



**Pet Partners™**

# 2023 IMPACT REPORT



## Therapy Animal Program Highlights

**8,390**  
Active therapy  
animal teams

**4,861**

Read With Me™  
teams



**698**

Animal-Assisted  
Crisis Response  
teams

**60**

National  
office-arranged  
animal-assisted  
crisis deployments

**3,484**

Walk With Me™  
teams



**Pet Partners**  
of Western Washington

We **PASSED** our  
team evaluation!





# Rallying for the Future

In 2023 we focused on reenergizing and facilitating mission delivery after the significant impact on team count and visits caused by the COVID-19 pandemic from 2020-2022. The volunteer corps began to grow again as new teams who had been waiting to register were finally able to join.

We launched a simplified volunteer paperwork online submission, creating a faster and easier registration process. We continued our work to improve and expedite the volunteer journey, while also maintaining our best-in-class program standards that provide an unparalleled experience for handlers, animals and the people they visit.

We also refreshed and modernized our logo and unveiled a brand-new website that clearly and colorfully articulates our mission through stories of our volunteers and programs and describes the many ways to get involved as a volunteer, donor or corporate partner.

**Volunteer  
Leaders**

**547**  
Total Team  
Evaluators

**53**  
New Team  
Evaluators

**124**  
Volunteer  
Instructors





# 2023 Pet Partners Leadership



**President and CEO**  
**C. Annie Peters**

## 2023 Pet Partners Board of Directors

### EXECUTIVE COMMITTEE

**Dana Brooks**  
*Chair*  
Pet Food Institute

**Milton Pappas**  
*Board Vice Chair*  
Klarna Media

**Mary Craig, DVM**  
*Treasurer*  
CraigWorks Consulting

**Lauren Apolito**  
*Secretary*  
HFA-Rumblefish

**Julie Lawless**  
*Immediate Past Board Chair*  
(*Ex-Officio*)  
Lawless Strategic Communications

### BOARD MEMBERS

**Brandon Antin**  
Big Canyon Pet Food Co.

**Kristin Bloink**  
**DVM, MPH, PA-C, DACVPM**  
Elanco Animal Health

**Christina Cartwright**  
The Beachbody Company

**Sarah Chambless**  
Fenwick & West LLP

**Aubrey Fine, EdD**  
Cal State Polytechnic

**Wilson P. Garone**  
Santa Clara University

**Sophie L. Gibson**  
VIVO360, Inc.



*Pet Partners' Board of Directors gathered in Chicago and spent time with therapy horse Poppy.*

**Raquel Guevara**  
Microsoft

**Steven King**

**Tracy Knox**

**Melissa Martellotti**  
Mars, Incorporated

**Angel May**  
Nashville Entrepreneur Center

**Kay Mooney, FSA, MAAA**

**Jeff Oberto**  
Keystone Law Group

**Stanley Owens**  
Spectrum Brands

**Carryl Pierre-Drews**  
Interactive Advertising Bureau (IAB)

**Marc Scarduffa**  
A-VAN-TI

**Brian Schwartz**  
SIZE & SIZE Capital

**April Shepard**  
Cisco

**Laura C. S. Walker, CAE**  
North American Veterinary Community

### Pet Partners Human-Animal Bond Advisory Board (HABAB)

**Nancy R. Gee, PhD**  
*HABAB Chair*  
Virginia Commonwealth University

**Peter Canning, PhD**  
VetBio Partners, LLC

**Steven Feldman**  
Human-Animal Bond Research Institute (HABRI) Foundation

**Aubrey Fine, EdD**  
Cal State Polytechnic

**Gina Fisher Caldwell, PhD**  
Animal Behavior Institute

**Lori Kogan, PhD**  
Colorado State University

**Caren Lloyd**  
No Dog Left Behind

**Sharmaine Miller, PhD**  
John Hopkins/Bloomberg School of Public Health

**Megan Mueller, PhD**  
Tufts University

**Zenithson (Zenny) Ng DVM, MS, DABVP**  
University of Tennessee

**Kerri E. Rodriguez, PhD**  
Arizona College of Veterinary Medicine

**Sabrina E.B. Shuck, PhD**  
University of California, Irvine

**Leslie Stewart, PhD, LPC**  
Idaho State University



*“Throughout 2023 our exceptional volunteer teams and staff demonstrated their commitment to Pet Partners’ future success with an increase in the number of evaluators and instructors, the launch of innovations that streamline the registration process, and more. I am truly grateful for their dedication.”*

— **Dana Brooks**, Pet Partners Board of Directors Chair

# Financial



## Operating Support & Revenue

Donations (incl. net assets released from restriction)	\$1,799,603	60%
Program revenue	\$695,440	23%
Investment & other	\$494,163	17%
<b>Total Operating Support &amp; Revenue</b>	<b>\$2,989,206</b>	

## Operating Expenses

Program services	\$3,463,445	72%
Management and general	\$521,857	11%
Fundraising	\$833,489	17%
<b>Total Expenses</b>	<b>\$4,818,791</b>	

Pet Partners received a generous, multi-million gift in 2017. With Board oversight and approval, some of the funds are invested to support mission delivery in the future while others are invested in growing the number of therapy animal teams Pet Partners support. Every dollar is thoughtfully spent or invested.

## Assets

Current	\$899,541
Contributions receivable, net	\$46,198
Right-of-use assets	\$23,380
Land, building & equipment	\$285,952
Investment & other	\$14,875,437
<b>Total Assets</b>	<b>\$16,130,508</b>

## Liabilities

Current liabilities	\$519,450
Operating lease obligations	\$24,141
<b>Total Liabilities</b>	<b>\$543,591</b>

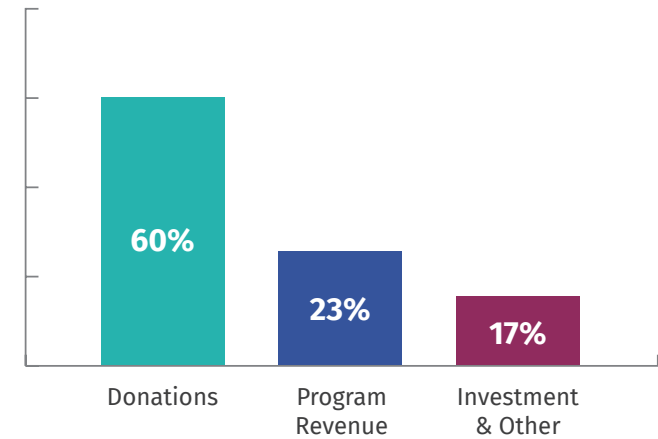
## Net Assets

Without donor restrictions	\$12,403,630
Donor-restricted funds	\$177,678
Endowment funds	\$3,005,609
<b>Total Liabilities &amp; Net Assets</b>	<b>\$16,130,508</b>

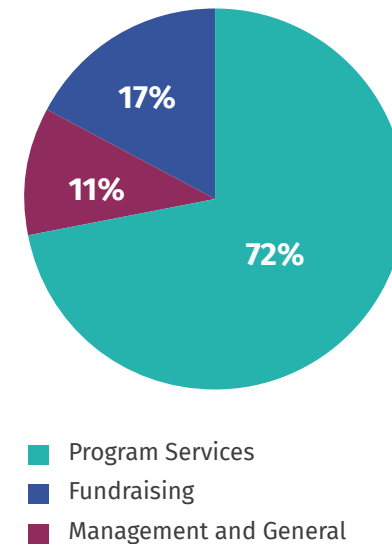
## Non-Operating Activities

Change in net assets from non-operating activities	\$1,831,806
<b>Total change in net assets</b>	<b>\$2,221</b>

## Operating Support & Revenue



## Operating Expenses



# Association of Animal-Assisted Intervention Professionals



In 2023, The Association of Animal-Assisted Intervention Professionals (AAAIP), a sister organization of Pet Partners, celebrated its first full year of operation. Dedicated to empowering professionals to incorporate therapy and facility animals into their vocational roles, AAAIP is driving the global recognition of the transformative potential of the human-animal bond.

With a steady increase in membership numbers and a growing cohort of professionals achieving their Certified Animal-Assisted Intervention Specialist (C-AAIS) designation, AAAIP is spearheading efforts towards industry standardization. By championing field leadership, providing innovative educational offerings, and fostering robust professional collaboration, AAAIP is supporting the evolution of the animal-assisted intervention field, ensuring its relevance and impact in diverse professional settings.



## 2023 Key Achievements

### Membership



**321**  
members added, a **27% increase over 2022**



**16 countries**  
represented: Australia, Brazil, Canada, Hong Kong, India, Ireland, Israel, New Zealand, Philippines, Portugal, Puerto Rico, Republic of Korea, Romania, Singapore, South Africa, United Kingdom, United States

### Education



**76**  
New Certified Animal-Assisted Intervention Specialists (C-AAIS)

**New course** released: Getting Started in AAI  
**\$30,133** revenue from courses

### Events



**Full Conference (virtual)**  
Theory and Practice in AAI: 4-day event with 237 attendees

**2 mini-conferences**

- Therapy Animal Training and Preparation: The Role of Trainers and Behaviorists
- Therapy Animals in Schools

**6**  
member events

**4**  
Facebook Lives

**\$32,662**  
in events revenue

## Board Members

**Daniel J. Dooley, EdD**  
*Chairperson*  
Absecon Public Schools

**Ellie Karges Wetzel**  
*Secretary*  
Vialto Partners LLP

**Scott D. Ryan, MSW, MBA, PhD**  
*Treasurer*  
University of Texas at Arlington -School of Social Work

**Cathy C. Bennett**  
Medical University of South Carolina (MUSC)

**Amber Bach-Gorman, PhD, LPCC-S, NCC**  
North Dakota State University Counseling Center

**Jen VonLintel, MS, MBA, C-AAIS**  
Thompson School District

**Macy Burr, OTD, OTR/L, C-AAIS**  
The University of St. Augustine for Health Sciences

# Pet Partners Signature Events



## Pet of the Year



In 2023, Pet Partners hosted the **2nd Annual Pet Partners Pet of the Year** and raised **over \$60,000** with this signature event. This fundraising competition recognizes the

incredible value that pets bring to our lives, both as companions and therapy animals. Any pet (not just therapy animals) can participate, and the winner is the pet candidate who, with the help of their humans, raises the most funds in support of the Pet Partners Therapy Animal Program.

The 2023 competition ran from February 5 to March 18, and nearly 90 pet candidates representing six different species participated, with more than 200 human supporters pitching in to help their favorite candidates fundraise.

The winner of the 2023 Pet of the Year competition was **Rye Guy**, an Australian Shepard from Rochester, Minn. Rye and his human partner Lindsey raised an impressive **\$14,000** during the competition. Doc Snuggles, a Golden Retriever from Indiana, came in second, raising nearly **\$10,000**, and Mika the Chow Pei from New York, raised more than **\$6,000**.



## Treats & Sweets Day



Bakers from around the world joined the sweetest fundraiser of the year to make a difference for Treats & Sweets Day, sponsored by Wellness Pet Company in honor of National Therapy Animal Day on April 30. Bakers got creative, visiting local government officials, selling at farmers markets, and hosting school

bake sales to raise funds and awareness to support Pet Partners Therapy Animal Program.



### Top Bakers:

- Ruth Olsen
- Elizabeth D Lynch
- Connie Priesz
- Aspen & Buster Drew
- Lori Truoccolo

### Top Teams:

- Pet Partners of Williamson County
- North Star Therapy Animals Minnesota
- Busters Buddies



# Pet Partners Signature Events



## Pet Partners WORLD'S LARGEST PET WALK

Presented by WELLNESS

On September 23, walkers, teams, and sponsors came together to celebrate the power of the human-animal bond at the World's Largest Pet Walk, presented by Wellness Pet Company. This year's walk was the most successful yet, raising nearly **\$112,000** - a 10% increase from the prior year.

### Highlights:

- The number of corporate teams participating more than doubled.
- Okoa Pet joined as a Bronze-level sponsor.
- Pet Partners of Fairfield County won the Top Community Partner Award, raising nearly \$10,000.
- Elizabeth Lynch, along with her guinea pigs Cookie and Moo, were honored as our National Walk Champions.
- Participants walked in more than 44 states and in 11 other countries.
- All nine species that Pet Partners registers were represented, including dogs, cats, equines, rabbits, guinea pigs, rats, birds, miniature pigs, and llamas/alpacas.

### Top Walking Teams

- Pet Partners of Fairfield County
- Blue Shield of California
- Wellness Pet Company
- HealthTeam Advantage - North Carolina Pet Partners
- Spectrum Brands

### Top Walkers

- Tomika Houghtby
- Elizabeth D Lynch
- Simone Snow
- Jeffrey Oberto
- Patricia Turner Custard



If you are interested in joining the 2024 World's Largest Pet Walk on Saturday, September 28, scan the QR code to get registered!



# Partner Spotlight



**Wellness Pet Company** continued to support Pet Partners throughout the year, sponsoring signature events including the World's Largest Pet Walk, Treats & Sweets Day, National Therapy Animal Day, and Giving Tuesday. They also invited Pet Partners teams to take part in events such as Global Pet Expo, SuperZoo, and pet-friendly workplace activities such as Take Your Dog to Work Day.



**Purina Cat Chow** celebrated their 60th anniversary in 2023. To commemorate the milestone, they made a \$60,000 donation to Pet Partners in honor of the benefits of therapy cats and the unconditional love they provide. They also compiled a book, *60 Years, 60 Stories: Celebrating the Extraordinary Impact of Cats*. Cat Chow donated all proceeds from this heartwarming book to Pet Partners.



**Spectrum Brands** Pet Partners received an incredible outpouring of support during our end-of-year giving appeal in 2023, thanks to support from our longtime partner **Spectrum Brands**. Their annual generosity in matching donations dollar for dollar inspired many supporters to double the power of their donation during the holiday season. Spectrum employees also laced up their sneakers to form a team for the World's Largest Pet Walk.



**Baby Doge** joined Pet Partners as a corporate sponsor to help support the meaningful work of our therapy animal teams across the country. Thanks to the Baby Doge community, they help us raise awareness and celebrate the loving impact our teams have on millions of lives each year by presenting our Therapy Animal Thursday posts across our social media platforms.



The **Elanco Foundation** provided Pet Partners with a generous three-year Innovation Grant to support the ongoing work of our therapy animal program, including the evaluation and re-evaluation of our dedicated therapy animal teams.



**Pet Food Institute** continued their support in 2023, partnering with us for our summer match campaign. They generously matched all donations up to \$10,000 with the goal of recruiting and supporting new therapy animal teams to meet the growing requests for visits. PFI also invited Pet Partners teams to participate in important awareness events such as Pet Night on Capitol Hill in Washington, D.C.



Pet Partners continued to team up with **Farmers Insurance** to help people affected by natural disasters such as hurricanes, tornadoes, and wildfires. Our dedicated teams were onsite after Hurricane Idalia, visiting relief sites in Georgia and Florida. We're proud of our teams for helping their communities and grateful for our friends at Farmers who support this vital work.



Pet Partners continued our collaboration with **The Pet Care Trust** in 2023 to provide interactions with registered Pet Partners therapy dog teams in approximately 100 classrooms across the country. The Dogs in the Classroom program was designed to bring our teams to select schools to improve the health, well-being, confidence, and literacy of students.



The **Dogtopia Foundation** partnered with Pet Partners to recruit and support more therapy dog teams who visit with school students, providing needed emotional, educational, and psychological support. They also proactively recruited volunteers from their Dogtopia pet parents and employees, encouraging them to explore volunteering with Pet Partners.

For the past nine years, the employees at Select Equity have voted for the **Select Equity Group Foundation** to grant funds in support of the Pet Partners Therapy Animal Program.

Thanks to the generosity of the **E. Hadley and Marion Stuart Foundation**, the Pet Partners Cancer Care Fund distributed support to 18 therapy animal teams impacted by a cancer diagnosis during 2023.



# Donor Recognition



Annual giving at all levels is important and every gift is vital to our success! Thank you for supporting therapy animal visits.

## Delta Giving Society

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.

### \$1,000 - \$2,499

- Benjamin Abrams
- Diane Alexander (v)
- Tonya Almond
- Brienne Alves
- Lauren Apolito (v)
- Raquel Beard (v)
- Pamela Beck
- Samantha Belmonte
- Kris Bergen (v)
- Marcia Bogue (m)
- Carolyn Buono & Neil Buono (v)
- Sharon Chalfant
- Sarah Chambless
- C. Cohrt
- Joseph Cook
- Trish Turner Custard
- David Day
- Riley Dennis
- Alice Duerr
- Ginger Edwards
- Debra & Robert Fagnant
- Emily Vogler & Daniel Flynn
- Julia Francis
- Sharon Fricke (v)
- Scott Gallatin DVM (m)
- Wilson Garone
- Don Greenwood
- Suanne Grundfest (m, v)
- Patrick Guerin (v)
- Sonya and Andrew Heilmann (v)
- Zoe Kamitses (v)
- Natalya Kashper
- Terri Kato (m, v)
- Anne Leets & Peter Leets (v)
- Cini Ling
- Cindy Lopez
- Liz Martinez
- Jeanette Matchette & John Matchette
- Amy Menton
- Sarah Moretti
- Christine Murphy
- Arun & Rina Nayar
- Nanette Newell (v)
- Bradley Nye
- Ruth Olsen (v)
- Claudine Owen (v)
- Stan Owens

- Milton Pappas (m)
- C. Annie Peters (m)
- Stephen Pusateri
- Mary Ann Rafferty
- Rick Reiff
- John Saurenman (v)
- Rhoda & Martin Schularick
- Melissa Stovall
- Suzanne Thielen (m)
- Peggy Vierregger (m)
- Rachel Waldmann
- Pamela & Gregory Weiss
- James Wilmoth (v)
- Tiffany Winkler
- Peggy Yu

### \$2,500 - \$4,999

- Andre Anderson
- Susan & Melvin Belsky
- Dana Brooks (m)
- Ashley & Aspen Drew (m, v)
- Terry Fencil
- Gale Finger (v)
- Tomika Houghtby
- Jennifer Krasnow (v)
- Tracy Knox

- Julie Lawless
- Cinnamon McKinney
- Linda Hackett & Russell Munson
- Sally Mussetter
- Jeffrey Oberto (v)
- Marcia Pearce (v)
- Susan Seider (v)
- Kelly Stockman (v)
- Jamie Taylor
- Nandita Verma
- Sheila Villadelgado
- Diane Weber (v)

### \$5,000 - \$9,999

- Kristin & Michael Bloink (v)
- Brad Copeland
- Mary Craig DVM & Michael Moore (v)
- Tricia Dicker
- Steve Fontenot & Kassia Kubena-Fontenot (v)
- Hinge Healthcare
- Elizabeth Lynch (v)
- William & Johanna Mennen
- Carolyn Murphy

- Kay Mooney
  - Claire Peel (v)
  - Carryl Pierre-Drews (v)
  - W Sadowinski
  - Debra Shearer
  - Margaretta Taylor
- ### \$10,000 - \$24,999
- Lindsey Wallace (v)



(m) = monthly donor | (v) = volunteer

# Donor Recognition



## Corporate & Foundations

We would like to thank the following generous corporate partners and foundations for supporting Pet Partners in 2023. These contributions help Pet Partners bring the healing benefits of pets to millions of people in need.

### \$50,000+

- Purina Cat Chow
- Select Equity Group Foundation
- Wellness Pet Company

### \$20,000-\$49,999

- Baby Doge
- Elizabeth A. Lynn Foundation

- Farmers Insurance
- Scaife Family Foundation
- Silicon Valley Community Foundation
- Spectrum Brands, Inc
- The Hadley & Marion Stuart Foundation

### \$10,000-\$19,999

- Bergen Foundation
- Blue Shield of California
- Dogtopia Foundation
- Elanco Animal Health
- Endeavors
- Pet Food Institute
- Ronald P. & Susan E. Lynch Foundation

- The Harris Center for Mental Health & IDD
- The Josephine Stedem Scripps Foundation
- The Max & Victoria Dreyfus Foundation
- The McCune Family Foundation
- The Pet Care Trust
- Wendy Arnold

### \$5,000-\$9,999

- C.A.L. Foundation, Inc.
- Crane Company
- Dr. Brandt Foundation
- Gracenter, Inc.
- Hinge Healthcare
- IDEXX Laboratories, Inc.
- National Christian Foundation Georgia
- The Charles Maxfield Parrish & Gloria F. Parrish Foundation
- The Eleanor P. Stuart & Mary C. Stuart Family Foundation
- The Mary Alice Fortin Foundation, Inc.
- The Powell Foundation





# Donor Recognition



## Caring Community

Pet Partners truly appreciates the thoughtfulness of the many individuals who have made a commitment to support our organization by including Pet Partners in their estate plans. It is through their generosity that Pet Partners continues to thrive and bring animal-assisted interventions to individuals who benefit from the human-animal bond. We thank these Caring Community members.

- Robert Anderson
- John Asencio
- Donna Baer DVM
- Grace & Larry Ballentine
- Ashley Barsaleau (v)
- Richard Bauder & Betty Bauder
- Valerie Beck & Richard Beck
- Barbara & David Bell
- Donna Berrier (v)
- William & Nancy Biery
- Carol Borsari (v)
- Carolyn Borsini (v)
- Helen Boyd RN
- Anne Taubman & David Boyle
- Florence Burkholder
- Betty Carmack
- Ronda & Craig Carter
- Mary Lynn Champion & Gary Champion
- John Remer Jr & Greg Cohane (v)
- Sheila Cohen (v)
- Galen Morgan Cooper (v)
- Patty Cornish (v)
- Lydia Cruzen & Roy Cruzen
- Janna De Lue
- Charles Granoski & Candace Cragg
- Lynnette Eastlake & Jon Eastlake
- Karen Edwards
- Joan Engel PhD
- Jolynn & Joe Elias (v)
- Robert Franklin DVM, P.C. & Catherine Franklin
- Nora Gallaher
- Jackie Gunby (v)
- Katharine Harding & Goodwin Harding (v)
- Deanne Harrup (v)
- Todd Hendricks
- Mary Hill
- Linda Hines
- Kathy Hosler (v)
- Cheryl Hovanick
- Vince Hua (v)
- Elizabeth Jahaske
- Jacqueline Joseph
- Rennie Karnovich (v)
- Katie & Martin Kasten (v)
- Steven King
- Jodee Kulp
- Lori Lester
- Barbara Litwack
- Lynn Loacker (v)
- Rebecca Lovejoy & Doug Lorain (v)
- Barbara Loveless
- Elizabeth Lynch (v)
- Jeanette Matchette & John Matchette
- Betty Manning & Kendall Manning
- Karen Miller
- Kathleen Mitton (v)
- Marilyn Mize
- Bill & Janice McCulloch
- Kay Mooney
- Michael Mossholder
- Lowrey Mumford (m, v)
- Robert Mushen MD & Jenee Pearce-Mushen (v)
- Maria Myckaniuk
- Tom Nelson
- Jeannie Nordstrom
- Lawrence Norvell
- Carolyn O'Leary (v)
- Kyoko O'Neill
- Michelle Padden (v)
- Judith Parker (v)
- Martha Jane Percy

## FreeWill Partnership



Pet Partners' partnership with FreeWill offers users the opportunity to complete a will online, at no cost to them, and includes options for making charitable bequests. Visit [freewill.com/petpartners](https://freewill.com/petpartners) for more information.

- Laura Pedersen PsyD (v)
- C. Annie Peters (m)
- Marjorie Peterson
- Liz Rizzo (v)
- Mark Rosenblum
- Debbie Ross & Robert Ross (v)
- Susan Rubio (v)
- Merry Crimi & Ray Saunders
- Ed Sayres & Michelle Sayres
- Mal Schwartz & Janine Schwartz (v)
- Mary-Margaret Shoaf PhD (v)
- Alfred Siegel
- Nancylee Siwula & Michael Siwula (v)
- Mark Spisak & Carol Spisak
- Sandra Squires
- Mary Stanton (v)
- Sharon Sternberger & Wayne Sternberger (v)
- Cristine Kossow & Walter Stugis
- Ingrid Sunzenauer
- Sarah Sweatt
- Gregg Takashima & Laura Takashima
- Doc Thomas Jr & Ella Mae Thomas
- Suzanne Van Sickle
- Lorna Vanderzanden DVM
- Eleanor Vigil
- D'Ann Downey & William Warley PhD (m, v)
- Hannah Weidman (v)
- Linda Wescoatt & Craig Wescoatt
- Julianne Wojtas & Veronika Wojtas (v)

(m) = monthly donor | (v) = volunteer

Pet Partners' mission is to improve human health and well-being through the human-animal bond. We envision a future filled with happier, healthier communities through greater access to meaningful interactions with therapy dogs and other therapy animals.



Pet Partners is a 501(c)(3) charity



**Pet Partners**  
Sharing the **love** of therapy animals

345 118th Ave SE, Suite 100, Bellevue, WA 98005-3587

[petpartners.org](http://petpartners.org)

Photos in this report were provided by Pet Partners staff and volunteers unless otherwise noted.