the couple knew they would have to let them go one day.

That day arrived in March when Fran Guara and Cathy Johnson came into

Fran and Cathy almost always had cats, and when they set out to adopt this time, they focused on finding an adult bonded pair that could keep each other company.

"Because we're in our 70s, we thought it would be ridiculous to get kittens," Cathy said.

At the time, the shelter was still conducting adoption visits virtually because of the pandemic, so they hopped on Zoom to meet Peggy and Patrick and their foster family.

"It was a very positive relationship from the beginning," Cathy said. "Pets In Need made it pretty easy to adopt."

And it didn't take long for Patrick and Peggy to settle into their new home, Fran said.

"We opened the door to their carrier, and the next thing you know, they were walking around the house like they never lived anyplace else."

LEOPOLD

When Pratiksha Prabhudesai volunteered to serve as a foster for Pets In Need, she knew she wanted to help younger, bigger dogs.

Dogs like Leo, who arrived at Pets In Need as a puppy in September 2020.

"Big dogs are just so full of life," said Pratiksha. "They're so much fun."

They can also have a harder time getting adopted.

Pratiksha fostered Leo for nine weeks and was one of several volunteers who took him in while he waited more than five months to find his forever home.

In February this year, it finally happened.

"My wife and I both love big dogs, and want to help as many dogs as we can," said Leo's adopter Brian Toulouse. "This just seemed to work out."

Both Pratiksha and Brian acknowledged that Leopold can be a handful, but they never considered giving up on him.

"He's had a lot of training, and he's mellowed out," Brian said. "It's not really like me to give up on a dog."

Pratiksha, who first started volunteering with Pets In Need as a dog walker, said it's important for fosters and adopters to give dogs time to adjust to their new surroundings.

"The first week can be hard," she said. "But Pets In Need is there to provide support, and help if you need it."

Pratiksha said saying goodbye to Leo was the hardest part of fostering.

"But to see him running and playing and having the life he deserves, that made it easier," she said.





36,006 **Nights Animals Spent** in Foster Care

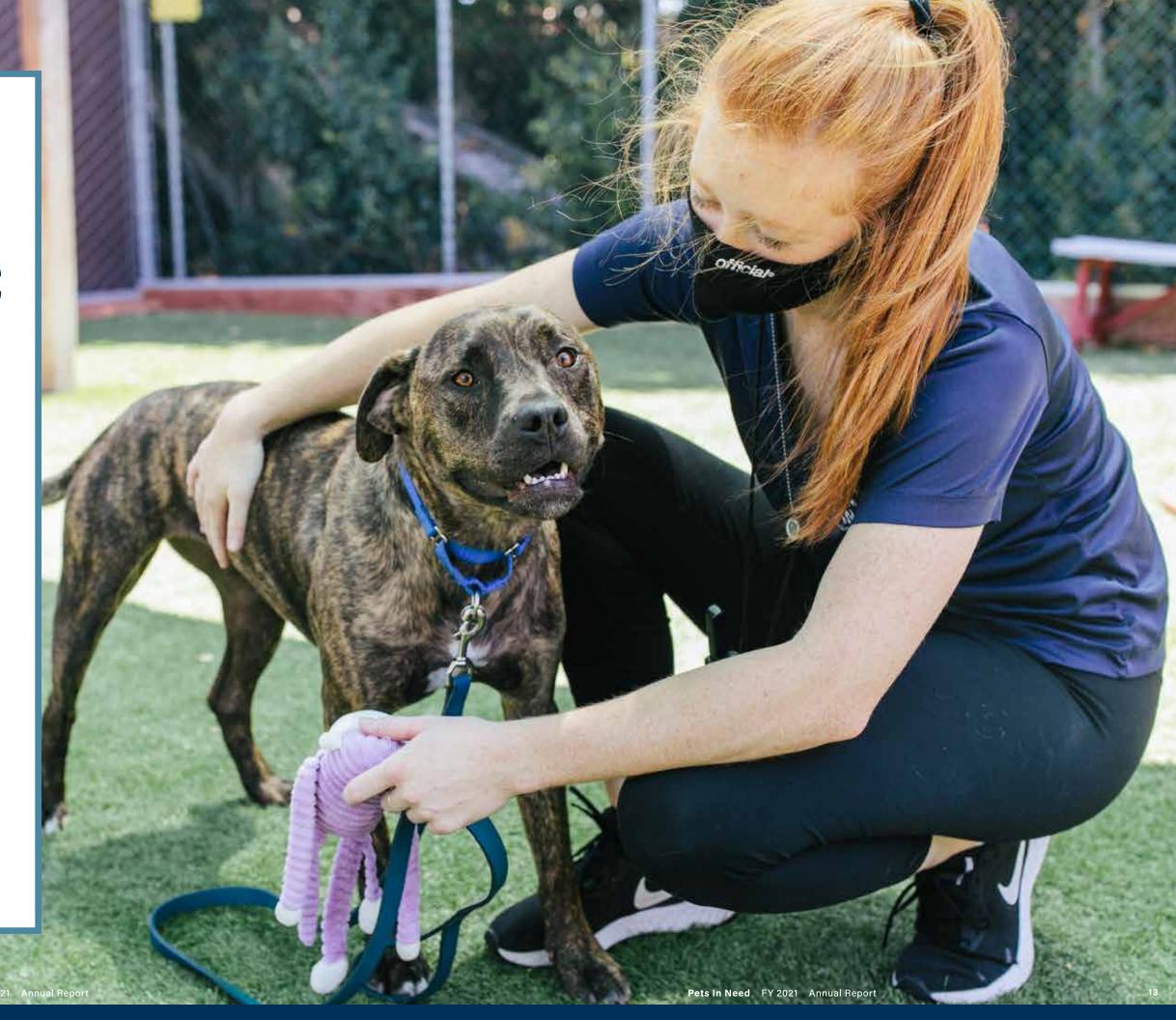
Animals Placed in Foster Homes

1,080 **New Foster Volunteers** Recruited

PETS IN NEED JUMPS INTO ACTION TO RESPOND TO COVID-19 PANDEMIC

When COVID-19 restrictions forced Pets In Need to temporarily close its two animal shelters to the public, we jumped into action to ensure life-saving adoptions could continue and that families struggling financially had the necessary resources to care for their pets at home.

As the pandemic wore on, we identified creative solutions to staying connected with our supporters, including fosters, adopters and donors. Here's a quick look at some of the ways (19 of them to be exact) the Pets In Need team, with help from friends like you, responded to the unprecedented challenges of the pandemic.



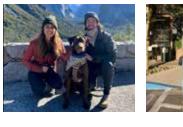




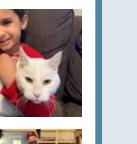


We grew our foster family by leaps and bounds and placed 1,040 dogs, cats and other animals in foster homes, giving them a break from shelter life.

Dogs, cats, and other animals were adopted in FY 21



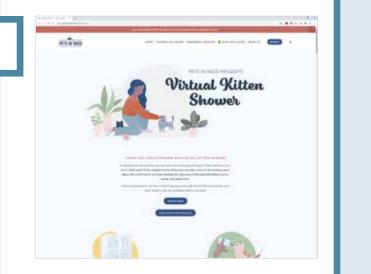
Our adoptions team began offering virtual adoptions at the start of the pandemic and added adoptions by in-person appointment a few months later, enabling people to still welcome a new pet into their family while keeping with social distancing measures. In all, we successfully found 1,626 dogs, cats and other animals, their forever homes.





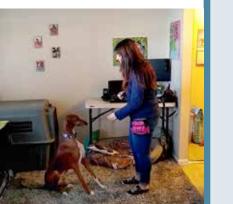
Our rescue teams found new ways to work with partner shelters so that they could continue to bring animals to Pets In Need while keeping socially distant. Masks and parking lot pick-ups became the norm.

Go on a Rescue Run



Our annual Kitten Shower went virtual with a web-based experience, including a video documenting a day in the life of a kitten foster, a virtual tour of our kitten nursery, games and activities, and a timeline outlining what a kitten experiences during the first nine weeks of life.

For all our adopters and everyone else who took in pandemic pups, our pehavior team created a training and enrichment video series on our Pets In Need YouTube channel to help provide support for people and their pets as they stayed home to stay safe.



We introduced volunteerfrom-home opportunities and invited friends of all ages to volunteer from home by creating enrichment toys and activities for animals. Remote volunteers made nesting boxes for rabbits, food puzzles for dogs, wand toys for kittens and more!



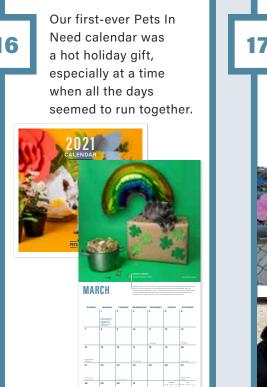




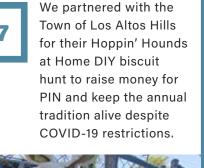
In Need Legacy Society and brought interested donors together through an informational webinar about planned giving opportunities.

announced the Pets

We officially



19







Through our newly established Emergency Assistance Program, we provided a total of \$750,000 in direct aid plus food and supplies to families who might have otherwise had to give up their animals. Our reach spanned eight Bay Area counties, as well as Kings, Sacramento, San Joaquin, and Santa Cruz counties.

We worked with volunteersincluding some of our board members-to make and distribute thousands of Pets In Need branded face coverings.







In response to the Some Good News series by actor and filmmaker John Krasinski, we started Some Good News Pets In Need or #SGNfromPIN to share good news on our social media platforms during the pandemic.



With our—and most other—summer camps canceled, we created Buddy Boxes, a subscription-like box with animal-themed activities kids could do at home. We also created and distributed similar boxes for free for older adults.



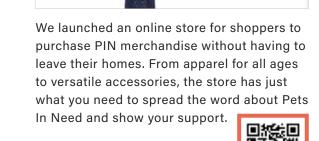
In partnership with the Palo Alto High School Track & Field Team and our local NBC affiliate we hosted a virtual 5K to raise money for and awareness of Pets In Need.

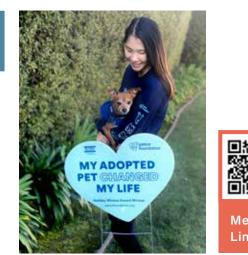




Our foster team hosted a Live at Lunch with Kittens program on Facebook to discuss the ins and outs of fostering, answer questions and show off kittens, kittens, kittens.







We celebrated a \$5,000 Holiday Wishes grant from the Petco Foundation thanks to an inspiring essay written by Lindsey Yang, a 15-year-old Hillsborough, California resident whose family adopted a Chihuahua-mix named Parker in 2018.



WELCOME!



The program will begin at 5:00 pm.

You're the bee's knees! Though in-person events were put on hold, more than 125 supporters joined us for a virtual gratitude celebration in April.

FINDING NEWS WAYS TO DELIVER YOUTH **PROGRAMS**

In the past, it would have been common to see the halls of our shelters filled with smiling young faces. From camps to school tours, birthday parties and more, Pets In Need has something for every animalloving child. Over the past year, however, we learned how to bring animals to children, instead of the other way around.







BUDDY BOXES

With many recreational programs for kids and seniors canceled because of the coronavirus pandemic, Pets In Need delivered fun to the doorstep in summertime 2020 with Camp PIN Pal Buddy Boxes. The boxes came filled with pet-themed activities offering hours of entertainment and enrichment along with lessons about animal shelters and rescuing. For every box purchased for a child, Pets In Need donated a box to children facing serious medical issues and staying at the Ronald McDonald Houses in Pasadena and Stanford. We do so. Their first service project was also donated boxes to residents of the Webster House in Palo Alto, a senior living community.

TEEN AMBASSADOR

In January, Pets In Need launched a Teen Ambassador Program to introduce underserved teens to animal sheltering. During this 12week program teens make meaningful connections with peers, build leadership skills and network with local professionals. Participants are also tasked with performing a service project to help animals and people. The group began meeting weekly over video conference and in person at the Pets In Need Clubhouse once it became safe to to raise funds to purchase food and supplies for homeless animals living in encampments.

VIRTUAL READING CLUB

Pets In Need program staff stayed in touch with young learners through the PIN Pals Virtual Reading Club. During the school year they connected animals with students at local elementary schools over video conference. The students read aloud to an incredibly cute and non-judgmental audience. Teachers reported that reading aloud to animals increased their students' confidence and made them stronger readers. The program was the focus of an article for TheSixFifty, a lifestyle blog covering Silicon Valley.

CELEBRATING SUCCESS, FROM A DISTANCE

Despite being socially distanced, we found new and unique ways of coming together to celebrate our shared connection to animals. From virtual events to small outdoor gatherings with masks, we held several safe gatherings with friends last year.





- ▲ During Live @ Lunch with Kittens, Foster Coordinators Rose Bahamonde and Crystal Manning share the ins and outs of kitten care.
- We brought kittens directly to you with our first-ever Virtual Kitten Shower.

Attend the Kitten Shower







▲ NBC Bay Area News Anchor Laura Garcia broadcasts live from the Palo Alto shelter for the network's annual Clear the Shelters event last August.



▲ Members of the Palo Alto High School Track & Field Team, led by teammate Neel Fulton, organized the Run to the Clear the Shelters. a virtual 5K that raised \$4,000 for Pets In Need.













■ We think you are the bee's knees, the cat's meow and the top dog, and we threw a virtual gratitude event in April to prove it.





DONOR PROFILE DONOR PROFILE

TERESA BABB KOREK AND BRIAN KOREK

For the Korek family, supporting Pets In Need has become a tradition.

It started with the family's matriarch, Ina, in the 1980s, A serious animallover, Ina began supporting Pets In Need with in-kind donations of towels, to bond with and blankets and other supplies that were used for animal care. Later Ina and her husband, Michael, began donating to Pets In Need through the Michael and Ina Korek Family Foundation.

Ina passed away in 2005 and Michael in 2012, and their son Brian, and his wife Teresa, took over the Foundation.

One of their first acts was to dedicate a space at Pets In Need's Redwood City shelter in memory of Ina. Today, you will find a plaque that reads "In Memory of Ina Korek," hanging in the cat section of the shelter and a dedicated cat room in her honor. Hundreds of cats pass through the wing each year, waiting patiently for a home.

"We really wanted to keep Ina's memory, and her love of animals, alive," Teresa said.

Teresa, too, has felt a deep love and respect for all animals since childhood. She has a special affinity for cats and also adores dogs, and wanted to get more deeply involved with Pets In Need. When Pets In Need issued a call for volunteers in 2019, just as the organization was poised to begin operating the Palo Alto Animal Shelter, Teresa jumped at the opportunity. There were a lot of dog volunteers at the time, so she took shifts that allowed her socialize cats.

"I went where they needed me most," Teresa said, "Now I'm at the shelter three days per week and most days it's hard for me to leave at the end of my shift."

She especially enjoys working with shy cats,

because they stand the most to gain. Shy cats tend to take the longest to get adopted so helping them come out of their shell gets them one step closer to finding their forever home.

Teresa's husband Brian jokes that if Teresa adopted every animal she bonded with, their home would be filled with cats. Of course, she doesn't see a problem with that!

For now, 19-year-old Jellybean, who was Ina's cat, has the run of their home.



▲ Teresa Babb Korek and her husband, Brian, regularly donate to Pets In Need. Teresa is also a dedicated volunteer at the Palo Alto shelter

ELAINE HAHN

"Pets In Need puts animals first," said Elaine Hahn, explaining why she and her family choose to support the organization.

"They offer a professional, compassionate model for how animals can be treated," Elaine said. "And they set an example for our community and beyond."

Elaine and her family always had shelter pets and always appreciated the work of animal shelters.

However, she first learned of Pets In Need after the nonprofit began operating the public shelter for the City of Palo Alto in 2019.

In her view, it was a necessary arrangement for the community and a step in the right direction.

"Pets In Need really did some things to make the Palo Alto shelter more welcoming to animals," Elaine said. "I was glad to learn they were in our community."

Last year, when COVID-19 struck, Elaine was moved by how Pets In Need responded to the crisis, including the effort to move approximately 150 animals out of the shelter and into loving homes.

"I was so impressed with how the staff at Pets In Need was able to find foster homes for all those animals," Elaine said.

Elaine also recognized the challenges the pandemic created for non-profits like PIN that count on individual giving.

"Our family has been given great gifts, and we feel there is a responsibility that comes with that," she said. "The world needs everybody to be kind, and supporting an animal shelter like Pets In Need is part of kindness."



▲ Animal lover Elaine Hahn donates to Pets In Need in part because she feels a sense of responsibility to give back to her community.

THANK YOU TO **OUR DONORS**

\$10,000 & Above

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PETS IN NEED INTRODUCES LEGACY SOCIETY

We launched the Legacy Society last year to recognize the people who are investing in future generations of atrisk animals by including Pets In Need in their estate plan.

Members of the Legacy Society receive a number of benefits, including an invitation to Pets In Need's annual members luncheon and a logo gift. Legacy Society members are also automatically enrolled in the PIN Guardian Program, which allows us to care for your pet(s) in the event of your passing.



Pets In Need has consistently earned a four-star rating by Charity Navigator, and our medical operation is accredited by the American Animal Hospital Association, a distinction given to fewer than 15 percent of veterinary clinics in the United States.

To learn more about the Legacy Society, visit www.petsinneed.org/ plannedgiving or contact Jacqueline Stewart, 650-429-8971.



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23

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Prescilla Young

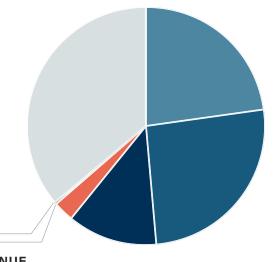
Konstantin Yurin

Charles Yutk

Flizabeth Turk and

Helen and Hisano Yoshii

FY 2021 FINANCIALS

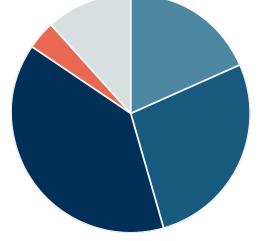


REVENUE Contributions: \$1,596,274 Bequests: \$1,779,808 Animal care and other fees: \$846,516 Adoption fees: \$190,640 Other revenue: \$29,081 Merchandise sales: \$4,542

\$2,488,468 Investment income:

TOTAL REVENUE WITHOUT INVESTEMENTS: \$4,446,861

TOTAL REVENUE WITH INVESTMENTS:



EXPENSES

Program services:

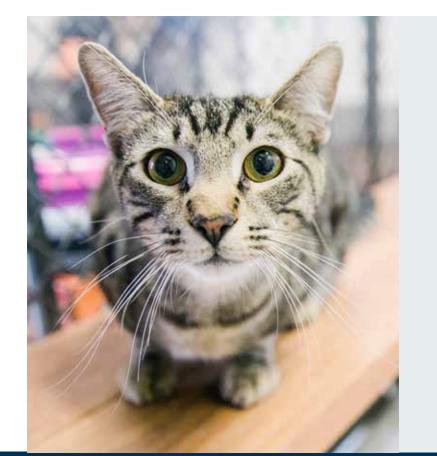
Program services total:		\$6,088,068
	Medical:	\$2,808,703
	Animal care/rescue:	\$1,942,625
	Adoptions:	\$1,336,740

Support services:

Management and general:	\$279,844
Fundraising:	\$829,070

Support services total:

TOTAL EXPENSES: \$7,196,982



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\$6,935,329

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Cindy Tong

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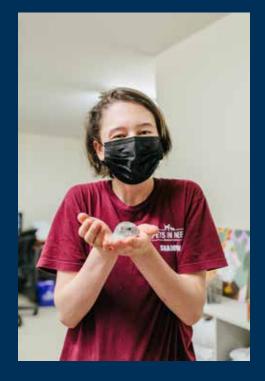
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Palo Alto Animal Shelter

3281 E. Bayshore Road Palo Alto, CA 94303

Redwood City Animal Shelter 871 5th Avenue Redwood City, CA 94063

petsinneed.org





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