



2018 ANNUAL REPORT



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FROM THE EXECUTIVE DIRECTOR

When I reflect on 2018, the word that comes to mind first is “community.” Since our very first adoption event in 2016, Muddy Paws Rescue has attracted a community of smart, dedicated, and passionate people committed to making this world a better place for animals. From our event volunteers who stand outside in the rain, shine, and snow to help our adopters through their journey to the foster parents who welcome a revolving door of ever-decompressing dogs into their homes, our community works together tirelessly to get the job done, day after day.

I feel both lucky and proud to call these folks a part of the Muddy Paws Pack, and in 2018 I was humbled to see our community show up for MPR in so many amazing ways. In March, thousands of adopters, volunteers, and friends of the organization helped us canvas for votes for our entry in the Innovation Showdown. We ended up only 13 votes behind the winning wild card entry submitted by the very deserving St. Hubert’s Animal Welfare Center, which was established in 1939. From June to October, our community banded together and pulled off our most successful Strut Your Mutt fundraiser yet, smashing our goal of \$40,000 in much-needed funding. Even in the final hours of December, our fosters and volunteers worked around the clock to help us achieve our most ambitious goal yet—one thousand adoptions in a single calendar year. A few hours before the New Year, the team’s hard work paid off as we sent home lucky number 1,000, a sweet senior girl named Ellie who had been waiting for months for her perfect home.

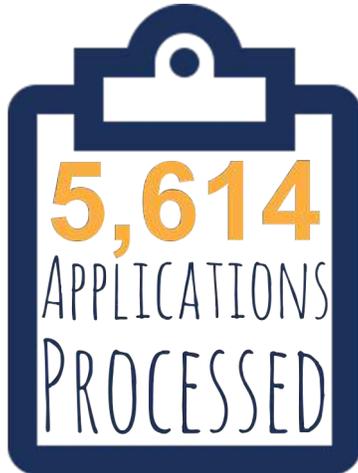
These are each impressive feats, accomplished by truly remarkable people. At every pack happy hour, party, or town hall, I am amazed at the force we have become. Muddy Paws Rescue started as a few volunteers and a dream. Over the past three years, it has become a shared vision for all of us—to do our part and use our shared resources to make the world a little bit kinder, for dogs and adopters alike.



Sincerely,

Rachael Ziering
Founding Executive Director

A SNAPSHOT IN NUMBERS



RESCUE TRACKS

Event Management Software

- *Designed Specifically for the Animal Welfare Industry
- *Open-Source
- *Multiple User Views
- *Customized Reporting

NAME	QUANTITY	ANIMAL	WAIT TIME
BRAND A.	100	1000	10 MIN.
ANTHONY B.	50	50	15 MIN.
JACKIE C.	1000	1000000	10 MIN.
JACKSON G.	50	1000	10 MIN.
JAMES H.	50	1000	10 MIN.
JANEY I.	1000	1000	10 MIN.
JERRY L.	1000	1000	10 MIN.
SHARON M.	50	1000	10 MIN.
SARAH N.	50	1000	10 MIN.



LEARNING & COLLABORATING

For Muddy Paws, 2018 was a year of growth, learning, and collaboration with some of the leading organizations in the animal welfare industry. In March, MPR was selected as a wild card competitor for the 2018 Innovation Showdown, a “Shark Tank”-style competition seeking innovative lifesaving ideas in animal welfare. We were chosen for our digital event management application, RescueTracks, which helps us manage our adoptions process and track dog statuses in real time at hectic adoption events. Though we missed out on the top spot, we couldn’t have been more delighted to ‘lose’ to our friends at St. Hubert’s Animal Welfare Center. We even paid them a visit at their beautiful shelter in New Jersey and forged a new partnership that we look forward to strengthening in the coming years.

In June, our Foster Program Director earned a Maddie’s Foster Apprenticeship and spent a week in Austin, TX learning about best practices with the team at Austin Pets Alive! We are so grateful to Maddie’s Fund for giving us the opportunity to workshop our foster program. We also attended the Best Friends Animal Society and Humane Society of the United States conferences to keep up to date with the national trends in lifesaving!



STRENGTHENING PROCESSES



In addition to learning from our industry contemporaries, the MPR team spent much of 2018 focused on identifying what makes Muddy Paws so special, and expanding on it! In determined pursuit of improved adoption match-making, MPR implemented a mandatory minimum five day hold for all dogs entering our care. This has been hugely successful with our adopters, fosters, and most importantly, our four-legged pack members. It allows some time for the dogs to decompress and show their true personalities in foster care, and also helps us confirm that all MPR dogs are healthy before entering their forever homes.

In late 2018 we also celebrated the one year anniversary of our cutting-edge open adoptions program, which we continue to refine to provide the best adopter experience possible. We spent the year developing and updating our application processing systems, ensuring that we are able to manage our unbelievably high volume of applications efficiently (we received over 4000 in 2018 alone!). We also trained over sixty Adoption Counselors to expedite applications for as many interested families as possible! Our Adoption Counselors put in over 1,800 hours in 2018 helping families find the perfect match, and together they helped send 1,000 dogs home!

MPR's success all started with our incredible volunteers, so we also dedicated some time in 2018 to strengthening our volunteer onboarding process. By streamlining and standardizing volunteer training, we were able to empower new volunteers to get involved from day one. We are incredibly lucky to have volunteers with diverse backgrounds, cultures, careers, and talents, and we are constantly looking for new ways to help them put their impressive skills to use to help the pups. We are also always looking for new ways to celebrate their contributions, and so in 2018 we introduced what has already become a tradition of monthly Volunteer & Foster happy hour socials!



KENTUCKY TRIP

In October, the MPR staff and two longtime volunteers headed down south to visit our longtime shelter partners at the Bowling Green-Warren County Humane Society in Kentucky. We were able to spend three days at their beautiful facility meeting our future New York pups, chatting with members of the community, and learning more about their operations and the state of animal welfare in Kentucky.

BGWCHS intakes an average of 50-80 animals per day depending on the season, including cats, dogs, pigs, rabbits, and various other critters! Since the pace of animals entering the shelter far outweighs the number of local families looking for pets, BGWCHS has developed a robust and thriving transport program capable of sending more than a hundred animals north per trip.

Muddy Paws is proud to be one of many receiving partners in the tri-state area helping to rehabilitate these animals and place them in loving forever homes. By the end of 2018, we had built enough foster capacity to intake around 90 dogs per month from our Kentucky partners, which in turn frees up space in their facility to save more lives each and every day.

BUILDING COMMUNITY

Muddy Paws was proud to celebrate the Year of the Dog in style by welcoming dog-lovers near and far to our close-knit community! In 2018, we added five stellar new members to our Board of Directors. Our incredible Board members come from many different backgrounds and areas of expertise, and we are so grateful to have their help and guidance as we expand in the years to come.

In addition to expanding our Board, we also increased our staffing—the small but mighty MPR staff now boasts six members! The extra capacity has allowed us to intake more dogs, provide extra support to our adopters, and plan more special events and partnerships than ever before. In 2018, Muddy Paws was excited to add two new adoption event location partnerships with PetSmart Flatiron and Boris & Horton, and to plan larger awareness events with Human’s Best Friend and Burrow House.

As a foster-based rescue with no central location, we want to make sure we always provide a space for the Muddy Paws Pack to come together and celebrate the incredible milestones we achieve. In 2018, we founded the Muddy Paws Pack Facebook group to allow our adopters the chance to share updates on their pup and connect with MPR fosters, volunteers, and other adopters. By the end of the year, the group boasted over 500 Pack members and had helped facilitate countless reunions, meetups, and puppy play dates!

In appreciation of our hard-working fosters and volunteers, we instituted monthly happy hours, giving everyone the chance to get to know each other without the chaos of weekend adoption events. We also opened up our quarterly town hall meetings to all fosters and volunteers to encourage community involvement, feedback, and new ideas and innovations.





THE FOREFRONT OF TECHNOLOGICAL INNOVATION



In a world that relies increasingly on advanced technologies, animal welfare still has its paws firmly planted in the 20th century. While other industries take leaps and bounds forward, a large number of animal shelters and rescues in the United States still keep paper records or use outdated tools to track their animals, volunteers, donors, and dollars. Not only do these methods leave a huge margin for human error, they lack efficiency, which can be devastating for the animals whose lives are at risk.

Millions of dollars have been invested in developing technology for animal shelters and rescues, but there truly is no one-size-fits-all solution when operations, requirements, and processes vary so greatly from one organization to another. In 2018, we prioritized customizing tools that are used regularly in other tech-savvy industries such as Trello, Asana, and self-scheduling systems to increase efficiency and streamline workflows. We have embraced platforms such as Zapier, which allows us to create automated workflows for tasks that previously required many hours of staff or volunteer time, allowing us to redirect that time towards bigger picture program development while making it easier and faster to track our data. These workflows have drastically reduced the time spent on administrative work, and also allowed us to standardize procedures like application processing while still allowing for the flexibility and personal attention our community members deserve.

We have found ourselves at the forefront of technological advancement in our field, recognized by national organizations as well as adopters and other community members. There is nowhere we'd rather be, and we are excited to continue trailblazing in 2019!

IN THE NEWS



In March, four of our adoptable pups stopped by NBC studios to celebrate National Puppy Day with Kathie Lee & Hoda!

In August (and again in December!), we brought a few pups to New York Live to help get the word out about Clear the Shelters, a yearly national pet adoption drive.



We were honored to be invited to participate once again in Animal Planet's Puppy Bowl! In September, Olympic skier Gus Kenworthy taped a special warm-up with MPR pup, Sierra, to help her train for the big day.



Human's Best Friend

Escape Room Madness



Burrow House

PARTNERSHIPS

Thank you so much to our many partners who helped with our fundraising, community-building, and awareness efforts in 2018!

ANIMAL CARE CENTERS OF NYC

ANIMAL PLANET

AMANDA GAGNON DOG TRAINING

BARK

BELLO BELTS

BEST FRIENDS ANIMAL SOCIETY

BORIS & HORTON

BURROW HOUSE

CAMP CANINE

CENTRAL PARK TAEKWONDO

DOGGYSTYLE

ESCAPE ROOM MADNESS

FOSTER DOGS, INC.

GRATEFUL DOGGIES

HUMAN'S BEST FRIEND

J. MCLAUGHLIN

KAPOOCH NY

LEAD YOUR K-9 LLC

MAYOR'S ALLIANCE FOR

NYC'S ANIMALS

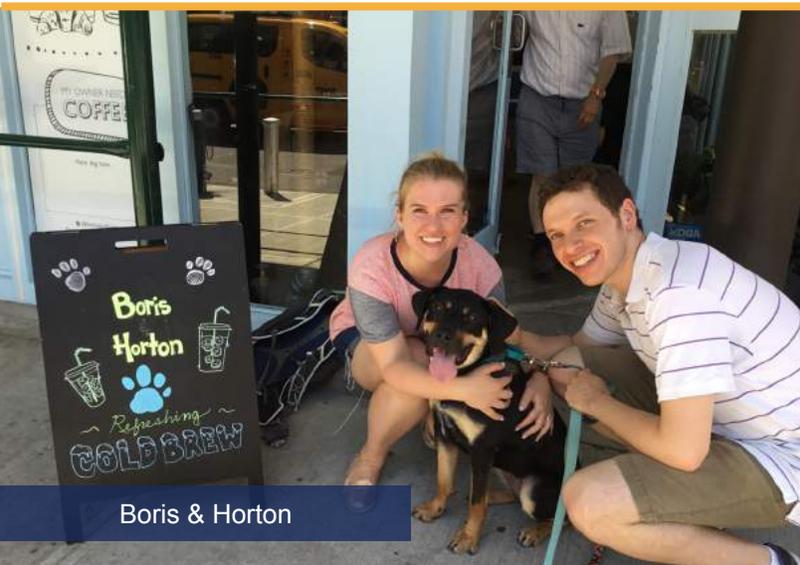
NORTH SHORE ANIMAL LEAGUE

PETCO & PETCO FOUNDATION

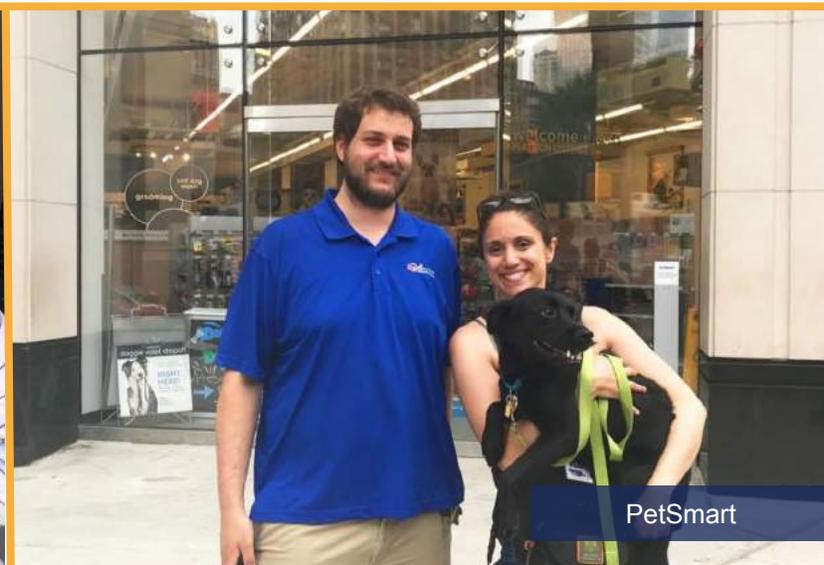
PETSMART & PETSMART CHARITIES

SAMUEL FREEMAN CHARITABLE TRUST

ROSEMARY'S RESCUE RANCH



Boris & Horton



PetSmart



2018 FUNDRAISING



2018 set a **new fundraising record** for Muddy Paws Rescue!

With the help of our community, we:



Thanked over **1,000** individual donors for their support!



Raised over **\$13,000** through social media!



Exceeded our **\$40,000** Strut Your Mutt fundraiser goal!

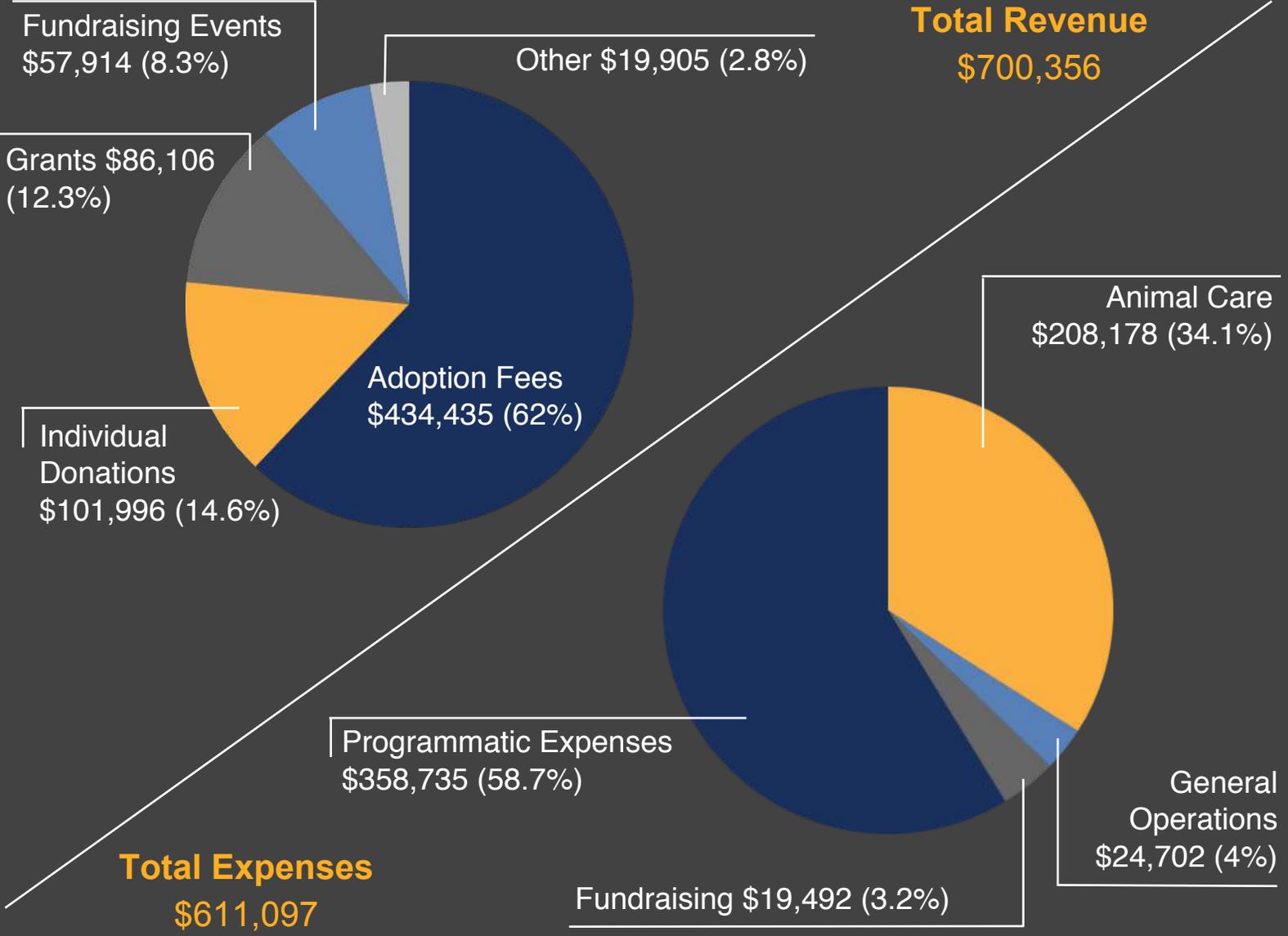


Received support from **seven** foundation partners!

We have always and will always be committed to keeping our adoption fees affordable, in keeping with our mission to make adoption accessible to all. Our ability to secure new and diverse sources of philanthropic revenue allows us to keep this promise. Individual donations and support from corporations and foundations help subsidize this cost of care, and reduce the burden that would otherwise fall on individuals and families looking to adopt. In the next year, we will continue to strive toward an even higher level of financial sustainability so that as many dogs as possible are given their best chance at finding the perfect forever home.



REVENUE & EXPENSES



Muddy Paws Rescue is a 501(c)(3) non-profit rescue dedicated to fiscal responsibility and sustainable growth. Muddy Paws Rescue is governed by our Board of Directors and Executive Director Rachael Ziering.

BOARD OF DIRECTORS



Jason Alfano, *Treasurer*

Head of CCAR,
Credit Suisse

Dog dad to Belle & Chip



Logan Mikhly, *Secretary*

Co-Owner, Boris & Horton

Dog mom to Horton



Amanda Gagnon

Owner, Amanda Gagnon
Dog Training

Dog mom to Drago



Dr. Stephanie Liff, DVM

Owner and Veterinarian,
Pure Paws Veterinary

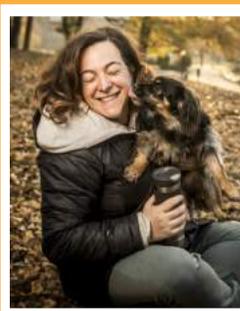
Dog mom to Kyrie



Teddy McBride

Associate at Schulte,
Roth, and Zabel LLP

Dog dad to Heath



Molly Sugarman, *President*

Managing Director,
Horizon Media

Dog mom to Frank Jr. Jr.



Rachael Ziering, *Founder*

Executive Director, Muddy Paws Rescue

Dog mom to Shyla & Bailey

TESTIMONIALS

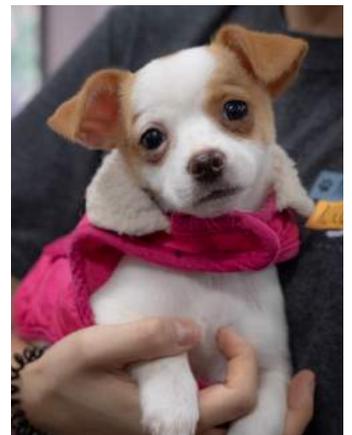


We...were very impressed with the level of professionalism and transparency Muddy Paws had. They were very open about some behavioral issues that Freddy has and made sure we were aware and willing to take them on. We love Freddy so much and the experience with Muddy Paws was the cherry on top!

- Rhiannon L.

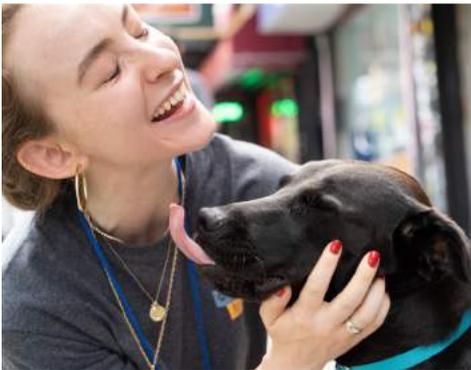
Muddy Paws is AMAZING. Their team is loving and resourceful and the adoption process was seamless. When I went to meet the pup I adopted and walked her around, I met two other people who had adopted their dog through Muddy Paws and couldn't say enough good things [...] I highly recommend them. They have great pups, they truly care, they are responsive and responsible, and the process is seamless with them!

- Gracie F.



I have fostered 6 dogs and eventually adopted the last dog with this organization. I can honestly say Muddy Paws has been the best experience we've had...They are organized and great communicators. They were there for us each step of the way for fostering and the adoption of our little munchkin.

- Ty R.



Luckily I found Muddy Paws when I wanted to start to foster- and the rest was pure bliss history. Not only is their application process straightforward - but their workers/volunteers are absolute gems! My foster application was approved within days and I was able to get my first foster only a few days after that! Little did I know I would fall in love with my foster dog so quickly [...] When I made the decision to adopt, I was greeted with nothing but excitement and that process was also so easy!

- Melissa B.

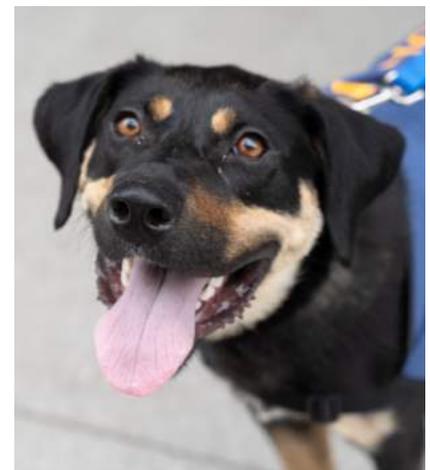




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Katy Regula

MUDDY PAWS RESCUE IS SUPPORTED BY:



Samuel Freeman
Charitable Trust
at USTrust

