

FISCAL YEAR 2024

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# PAWS NY ANNUAL REPORT



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***“PAWS NY has been so important and helpful to me and Jack! Thank you all so much, from the bottom of my heart! ❤️ ”***

PAWS NY Client Isabel and Jack, pictured with volunteer Molly



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# LETTER FROM OUR EXECUTIVE DIRECTOR AND BOARD CHAIR

Dear Friends,

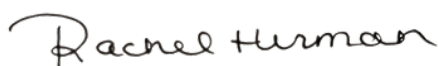
As we reflect on the past year, **we are deeply thankful for the incredible support from our community.** Your dedication to our mission of helping New Yorkers stay with their pets has made a profound impact. **Together, we have enhanced the lives of so many.** We're excited to share highlights in Fiscal Year 2024's Annual Report, showcasing the initiatives made possible through your generosity.

Our Housecall Program flourished with a remarkable increase in impact, especially in the outer boroughs. We welcomed many new volunteers and clients, and we are thrilled to have reached a great milestone last winter: we trained our 5,000th volunteer! Heartfelt testimonials from clients underscore the significance of this program and the bond between people and their pets; they also reveal the importance of **the unexpected friendships that form between our clients and volunteers, bringing so much joy and companionship to all.**

In addition, we began expanding in exciting ways this past year. We launched monthly pet food distribution events, providing essential pet food and supplies to New Yorkers in need. We also saw significant growth in our Foster and Emergency Care Program, particularly with support for pets whose guardians are entering inpatient treatment for substance use disorder. Our programs ensure these **animal companions receive care while their guardians focus on recovery.** We also provided record-breaking support for veterinary care, ensuring animals had access to the life-saving treatment they needed.

As we look ahead, we are committed to deepening our impact and bringing our programs to more New Yorkers in need. Your ongoing support will be crucial as **we work to preserve the invaluable connections shared between people and their pets.** We hope you enjoy the highlights in this report; please know that none of this would be possible without your incredible support. From all of us at PAWS NY, we thank you!

With gratitude,



Rachel Herman  
Founder & Executive Director



Garry Buff  
Board Chair





## PAWS NY PROGRAM UPDATES

Throughout Fiscal Year 2024, PAWS NY facilitated **more than 20,000 visits** through our Housecall Program to help New Yorkers and their pets - a **35% increase over last year**. Volunteers assisted with dog walking, litterbox maintenance, and other pet care needs throughout the five boroughs.

To celebrate a milestone achievement of reaching **5,000 trained volunteers**, PAWS NY hosted an in-person party for volunteers to meet one another. The event was a huge success and spotlighted three volunteers who have gone above and beyond.



*“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 the 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.”*



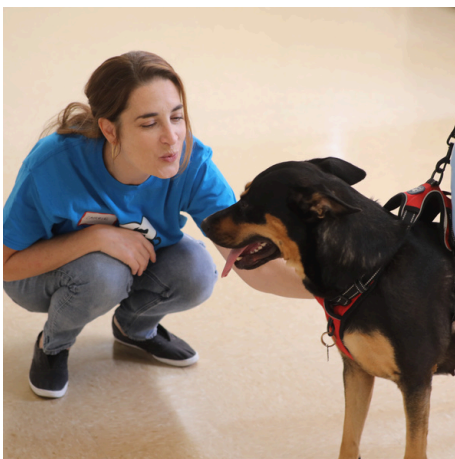


## PET PANTRY

Throughout the year, PAWS NY continued to deliver free pet food and supplies to clients in our Housecall Program. In addition, we began hosting pet food distribution events in October 2023. Thanks to the generosity of partner organizations like Bideawee and Greater Good Charities, we were able to provide dog and cat food as well as a mobile vet care van.

Thanks to a generous grant from The Brady Hunter Foundation in the spring of 2024, PAWS NY began hosting these events monthly at local NORCS (naturally occurring retirement communities). We frequently ran out of food quickly due to the high demand, as many individuals in need arrived and were grateful to receive food and supplies.

Over the course of the fiscal year, PAWS NY donated a **10,590 pounds** of pet food and supplies, a **50% increase over the prior year**. We hosted events in Manhattan, Queens, and Brooklyn – and we expect those numbers to keep growing during the next fiscal year.



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## FOSTER AND EMERGENCY CARE PROGRAM

The PAWS NY Foster and Emergency Care Program greatly expanded during the past fiscal year, with **PAWS NY coordinating 3,430 days of foster care overall for 48 pets**. The program provides foster care for pets whose guardians are facing a medical crisis.

Our Substance Use Recovery Program, a program that provides foster and emergency care for pets whose guardians are seeking inpatient substance use treatment, also expanded in impact over the course of the fiscal year. The program provided over **645 days of care for 18 pets**. PAWS NY is excited to see how this program will further grow and evolve, allowing us to help keep even more New Yorkers with their pets through thick and thin.

Thanks to a grant received toward the end of the fiscal year, PAWS NY will be further expanding the reach of our Foster and Emergency Care Program by offering services to survivors of domestic violence. We are eager to provide a safe place for pets to stay while their guardians seek safety and look for pet-friendly housing in fiscal year 2025.



## FOSTER SPOTLIGHT: OREO

In January, when one of our clients was hospitalized for cancer-related treatment, her cat Oreo was taken in by a municipal shelter. The shelter was amazing, but a comfortable foster home is much better for Oreo as well as the client's peace of mind. An amazing PAWS NY volunteer stepped up and fostered Oreo while the guardian recovered. Then, at the end of the three weeks, Oreo and his guardian were happily reunited!





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## VETERINARY CARE PROGRAM

PAWS NY continued to provide 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 174 vet visits, an 82% increase over the prior year.**

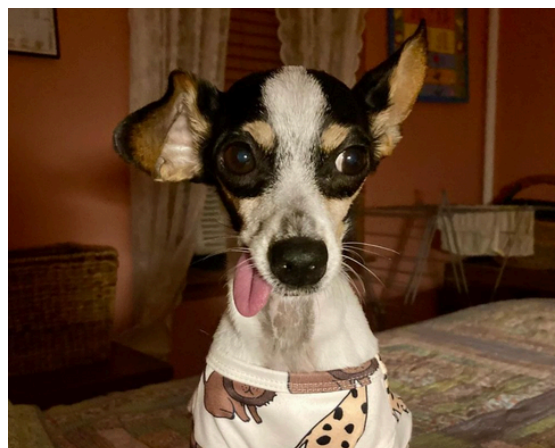


## VETERINARY CARE SPOTLIGHT: HANK AND TULA

In February, PAWS was contacted about two dogs, Hank (3 years old) and Tula (10 years old), whose guardian was hospitalized and were left at home. We immediately arranged foster homes as well as vet visits, and both dogs were unfortunately diagnosed with medical issues that needed to be surgically addressed. Hank had a congenital eye condition and Tula had stage 4 dental disease and needed several extractions to avoid more serious complications.

Sadly, just a few days into foster care, Hank and Tula's guardian passed away. Our goal changed from fostering to rehoming, but first we had to address their medical needs. Hank and Tula ended up braving through two surgeries each: Hank for his eye condition as well as a gallbladder removal, and Tula for two dental procedures. Everyone was relieved to see how much better they were feeling!

With the help of Hank's foster, we found his forever home - an experienced Fox Terrier family with a lovely yard for Hank to play and be his energetic self. One of our volunteers, Caroline, expressed interest in adopting Tula after hearing her story, and after a meet and greet it was clear they were meant for each other! Both pups are happy to have new homes and loving guardians, thanks to PAWS NY!



*Tula in her new home*

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# PAWS NY IMPACT

## PAWS NY HELPED

538 people and 650  
pets through our  
various programs  
and services



## PAWS NY TRAINED

957 new volunteers  
for a total of 5,614  
trained volunteers

## PAWS NY VOLUNTEERS

made a total of 20,183  
visits to help clients &  
pets during the year



## PAWS NY PROVIDED

3,430 days of foster  
care for 48 pets



## PAWS NY DONATED

10,593 pounds of pet  
food and supplies to  
pets in need



## PAWS NY COORDINATED

174 vet visits for our  
clients' pets

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## VOLUNTEER SPOTLIGHT: JENNIFER



Jennifer Berman is a writer and nationally certified sign language interpreter living on the Upper West Side. She also spends time each week volunteering for PAWS NY, where she helps care for several pets in Manhattan.

Jennifer was one of PAWS NY's **very first volunteers**. In fact, Deputy Director of Programs and Strategy Carrie Finch trained her in-person back in 2013 (long before the days of virtual orientations). She loves animals and she has been volunteering with the organization ever since!

PAWS client, Rosa, 79, is a retired security guard who lives with her son Julio, who is paraplegic and in a wheelchair, and their Labrador Retriever mix Clover. When Rosa was recently hospitalized for three nights, Jennifer jumped in to help. **"I was happy to host Clover," Jennifer said.** "Rosa is a loving and caring pet mom, and Clover is good natured and loves everyone. **I fell in love with him immediately when I started walking him in December 2021.**"

Neither Rosa nor Julio is able to walk Clover, due to Rosa's back and leg problems and Julio's disability. A social worker connected them with PAWS. **"Jennifer and the other PAWS volunteers are angels on earth," said Julio. "Because of them, we can keep Clover."**

When Clover has a vet visit, twelve blocks from home, Jennifer walks him there. "I don't have the leg strength to do it," Rosa said. **"It means the world that I can count on Jennifer."**

Jennifer and Rosa often sit and chat after walks. "I tell Rosa about our adventures – if we played with other dogs, if I threw a stick for him to catch, or if he rolled around in the snow. Rosa makes me feel like part of the family."

**Added Jennifer: "The work is so rewarding because of the relationships I develop with clients and dogs."**

Jennifer 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. Sadly, Clover passed away from cancer in May 2024, but Jennifer was so happy to play a part in keeping Clover happy up until the very end.

**Thank you to Jennifer for her commitment as a PAWS NY volunteer!**

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## COMMUNICATIONS AND OUTREACH

PAWS NY continued its outreach efforts during the year, **participating in 11 events** in Manhattan, Brooklyn, Queens, and the Bronx. PAWS NY was at the NYC Preparedness Fair in Union Square Park, a Dog Trick Contest in DUMBO, a Pride event in Queens, and several volunteer service fairs at local colleges, among other events.



When it comes to digital outreach, PAWS NY continued to use social media and online channels to add a personalized touch with supporters and potential volunteers. We also utilized more collaborative posts with partners such as **Dogs of Instagram** and **Red Rover**.



Beyond in-person events, **PAWS NY** was also featured in a myriad of press coverages over the course of the fiscal year, including an article in **Authority Magazine** on the mental health benefits of having a pet in old age, a volunteer spotlight and write-up in the **West Side Rag**, and a TV spot on **BronxNet TV** that highlighted our programs.

PAWS NY was also featured on the **Recovery Rocks** podcast, highlighting the **Substance Use Recovery Program**, as well as an interview on the **People, Pets, and Purpose** podcast. A highlight of the year was when pop star **Cyndi Lauper** shared our post about our Barks & Blooms Benefit on her personal Facebook page!



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. Whether a new volunteer finds us from an event, a hashtag on social media, or a podcast episode, we're ensuring our message gets heard so that more people and pets can receive the help they need.



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# FUNDRAISING AND EVENTS

In-person events continued to thrive during Fiscal Year 2024, with the **PAWS NY Barks & Blooms Benefit** once again taking place at the Monarch Rooftop in Midtown Manhattan. More than 160 people came together on Monday, May 20, 2024, 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 2024 Barks & Blooms Benefit was hosted by Annie Phaosawasdi of Hunt Auctioneers, and the event recognized two incredible honorees: **partner Klick Health** and **volunteer Jennifer Berman**. PAWS NY also shared a [video](#) featuring client Gladys and her volunteer Laura Taylor.



In addition to the Benefit, PAWS NY coordinated several smaller fundraisers during the year, including a **Trivia Night at DUMBO restaurant Vineapple Cafe** 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 more than \$100,000 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!

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## FUNDER SPOTLIGHT: PETSMAK CHARITIES

PAWS NY is proud to spotlight our partnership with **PetSmart Charities**. In 2021, PetSmart Charities awarded a three-year, **\$400,000 grant** to PAWS NY, along with partners Animal Haven and Search and Care. This collaborative effort, called the "Preserving Families in Times of Crisis" project, was designed to protect vulnerable pet guardians, particularly those facing hospitalization and other crises, from having to surrender their beloved pets.

While many consider pets integral family members, few services exist to support individuals in extraordinary circumstances, often leaving pet guardians with no choice but to relinquish their animals to shelters. This generous grant allowed PAWS NY and its partners to offer emergency pet care services and collaborate with healthcare institutions and community-based programs to preserve the bond between pets and their guardians. In addition, the project also focused on helping New Yorkers create emergency plans for their pets.



This initiative is especially vital for older adults, many of whom rely on their pets as their only source of companionship. The project ensured that when an individual faces a health crisis, their pets were cared for until they could return home and be reunited with their guardian. "A warm greeting from a beloved pet after a hospital stay can build emotional well-being – and stimulate the healing process. The innovative collaboration among these stellar organizations is exactly the kind of work we're proud to support," said Aimee Gilbreath, president at PetSmart Charities.

**We are deeply grateful for our three-year partnership with PetSmart Charities**, which has been a pivotal force in driving meaningful change. The impact we've achieved together has not only transformed lives of both humans and animals, but it has also laid a strong foundation for continued progress and lasting impact in the years to come.

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# FINANCIAL STATEMENT

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

Year Ended June 30, 2024

### Support and Revenue

<b>Contributions</b>	
Restricted	\$ 227,500
Unrestricted	560,698
<b>Nonoperating Revenue</b>	
Investment Income	27,828
Unrealized Gains (Losses)	9,570
<b>Total Revenue</b>	<b>825,596</b>

### Expenses

Program Services	549,175
Management and General	126,087
Fundraising	230,641
<b>Total Expenses</b>	<b>905,903</b>

Change in Total Net Position	(-80,307)
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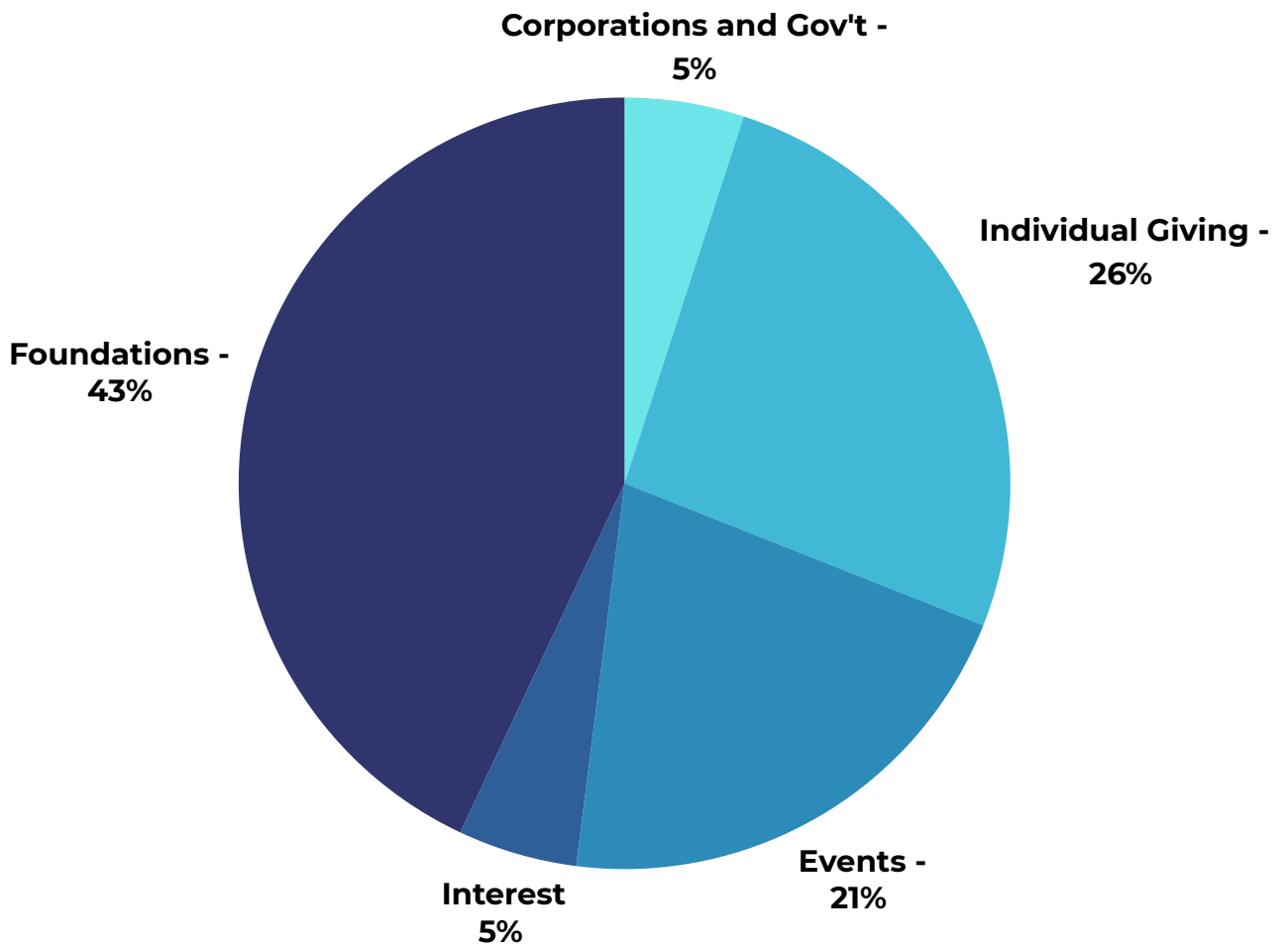
Total Net Position at Beginning of Year	970,163
<b>Total Net Position at End of Year</b>	<b>\$ 889,856</b>





# INCOME BY PERCENTAGE

During the fiscal year, PAWS NY received **\$825,596** 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

**Will Braithwaite**, Communications Manager

**David Merrell**, Institutional Giving Manager

**Simone Foster-Bey**, Individual Giving Manager

**Victoria Leon**, Program Manager

**Adrianna Ruiz**, Foster Administrator

**Elia Rangel**, Intake Coordinator



## BOARD OF DIRECTORS

**Garry Buff**, Chair

**Danielle Mazandi**, Vice Chair

**Shari Gold**, Treasurer

**Karin Magnuson**, Secretary

**Shane Artis**

**Rachel Herman**

**JR Hernandez**, Founding Board Member

**Minji Kim**

**Janey Place**

**Rayna Robinson**

**Julie Stahl**



## ADVISORS

**Andrea Y. Tu**, DVM

Chief Medical Advisor

**AnaYelsi R. Velasco-Sanchez**

AVS Consulting LLC

## ASSOCIATE BOARD

**Vincent Valenza**, Chair

**Robert Valenza**

**Tara Valenza**

## INSTITUTIONAL FUNDING PARTNERS\*\*

### \$50,000 to \$99,999

Anna-Maria and Stephen Kellen Foundation

Irving and Phyllis Millstein Foundation for Animal Welfare

### \$20,000 to \$49,999

ASPCA

Isaac H. Tuttle Fund

Judith L. Seltz Charitable Foundation Trust

Lily Auchincloss Foundation

Slomo and Cindy Silvan Foundation

### \$10,000 to \$19,999

Brady Hunter Foundation

Florence V. Burden Foundation

Jerome M. Cohen Foundation

Marta Heflin Foundation

Mary Alice Fortin Foundation

### \$10,000 to \$19,999, continued

Max and Victoria Dreyfus Foundation

New York Foundation for Eldercare

NYC Department for the Aging

Red Rover

### \$5,000 to \$9,999

Ayco Charitable Foundation

Broadway Cares/Equity Fights AIDS

Bloomberg LP

Marble Collegiate Church

Richard and Elizabeth Boggio Foundation

Triad Foundation

### \$2,500 to \$4,999

Paws at Peace

Thompson Central Park New York

\*Individuals listed were a part of PAWS NY as of June 30, 2024

\*\*Institutional funders who have given a cumulative \$2,500+ during the fiscal year ending June 30, 2024

# 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

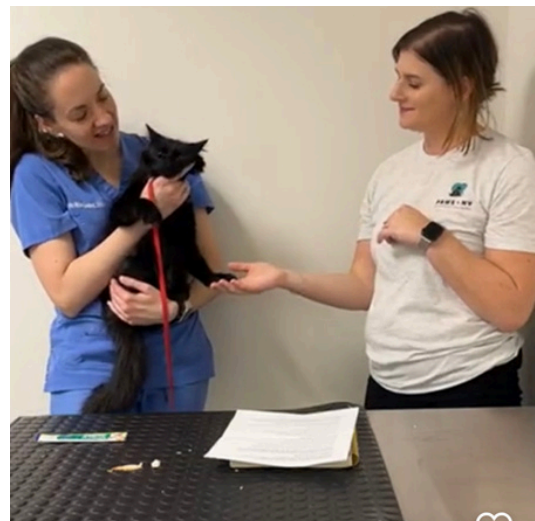


## VETERINARY, GROOMING AND OTHER PET SERVICE PARTNERS

ABC Animal Hospital  
 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  
 Paws at Peace  
 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.



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# THANK YOU FROM ALL OF US AT PAWS NY!



Photos Courtesy of David Andrako: Front Cover, Pages 1, 3 (all but bottom right), 11, and 12; Getty Images for Page 14; Carsen Smith Page 4; and PAWS NY Staff, Volunteers, and Supporters.

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