# TABLE OF CONTENTS

- Page 2 - Letter from the Executive Director and Board Chair
- Page 3 - PAWS NY Program Updates
- Page 6 - PAWS NY Impact
- Page 7 - Volunteer Spotlight: Khadeja
- Page 8 - Communications and Outreach
- Page 9 - Fundraising and Events
- Page 10 - Funder Spotlight: ASPCA
- Page 11 - Financial Statement
- Page 13 - People and Funding Partners
- Page 14 - Additional Partners

“My PAWS NY family has been so important and helpful to me and Ava Grace! I thank you all so much, from the bottom of my heart! ❤️”

PAWS NY Client Victoria and Ava Grace
Dear Friends,

As the team at PAWS NY reflects on the past year, we are overwhelmed with gratitude for the unwavering support of our generous community. Your commitment to our mission of keeping New Yorkers in need together with their beloved pets has made all the difference. Together, we have truly helped to improve the lives of all we serve. That is why we are pleased to present this year’s Annual Report with a summary of all the impactful initiatives that we were able to provide to the NYC community due to your generosity.

It was a busy year, and for the first time in many years, it felt like a return to normal after the pandemic. Our Housecall Program grew significantly in terms of numbers and outer borough representation, we trained more volunteers than ever before, and we expanded both our internal team and our external communications, among many other achievements. The testimonials we've received from clients are heartwarming and they not only verify the importance of our services, but they also affirm the positive impact that companion animals have on the mental health and overall well-being of their guardians.

From providing essential veterinary care to fostering pets whose guardians are hospitalized, PAWS NY continues to show up every day in support of New Yorkers and their pets—and we couldn't do this without our community of volunteers and supporters.

In the coming year, we will work to achieve even greater success, expanding our reach and deepening our impact. With a continued commitment to inclusivity, our goal is to ensure that anyone who needs our services can access them. As we navigate the challenges of the future, your support will be integral as we continue to preserve the bonds shared between people and their pets.

We hope that you enjoy reading the highlights shared in the following report. Please know that none of this would be possible without the support of this incredible community and we thank you!

With kindness,

Rachel Herman  Garry Buff
Founder & Executive Director  Board Chair
PAWS NY PROGRAM UPDATES

Over the course of the fiscal year, PAWS NY volunteers made a total of 16,200 visits to help New Yorkers and their pets—and the impact has been phenomenal.

The PAWS NY Housecall Program, which is the core offering of the organization, helped 99 people and 128 pets with dog walking, litterbox maintenance, and other pet care needs in Manhattan, Brooklyn, Queens, and the Bronx.

After several years of virtual activities, PAWS NY focused on improving volunteer engagement, hosting a Trivia Night at Boris & Horton in September and its first in-person Volunteer Holiday Party since 2019. Held in a donated space at the Etsy headquarters in Dumbo, Brooklyn, the event brought together volunteers who made gift bags for clients, which they then delivered in person to spread holiday cheer.

“PAWS NY has made such a difference in my life,” said PAWS NY client Teresa.

“My beloved cats, Lola and Gomez, are still part of their family with me, and I have a wonderful volunteer, Mia, who comes in to bring cheer to us all. It has been life-altering for us. Every day is literally lighter and I am not alone.”
PAWS NY continues to expand its reach within the outer boroughs, and in April 2023, hired Elia Rangel as our new part-time Intake Coordinator. Not only does Elia conduct client intakes and onboard new clients and pets, but she is also working on partner cultivation and creative ways to expand PAWS NY’s reach, including connecting with community groups and organizations already working in these areas. Overall in fiscal year 2023, PAWS NY hosted 19 partner meetings and continued with phone and home intakes with clients throughout the year—and we expect those numbers to keep growing during the next fiscal year.

PAWS NY also expanded its connection with the Spanish-speaking community in New York City in several ways, including debuting a Spanish-language info page on the website, producing Spanish postcards with information about our programs and services, and creating a video in Spanish. With the leadership of Bilingual Program Manager Victoria Leon, PAWS NY has been able to support Spanish speakers who need our services through all aspects of the informational and onboarding process, eventually connecting them with volunteers to provide the support they need.
FOSTER & EMERGENCY CARE PROGRAM

The PAWS NY Foster and Emergency Care Program grew by leaps and bounds during the past fiscal year, with PAWS NY coordinating 2,524 days of Foster Care overall for 53 pets. As part of this work, the Preserving Families in Times of Crisis Program, funded by PetSmart Charities, continued to thrive. PAWS NY collaborates with local NYC organizations Search and Care and Animal Haven to not only provide foster and emergency care, but also help older adults plan for emergencies and determine a plan for their pets. Since the launch of the collaboration in August 2021, more than 5,000 days of foster care have been provided, more than 50 pet planning presentations have been made to organizations throughout the community, and more than 2,000 wallet cards that document a pet guardian's emergency contact information have been distributed. We are thrilled to see the impact this collaboration will have in the remaining year of this three-year grant.

As a natural extension of this program, PAWS NY is pleased to share that it is now providing foster and emergency care for pets whose guardians are seeking inpatient substance use treatment. The new Substance Use Recovery Program was developed and soft launched during the fiscal year, including the hiring of Adrianna Ruiz as the part-time Foster Administrator to manage the program. Adrianna has already started outreach to treatment facilities for client sourcing, updated intake forms and other documentation, and developed printed collateral pieces with more information. PAWS NY is excited to see how this program will grow and evolve, allowing us to help keep even more New Yorkers with their pets through thick and thin.

OTHER PROGRAMS

PAWS NY continues to provide pet food and supplies to our clients through our Pet Pantry. Overall, PAWS NY donated 7,061 pounds of pet food and supplies to clients this year, a retail value of $22,000. Plus, we were thrilled to start accepting pet food donations again, after a few years off. For example, our friends at Paul, Weiss, Rifkind, Wharton & Garrison LLP hosted a pet food drive in December, collecting around 150 pounds of food and supplies to be added to the Pet Pantry.

Additionally, PAWS NY provides veterinary care and grooming services to clients, partnering with veterinary offices and groomers across NYC who offer discounted services to our clients. Throughout the fiscal year, PAWS NY coordinated 96 vet visits at a cost of $37,096 (retail value of $43,076). 26 grooming appointments at a cost of $2,533 (retail value of $3,598), and gained eight new pet care partners, including Paws at Peace and URvet Care, among others. We also hosted Instagram Live conversations with two of our partners during the year: Brooklyn’s Animal Loving Care, to discuss pet grooming and wellness, and West Village Vets, who shared advice for Cat Health Month.
PAWS NY HELPED
322 people and 413 pets through our various programs and services

PAWS NY TRAINED
902 new volunteers for a total of 4,657 trained volunteers

PAWS NY VOLUNTEERS
made a total of 16,200 visits to help clients & pets during the year

PAWS NY PROVIDED
2,524 days of foster care for 53 pets

PAWS NY DONATED
7,061 pounds of pet food and supplies to our clients and pets

PAWS NY COORDINATED
96 vet visits at a cost of $37,096, for a retail value of $43,076
VOLUNTEER SPOTLIGHT: KHADEJA

In many ways, Khadeja (she/her) is your typical college student. A junior at John Jay College of Criminal Justice CUNY, she can often be found in class, studying for the LSAT, or watching her favorite shows: *The Office* or *Gilmore Girls*. Plus, she really loves pizza! But Khadeja also spends time each week volunteering for PAWS NY, where she helps care for several pets in Manhattan.

Khadeja signed up to become a PAWS NY volunteer in May 2022, after reading about PAWS NY in an article about loneliness during the pandemic. She loves animals, but can’t have any in her apartment, and she has been volunteering with the organization since that time.

“I’ve always loved caring for animals, and I knew PAWS NY would be a great place to volunteer, where I could contribute to the community and their furry friends,” Khadeja said. “There are many resources to assist the elderly, but there aren’t many that will tend to their pets. Pets are great companions, and it is important that they are cared for just the same.”

As a volunteer, Khadeja helps care for two cats named Barnum and Bailey, as well as a Rat Terrier named Bruno (pictured with Khadeja above). She’ll take Bruno out for walks along the Hudson River and help clean and refill the litterbox for the two cats.

“I remember my first day volunteering with PAWS; I was both excited and nervous.” Khadeja said. “I remember vividly how excited Bruno was on our first day meeting each other: his tail was wagging, and he jumped up to meet me. Immediately all my nerves went away, and I knew it was a great match!”

Plus, she added, it’s been a great experience to get to know the human clients as well. Bruno and his guardian John are always so welcoming when she picks up Bruno for his walks. And after cleaning the litterbox for Barnum and Bailey, “I have fun chats with Carol while we watch the kitties chase each other.”

Khadeja has enjoyed seeing PAWS NY continue to grow and change as we emerged from the pandemic and one of her favorite memories was the Volunteer Holiday Party in December 2022—the first time PAWS NY hosted the Holiday Party in person since 2019.

“All the volunteers got together and made gift baggies for our clients and their pets. It was an amazing night filled with fun and laughter,” she said. “What was also special about that night was the commitment we had to curating the perfect gifts to bring some joy to our clients.”

Thanks to Khadeja for her commitment as a PAWS NY volunteer and for bringing joy to Bruno and John, and Barnum, Bailey, and Carol each week!
COMMUNICATIONS AND OUTREACH

PAWS NY ramped up its in-person outreach efforts during the year, participating in 16 events in Manhattan, Brooklyn, Queens, and the Bronx. PAWS NY was at the Petzey Wellness Fair at the South Street Seaport, a Dog Costume Contest in the Bronx, a Pride event in Long Island City, and several Volunteer Service Fairs at local colleges, among other events.

When it comes to digital outreach, PAWS NY continues to connect with supporters via social media and online channels. We hosted several Instagram Live conversations this year, with partners including online accessibility company accessiBe, programmatic partners Search and Care and West Village Vets, and several of our dedicated volunteers.

We also produced several exciting video projects this year, most notably The Bridge, an animated short created by Klick Health that highlights the power of the human-animal bond. Released in January 2023, the film was featured in numerous media outlets, including Animation Magazine, PRWeek, Animation World Network, Adweek, Shots, and Fox News, and it also won numerous industry awards, including Silver and Bronze at the Cannes Lions International Festival of Creativity, a Webby Award for General Video / Health & Wellness, and a Grand Clio Health Award, among others.

Beyond the press coverage that PAWS NY received related to The Bridge, the organization had several one-of-a-kind features, including an interview with PAWS NY client Dawn and her volunteer Grace on PIX11 News; a piece about the Preserving Families in Times of Crisis Program on All for Animals TV / 1010WINS; an interview about pets and health for Bottom Line Health newsletter; a segment all about the organization airing on Fuji TV in Japan and online; and several podcast conversations, such as VolunteerMatch’s Time + Talent Podcast and Dog Save the People.

Overall, PAWS NY loves connecting with animal lovers all across the city to find new volunteers and ensure that anyone who needs our services knows about the organization.
FUNDRAISING AND EVENTS

In-person events continued to thrive during this past year, with the **PAWS NY Barks & Blooms Benefit** once again taking place at the Monarch Rooftop in Midtown Manhattan. More than 133 people came together on Tuesday, April 25, 2023, to celebrate and raise funds and awareness for people and pets in need, while enjoying an open bar, hors d’oeuvres, and the beautiful city skyline.

The 2023 Barks & Blooms Benefit was sponsored by PetPlate and hosted by Lucas Hunt of Hunt Auctioneers, and the event recognized two incredible honorees: longtime partner the **American Society for the Prevention of Cruelty to Animals (ASPCA)** and volunteer **Cammy Hickman**. PAWS NY also shared a video featuring client Ruth, who turned 102 a month before the event, and her volunteer Alix Sobler, which was filmed by Levi Barrie and edited by Blonde & Co.

**Overall, PAWS NY raised more than $168,000 throughout the evening!**

In addition to the Benefit, PAWS NY coordinated several smaller fundraisers during the year, including a **Trivia Night at dog-friendly cafe Boris & Horton**, hosted by Puppy Bowl Referee Dan Schachner, and selling tickets to a **New York Mets game**!

Once again, PAWS NY was an Official Charity Partner for both the **TCS New York City Marathon** and the **United Airlines NYC Half**, coordinating two teams that raised a total of $98,338 for PAWS NY. We look forward to growing our participation in these iconic New York City events and raising even more money through Barks & Blooms and all our fundraisers in the future!
FUNDER SPOTLIGHT: ASPCA

The American Society for the Prevention of Cruelty to Animals (ASPCA®) has been a long-time partner of PAWS NY, providing both programmatic support and funding for more than a decade. Throughout our partnership, we collaboratively work with their Community Engagement team, and we refer clients to each other. Additionally, the ASPCA has donated nearly $350,000 to PAWS NY over the years.

While being recognized as an honoree at the 2023 Barks & Blooms Benefit this past April, the ASPCA presented PAWS NY with an unrestricted $100,000 grant. These funds will be used to provide critical services to people and pets in need across New York City.

Founded in New York City in 1866, the ASPCA was the first animal welfare organization to be established in North America and today serves as the nation’s leading voice for vulnerable and victimized animals. As a 501(c)(3) not-for-profit corporation with more than two million supporters nationwide, the ASPCA is committed to preventing cruelty to dogs, cats, equines, and farm animals throughout the United States. The ASPCA assists animals in need through on-the-ground disaster and cruelty interventions, behavioral rehabilitation, animal placement, legal and legislative advocacy, and the advancement of the sheltering and veterinary community through research, training, and resources.

PAWS NY graciously thanks the ASPCA for its ongoing support and its dedication to preventing animal cruelty. We look forward to continuing our work with the ASPCA for years to come!
# Financial Statement

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

*Year Ended June 30, 2023*

### Support and Revenue

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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<tr>
<td>Contributions</td>
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<tr>
<td>Restricted</td>
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<tr>
<td>Unrestricted</td>
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<tr>
<td>Nonoperating Revenue</td>
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<td>Payroll Protection Program</td>
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<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>988,745</strong></td>
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### Expenses

<table>
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<td>Program Services</td>
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<tr>
<td>Fundraising</td>
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<td><strong>Total Expenses</strong></td>
<td><strong>765,746</strong></td>
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<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Change in Total Net Position</td>
<td>222,999</td>
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<table>
<thead>
<tr>
<th>Description</th>
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<tbody>
<tr>
<td>Total Net Position at Beginning of Year</td>
<td>747,164</td>
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<tr>
<td>Total Net Position at End of Year</td>
<td>$970,163</td>
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</table>
During the fiscal year, PAWS NY received $988,745 in revenue from various sources, including foundations, individuals, events, and more.
PEOPLE AND INSTITUTIONAL 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
Simone Foster-Bey, Individual Giving Manager
Elia Rangel, Intake Coordinator
Adrianna Ruiz, Foster Administrator

BOARD OF DIRECTORS

Garry Buff, Chair
Danielle Mazandi, Vice Chair
JR Hernandez, Treasurer & Founding Board Member
Karin Magnuson, Secretary
Shane Artis
Shari Gold
Rachel Herman
Minji Kim
Janey Place
Julie Stahl

ADVISORS

Andrea Y. Tu, DVM
Chief Medical Advisor
AnaYelsi R. Velasco-Sanchez
AVS Consulting LLC
Amy Brown White
Educator/Consultant

ASSOCIATE BOARD

Vincent Valenza, Chair
Robert Valenza
Tara Valenza

INSTITUTIONAL FUNDING PARTNERS**

$100,000+
ASPCA
PetSmart Charities

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

$20,000 to $49,999
A Kinder World Foundation
Florence V. Burden Foundation
Isaac H. Tuttle Fund
Lily Auchincloss Foundation
New York Foundation for Eldercare
Slomo and Cindy Silvian Foundation

$10,000 to $19,999
Broadway Cares / Equity Fights Aids
Credit Suisse
Jerome M. Cohen Foundation
Marta Heflin Foundation
Max and Victoria Dreyfus Foundation
PetPlate
Mary Alice Fortin Foundation

$5,000 to $9,999
Ayco Charitable Foundation
Bloomberg LP
Michele and Agnese Cestone Foundation
Pets for the Elderly

$2,500 to $4,999
The Fan Fox and Leslie R. Samuels Foundation
Gone to the Dogs
Marble Collegiate Church

*Individuals listed were a part of PAWS NY as of June 30, 2023.
**Institutional funders who have given a cumulative $2,500+ during the fiscal year ending June 30, 2023.
**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 Loving Care  
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  
The Pet Maven  
Riverside Animal Hospital South on W. 79th Street  
Riverside Animal Hospital on W. 108th Street  
Soho Pet Services  
St. Marks Veterinary Hospital

**COMMUNITY PARTNERS**

Beesty 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.*
THANK YOU FROM ALL OF US AT PAWS NY!