

“I deserve a loving home!”

See how we help.

2019 PEDIGREE
Foundation
Impact Report



**PEDIGREE
FOUNDATION.**



\$847,000+

Funds provided
in 2019

329

Shelters helped
in 2019

Our Impact Continues to Grow, and It's Needed More Than Ever

As we write this letter to summarize our 2019 year, we find ourselves in the midst of a 2020 that is more difficult than anyone could have imagined.

The global pandemic has brought tremendous challenges for shelters and rescues across the U.S., from a lack of income due to canceled fundraising events to the many needs of the increasing number of homeless dogs.

We are doing all that we can to help, and hope we will have a great impact story to tell in 2020. But looking back over 2019, we can now see more than ever the importance of the role we play.

Shelters and rescues are struggling, but many started the year stronger than they might have thanks, in part, to our 2019 support. They also entered the year with best practice learnings that PEDIGREE Foundation helps to cultivate and share through our Program Development and DOGS RULE.™ grants.

In this report, you'll see the impact that these efforts have — like the story of Frank, a darling but nervous pup who needed some extra help to get adopted. Our DOGS RULE.™ grant to Austin Pets Alive! supports the Virtual Foster Program that helped Frank find his forever family.

Since our founding in 2008, we have held as our mantra that every dog deserves a loving home. During that time, we have provided more than \$8 million through 5,500 grants to help make that a reality. In 2019 alone, our more than \$847,000 in grants helped 329 shelters and rescues care for and find homes for dogs across the country. We also introduced new initiatives that helped us reach more people and amplify our impact.

Now, as we navigate through 2020, there is much more to be done and we're incredibly grateful to the supporters helping us do it.



Since 2008, PEDIGREE Foundation has provided 5,500 grants and over \$8 million to shelters and rescues, helping thousands and thousands of dogs get adopted.

Deb Fair

Executive Director, PEDIGREE Foundation

Kimberly Spina

President, PEDIGREE Foundation Board of Directors

Every Dog Deserves a Loving Home

See how a few of the many shelters and rescues that received PEDIGREE Foundation grants have been helping pups across the country.

Sweet senior Tioni lost her home when her owner became ill. She landed at the city shelter, but needed urgent medical care to treat multiple masses. Her veterinary needs were beyond the shelter's resources. PAWS took her in, provided lifesaving surgery and matched her with a loving home. Now she's spending her golden years being spoiled by her new mom.

Philadelphia Animal Welfare Society (PAWS)

Philadelphia, Pennsylvania



10-year-old Coco lost everyone. His owner died, then while at the shelter, his brother did too. Bob's House for Dogs agreed to foster him, and he was so stressed and scared at first. They gave him love, new dog friends, walks with volunteers and needed medical treatment. Then they found his perfect family and kept him safe until he could go to his new home.

Bob's House for Dogs

Eleva, Wisconsin



Hershel was born in Agape's foster care program to a stray rescued from a Nashville shelter. At first, he was shy, sleepy and quieter than his siblings. He was overlooked again and again. But Agape socialized and kept him safe until he found his perfect family. Today he's a beloved community fixture as the shop greeter at his family's business, and a testament to the benefits of saving pregnant pups and their litters.

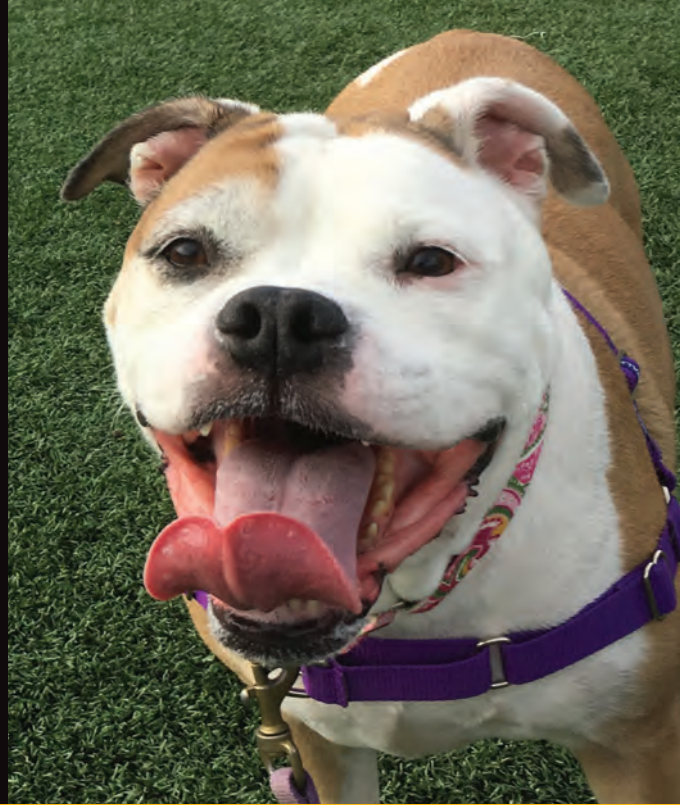
Agape Animal Rescue

Nashville, Tennessee

When Brooklyn was surrendered to the shelter, she needed dental care and had a suspicious lump on her side. Placing older dogs is always harder, especially one that requires medical care. But with help from a PEDIGREE Foundation grant, she got the care she needed and was ready for adoption. Brooklyn was adopted by a local family and lives with her brother Mugsy the Shar Pei.

Montville Pet Parents

Pine Brook, New Jersey



Help came just in time for Jonny, a young pit bull mix who was tied outside with no food or water. Jonny was emaciated and suffering from severe neglect. HSSC stabilized Jonny and gave him the nutrition and treatment needed to recover, so his sweet and silly personality started to shine. Five weeks after his rescue, he met the wonderful family who would become his everything!

Humane Society of Summit County (HSSC)

Twinsburg, Ohio

Carson came to Animal Welfare and Rescue as a young, fearful pup, but a DNA test showed he was a mix of working dog breeds. They gave him lots of training to not only overcome his fear, but learn service dog skills to potentially be matched with a veteran. Though shy around men, when he met his future dad, he gave him his paw and curled up next to him, head in lap. It was a perfect match.

Animal Welfare and Rescue

Zephyrhills, Florida



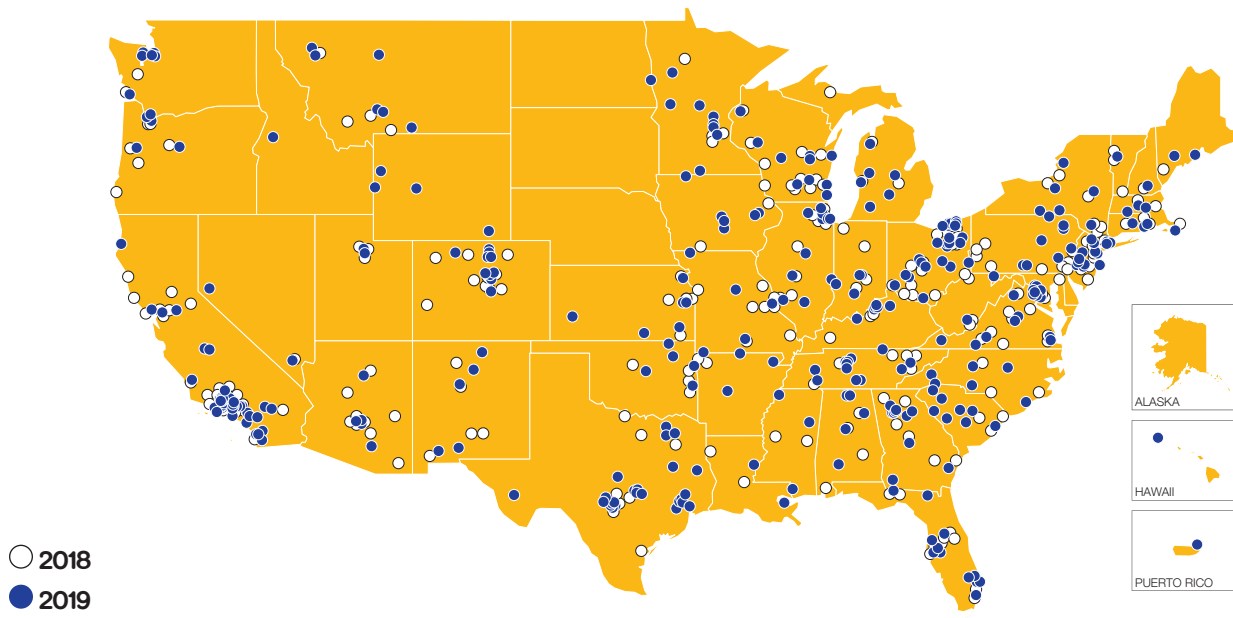
NISHA used their grant for spay and neuter surgeries for dogs transported from a tiny dog rescue in Mississippi to their shelter in Nantucket. In November, they had 10 small pups arrive, chilly since they were used to Mississippi. Volunteers anticipated this and made them all coats. Each dog found their forever home within two days of arriving, sparing them any time in the shelter.

Nantucket Island Safe Harbor for Animals

Nantucket, Massachusetts

\$8 Million in Grants and Counting

HELPING DOGS NATIONWIDE



PEDIGREE Foundation grants are typically awarded in November. As a result, the 2019 grants were distributed at the end of the year and are being used now to help dogs across the country. This map shows grants from both 2018 and 2019 to depict both 2018-grant-related activity that took place in 2019 and the new grants that were awarded.

GIVING
TO DATE

5,500+

Grants
provided

\$8+
million

Funds
awarded



2

**DOGS
RULE.™
Grants
(\$100,000)**

For the second year, in 2019 we awarded a DOGS RULE.™ Grant that provides \$100,000 over the course of two years to support an innovative initiative that could become a best practice model.

The 2018 recipient, **Austin Pets Alive!**, received their second payment in 2019 and continued to develop its Virtual Foster Program that gives dogs an extra ally in their corner while they await adoption.

The 2019 recipient, **Ruff Start Rescue** in Princeton, MN, received a grant for its “ComPAWtibility Match Program” to increase the number of foster families and foster-to-adopt programs.

277

**Operation
Grants
(\$1,000)**

5

**Disaster
Relief
Grants
(\$5,000)**

30

**Program
Development
Grants
(from \$5,000
to \$10,000)**

1

**Role Model Shelter
Grant to Kauai
Humane Society
(\$50,000)**

We believe every dog deserves a loving, forever home. PEDIGREE Foundation is an independent 501(c)(3) non-profit organization working to help end pet homelessness. The foundation was established in 2008 by Mars Petcare, maker of PEDIGREE® food for dogs, to help increase dog adoption rates. We're working toward a day when all dogs are safe, secure, cared for, fed well and loved.

14

**Shelter and
Rescue Recipients**

We also gave grants to the shelters and rescues represented by the winning dogs in Hallmark Channel's *American Rescue Dog Show*. In it, dogs compete in categories that celebrate their unique personalities and skills, such as “Best in Belly Rubs” and “Best Couch Potato.” To celebrate, the 14 shelters the dogs came from received PEDIGREE Foundation grants totaling \$100,000.

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2019 Brought Many More Ways to Help Dogs

Here's a look at some of the PEDIGREE Foundation activities in 2019 that helped us raise funds for grants and support for shelters and rescues across the country .



Celebrating Rescue Dogs

In February, PEDIGREE Foundation was the grant sponsor for Hallmark Channel's *American Rescue Dog Show*, which celebrates shelter pets with the goal of ending pet homelessness. We awarded \$100,000 in grants to 14 shelters and rescues.



A New Retail Space

With the opening of Mars Petcare's new headquarters, PEDIGREE Foundation got a new home — including a new retail space! With a dedicated store to showcase our DOGS RULE.® merchandise, we can generate even more proceeds to support grants.

Run for Rescue

With 135 runners, the 2019 PEDIGREE Foundation Run for Rescue team at the Music City St. Patrick's Day Run raised more than \$25,000 for our grant programs. This year included a Lucky Dog Walk with 93 walkers and pups.





Music Pawty

Our Jamie O'Neal & Friends "Music Pawty" fundraiser gathered Nashville music lovers in June for a great chance to help dogs. We were thrilled to have Jamie, Jillian Cardarelli, Levi Hummon, Erin Kinsey and Queeva perform at the event.

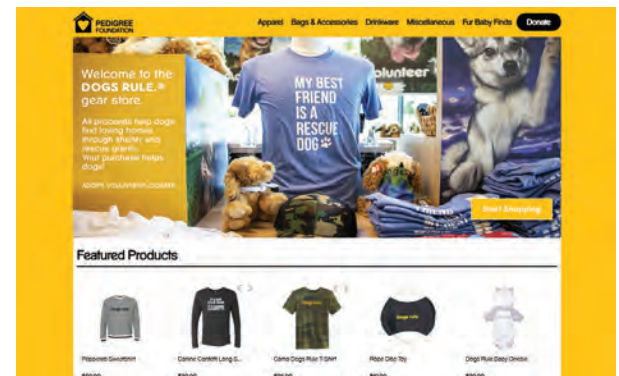
Pop Up Gear Shops

Throughout the year, our pop-up DOGS RULE.® gear shops helped bring in proceeds for grants at events like Global Pet Expo, Nashville Pride, Pilgrimage Fest and the Tennessee Titans preseason Pup Rally.



Many Thanks to LeAnn Rimes

We were so honored that LeAnn Rimes chose PEDIGREE Foundation to be her charity of choice in her partnership with ONEHOPE Wine. ONEHOPE pairs its exceptional wines with nonprofit partners to "inspire people to indulge while doing good too."



24/7 Gear Sales

The 2019 year not only brought our new retail space, but also our first online store for DOGS RULE.® gear! Dog lovers can now shop 24/7 at DogsRuleStore.com and, as always, all proceeds from gear sales help dogs find homes through our grant programs.

The Big Event

In October, our major fundraising event for 2019, The Love of Dogs Benefit Concert, featured amazing music from Lee Brice, Hunter Hayes and Easton Corbin. It was emceed by Larissa Wohl of Hallmark's Home & Family. The VIP pre-show reception featured rising country artist Jillian Cardarelli. The concert then aired on the Hallmark Channel, reaching homes across the country.



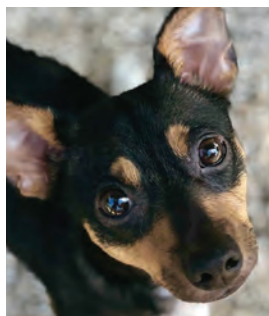
Annual Golf Tournament

The day after The Love of Dogs Benefit Concert, we hosted our fifth annual golf tournament, welcoming nearly 150 golfers to help raise funds. Combined, this two-day fundraiser brought in more than \$365,000 for shelter and rescue grants.



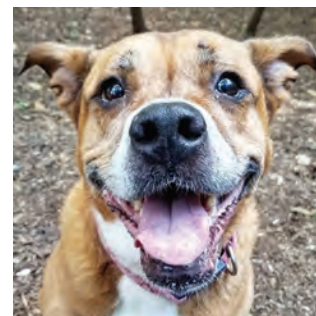
Gratitude to Tractor Supply

Again in 2019, Tractor Supply Company held a special charitable promotion with Mars Petcare to donate \$1 for every PEDIGREE® Brand purchase from July to September. Altogether, they raised \$50,000 to enable more grants to help dogs get homes



Giving Back

We were excited and grateful to celebrate Giving Tuesday by awarding 2019 grants to shelter and rescue organizations across the country. Collectively, our 2019 grants totaled more than \$847,000 to help more dogs get adopted.



Who We Are

PEDIGREE Foundation Staff

Deb Fair

Executive Director

Megan Meredith

Grants Manager

Anna Willoughby

Gear Merchandising and Marketing Manager

2019 Board of Directors

Kimberly Spina

President of the Board of Directors, PEDIGREE Foundation
Program Manager, Rescue Rebuild

Jam Stewart

Vice President of the Board of Directors, PEDIGREE Foundation
Vice President, Corporate Affairs, Mars Petcare

Isabel Johnson

Treasurer, PEDIGREE Foundation
Director, Project Management, Mars Petcare

Lisa Campbell

Secretary, PEDIGREE Foundation
Director, External Affairs, Mars Petcare

Deb Fair

Executive Director, PEDIGREE Foundation – Non-Voting Member

Tiffany Bierer

Raw Material Development Manager, Mars Petcare

Melodie Bolin

Sr. Marketing Director, Dry Dog Food Portfolio, Mars Petcare

Steve Cavezza

Senior Counsel, Mars Petcare

Tracey Marumoto

Vice President, S&OP+, Enterprise Initiatives,
Continuous Improvement and Project Management,
Mars Petcare

Craig Neely

Vice President, Marketing, Mars Petcare

Ellen Thompson

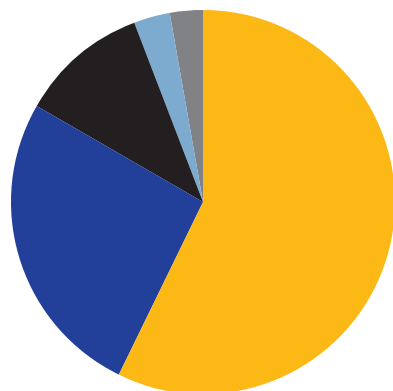
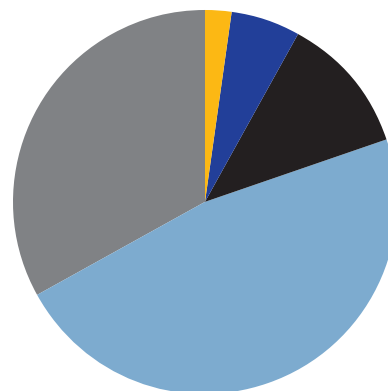
Vice President, Customer Accounts, Mars Petcare



Financials

Your Dollars at Work

Disaster Relief Grants	\$19,036
Role Model Shelter	\$50,000
DOGS RULE.™ Grant.....	\$100,000
Program Development Grants	\$400,565
Operation Grants.....	\$278,209



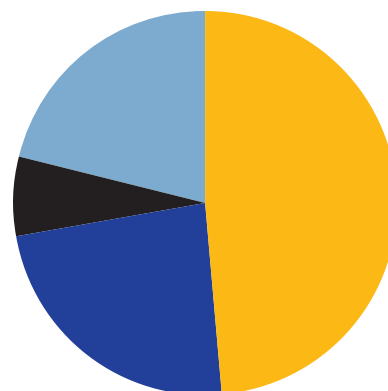
Where Dollars Come From

In-Kind Contributions.....	\$2,311,128
Corporate Donations	\$1,050,000
Major Event Contributions.....	\$439,721
Individual Donations.....	\$119,468
Gear Sales.....	\$111,442

*excludes interest income

How Dollars Are Spent

Grants	\$847,810
Administration	\$412,365
Marketing	\$116,393
Fundraising.....	\$366,744



*When reviewing our 2018 data while compiling this report, we identified an inconsistency in how expenses were totaled and classified in 2018. Administration should have been reported as \$353,000 and Fundraising should have been reported as \$378,000. In 2019, our Administration costs rose, reflecting investments in facilities, equipment and expenses for our new DOGS RULE.® store at Mars Petcare headquarters as well as investments as we continue our journey to engage more donors, build our grant funding and increase our endowment. Our Fundraising costs declined due to lower credit card fees in 2019.

Please Help Us Help as Many Dogs as Possible

PEDIGREE Foundation works year round to help those who help dogs, but we can't do it alone. Our grants are funded by the PEDIGREE® brand, other business donors, DOGS RULE.® gear sales and donations from dog lovers like you. We're incredibly grateful for this support.

Your tax deductible gift helps us help more dogs find the loving homes they deserve. All individual donor contributions go directly to our shelter and rescue grant program.

DOGS RULE.® gear purchases also support grants that help shelters and rescues save dogs.

Please help! Visit DogsRuleStore.com or Amazon.com/dogsrule to shop for great gear for every dog lover you know. Visit Bit.ly/Donate4Dogs or PedigreeFoundation.org to donate. Thank you!



PedigreeFoundation.org

DogsRuleStore.com

Facebook.com/PedigreeFoundation

Instagram.com/PedigreeFoundation

Twitter.com/PedigreeFound

Pinterest.com/PFforDogs

