



Peace of Mind
DOG RESCUE

2017 Annual Report



*Helping Senior Dogs
& Senior People
Since 2009*



243 Adoptions

From the Directors

2017 was an exciting year of growth for Peace of Mind Dog Rescue. We were able to expand our staff in order to embark on a capital campaign and to double the number of Helping Paw clients we can help each year.

Our Capital Campaign was launched to enable us to purchase a building and create our own Intake and Care Center staffed by our own veterinary staff. At year's end we had raised over 75% of our \$2,000,000 goal.

We also received a generous three-year grant from Animal Welfare and Assistance Group, which allowed us to hire a part-time Helping Paw Coordinator and quadrupled our budget for financial assistance to senior citizens and low income pet guardians.

As of December 31, 2017, POMDR had rescued 1,438 dogs who were either surrendered by guardians or transferred to us from one of our partnering shelters. We also were able to serve 258 Helping Paw clients by providing financial assistance, volunteer dog-walking or emergency foster care.

Our goal for 2018 is to build and staff our Intake and Care Center, which will increase our capacity to help dogs left behind at a lesser cost per dog, so every dollar goes further to save more lives.

Thank you for all your support,

Carie Broecker

Carie Broecker
Executive Director/Co-Founder

Monica Rua

Monica Rua
President/Co-Founder



700 Volunteers

"POMDR might be the best thing to happen to dogs since they first befriended humankind. The services they provide to support senior dogs & their guardians are unmatched. The support I receive as a foster, and the care they give each precious pooch is remarkable."

KATIE B., POMDR VOLUNTEER



Thank you helping dogs like me!

Programs & Accomplishments

INTAKES

We took in **161** dogs from guardians who received peace of mind knowing their dogs would be cared for when they could no longer care for them. We also brought **119** senior shelter dogs into our program, which frees up space and resources so our local shelters can help more animals in need. We provided medical care, loving foster homes, a fresh start and a lifetime commitment for these lucky dogs.

ADOPTIONS

Through our successful adoption program, **243** dogs found forever homes. Adopters found their POMDR dogs through our website, national adoption websites, ads in local papers, adoption events, word of mouth, social media, and by coming into the POMDR Bauer Center.

HELPING PAW PROGRAM

We were able to assist **258** seniors, hospice patients and other pet guardians facing challenging times in keeping their beloved pets (cats and dogs) with them as long as possible, providing a bridge to prevent them from giving them up. Assistance included help with veterinary expenses, temporary foster care or boarding, dog walking, and transport to veterinary and grooming appointments.

VOLUNTEERS

Our team of **700** caring, enthusiastic volunteers provided foster care, transportation for dogs, help at adoption and fundraising events, home checks for fosters and adopters, help walking dogs, follow-up calls to adopters, grant writing, and help at the POMDR Bauer Center with office work and greeting the public.

PERPETUAL CARE PROGRAM

We now have **53** pet guardians signed up for our Perpetual Care Program. These pet guardians know their dogs are guaranteed a lifetime of loving care in a POMDR foster or adoptive home if the guardians pass away or are no longer able to care for their dogs themselves.

SECOND ANNUAL LUCKY DOG GALA

On March 16th, we held our second annual Lucky Dog Gala at a private club in Pebble Beach. One hundred and ninety dedicated supporters helped us raise \$230,000 to support our life-changing work.

"Thank you for accepting the two dogs belonging to my client. I delivered the dogs to you and he passed away the following Monday. Care for his beloved dogs was the most important thing to him. He died knowing they were in good hands."

SHIRLEY S., SOCIAL WORKER



22 Dogs Received Hospice Care

"Thank you so much - you helped our family with financial assistance for our dog, Jacob, who had a terrible infection. I am very grateful."

MARBY A., HELPING PAW CLIENT



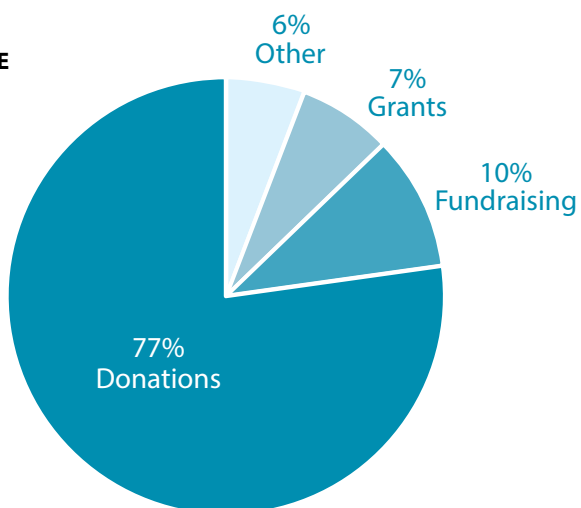
258 Helping Paw Clients



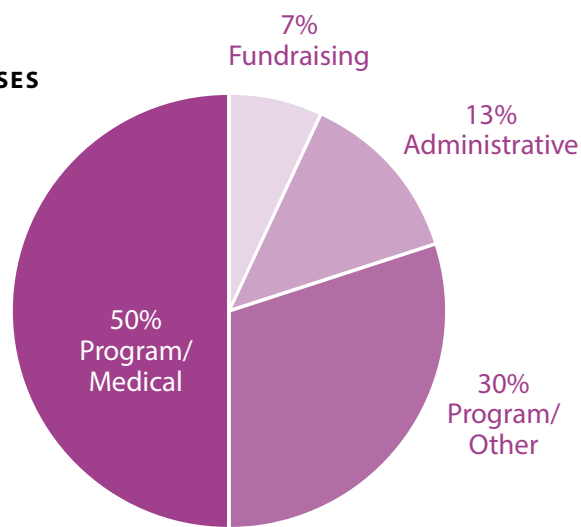
280 Intakes

Financial Overview

INCOME



EXPENSES



STATEMENT OF FINANCIAL POSITION

DECEMBER 31, 2017

Current Assets.....	\$ 2,111,587
Fixed Assets.....	\$ 1,344,890
Total Assets	\$ 3,456,477
Liabilities	\$ 23,517
Equity	\$ 3,432,960
Total Liabilities and Equity	\$ 3,456,477

Pre-Audit Figures - Audited statements will be available by 9/30/18.

2017 Board of Directors

Monica Rua
President

Elle Brookman
Vice President

Kathy Henney
Treasurer

Tracey Pepper
Secretary

Tracey Chappell-Bellam
Member

Keystone Donors

Our Keystone Donors have played an integral role in helping create a strong foundation for POMDR. Each has donated over \$100,000.



- Perrine Charitable Foundation
- Patricia J. Bauer
- Debbie Landi
- Tom and Jennifer Werbe
- Susan Branson
- The Boand Family Foundation
- Robert F. Nunes



The POMDR Legacy Circle

Our Legacy Circle honors individuals who have included POMDR in their estate plans. We are grateful for the Legacy Circle members' far-sighted generosity, which will ensure that POMDR will be here for generations to come to help more senior dogs and senior people.

If you are not on this list and have included POMDR in your estate plans, please notify our Executive Director at carie@peaceofminddogrescue.org.



Anonymous (5)
Ross & Dani Anderson
Deesa Balasingam
Kimberly Barber
Breana Bartholomew
Ron and Debbie Blue
Bob and Elle Brookman
Marjorie Bullock and
Nina Harrison
Sharilyn Cabelera
Mary Callagy
Helen Cameron

Patrick and Mary Casey
Thomas and Julianne Craig
Dekker-Davidson Foundation
Christine Derr
Jim and Alexandra Gerardo
Dan and Peggy Gerosin
Bob and Marilee Geyer
Jay and Monica Gordon
Lois Hansen
Pete and Kathy Henney
Bob and Ann Hestand
Robin Hubert
Carolyn Jacques
Edward Johnson and
Karen McDermott
John and Carolyne Karnofel
Harvey Karr and Prudence Smith
David and Sara Keenan
Rakesh Kumar
Debbie Landi and Ilyse Zimmerman
William Lister and Christine
Kondo-Lister
Eric and Bonnie Larson
Rebecca and Lenny LaRussa

Joyce Logan
Tim McKay and Jane Parks-McKay
Russ and Jackie Menk
Linda Milgate
Lisa Milligan
Debbie Neal
Ken Nelson and Dorothy Miller
Larry and Joy O'Rourke
Ken and Tracey Pepper
Victor and Lucinda Reskovic
Donna Ritter
Harry and Sally Robins
Ken and Diana Slasor
Kira Steinberg
Tom and Jane Sullivan
John Sullivan and Monica Rua
Mike and Cindy Thatcher
Gary and Chris Thorns
Donna Tolaio
Van Tunstall
Barbara Weigel
Thomas and Jennifer Werbe
Sheila Williams
Marcia C. Wolf



Capital Campaign

In 2017, we launched our Capital Campaign to expand our headquarters in Pacific Grove and create an Intake and Care Center with our very own veterinary staff. The location of our Intake and Care Center is in the works and will be announced in 2018.

The growth and expansion of adding our own Intake and Care Center makes good business and financial sense. In 2017 alone, we spent \$495,000 of our generous donors' contributions on medical care for the dogs in our program. We know that if we hire our own veterinary staff, we can bring the cost of medical care down per dog, which will help us save more dogs and help more senior people in the long run.



To accomplish this next level of growth, we have been fortunate enough to receive a lead gift of \$500,000 from the Boand Family Foundation to expand our headquarters to include 607 Forest Avenue in Pacific Grove and purchase a commercial building in Monterey to house our Intake and Care Center.

Founding donors of the POMDR Harry and Jayne Boand Center & Boand Intake and Care Center

Boand Family Foundation \$500,000

George and Debra Couch \$250,000

Debbie Landi \$150,000

F. Robert Nunes \$100,000

Barbara Swain \$50,000

Martha Wyss \$50,000

Pamela Eaton \$50,000

Dan and Peggy Gerosin \$50,000

Christine Derr \$50,000

Monterey Peninsula Foundation \$50,000

Tom and Jennifer Werbe \$25,000

Harden Foundation \$25,000

Karen T. Hilburn \$25,000

