



**Helping end pet
homelessness
by helping dogs
find homes.**

2018 PEDIGREE Foundation
Impact Report

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A woman with brown hair, wearing a blue long-sleeved shirt, is smiling and holding a large, shaggy brown dog. The dog is looking up with its mouth open, showing its teeth and tongue. They are in a grassy field with trees and a blue sky in the background.

247

Grants awarded
in 2018

\$617,024

Funds provided
in 2018

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Celebrating 10 Years of Helping End Pet Homelessness

Nearly 3.5 million dogs end up in shelters and rescues every year, and nearly half never get adopted. That's why PEDIGREE Foundation was created in 2008 — to help more dogs find loving homes. We're very pleased to report that our tenth year brought new milestones as we continued our work toward a day when all dogs are safe, secure, cared for, fed well and loved.

In 2018, we partnered with Hallmark Channel to encourage dog adoption. We launched a best practice webinar for shelters and rescues. Our 10-year anniversary "Pawty" was our largest fundraiser yet, raising over \$550,000.

The year also brought new initiatives. We created the DOGS RULE.™ Grant, the largest in our history, to provide two years of support to an innovative program that could become a best practice model that increases dog adoption rates. And, we made significant investments in efforts to increase awareness of the Foundation, engage more donors, and build our grant funding and endowment.

We also gave four one-time grants in partnership with Grammy Award-winning artist LeAnn Rimes, and a Role Model Shelter Grant to share best practices.

At the same time, we continued the day-to-day support that sets PEDIGREE Foundation apart. While many admirable programs offer large grant opportunities, a lot of shelters and rescues need something more fundamental: money to buy dog food, or pay the electric bill, or get a few more hours a week from a vet technician.

For the past ten years, PEDIGREE Foundation has been giving this everyday support to hundreds of shelters and rescues annually. Each Operation Grant provides around \$1,000 to cover general operating expenses, and we give them to nearly every qualified shelter or rescue that applies.

Since 2008, PEDIGREE Foundation has provided more than \$7.3 million through 5,300 grants, giving thousands of dogs a better chance to be adopted.

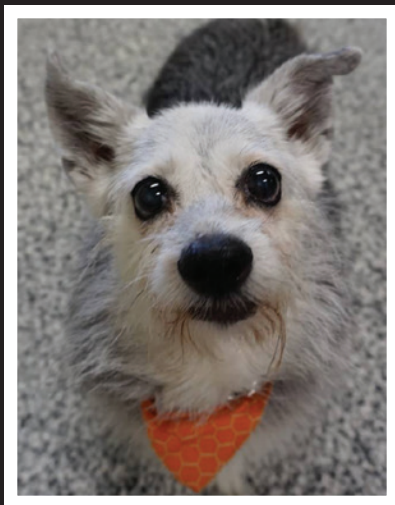
There's nothing more heartbreaking than seeing homeless dogs in need. There's nothing more inspiring than the amazing shelters and rescues that help. It's an honor to support their efforts.

Since 2008, PEDIGREE Foundation has provided more than \$7.3 million through 5,300 grants, giving thousands of dogs a better chance to be adopted. And we're just getting started.

Deb Fair,
Executive Director, PEDIGREE Foundation

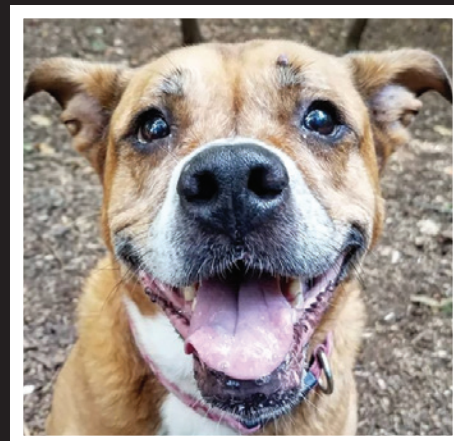
Bo Segers,
President, PEDIGREE Foundation Board of Directors

Supporting Shelters & Rescues



“Tippy was able to have a badly needed dental exam and follow-up veterinary care thanks to the support of the PEDIGREE Foundation. Tippy and her best friend, Delight, are now resting comfortably in a foster home until they meet their adopters!”

Animal Rescue, Inc.
New Freedom, Pennsylvania



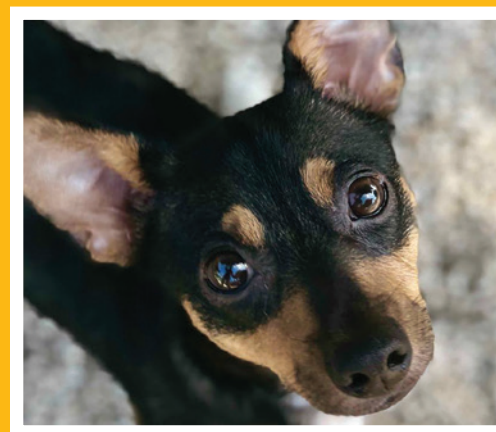
“Our Seniors4Seniors program waives the adoption fees for senior citizens (55 and up) adopting senior pups (7 and up). With the help of PEDIGREE Foundation, we will save even more seniors’ lives like Oakley!”

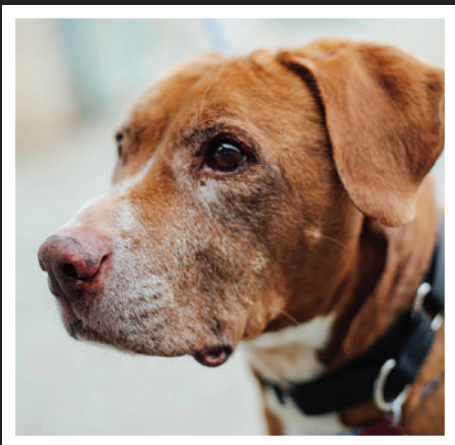
PAWS Atlanta
Decatur, Georgia



“Because of our Mutts With Manners program, our shelter dogs receive one-on-one training with staff members during their time here. This program truly helps our shelter dogs become adoptable companions, and results in more lasting adoptions with forever families!”

**Little Traverse Bay
Humane Society**
Harbor Springs, Michigan





“Excited to share that PEDIGREE Foundation has given us a \$1,050 grant to support the lifesaving work we do every day. Now more very good dogs can find loving homes! Thanks, PEDIGREE Foundation!”

Ark-Valley Humane Society

Buena Vista, Colorado

“Thank you, PEDIGREE Foundation, for funding new surgical instruments for our medical program and making so many new loving families possible.”

Berkeley Humane

Berkeley, California



“A huge thank you to the PEDIGREE Foundation for providing us a grant to help feed our shelter animals. This will help the many animals that come through our doors. We really appreciate their kindness and thinking of us!”

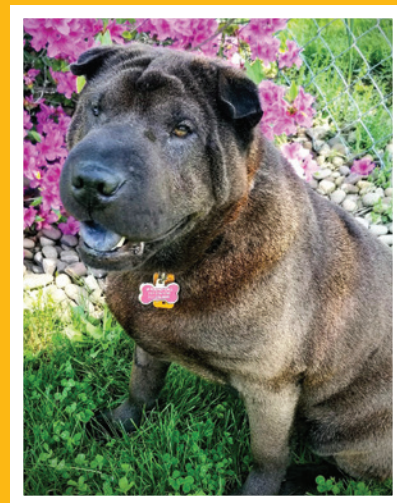
Humane Society of Tampa Bay

Tampa, Florida

“We are so thankful to have been awarded an Operation Grant by PEDIGREE Foundation! The grant will provide veterinary care to sweet Shar-Pei like Mya, who was heart-worm positive when surrendered. The support from PEDIGREE Foundation helps us to make these pei-bies healthy again and gets them ready for ‘forever’ homes!”

Shar-Pei Rescue of Virginia

Barnegat Light, New Jersey



Helping Dogs Find Loving Homes

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.

GIVING TO DATE

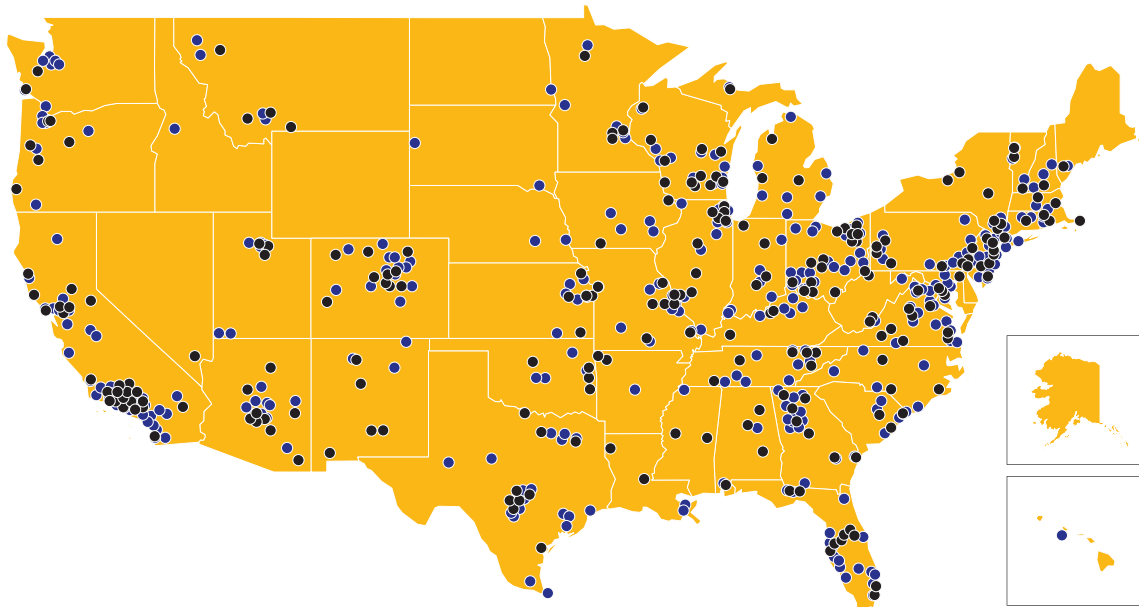
5,300

Grants
provided

\$7.3
million

Funds
awarded

HELPING DOGS NATIONWIDE



● 2017

● 2018

PEDIGREE Foundation grants are typically awarded in November. As a result, the 2018 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 2017 and 2018, to depict both 2017-grant-related activity that took place in 2018 and the new grants that were awarded.

THREE MAIN TYPES OF SUPPORT IN 2018

213

Operation Grants
(up to \$1,050)

for general operating or other expenses that help increase dog adoption.

24

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

for activities that expand operational capability to increase dog adoption.

1

DOGS RULE.™ Grant
(\$50,000 a year
for 2 years)

for an innovative initiative that could become a best practice model.

SPREADING BEST PRACTICES

Offered for the first time in 2018, the new DOGS RULE.™ Grant is the largest grant in PEDIGREE Foundation's history — \$100,000 to be used over the course of two years. It was awarded to **Austin Pets Alive!** to support its Virtual Foster Program. This program pairs dogs who are having difficulty finding a foster home with volunteers who want to help, but can't foster at home. They provide training, promote the dog and answer questions from potential adopters. The Virtual Foster Program aims to reduce the length of time these dogs stay in the shelter and boost adoption rates.

ALSO IN 2018

Along with several Disaster Relief Grants, in honor of our 10-year anniversary, PEDIGREE Foundation created several new grant initiatives:

Role Model Shelter Grant (\$50,000) to **Nashville Humane Association** for best practice coaching with a local shelter to increase dog adoption.

PEDIGREE Foundation LeAnn Rimes Grants

given in partnership with the Grammy Award-winning artist. Four \$10,000 grants were awarded:

- **Humane Society for Seattle-King Co** (Tacoma, WA)
- **Berkeley East Bay Humane Society Inc** (Santa Rosa, CA)
- **Basset Hound Rescue of Southern California** (Cerritos, CA)
- **The Animal Foundation** (Laughlin, NV)

Who We Are

PEDIGREE Foundation Staff

Deb Fair

Executive Director

Megan Meredith

Grants Manager

2018 Board of Directors

Bo Segers

President of the Board of Directors, PEDIGREE Foundation
Associate General Counsel, Pet Nutrition – Americas, Mars Petcare

Jam Stewart

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

Isabel Johnson

Treasurer, PEDIGREE Foundation
Sales Operations Director, Mars Petcare

Lisa Campbell

Secretary, PEDIGREE Foundation
Director, External Affairs, Mars Petcare

Deb Fair

Executive Director, PEDIGREE Foundation – Non-Voting Member

Tiffany Bierer

Health and Nutrition Manager, Mars Petcare

Melodie Bolin

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

Steve Cavezza

Senior Counsel, North America, Mars Petcare

Renee Peets

Vice President, Supply Chain, Mars Petcare

Craig Neely

Vice President, Marketing, Mars Petcare

Kimberly Spina

Program Manager, Rescue Rebuild



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A Great Year for Dogs



February

Launched partnership with Hallmark Channel's Adoption Ever After program to help shelter dogs find homes. We participated in Home & Family segments throughout the year to encourage dog adoption.



June

\$25,000 raised through DOGS RULE® gear sales at CMA Fest 2018. We were grateful for support from celebrity partners Erin Kinsey and Jillian Cardarelli, who helped encourage visitors to our booth!



August

For three months, participating Tractor Supply stores donated \$1 for every PEDIGREE® Brand purchase. This enabled a generous \$50,000 donation from Tractor Supply Company to help fund shelter and rescue grants.



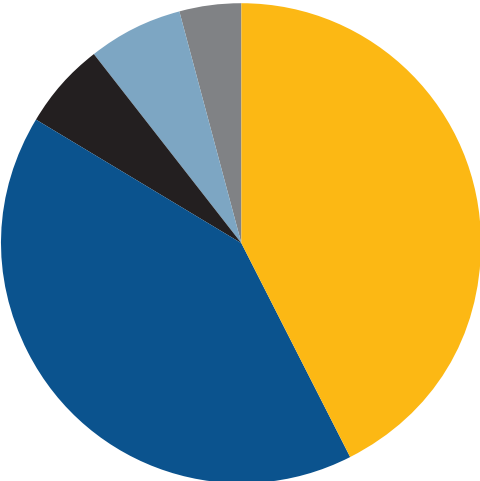
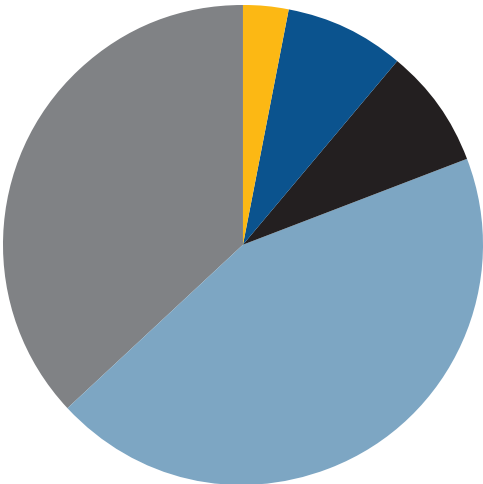
October

10-Year Anniversary "Pawty" raised \$551,000. Thanks to top event sponsors Dollar General, Hallmark Channel and Transcontinental Packaging. Other sponsors included Atlantic Packaging, DDB Worldwide and Silgan.

Financials

Your Dollars at Work

Disaster Relief Grants	\$19,695
Role Model Shelter	\$50,000
DOGS RULE.™ Grant.....	\$50,000
Program Development Grants	\$270,529
Operation Grants.....	\$226,800



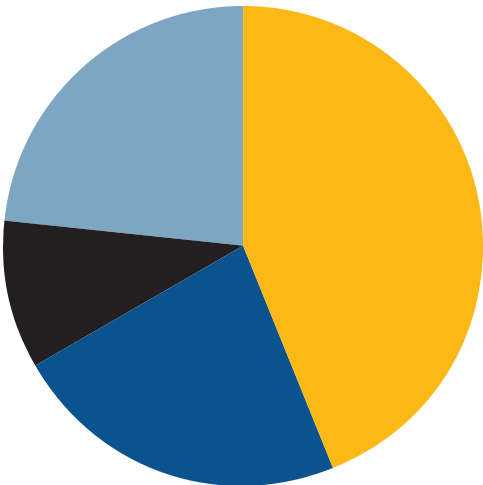
Where Dollars Come From

Corporate Donations	\$790,264
Major Event Contributions.....	\$760,551
In-Kind Contributions.....	\$108,586
Individual Donations.....	\$118,620
Gear Sales.....	\$76,306

*excludes interest income

How Dollars Are Spent

Grants	\$617,024
Management	\$322,495
Marketing	\$139,312
Fundraising.....	\$326,023



*includes investments to increase awareness, engage more donors and build our grant funding and endowment

Millions More Dogs Need Your Help

We help those who help dogs, but we can't do it alone. PEDIGREE Foundation grants are funded by the PEDIGREE® Brand, other corporate donors and contributions from dog lovers like you.

Your tax-deductible donation helps us do even more. It could even save a life. 100% of individual donor gifts are distributed to shelters and rescue groups nationwide through our grant programs.

Please visit <http://bit.ly/Donate4Dogs> or visit us at PedigreeFoundation.org to donate.



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