



2017 Annual Report



TABLE OF CONTENTS

Letter from the Executive Director	3
A Snapshot of 2017	4
Staff and Volunteers	5
A Brand New Open Adoptions Model	6
Volunteer Training Program Development	7
Hurricane Harvey Rescue Mission	8
Muddy Paws in the News	9
Partnerships	10
2017 Major Fundraisers	11
Financial Statements	12
Testimonials	13



FROM THE EXECUTIVE DIRECTOR

When one of our partner shelters called me up in a panic in April 2017, I wasn't sure what to expect. It was two days before we were scheduled to receive a transport of 30 dogs to give them a second chance to find a forever home in New York. A very pregnant mama dog had been surrendered that day. The shelter urgently needed to know — could we take her?

Over the next few hours, the Muddy Paws Pack moved mountains, sharing on social media to find mama a safe foster home to rest in until her puppies were old enough to be weaned, gathering puppy supplies, and arranging for medical care for mama and support for the amazing foster family that stepped up to take her in. Thanks to their hard work and generous donations from supporters, our sweet Mama Goldie and her eight puppies got their happy ending — they were all adopted by loving New Yorkers who still meet up regularly.



Goldie's success story, along with 1600 other Muddy Paws happy tails, would not have been possible without the support of so many over the past two years. MPR is an entirely not-for-profit rescue, so we survive on donations of money, time, and loving homes from our dedicated fosters. And we have big plans for 2018—not only is MPR planning to continue the upwards trend in the number of dogs saved annually, but we're also expanding our foster program and upgrading our technology to ensure that everyone, from adopters to fosters to donors and volunteers, has a seamless and supportive MPR experience.

We are so proud of how far Muddy Paws Rescue has come in just a few short years, and so excited to see where we will go in 2018 and beyond. Whether you are an adopter, foster, volunteer, or donor with Muddy Paws, thank you for joining the pack. We're so glad you're here.

A handwritten signature in black ink, appearing to read 'Rachael Ziering'.

Rachael Ziering
Executive Director

A SNAPSHOT IN NUMBERS



1740 HOURS
VOLUNTEERED



210 INDIVIDUAL
FOSTER HOMES



85
ADOPTION
EVENTS HELD



916 DOGS
ADOPTED

INCREASED
19.8%
FROM 2016



3,489
APPLICATIONS
PROCESSED



MPR DOGS ADOPTED TO
15 STATES



7
SHELTER
PARTNERS



STAFF AND VOLUNTEERS

Almost two years after its founding, Muddy Paws Rescue has grown to a full-time staff of five with an enthusiastic team of volunteers numbering over 250. With a dedicated Adoptions Program Manager, Foster Program Manager, Volunteers & Events Program Manager, and Rescue Coordinator, Muddy Paws is now able to take in more dogs than ever while still providing strong support to our growing community.

Through our work with PhoenixFire Strategic Consulting over the course of 2017, we strengthened our infrastructure by creating specialized core teams for each of our program areas. Made up of volunteers with extensive professional skills and knowledge, and supervised by staff members, these core teams allow us to take on bigger and more complex projects while maintaining our high levels of responsiveness and support for our community. These volunteers dedicate so many hours towards processing applications, answering emails, supporting our fosters, organizing our events and broader volunteer training initiatives, and so much more. They are the true heart of the organization, and we are so grateful for how generously they give their time, energy, and love.

A BRAND NEW OPEN ADOPTIONS MODEL



In keeping with the most progressive research in animal welfare, Muddy Paws Rescue spent the second half of 2017 transitioning to a conversation-based, open adoptions model. Contrary to our previous application which had an extensive written component and very little interaction with the actual adopter, we now work with adopters directly through conversation to assess which of our available dogs are most likely to be a good fit for their lifestyle. Adopters are guided through our new streamlined process by our Adoptions Counselors, seasoned volunteers who have been trained to help make matches and provide personalized, one-on-one support to potential adopters.

Adopters also still have the option to apply online ahead of time to speak with an Adoptions Counselor over the phone at their convenience and get pre-approved, or they may apply at an event and have the conversation in person. Having adoptions counselors available at events maintains our ability to take walk-up adopters and process same-day applications, which comprise a huge number of our successful adoptions and helps us find more loving homes for our pups.

As we continue to explore our new adoptions process in 2018, we anticipate that it will result in a stronger sense of support for our adopters, and overall better matches between dogs and their humans. Our ultimate goal is to find the best possible homes for all of our Muddy Paws pups, and our new adoptions model has helped us towards this goal by creating a natural, open dialogue with our adopters. We have received tons of great feedback so far on the new process, and look forward to fine-tuning it throughout 2018.



VOLUNTEER TRAINING PROGRAM DEVELOPMENT

With new processes comes a lot of training! In order to support our open adoptions model, we had to train up several dozen Adoptions Counselors—and fast! We were so proud to see so many long-standing volunteers and fosters step up to test out our new training sessions and learn how to guide an adopter through the new process. Trainees learned to assess an adopter’s ability to meet temperament and exercise needs for our pups, ask the right questions to help an adopter discover for themselves what type of dog will suit them best, and finalize paperwork to complete an adoption. The same volunteers also completed Adoption Ambassador training to facilitate meetings between dogs and their potential adopters on weeknights or outside of adoption events. This solid team of volunteers will allow us to process more adoptions on a week-by-week basis, and increase our overall number of lives saved.

To manage all of these new training requirements, volunteer opportunities, and influx of new volunteer applications, Muddy Paws has invested in a comprehensive volunteer database that will allow volunteers to self-schedule for opportunities as well as log their completed hours. Our Events & Volunteers team is now able to track the qualifications of our volunteers, create events and shifts, and communicate with volunteers directly through our database.

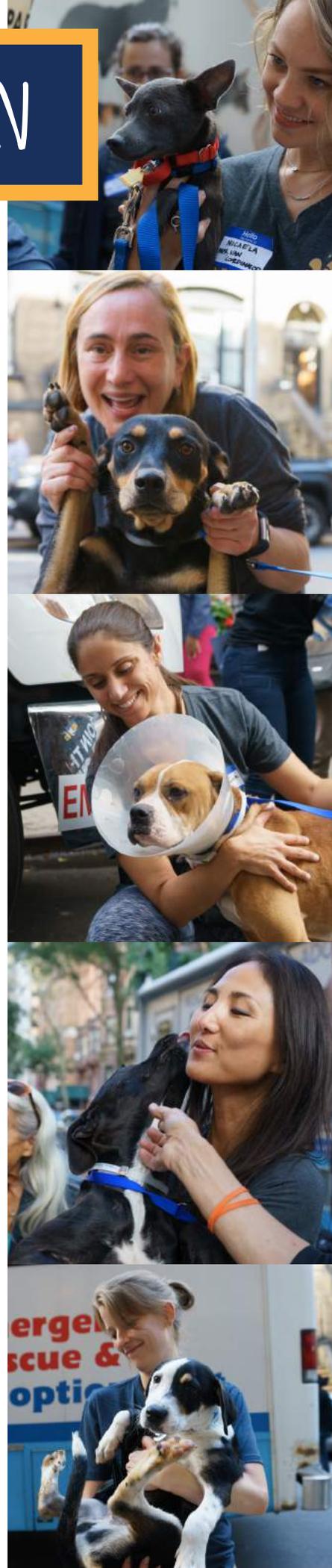
HURRICANE HARVEY RESCUE MISSION

In late August of 2017, the Muddy Paws Rescue team watched with sadness and heartache as Hurricane Harvey touched down in Texas, forcing 39,000 Texans and their animals out of their homes. Determined to do something to help our neighbors to the South, the Muddy Paws team flew to Texas and began recruiting fosters in NYC to prepare for our largest transport of dogs in MPR history.

With the help of Muddy Paws partners Camp Canine and North Shore Animal League, MPR arranged ground transportation for almost 200 animals to come north, freeing up space for displaced pets to be housed safely in the shelter until they were reunited with their owners. All of the animals rescued by MPR were already in the shelters and waiting for their forever homes at the time of the hurricane—we just helped give them a lift to higher ground!

Our Hurricane Harvey mission was a massive feat and would not have been possible without the time, energy, and dedication of so many partners and volunteers. We are forever thankful for our partners at Camp Canine, North Shore Animal League, PhoenixFire SC, Hearts & Bones Rescue, and Louie's Legacy Animal Rescue for helping us coordinate transportation for the animals, and also to our partners Dr. Lisa Lipmann and Dr. Stephanie Liff and their fabulous team of volunteer veterinary technicians, Pure Paws Veterinary Care, and Foster Dogs, Inc. for helping us arrange for the care and housing of the pups.

This mission was life-changing not only for the pups, but for our Muddy Paws Rescue staff and volunteers as well. By the end of 2017, almost every pup from this rescue mission had been placed into a loving forever home. This rescue mission would not have been possible without the support of our amazing donors and supporters - thank you to everyone who contributed!



IN THE NEWS



3. VISIT YOUR LOCAL VET BEFORE YOU RESCUE
DR. EVAN ANTIN'S PET ADOPTION TIPS

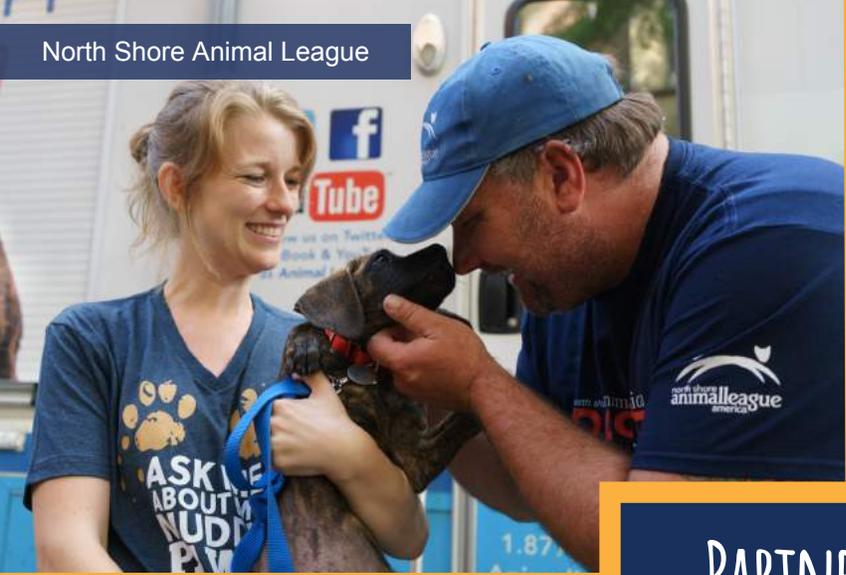
In March, Muddy Paws pups had the chance to be featured on the Today Show with Susan Lucci, Kathie Lee Gifford, and Dr. Evan Antin, People Magazine's "Sexiest Vet Alive"!

In September, our mega-transport to help clear out the shelters in Texas to make room for animals displaced by Hurricane Harvey was covered by ABC news.



In December, Fox News interviewed trainer Andrea Arden for a segment on first-time dog ownership featuring Muddy Paws puppies!

North Shore Animal League



Foster Dogs Inc.



PARTNERSHIPS



Camp Canine



Bark



Best Friends & Petco Foundation



NYC Animal Care Centers



NYC Mayor's Alliance



Hearts & Bones Rescue



Doggystyle



Amanda Gagnon Dog Training



2017 MAJOR FUNDRAISERS



Photos by Stacey Axelrod

2017 was a huge year for fundraising! With help from donors, volunteers, and other community members, Muddy Paws was able to raise:

 Over **\$30,000** through the Best Friends Strut Your Mutt fundraiser!

 A **\$75,000** grant through the Petco Foundation Holiday Wishes story contest!

 A **\$10,000** grant from the Samuel Freeman Charitable Trust to upgrade technology at our mobile adoption events!

 Over **\$5,000** from our Paw-liday Party fundraiser collaboration with IFC and Paw Prints!

THANK YOU FOR YOUR SUPPORT!



FINANCIAL STATEMENTS

REVENUES

Adoption Fees: \$409,486
Individual Donations: \$69,072
Grants: \$90,919
Fundraising Events: \$40,159
Adoption Supply Sales: \$4,813
Merchandise Sales: \$3,565
Partnership Referral Income: \$1,721

PROGRAM EXPENSES

Veterinary Care: \$102,616
Transport: \$53,495
Dog Training and Walks: \$10,217
Food and Supplies: \$11,791
Programmatic Expenses: \$214,467
General Operating Expenses: \$39,045
Fundraising: \$22,741

TOTALS

Total Revenues: \$619,735
Total Expenses: \$454,372
Net Change in Assets: \$165,363

Muddy Paws Rescue is a 501(c)(3) non-profit rescue dedicated to fiscal responsibility and sustainable growth. Muddy Paws Rescue is governed by Board Members Andy Schulman and Amanda Gagnon, and Executive Director Rachael Ziering.

TESTIMONIALS



Muddy Paws is AMAZING. They have great pups, they truly care, they are responsive and responsible, and the process is seamless!

- Gracie F.

You can tell they really care about their animals. Such amazing people doing amazing things!

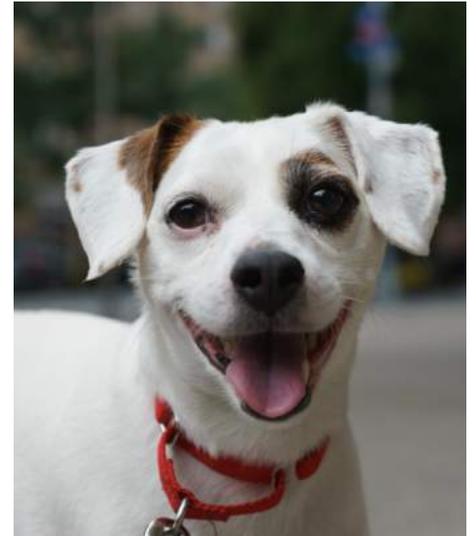
- Lindsay D.

I can say confidently that I've interacted with 99% of the rescues in NYC and Muddy Paws was by FAR the best...Keep up the great work!

- Olena Y.

Muddy Paws is an amazing organization...they were supportive, communicative, transparent, and truly are advocates for these pups. They believe in finding every pup the RIGHT home, not just ANY home!

- Dana O.



Everything about our interactions with Muddy Paws has been excellent. I felt like the team really cared about where each dog was going and was looking out for their best interests, as well as providing exceptional customer service.

- Olivia M.



Every interaction with Muddy Paws was professional and caring -- you can easily see that the Muddy Paws team wants the best for pets and families. They are quick to respond and answer any questions you have; especially great for folks like me who have never adopted a dog before.

- A.S.



Photo Credits:
NYC Pet Photographer Stacey Axelrod
Brad Roepstorff
Katy Wong