

PAWS NY

ANNUAL REPORT

FISCAL YEAR 2022



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Suite 802
New York, NY

www.pawsny.org

@pawsny

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and Board Chair

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**“SKY IS BASICALLY
MY SAVIOR IN LIFE.
HE’S MY BEST FRIEND.”**

PAWS NY Client

LETTER FROM THE EXECUTIVE DIRECTOR & BOARD CHAIR

PAWS NY | 02



Dear Friends of PAWS NY,

We consistently appreciate the support and dedication of the amazing PAWS NY community. Your steadfast commitment to our work has helped us to successfully navigate the turmoil brought on by the COVID-19 pandemic. It is inspiring to work alongside you as we strive to help people and their beloved animal companions remain together as families.

The highlight of the year was the reopening of our Housecall Program, which had been suspended for 18 months. This phased reopening of our cornerstone program began in September 2021, and we implemented new protocols to ensure the safety of all our clients and volunteers. Our team worked diligently throughout the year to bring PAWS NY and our fantastic volunteers back into the homes of those we serve. We are so proud of our staff, clients, and volunteers for helping to ensure this challenging implementation was such a success.

Another accomplishment was the return to an in-person Spring Benefit. We are thrilled to have had the opportunity to come together in person with friends for the first time in more than three years. As we celebrated together with the beautiful NYC skyline as our backdrop, PAWS NY experienced a record-breaking fundraising event, helping us continue to serve New Yorkers and their pets as we move into 2023 and beyond.

On behalf of all of us at PAWS NY, we thank each and every one of you for your support and partnership. None of our work would be possible without you and our incredible network, and we are proud of all that has been achieved. You inspire us every day!

Thank you,

A handwritten signature in cursive script that reads "Rachel Herman".

Rachel Herman, Founder & Executive Director

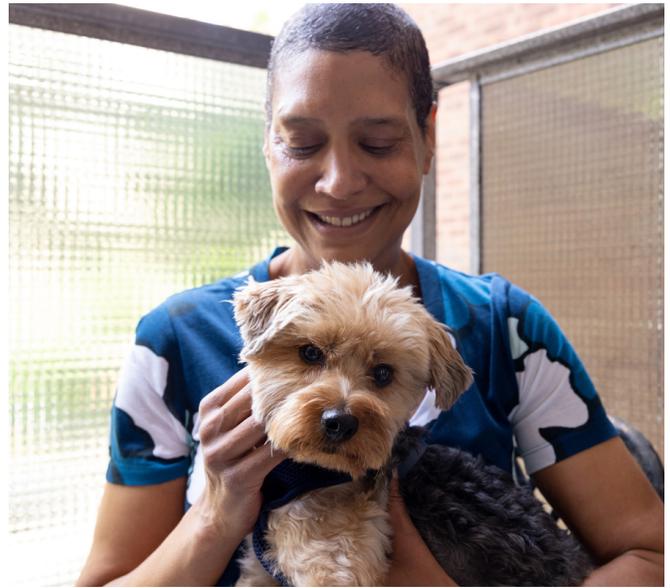
A handwritten signature in cursive script that reads "Garry M. Buff".

Garry Buff, Board Chair

HOUSECALL PROGRAM

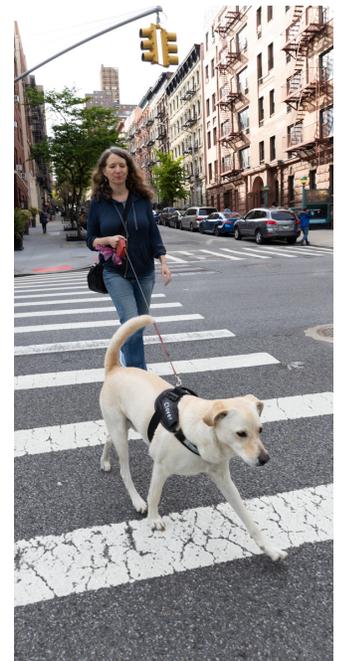
After 18 months of suspended services, **PAWS NY fully resumed its Housecall Program in September 2021**, with enhanced safety protocols in place. Clients were thrilled to have regular volunteer visits again, and the hundreds of volunteers that were trained virtually during 2020 and 2021 were excited to connect with New Yorkers and pets in need.

Long-time volunteer Cammy had just started working with Luis and Lucius, his beagle / basset hound mix, when the pandemic hit. But the two stayed in touch during the months off with phone calls. **"For everybody it was such a rough time,"** Cammy said. "We were all alone and feeling isolated, so I was glad to keep that connection going." As the Housecall Program reopened, she immediately signed up for her regular Friday morning shift walking Lucius.



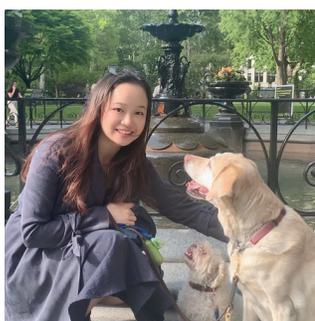
"My life is so much richer because I can carve out a little piece of time to help somebody out, and it feels awesome for all of us." - Cammy

But reopening this program came with its own challenges. All clients and volunteers were required to be fully vaccinated, and the PAWS NY Program Team worked tirelessly to collect that information from every individual, plus **communicate and implement new safety protocols** across the board. In addition to reuniting volunteers with their clients from before the pandemic, PAWS NY made new introductions as well, incorporating the hundreds of new volunteers who were trained during the suspension. And of course, spikes in COVID-19 cases continued to impact the work of PAWS NY, as volunteers would scramble to fill in when others caught the virus and needed to quarantine.



In addition to re-starting visits with clients who were already part of PAWS back in March 2020, the team also worked through a **waitlist of new clients** who reached out to request services during the pause of the Housecall Program. The Program Team ramped up its onboarding process with phone and home intakes, and PAWS NY continues to **prioritize expansion into the outer boroughs**, through new partnerships and focused outreach in Brooklyn, Queens, the Bronx, and Staten Island. This is a priority for the Housecall Program, as PAWS NY works to better reflect New York City overall. By the end of the fiscal year, the PAWS NY Housecall Program has grown, and volunteers are **making upwards of 250 weekly visits** to our clients and their pets.

PAWS NY is immensely grateful to our fantastic volunteers, who are consistently understanding and dedicated through all the ups and downs, and to our resilient clients who are patient and always shower their furry companions with love. The organization will continue to focus on its core Housecall Program and bring these much-needed services to New Yorkers and their pets in all five boroughs of NYC.



COVID-19 SAFETY PROTOCOLS

- Proof of vaccination required for all clients and volunteers
- Support finding appointments for vaccinations and booster shots for PAWS NY clients
- Volunteers find coverage for shifts if exposed to or test positive for COVID-19
- PPE available to all clients and volunteers as needed

VOLUNTEER SPOTLIGHT: TIM KIRK

PAWS NY | 05

When Tim first started volunteering with Richard and Bella in July of 2019, Bella was very protective of her guardian and would only walk as far as the end of the block during his weekly visits. But Tim stayed consistent—and got advice from Bella’s other volunteers—and eventually she opened up and they started taking longer and longer walks together in the park. Now both she and Richard rely on Tim—and their team of dedicated PAWS volunteers—for ongoing support.

“The pandemic was hard,” Tim recently told PAWS NY. “Stopping my visits in March 2020 was quite difficult. I would call to check in, and both Richard and Bella seemed isolated and depressed.” Everyone was thrilled when they were able to resume regular visits—in masks and with safety precautions in place.



“I’m grateful for the opportunity to spend time with both of them each week.”

Tim has loved animals since he was a kid, and he and his wife currently have two pets: 12-year-old French bulldog Lillie and 10-year-old cat Oliver. But that’s not the only reason that PAWS NY’s work resonates with him. A scholar and researcher in healthcare, Tim is a professor at the City University of New York and works with a hospice organization that occasionally refers patients to PAWS NY, which is how he first heard about the organization.

“We had one patient who was adamant about remaining in her apartment until she died so that she did not have to leave her cat,” he said. “The social worker called PAWS, and the volunteers helped her do exactly that. That was so meaningful and when I decided to do some volunteer work, I knew it would be with PAWS NY.”

As a volunteer, Tim not only walks Bella once a week, but also helps with her medication and food, checks in on Richard and Bella during weather emergencies, and helps with vet transport whenever Bella has an appointment. “I think I’m making a positive impact on Bella’s and Richard’s lives, and working with them makes a positive impact on my life,” he said. “It’s that simple.”

ADDITIONAL SERVICES AND NEW PROGRAMS

Throughout the pandemic, PAWS NY was always able to provide its additional services, including the Pet Pantry, Veterinary Care, and Foster & Emergency Care programs. During this fiscal year, PAWS NY donated 7,340 pounds of pet food and supplies to our clients, worth a retail value of \$20,309, and with support from our amazing veterinary partners, coordinated 96 vet visits, with a retail value of \$29,909.



The organization is always looking for ways to expand its offerings to meet the needs of New Yorkers, and one way PAWS NY has done so is through its **"Preserving Families in Times of Crisis"** program. Launched in September 2021, this is a collaboration with **Animal Haven and Search and Care**, which is funded by a three-year \$400,000 grant from **PetSmart Charities**.

Preserving Families aims to preserve the human-animal bond by not only offering emergency pet care support when New Yorkers are hospitalized, but also engaging healthcare institutions and community-based programs to encourage people to plan for emergencies with their pets in mind. Through the Preserving Families and its traditional Foster Care program, **PAWS NY managed 2,234 days of Foster Care for 27 pets and their 23 guardians**—more than double the number of foster care cases in the previous year—including Papi, Precious, and Noelle (pictured).

"When pet parents are injured or ill and in need of care themselves, ensuring their precious pets are cared for is critical to their own healing," said Kate Atema, Director of Community Grants and Initiatives at PetSmart Charities. "For senior citizens especially, their pets are often a sole source of companionship. The peace of mind they gain knowing their pets will be provided for and returned when they have recovered is priceless. **We're grateful for this innovative, collaborative program PAWS offered to the people and pets of New York, and we're proud to support their critical, compassionate work.**"

It's been one full year since the start of the Preserving Families in Times of Crisis program, and PAWS NY, Animal Haven, Search and Care, and PetSmart Charities have **supported 479 people and 523 pets through the program**. This work not only includes providing Foster and Emergency Care to New Yorkers in need, but also outreach to healthcare and community partners who can join us in this work and conversations around emergency planning for pets. As we continue to learn more about the needs of New Yorkers and their pets, we can't wait to see how this program evolves in the next two years.

FUNDRAISING

The big fundraising story of this fiscal year was the return of the in-person PAWS NY Spring Benefit!

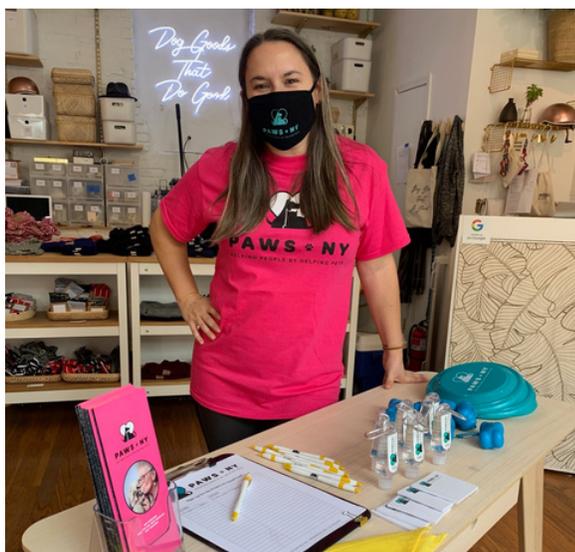
More than **130 people** came together on Monday, May 23, 2022, at the **Monarch Rooftop** in Midtown Manhattan to celebrate and raise funds and awareness for people and pets in need. PAWS NY raised approximately **\$60,500** through ticket sales, donations, and a silent auction, and guests enjoyed an open bar, hors d'oeuvres, and the beautiful city skyline all evening.

Lucas Hunt of Hunt Auctioneers hosted the event, while **PAWS NY Board Chair Garry Buff** took to the stage to recognize the event's honorees: **The Irving and Phyllis Millstein Foundation for Animal Welfare, Citymeals on Wheels, and PAWS volunteer Amy Schrauf**. At that time, PAWS NY shared a video, filmed by Levi Barrie and produced by Blonde & Co., featuring its resilient clients, who the organization honors and supports every day.

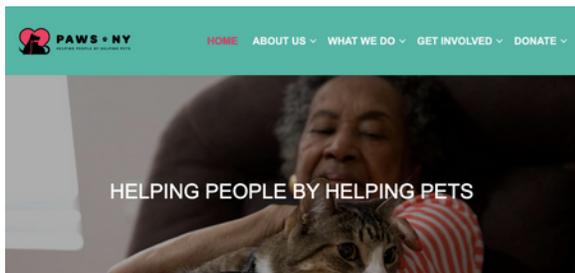
The Spring Benefit wasn't the only fundraising success of the year! After initially being accepted as a charity partner in 2020, PAWS NY was happy to finally cheer on a team of runners in the **2021 TCS New York City Marathon!** We had 11 runners fundraise and run on our behalf, raising nearly \$34,000. Then in March, the **2022 United Airlines NYC Half** also took place after a few years off, and PAWS NY had an amazing team of 17 who raised nearly \$20,000.

With these exciting fundraising events and all our individual donors and monthly donors, PAWS NY is growing and can't wait to see what next year's events hold!





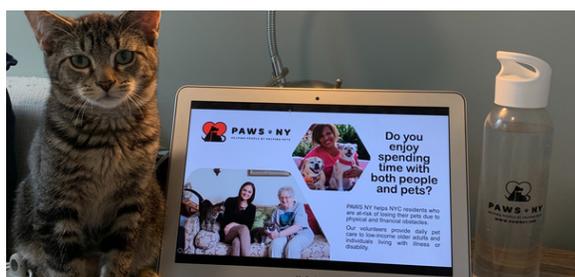
In a year filled with hybrid interactions, PAWS NY's community outreach was right on trend—with both digital and in-person outreach work. In October 2021, the organization debuted a brand-new **website**, thanks to support from 48in48, a nonprofit that connects skilled marketing and technology professionals with organizations in a hackathon-style website redesign process. Since debuting the new website, site traffic has increased, and PAWS NY incorporated several accessibility elements as well.



Additionally, as the Housecall Program resumed, PAWS NY launched its **"No Paw Left Behind"** digital campaign to re-engage with previous volunteers, get recently trained volunteers to sign up for client shifts, and continue to recruit new volunteers across NYC. Throughout the fiscal year, PAWS NY **trained 859 new volunteers** and **filled approximately 60% of its volunteer shifts**—and those numbers continue to rise.



When it came to in-person events, PAWS NY was thrilled to get back out into the community to connect with potential clients, volunteers, and supporters. The organization talked with the community about pet preparedness at an event with the **NYC Office of Emergency Management** in September; joined in the fun at the grand opening of pet store **Gone to the Dogs** in October; and set up shop at **Petco Industry City**—in addition to numerous virtual presentations and events with local colleges and mutual aid groups.



Moving into the new year, in-person events and activities are again on the rise, and PAWS NY is thrilled to get out in the community in new ways after several years of digital connection.

IMPACT DURING THE FISCAL YEAR 2022 PAWS NY...



01
Helped a total of 229
New Yorkers, including 72
clients & their 91 pets with our
Housecall Program.



02
Trained 859 new volunteers
in all five boroughs of NYC.



03
Donated 7,340 lbs of pet
food & supplies, worth \$20,309.



04
Coordinated 96 veterinary
visits, worth a retail value
of \$29,909.



05
Managed 2,234 days
of Foster Care for 27 pets
and their 23 guardians.

FUNDER SPOTLIGHT: NEW YORK FOUNDATION FOR ELDERCARE



For the past four years, the **New York Foundation for Eldercare (NYFE)** has been a key funder for PAWS NY, donating **more than \$85,000** to the organization. Dedicated to helping older adults enjoy healthier, safer, more productive and dignified lives, NYFE supports the older adult population and Holocaust survivors in New York City.

NYFE was founded in 1966 by Margaret Tietz, a well-known and influential person in the social work field, first in her native Germany and then in the United States after World War II. Known throughout its history as The New York Foundation for Nursing Homes and The Margaret Tietz Center Foundation, it was re-named the New York Foundation for Eldercare in 2007.

Its programs focus on initiatives that educate older adults and improve their quality of life, through specialized medical services, technical support, and direct health care.

NYFE's support of PAWS NY began in **2019** when the Foundation awarded the organization a \$15,000 grant to help with program expansion. Over the years, NYFE's support has allowed PAWS NY to reach more older New Yorkers and help with pet care services—a direct benefit to the people and pets of New York City.

PAWS NY thanks the New York Foundation for Eldercare for its support of the organization and dedication to older New Yorkers!



Bringing care and dignity to older New Yorkers since 1966

FINANCIAL STATEMENT

Statement of Revenue, Expenses, and Change in Fund Net Position

Year Ended June 30, 2022

Support and Revenue

Contributions

Restricted	\$	376,242
Unrestricted		535,024

Nonoperating Revenue

Payroll Protection Program		49,032
Investment Income		232

Total Revenue		960,530
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Expenses

Program Services		526,086
Management and General		64,719
Fundraising		206,364

Total Expenses		797,169
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Change in Total Net Position		163,361
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Total Net Position at Beginning of Year		583,803
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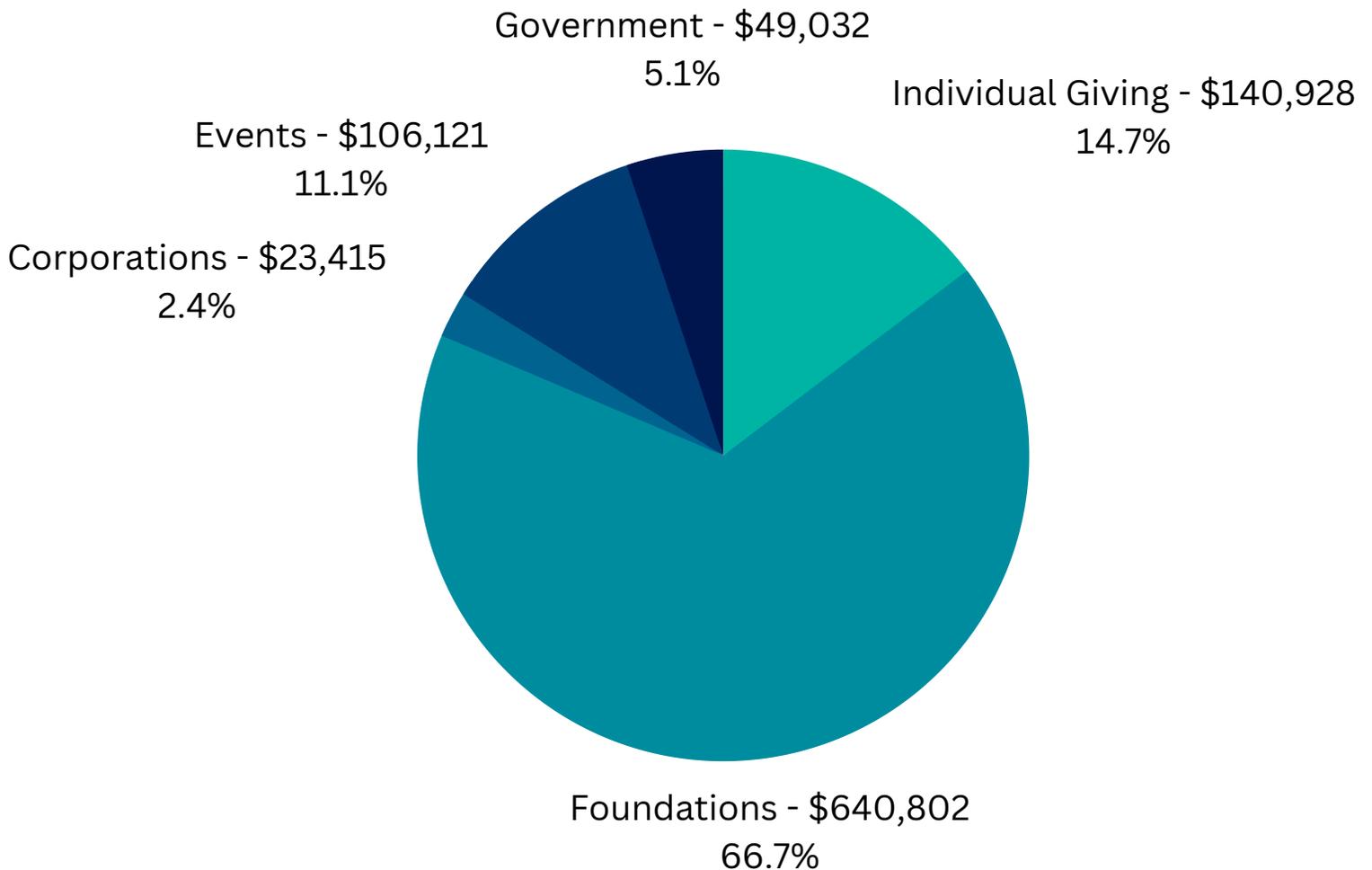
Total Net Position at End of Year	\$	747,164
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FINANCIAL STATEMENT

INCOME BY PERCENTAGE

During the fiscal year, PAWS NY received \$960,298 in donations from various sources, including foundations, individuals, events, and more.



PEOPLE & FUNDING PARTNERS



PAWS NY Staff

Rachel Herman, Founder & Executive Director
Carrie Nydick Finch, LCSW, Deputy Director of Programs & Strategy
Liz Raganella, Senior Program Manager
Kimberly Green, Director of Communications
Victoria Leon, Program Manager

Board of Directors

Garry Buff, Chair
Danielle Mazandi, Vice Chair
JR Hernandez, Treasurer & Founding Board Member
Karin Magnuson, Secretary
Shane Artis
Shari Gold
Minji Kim
Janey Place
Julie Stahl
Andrea Y. Tu, DVM, Chief Medical Advisor

Associate Board

Vincent Valenza, Chair
Robert Valenza
Tara Valenza

Funding Partners*

\$100,000+
PetSmart Charities

\$50,000 to \$99,999
Anna Maria and Stephen Kellen Foundation
The Irving and Phyllis Millstein Foundation for Animal Welfare

\$20,000 to \$49,999
A Kinder World Foundation
ASPCA
Blanche T. Enders Charitable Trust
Isaac H. Tuttle Fund
New York Foundation for Eldercare

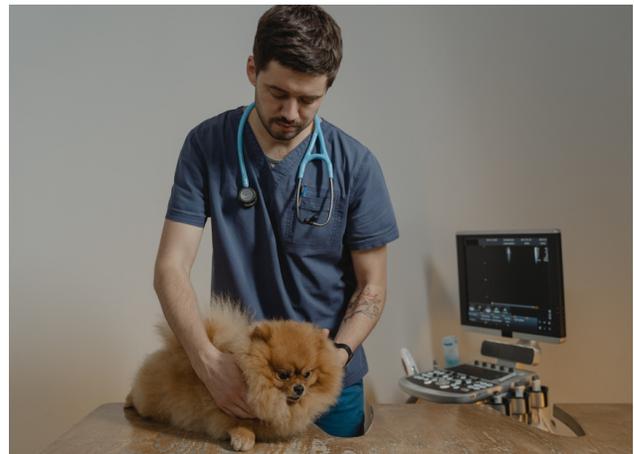
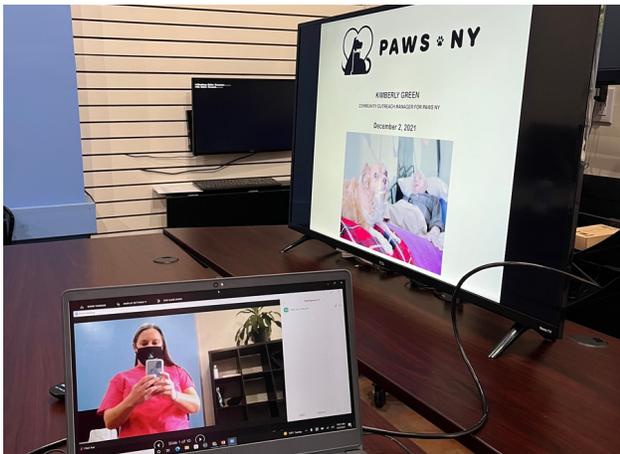
\$10,000 to \$19,999
Jerome M. Cohen Foundation
Lily Auchincloss Foundation
Marta Heflin Foundation
Mary Alice Fortin Foundation
Max and Victoria Dreyfus Foundation
The Richard and Elizabeth Boggio Foundation

\$5,000 to \$9,999
Broadway Cares/Equity Fights AIDS
Marble Collegiate Church
Steedman Family Foundation

\$2,500 to \$4,999
Ayco Charitable Foundation
Edelman
Givslly

*Institutional funders who have given a cumulative \$2,500+ during the fiscal year ending June 30, 2022.

ADDITIONAL PARTNERS*



Programmatic Partners

Actors Fund
Animal Haven
ASPCA
Breaking Ground
Callen Lorde
Carter Burden Network
CIDNY
Citymeals-on-Wheels
Concerts in Motion
CUCS
DOROT
Goddard Riverside
Hartley House
Heights and Hills
Henry Street Settlement
Lenox Hill Neighborhood House
New York Foundation for Seniors
NY Connects Program
NYC Office of Emergency Management
SAGE
Search and Care
SelfHelp
Service Program for Older People (SPOP)
University Settlement
VISIONS
Visiting Nurse Services

Veterinary, Grooming, and Other Pet Service Partners

Animal Medical Center
Best Pet Rx
Chewy
Ciao Bow Wow
City Pets the House Call Vets
City Veterinary Care
Columbus Circle Veterinary Hospital
Court Square Animal Hospital
Downtown Veterinary Medical Hospital
Hello Ralphie
InstaVet
Paws at Peace
PetFlow
The Pet Maven
Riverside Animal Hospital South on W. 79th St.
Riverside Animal Hospital on W. 108th St.
Soho Pet Services
St. Marks Veterinary Hospital
Edelman
Givslly

Community Partners

Beasty Feast
Buffalo Exchange
Gone to the Dogs
PetSmart
Petco

*These companies, organizations, and groups help to raise awareness for PAWS NY, refer clients to our organization, and/or provide us with discounted services.

PAWS NY

THANK YOU!

FISCAL YEAR 2022



www.pawsny.org

Photos Courtesy of David Andracko (Front & Back Cover, Pages 3, 4, 9, 12); Levi Barrie (video still - Page 11), Raghav Batra (Page 7); Emily DeWan (Page 10); Katie Kinsley (Page 2, Rachel), Hyunsoo Yang (Page 7), Sean Zanni / PMC (Page 2, Garry, and Pages 7, 13); Pexels.com (Page 14); and PAWS NY Staff, Volunteers, and Supporters.