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We thank our Board of Directors for their volunteerism and leadership.

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As I conclude my term as Board Chair, words alone cannot express how incredible this experience has been and how impressed I am with the people I’ve met in the human health and human-animal bond communities. Those who know me well understand my deep passion and commitment to the human-animal bond and serving on the Pet Partners board has been both an honor and privilege.

As I reflect upon all of the activities in 2017, I see all the ways Pet Partners continued to strengthen its ability to serve in communities throughout the United States and deliver on its mission to improve human health and well-being through the human-animal bond. I am proud of the organization’s accomplishments over the last 12 months. Among the most significant is the international expansion as a grant-funded opportunity and discovering that Pet Partners’ high standards are respected and appreciated globally. Another important initiative was the launch of our grassroots advocacy program, which in the last four months of the year registered 1700 advocates who took more than 2300 actions. As I am writing this, our grassroots advocacy network has doubled to more than 5000 registered advocates who are speaking out about the human health benefits of the human-animal bond in support of the Puppies Assisting Wounded Service Members and Pets and Women Safety Acts.

The 40th anniversary year was commemorated by a celebratory luncheon at our first conference in more than a decade. Highlights of the conference included exceptional speakers and leaders in the field of AAI. The commitment to our level of handler education is unmatched by any other therapy animal organization, as demonstrated by our offering of 21 webinars for continuing education. The number of teams who have registered with our literacy initiative, Read with Me™, grew to almost 4200 teams. More than a thousand teams signed up for the new Walk with Me™ initiative in response to the Surgeon General’s Call to Action on walking and walkability.

As interest in therapy animal visitation grows, companies are now taking note of the health benefits. In partnership with Aetna, we launched our first animal-assisted workplace well-being program with therapy animal teams making much-appreciated visits to Aetna sites around the U.S., similar to our popular college destress events. With all of these important initiatives successfully underway, the future of Pet Partners is brighter than ever.

I want to personally thank all of our teams for the countless hours you volunteer to bring joy to others. A special thank you goes to Annie Peters for her dedication and courageous leadership. I look forward to Pet Partners’ continued successes and will continue to support the organization as an advocate for both human and animal well-being. In closing I once again share one of my favorite quotes by French poet Anatole France: “Until one has loved an animal, a part of one’s soul remains unawakened.”

Kind regards,

Diana Kiriakides-Morabe
Board Chair
Pet Partners Animal-Assisted Workplace Well-being Program Receives Rave Reviews from Employees Across the Nation

Pet Partners from across the country have headed into offices for an exciting new program initiative that was launched nationally in 2017, and the reaction to our new Pet Partners Animal-Assisted Workplace Well-being program has been very positive! First introduced as a pilot program at Aetna’s Hartford, CT headquarters in 2016, workplace well-being visits showed the positive impact of Pet Partners therapy animal teams for employees and led to expansion of the program in 2017.

HERE IS SOME OF THE FEEDBACK WE RECEIVED:

“I could feel my heart rate decline. When I got back to my desk I felt refreshed and invigorated and was able to tackle all of the projects in front of me successfully.”

“I can’t adequately explain how much I loved this! This completely made my day better.”

“Little back story… I’ve been monitoring my blood pressure at the Wellness Center per my doctor’s request. I email my doctor weekly with the results. Today on my walk down to the Wellness Center, I passed the auditorium and saw that it was Pet Partners day. What a great way to spend a few relaxing minutes before getting my blood pressure taken. And my pressure was great! Lower than normal. Kudos to the Pet Partners program! And many thanks!”

“I would like to let you know that I had a very good experience with the therapy dogs. I am a big animal lover and I knew it would be a relaxing experience for me. But it was much more than that! I saw people that were shy, but still felt good and came more than once to have that moment of tenderness. Wonderful experience!”

“I look forward to it all week when I know Pet Partners will be here. The dogs and owners are very sweet and calming, and it is nice to talk with fellow employees that you wouldn’t meet otherwise.”

When Pet Partners therapy animal teams make workplace well-being visits, they boost employee morale and satisfaction, and increase productivity. Numerous studies have shown that when people take just a few minutes to pet an animal, their stress is reduced.

Research also shows that animals in the workplace often lead to more productive coworker interaction, increased trust levels between colleagues, and more effective collaboration.

Kay Mooney, Vice President, Employee Benefits & Well-Being at Aetna, delivered a keynote address at Pet Partners’ Professionalizing the Passion conference in Bellevue, Washington in September 2017. The address, titled “Aetna’s Journey to a Healthier, Happier Workforce,” described Aetna’s progress toward incorporating animal-assisted interventions into the workplace and highlighted our joint belief that animals and humans share an incredible connection.

“‘We have seen firsthand how therapy animals truly improve lives and lower stress,” said Mooney. Aetna was a supporting sponsor of the Pet Partners conference.”
American Pet Nutrition & Pet Partners: Working together to promote the human-animal bond

American Pet Nutrition, the family owned pet food company known for trusted brands such as Vita Bone and Supreme Source, continues to be a supportive partner. In addition to their ongoing financial support, American Pet Nutrition creatively promotes Pet Partners’ mission.

In December, American Pet Nutrition created a special holiday video campaign which featured Pet Partners teams and children participating in Read With Me™. The videos have been viewed more than 400,000 times, educating many people about this wonderful literacy initiative.

“All of us at American Pet Nutrition have dedicated our careers to the health and happiness of pets everywhere, because we know what joy they can bring,” said Bill Behnken, president and chief executive officer of American Nutrition, Inc. “That’s why we’re pleased to be part of the great work that Pet Partners is doing. Their therapy teams make a positive impact in people’s lives every day.” Behnken and the APN family share Pet Partners’ belief that the relationship between human and animal is a meaningful connection that enhances the lives of both people and pets.

International Expansion: Eli Lilly and Company Foundation

Pet Partners has officially expanded into 11 countries! Funding from the Lilly Foundation, through Elanco Animal Health, allowed Pet Partners to license evaluators and register therapy animal teams from around the world.

Our first international evaluation occurred at the International Association of Human-Animal Interaction Organizations conference, which was held in California. Practicum attendees hailed from Hong Kong, India, Poland, Romania, and Switzerland. These evaluators all passed their practicum, and then returned to their home countries to begin evaluating and registering therapy animal teams.

Next, Pet Partners traveled to South Korea and Colombia to hold practicums and evaluations over the span of a few days; these trips added 6 more international evaluators. These trips also allowed us to register several new therapy animal teams (many of whom were evaluators) during our time in-country. In 2017, Pet Partners added 11 international evaluators and 9 therapy animal teams abroad. Throughout this growth, Elanco Animal Health has provided essential partnerships and insights into new markets. Not only do we have a partner in funding, but we also have a partner in vision for the Pet Partners international expansion.

Proud Pet Partners supporter American Pet Nutrition featured Read With Me in a national awareness campaign in December 2017.
Farmers Insurance & Pet Partners: Helping Communities Together

In addition to having access to claims processing, hot meals, high-speed internet and phone access, people who visited the Farmers Insurance relief sites were also able to spend some time with Pet Partners teams.

In partnership with Farmers Insurance, Pet Partners teams visited in communities affected by several natural disasters in 2017. Farmers Insurance set up relief sites and dozens of Pet Partners therapy animal teams signed up to volunteer during these events, including sites following Hurricane Harvey in Texas and after California’s wildfires.

Thank you to Farmers Insurance for their support, and to our wonderful therapy animal teams for working together to positively impact many communities during such difficult times.

PetSmart Charities Supports Pet Partners National Conference

PetSmart Charities was a supporting sponsor of the 2017 Pet Partners conference, Professionalizing the Passion, which was held in September 2017 in Bellevue, Washington. The conference, which was the first Pet Partners has held in over ten years, was a unique opportunity for those engaged in the practice of animal-assisted interventions, from volunteers to practitioners, to expand their knowledge and network.

“At PetSmart Charities, we are dedicated to supporting programs and thought leadership that bring people and pets together. With Pet Partners’ work to increase awareness on all the ways companion animals enrich our lives, this makes for a great fit,” said David Haworth, DVM, Ph.D., president of PetSmart Charities.

“We were so excited to have the support of PetSmart Charities at the Pet Partners Conference,” said Annie Peters, president and CEO of Pet Partners. “With their support, we were able to inform the industry on the scientific-based evidence that animal partnership improves human health and well-being. There are even thousands of animals in shelters across the country, just waiting to serve in the role of dedicated therapy animals alongside loyal handlers.”

The Pet Partners Conference, generously sponsored by PetSmart Charities, highlighted the research that supports the work of tens of thousands of volunteers while also giving volunteers and facility decision-makers the opportunity to strengthen their skills and network with their peers. The conference also marked Pet Partners’ 40th anniversary.
Raising Cane’s Chicken Fingers Launches National Fundraiser

In 2017 Raising Cane’s Chicken Fingers held a very special nationwide fundraiser in support of Pet Partners. Launched on National Therapy Animal Day, the campaign gave Cane’s customers all over the country the chance to purchase a limited-edition plush Cane II dog wearing her therapy vest. When Cane II passed away after a long and wonderful life, Raising Cane’s wanted to honor her.

Cane II, Raising Cane’s mascot, dedicated her life to visiting others as a registered Pet Partners therapy dog with her owner and handler Gwen Graves. “For years and years, she and my wife Gwen spent several hundred hours visiting children and adults at hospitals, clinics, and nursing homes throughout the country,” said Todd Graves, Founder & CEO of Raising Cane’s. “We will always remember Cane II.”

The Graves family recently welcomed Cane III to the family. Their hope is that Cane III will one day become involved with Pet Partners.

Raising Cane’s presented a donation of $100,000 to Pet Partners in Baton Rouge, LA at the hospital where Gwen and Cane II made frequent patient visits.

Photo credit: Joey Bordelon
Every day, someone is affected by the presence of a Pet Partners therapy animal team. With our teams making more than three million visits each year, we know that the impact of therapy animal teams is broad and profound. We see the influence of these visits in the stories our teams share with us, in the photos and videos we receive, in the emails and social media comments sent to us, and in the donations made to support our Therapy Animal Program and the work done by our teams.

Sometimes, the impact of both the teams and the support becomes especially clear when a supporter is also someone receiving a visit from a Pet Partners team.

Dr. Kelley Donham is a veterinarian recognized as a leader in agricultural health and safety. He attended the University of Iowa, where he became acquainted with Michael McCulloch, MD, and was the first graduate student to work with William (Bill) McCulloch, DVM, both of whom were founders of Delta Society, now Pet Partners. Dr. Donham was a contributor to Delta Society’s capital campaign, and continued to support the mission of Delta Society and Pet Partners over the years.

Dr. Donham is also an animal lover and devoted dog owner, who has kept and bred Vizslas for many years. He first came to love the breed while in veterinary school, when he adopted one that had apparently been abandoned. When that first Vizsla, Red, passed on, he and his wife chose to get another one, which began decades of breeding and training this elegant hunting and companion dog.

The pinnacle of their work with Vizslas was a dog named Dusty. “He was the best partner ever,” says Dr. Donham. “He had an extremely high level of smelling, pointing, retrieving, competitive mind, and was a complete gentleman around people young and old and other dogs and all animals. It was not possible for me to love an animal any more than I loved him.”

Sadly, in 2016, Dusty was diagnosed with cancer and his health declined. The Donhams made the difficult decision to humanely euthanize Dusty and say farewell to Dr. Donham’s best partner. As they were preparing for that final visit, however, Dr. Donham experienced a health setback of his own and had to be hospitalized. He was not well enough to be with his family as they said the last goodbye to Dusty, and it broke his heart.

“In the hospital all I could do was think about him and all the great times we had together. I was crying like a baby – I could not even be with him when he was going to exit this world.”

Kelley Donham’s beloved Vizsla, Dusty
As Dr. Donham was struggling to deal with his grief and the loss of his beloved dog, alongside his health issues, he received an unexpected visit. “While I was sitting on the edge of my bed, a woman came in and asked if I wanted to have a dog come in to visit. At first, I said no. I just want to be alone.”

“She said she was from Pet Partners. I thought for a minute about my early mentor Bill McCulloch (as his grad student and research assistant) and his brother Mike who I knew as a fellow student in the undergrad program of Pre-medical sciences at the University of Iowa. I saw that she had an English Setter with her – the breed of dog I had before Red came to us. So with those connections, I said sure, come on in.”

The team was Sue Braverman and her English setter, Maggie. They have been a registered therapy animal team (with Delta Society and now Pet Partners) since 2008. Sue and her family adopted Maggie after losing their previous dog, so she understood the sorrow Dr. Donham was experiencing. “I wasn’t looking for a dog to do therapy with, though I knew all about it as I have a cousin who was registered with Delta at the time,” says Sue. “I saw how sweet and loving Maggie was and how she helped us heal from losing our precious dog.” Maggie’s loving nature and Sue’s desire to share that inspired them to become a therapy animal team.

“I started volunteering in schools with reading programs. I always wanted to volunteer with Maggie at the hospital. When I finally did, it was SO rewarding. I didn’t realize how happy petting a dog made the patients. The hospital has been a perfect fit for us. I really think Maggie has a sixth sense. She really connects with the patients. She lays next to them and just snuggles. I love sharing her!”

Sue and Maggie came into Dr. Donham’s room, and Maggie got up on the bed next to him. He began talking with Sue while getting attention from Maggie. “I told her about Dusty, about Mike and Bill and my association with them and them being at the forefront of first Delta, then Pet Partners. We talked about how the efforts of those two co-founders of Pet Partners have helped hundreds, maybe thousands of people. I think what it did for me was to look at the positive side and the help that others have received from those efforts, taking away somewhat the current pain I was feeling for myself.”

From meeting the McCulloch brothers years earlier all the way to this comforting hour in a hospital room with a Pet Partners therapy animal team, Dr. Donham felt the effect of the Pet Partners mission, and could see the tangible results of his support for the organization. “I have been a donor to Delta and now Pet Partners for many years. I appreciate the concept, and now I know firsthand how it helps the many it has and will continue to do so,” he says.

“So many people are facing challenges, hardships, disappointments, loneliness and grief,” says Mary Margaret Callahan, Pet Partners’ Senior National Director of Program Development. “I like to think that a visit from a therapy animal is just another way we can show we care - for our friends, our neighbors and even those in our community we’ve just met.”

This is what we strive for every day: these connections and profound impacts that come from the human-animal bond. Every day, our volunteer therapy animal teams make these connections with people. Every day, we see the impact of our work and the efforts of our teams. And every day, the support from our community helps us expand this impact and make even more connections.

That’s why we do this.
In 2017, monetary donations increased by nearly 40%. Our investment in growing our donor base is taking off, and corporate donations more than doubled. We received a $100,000 donation from Raising Cane’s Chicken Fingers as a result of their nationwide fundraiser which was held in memory of the company’s mascot, Cane II. Cane II dedicated her life to visiting others as a registered Pet Partners therapy dog. We also received a generous bequest of $175,000.

Our commitment to education continues and revenue for online courses reached another all-time high. Course revenue covers costs of creating and hosting online education. Program revenue continued a solid growth trend, clear indications of the tremendous and growing interest in volunteering with your companion animal. However, revenue associated with the Therapy Animal Program from registration fees, course revenue, and the online store totaled $672,623, while total program expenses were $2,604,791. It is important that we continue to invest in fundraising to offset the expense of managing the leading therapy animal program and the introduction of new initiatives such as advocacy. Our investments are prudent managed and had another strong year.

Pet Partners had begun offering a special benefit to our volunteers in 2016. Thanks to a grant from the Petco Foundation, we were able to continue our Cancer Care Fund in 2017. Pet Partners can offset medical expenses and pay veterinarians directly for a portion of cancer care treatment for a Pet Partners registered therapy animal. This is one of the ways we show appreciation for these wonderful animals and the work they do.

Elanco Animal Health, with funding provided by the Eli Lilly and Company Foundation, continued their support of expanding our Therapy Animal Program internationally in a sustainable manner. Some of our staff and volunteers made trips to Colombia and South Korea to prepare volunteer evaluators.

In 2017, the Lamar Advertising Agency generously donated billboard advertising space around the country, a service valued at over $350,000. The donated space was purposefully intended to draw attention to the important work our volunteers do, and to educate the public that rescue dogs can make good therapy dogs.

We continued to build on the success of 2016 through improvements to the website’s Volunteer Center portal, the learning management system, international expansion, and technology support of the conference. This has led to improved engagement with our volunteers and expanded capacity to spread our mission via online education and at the September conference. We also updated some key aspects to our technical infrastructure to improve business continuity, security, and staff workplace mobility.

Nonprofit organizations are asked to categorize expenses based on a process called functional allocation. This process is increasingly being challenged by sophisticated funders, charity watchdog agencies, and the nonprofit sector as an appropriate way to evaluate a nonprofit organization, but the requirement remains. In 2017, Pet Partners’ functional allocation of expenses improved significantly over prior years. The total functional allocation to our Programs was 75%, demonstrating the increasing strength of our investment in our mission and the improved effectiveness of our fundraising efforts. We also launched our grassroots advocacy initiative, which demonstrates our increased commitment and our ability to do more to improve human health and well-being through the human-animal bond.

Overhead costs, such as fundraising and administration, support Pet Partners’ overall mission of improving health and well-being through the human-animal bond. These core activities enable our program staff to focus on registering, educating, and supporting our therapy animal teams.

A focus on fundraising is required to obtain funds to expand our programming. For example, our international expansion grant was written by fundraising staff. Due to the funding secured, Pet Partners is now a global organization. To administer this grant and make sure the funds are correctly allocated to the program, our accounting staff steps in. Accounting staff also ensure that Pet Partners follows state and federal laws, and focuses on the financial sustainability of our organization. While overhead costs do not directly touch the lives of those in need like our program costs do, they are essential to successfully operate an international organization of Pet Partners’ size.

In September 2017, Pet Partners sold the building it owned and purchased a smaller building nearby. The amount of previous office space was more than twice what was needed to house staff and was not a prudent use of resources. In addition to the new building being a more suitable size for us, it also freed up capital to further the strategic initiatives in support of our mission. Proceeds from the sale are unrestricted and undesignated.

Pet Partners continues to have a healthy balance sheet and net assets. It’s important to recognize that of the $5,836,574 in unrestricted net assets, there is still $3,740,085 locked in the ownership of the land and building that serves as our headquarters, along with associated equipment. Only a small portion of our temporarily restricted Retained Endowment Earnings is available annually.

The growing interest in therapy animal visitation must be met with an increase in revenue to be able to sustainably service the need and interest without compromising the rigor, integrity, or safety of the Therapy Animal Program. We must also be ready to capitalize on opportunities that we are uniquely positioned to pursue in support of our mission. Our long-term strategic initiatives are helping us to provide a secure future for the organization and to continually improve our mission outreach. We are grateful for the individual donors, foundations, and corporate partners who share our vision and passion.
### OPERATING SUPPORT & REVENUE

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<thead>
<tr>
<th>Source</th>
<th>Revenue</th>
<th>Percentage</th>
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<tr>
<td>Donations (incl. Net Assets released from Restriction)</td>
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<tr>
<td>Program Revenue</td>
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<td><strong>Total Operating Support &amp; Revenue</strong></td>
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### OPERATING EXPENSES

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<th>Category</th>
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<td>Management and General</td>
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### NON-OPERATING ACTIVITIES

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### ASSETS

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### LIABILITIES

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### NET ASSETS

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<tr>
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<td><strong>Total Net Assets</strong></td>
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**Total Liabilities & Net Assets** $8,854,832
Annual Giving at all levels is important and every gift is vital to our success. Thank you for your support and the positive impact your contribution has made to those in need.

**$500 – $999**
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Berkshire Taconic Community Foundation, recommended by Susan & Arthur Peisner
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The Delta Giving Society recognizes donors who contribute $1,000 or more each year and play an important role in the financial health of Pet Partners. We thank you for your generosity and participation.

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We would like to thank the following generous corporate partners and foundations for supporting Pet Partners in 2017. These contributions help Pet Partners bring the healing power of pets to millions of people in need.

$50,000 – $100,000
- Aetna
- American Pet Nutrition
- Eli Lilly and Company Foundation
- The Petco Foundation
- PetSmart Charities
- Raising Cane’s Restaurants, Inc.
- Select Equity Group Foundation
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- Scaife Family Foundation
- VCA Charities
- The Y.C. Ho / Helen and Michael Chiang Foundation

$25,000 – $49,999
- Farmers Insurance
- The McCune Family Foundation
- Spectrum Brands, Inc.
- Cross Charitable Foundation
- Freshpet
- The Josephine Stedem Scripps Foundation
- Pet Food Institute
- The Powell Foundation

$10,000 – $24,999
- The Greater Tacoma Community Foundation, The Harold H. Galbraith Fund
- Intel
- Rex and Nelle Jackson Foundation
- Sir Speedy
- United Airlines – EcoSkies

$5,000 – $9,999
- The Eleanor P. Stuart & Mary C. Stuart Family Foundation
- The Mary Alice Fortin Foundation, Inc.
- Mill River Foundation Fund at the Boston Foundation, recommended by Wendy Arnold
- Trupanion

$1,000 – $4,999
- BECU
- C.A.L. Foundation, Inc.
- Charlotte’s Litter
- The Emmes Corporation
- The Greater Tacoma Community Foundation, The Harold H. Galbraith Fund
- Intel
- Rex and Nelle Jackson Foundation
- Sir Speedy
- United Airlines – EcoSkies

What’s Your Legacy Going to Be?

Many adults think of estate planning as an important task to undertake but not something to address now...perhaps in the future. Focusing on your estate plan today has many benefits, especially providing peace of mind knowing that your interests and wishes are being recorded. It gives you the opportunity to define who is important to you, including your family and friends, and what charitable organizations have been meaningful in your life.

It is through the thoughtfulness of individuals who have included Pet Partners in their estate plan that the organization has been able to grow successfully. The number of registered animal therapy teams has increased, resulting in dedicated teams being able to reach more people in their time of need. When an individual thoughtfully includes Pet Partners in their estate plan, they are leaving a legacy by ensuring that Pet Partners will continue to move forward. To help us meet this increasing need, consider including Pet Partners in your estate plan through a bequest in your will or living trust, or name Pet Partners as a beneficiary of your life insurance policy or your retirement account. It is simple to name Pet Partners as the beneficiary of a CD or other bank accounts. These steps are easy to take, will bring you the comfort of knowing you have taken care of your plans, and give you the knowledge that you will be benefiting people in the future by delivering comfort and kindness to someone who receives a visit from a therapy animal team.

Join the Caring Community members of Pet Partners, people who have chosen to include Pet Partners in their estate plans. Contact Mary Bohmke, maryb@petpartners.org, or call 425-679-5502 for additional information.

Tax ID: 91-1158281

CARING COMMUNITY

Robert Anderson
Donna Baer DVM
Grace Ballentine & Larry Ballentine
Richard Bauder & Betty Bauder
Valerie Beck & Richard Beck
Barbara Bell & David Bell
Donna Berrier
William Biery & Nancy Biery
Carolyn Borsini
Helen Boyd RN
Florence Burkholder
Betty Carmack
Ronda Carter & Craig Carter DVM
Mary Lynn Champion & Gary Champion
Sheila Cohen
Melody Cook
Merry Crimi & Ray Saunders
Lydia Cruzen & Roy Cruzen
Constance Dorn
D'Ann Downey & William Warley PhD
Janna De Lue
Lynnette Eastlake & Jon Eastlake
2017 Treats & Sweets Fundraisers

TOP 10 2017 TREATS & SWEETS FUNDRAISERS

- Sarah Reilly Murphy
- Linda Dicus
- Lisa Demetrius-Koukos
- Griffin Jones
- Dawn Coolahan
- Maritza Miller
- Brinley Reed
- Beth Wood
- Laura Ibsen
- Maggie and Sam Love Dogs

TOP 5 2017 TREATS & SWEETS TEAMS

- Pet Partners HQ
- Bakers&Barkers
- Team Aetna
- Chef G & Pals
- Pets-R-Powerful

Linda, a top Treats & Sweets baker in 2017, raised money for Pet Partners by hosting a “Fizz with Friends” party. Guests could donate before attending the party, and Linda had gift bags made up of treats of both the human and animal variety. Her “Kalei’s Krunchies” dog treats were a big hit (tested by Kalei, shown above). Linda raised over $1,000 to support Pet Partners. A big thank you to all our Treats & Sweets bakers!
MONTHLY DONORS

We thank our monthly donors for making a commitment to continuously support Pet Partners throughout the year. Monthly gifts sustain our program, and allow Pet Partners to focus on the expansion of the Therapy Animal Program, high quality handler education, and support for our teams. If you would like to become a monthly donor, please visit petpartners.org/donate or call 425-679-5503. The process is quick and easy, and your donation is automatically deducted from your account each month. Even a donation of $5 per month can make an impact on our therapy animal teams.

Carole Abbate  
Hannah Aiona Baker  
Jane Amsterdam  
Diane Anderson  
Susan Barthel  
Shari Barham  
Cynthia Beneduce  
Charlene Benjamin  
Laura Black  
Angela Brueckman  
Jackie Carroll  
Alysa Chadow  
Debbie Cieplinski  
Brenda Colldar  

Loretta Courtemarche  
Lisa Cressman  
Janie Doles  
D’Ann Downey & William Warley PhD  
Michael Dupont  
Michelle Estes  
Jeff Feliciano  
Jennifer Fuhrman  
Ann Green  
Rick Greene  
Todd Hendricks  
Ellen Honey & Ira Ehrlich  
Cheryl Hovanick  

Bethany Innis  
Charles Johnson  
Jacqueline Kendall  
Mary Little  
Cynthia Lovewell  
Carol Mahoney  
Janie,McCune  
Sue P. Minahan  
Elizabeth Morrison  
Robert Mosher  
Richard O’Malley & Elizabeth O’Malley  
Ellie Partington  
Diane Petrozzo  

Kamela Proulx  
Rebecca Ramage  
Nicole Anne Rupke  
George Sailee  
Pamela Schell Werschler  
Jenine Skowron  
Dannette Smith  
Evan Stevens  
Martin R. Tellez  
Kate Trickett  
Barbara Vroon  
Jennifer Waycroft  
Susan Willig  
Joel Wolff

PR & Social Media Highlights

“Animals have both a therapeutic benefit—they help heal—and a social benefit—they make us feel better,” says Williams, who’s now Pet Partners’ chief medical officer. “In a hospital setting, they help decrease stress levels and people’s perception of pain and increase people’s perception of well-being.”

Pet Partners, the nation’s leading organization registering therapy animals for animal assisted interventions, has declared April 30th each year as National Therapy Animal Day.

“Animals have both a therapeutic benefit—they help heal—and a social benefit—they make us feel better,” says Williams, who’s now Pet Partners’ chief medical officer. “In a hospital setting, they help decrease stress levels and people’s perception of pain and increase people’s perception of well-being.”

Annie Peters, president and CEO of nonprofit Pet Partners, believes on-campus pet visits “benefit students tremendously—reducing anxiety and depression, and releasing oxytocin, the ‘feel-good hormone,’ into the body.”

Facebook Twitter

FACEBOOK

NOVEMBER 2017 ADVOCACY CAMPAIGN

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<th>Metric</th>
<th>2017</th>
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INSTAGRAM GROWTH

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Conversion Rate: 40%