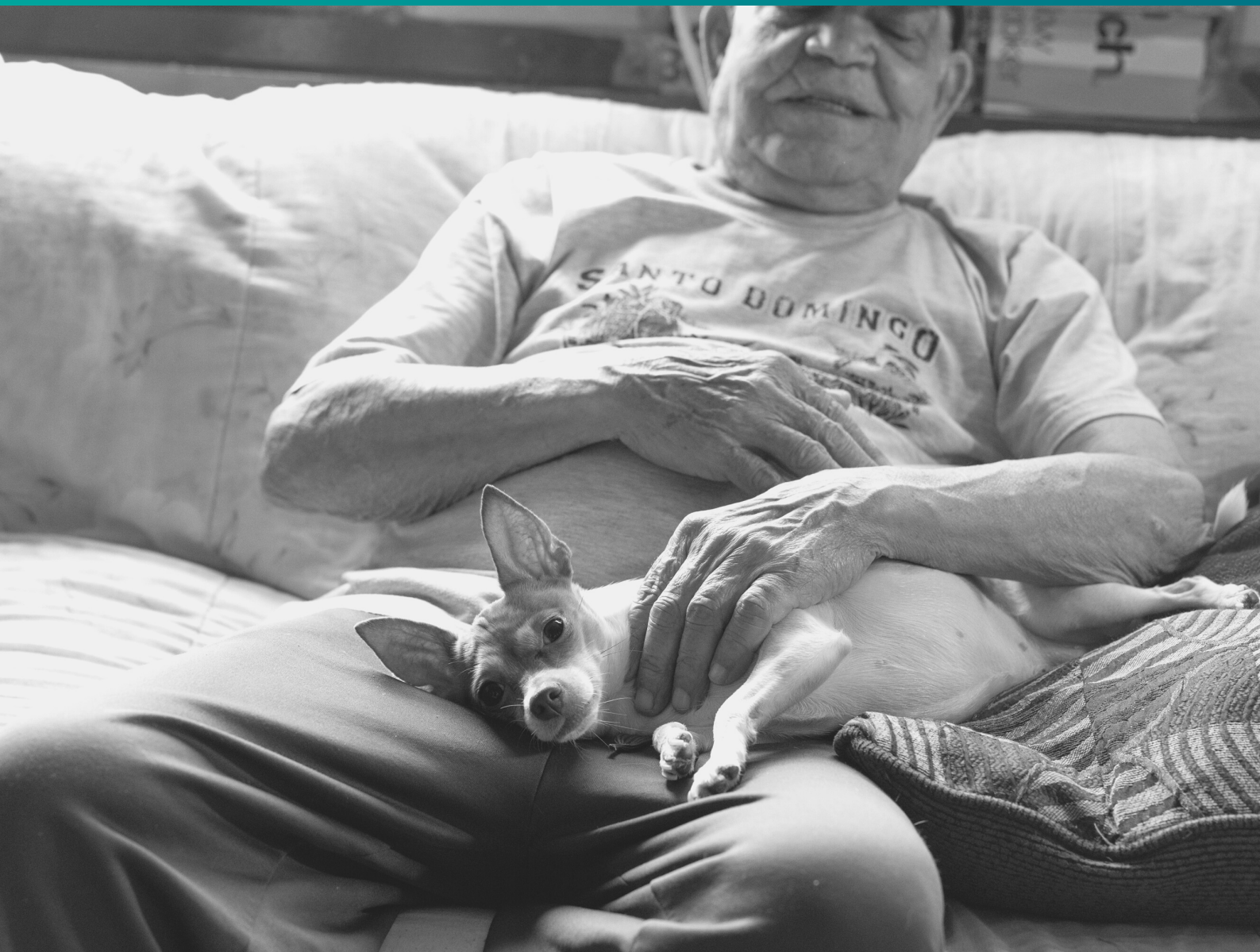


FISCAL YEAR 2023

PAWS NY ANNUAL REPORT



PAWS NY | 134 WEST 29TH STREET, SUITE 802 | NY, NY 10001
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“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



LETTER FROM OUR EXECUTIVE DIRECTOR AND BOARD CHAIR

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

Rachel Herman
Founder & Executive Director

Garry M. Buff

Garry Buff
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.

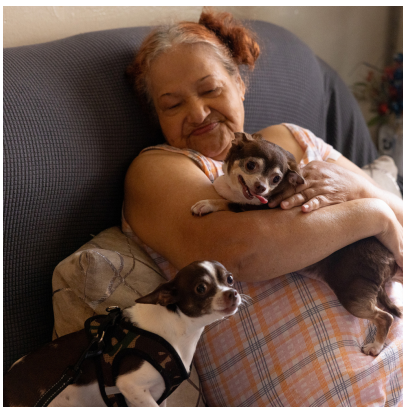
“My beloved cats, Lola and Gomez, are still part of their family with me, and I have a wonderful volunteer, Mia, who comes in to bring cheer to us all. It has been life-altering for us. Every day is literally lighter and I am not alone.”



ONGOING EXPANSION

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 IMPACT

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



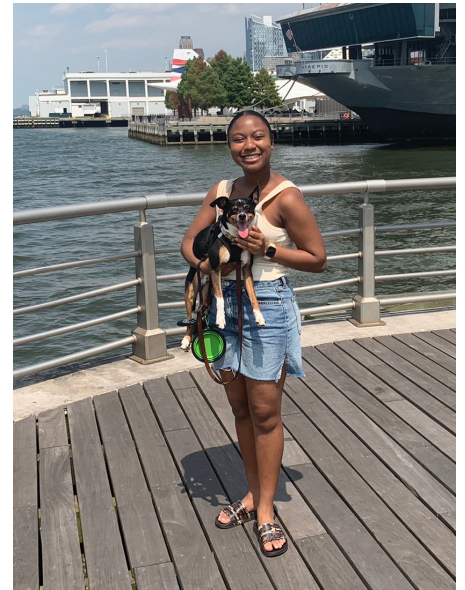
PAWS NY COORDINATED

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.



(L to R) Rachel Herman (Executive Director), Ana Hernandez (ASPCA), Erin Earley (ASPCA), Cammy Hicks (Honored Volunteer), and Garry Buff (Board Chair) at the Barks & Blooms Benefit | Photo: Sylvain Gaboury / PMC

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

Contributions

Restricted	\$	391,000
Unrestricted		580,846

Nonoperating Revenue

Payroll Protection Program		0
Investment Income		16,899

Total Revenue		988,745
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Expenses

Program Services		500,541
Management and General		99,696
Fundraising		165,509

Total Expenses		765,746
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Change in Total Net Position		222,999
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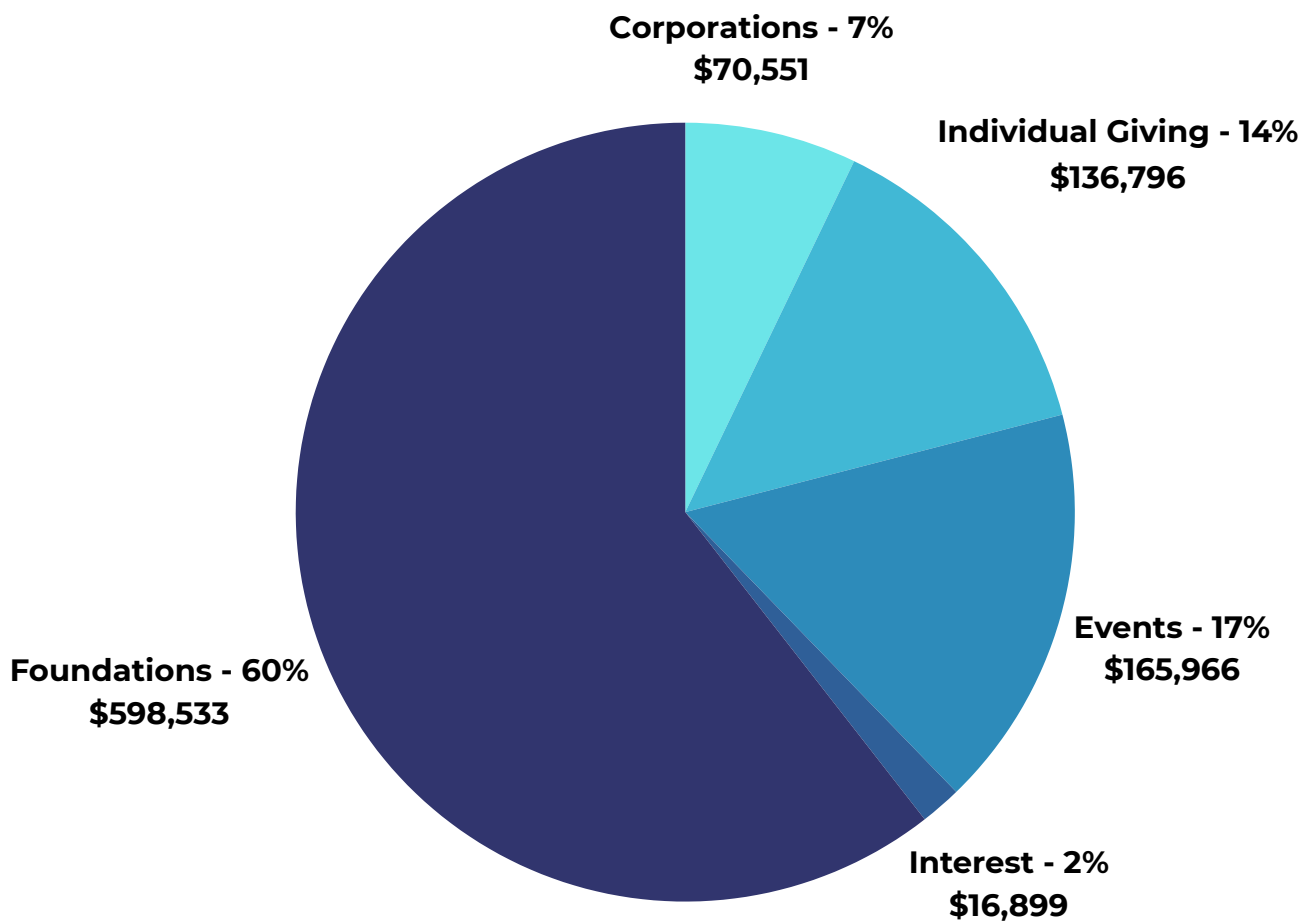
Total Net Position at Beginning of Year		747,164
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Total Net Position at End of Year	\$	970,163
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INCOME BY PERCENTAGE

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

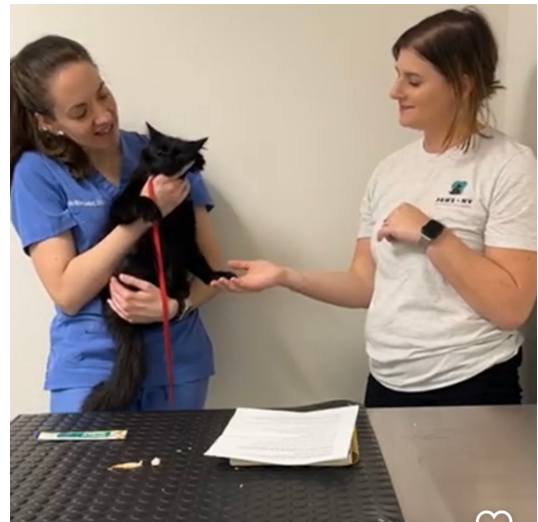


VETERINARY, GROOMING AND OTHER PET SERVICE PARTNERS

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

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.

THANK YOU FROM ALL OF US AT PAWS NY!



Photos Courtesy of David Andrako: Front Cover, Pages 1, 4 (all but bottom right), 11, and 12; Levi Barrie: video still on Back Cover; Raghav Batra: Pages 9 and 13 (top); Sylvain Gaboury / PMC: Pages 2, 10, and 13 (bottom); Corey Sipkin: Page 3 (right); and PAWS NY Staff, Volunteers, and Supporters.

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