

A woman with long dark hair, wearing a light grey hoodie and blue jeans, is sitting on a wooden bench and hugging a white dog with brown patches. The dog is wearing a blue collar and a green leash. The background is a blurred outdoor setting with trees.

Animal
Friends

Annual
Report

2017

Vision Statement

To ensure the well-being of companion animals, while ending overpopulation, abuse and unwarranted euthanasia.

Mission Statement

Animal Friends, a premier companion animal resource community, is committed to promoting the animal-human bond and nurturing relationships with companion animals which are guided by compassion.

It is our mission to:

- Reduce the number of unwanted animals through aggressive spay/neuter programs;
- Provide for the well-being of companion animals in need, while adhering to our no-kill tradition, and find each a lifelong, loving home;
- Offer affordable wellness services and resources to pets and owners in need targeting underserved communities to support whole life care;
- Promote the animal-human bond through outreach, education and therapeutic programming;
- And, act as an advocate on behalf of animals in crisis and as an enforcer of their rights and protection through education, investigation and legislative efforts.

We are deeply committed to these goals while ensuring the financial security and stability of the organization for future generations.

Culture Statement

We choose to work at Animal Friends because of its mission to serve as a compassionate advocate for animals. And while we spend our time focused on this mission, we also choose to create a compassionate, humane and healthy workplace for ourselves and each other.

Toward that end, we endeavor to:

- Support a united Animal Friends.
- Practice collaboration and cooperation.
- Embrace diversity and open-mindedness.
- Practice open, direct and prompt communication.
- Deal with conflict proactively and responsibly.
- Promote trust.
- Demonstrate respect.
- Support a safe and healthy workplace.
- Acknowledge the emotional aspects of our work.
- Show appreciation and gratitude.



Jamie Greene

Executive Summary

Dear Friend,

It was a banner year for Animal Friends! Remaining committed to our progressive community programming, Animal Friends achieved significant success in 2017. We proudly impacted, engaged, enriched and saved more lives than ever before.

Animal Friends has never been satisfied with the status quo – especially when it comes to saving the lives of animals in crisis. With the opening of our Howard Ash Animal Wellness Center we have raised the bar, yet again, for humane programming in our region. We are now better equipped to not just reduce pet overpopulation – but to end it.

As we hurriedly prepared for the opening of the Howard Ash Animal Wellness Center, our entire organization accomplished so much – thousands of animals were placed into loving homes, hundreds of thousands of lives were affected through our extensive pet-focused, community programming and countless lives were saved from unwarranted euthanasia.

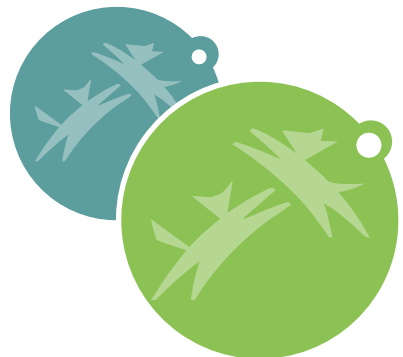
I'm thrilled to share this year's Annual Report with you, because through your time, energy and gifts you have helped us to make this year so impactful for the pets and people of our region.

And, for that, I cannot thank you enough.

In appreciation,



David J. Swisher
President & Chief Executive Officer



2017 Organizational Goals

- To facilitate 8,500 low-cost spay/neuter surgeries.
- To facilitate the admission, care, sheltering, and ultimate placement of 2,300 cats, dogs and rabbits into lifelong, loving homes.
- To support the health of pets and our communities by providing 30,000 low-cost vaccines through our various on-site and community based clinics.
- To assist 10,000 pet owners in need through the distribution of 100,000 lbs. of donated food via the Chow Wagon program, providing much needed support to food pantry clients, feral cat colony caretakers, individual families and other shelters.
- To affect the lives of 100,000 individuals through a wide array of supportive programs, services and activities that encourage the community to engage in our work.
- To enhance our ability to serve the community by facilitating 350,000 hours of donated volunteer service while maintaining 100% integration of volunteers into our programs.
- To engage in meaningful, mission based collaborative efforts with local, regional and national organizations and municipal agencies to address multi-faceted community issues.
- To provide intervention, rescue or safe haven to 2,100 animals through the investigation of 750 cases by our Humane Investigations team.
- To further engage the public in our work by increasing the number of visitors to our center to 60,000, the number of visits to the organization's website to 790,000 and followers on social media to 75,000 per month.
- To provide necessary financial support and stability for the organization's operations and programmatic needs by raising a total of \$6,450,000.

2017 By the Numbers

For the Animals ...

Total Spay/Neuter Surgeries	9,495
Animals Admitted	2,687
Foster Care	
Animals in Foster	1,236
Total Foster Hours	233,949
Animals Adopted	2,468
Euthanasias	75
Behavior Euthanasias	10
Quality of Life Euthanasias	65
Natural Deaths	39
Live Release Rate	95.6%
Total Vaccinations Administered	21,218

And, for the People Who Love Them ...

Total Lives Impacted	103,190
Therapeutic Services.....	83,199
Education and Children's Programs ...	15,684
Animal Friends University	4,307
Chow Wagon Pet Food Bank	
Pounds of Pet Food Distributed	78,385
Pet Food Bank Clients	21,390
Total Volunteer Hours	360,163
Days of Service	287
Total Humane Investigations Cases	822
Animals Involved	2,251
Resource Center Visitors	51,160
Website Visits	790,714
Average Monthly Social Media Followers	77,950



Howard Ash Animal Wellness Center

After years of planning and months of construction, we were so pleased to cut the ribbon on our Howard Ash Animal Wellness Center on July 15, 2017. Staff, volunteers and hundreds of community members stood in anticipation. The scissors gleamed in the sunlight as we took our positions.

The ribbon fell to the ground and our dream was realized.

But it wasn't simply cutting a ribbon. It's opening the doors to a lifesaving and life-changing facility. It's filling voids for struggling pet owners. It's offering safety nets for underserved communities. It's meeting an unmet need for limited-income pet owners who cannot afford the basic, necessary care for their pets.

Now fully operational, our Howard Ash Animal Wellness Center offers an expanded array of low-cost supportive services including spay/neuter, vaccines and basic treatments like flea prevention. It will allow our Chow Wagon Pet Food Bank to expand and serve more hungry pets in our region while providing much-needed organizational storage to ensure even greater efficiency for our Humane Investigations program.

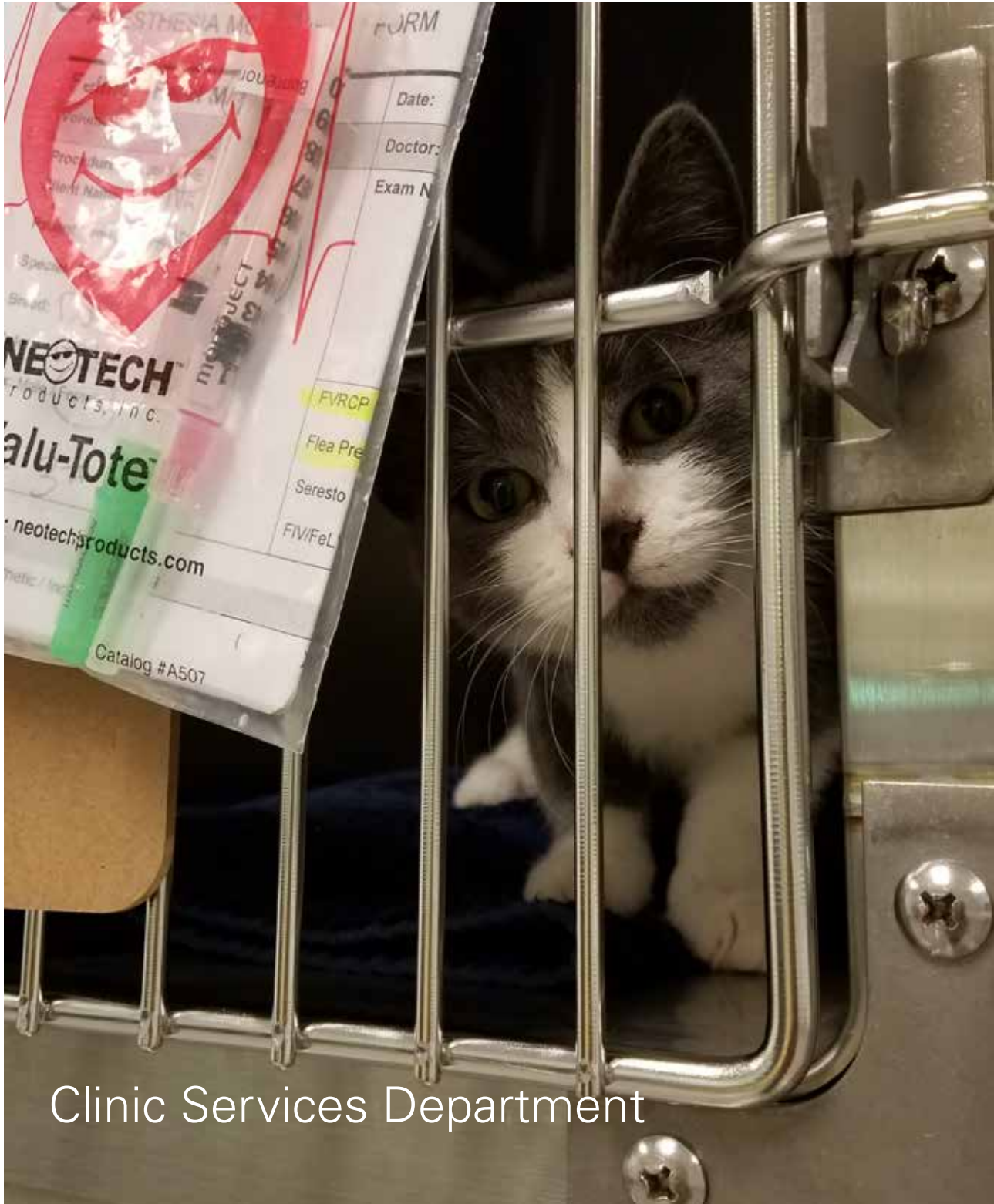


Patty Bumbaugh

Our experience and hands-on work in our local communities has made it abundantly clear that there are still too many limited-income pet owners who cannot afford care for their pets. And, it's the pets who are suffering.

We see them at our low-cost clinics grateful for basic care that will stop the itch, the pain or simply keep them healthy. We see them surrendered to shelters when their owners can no longer afford them and feel they are out of options. We see them as stray cats fending for themselves on the streets unable to stop the endless cycle of unwanted kittens. We see them through the exhausted eyes of those struggling to make ends meet at rural shelters and rescue groups who are drowning in the cost of medical care.

At Animal Friends we know we can do better. And, with our Howard Ash Animal Wellness Center – and the support of the community – we will.



Clinic Services Department

Aggressive spay/neuter programming is at the forefront of our mission because unnecessarily euthanizing pets can never be the solution to the pet overpopulation crisis in our region. We've stood by that premise for decades and believe in it more than ever today.

Our Clinic Services Department is made up of five core components each uniquely designed to support a targeted population by offering pets high-quality, low-cost spay/neuter surgeries. They include our In-House Clinic program offering spay/neuter services at Animal Friends; our Mobile program supporting small, rural shelters and community groups where access to low-cost spay/neuter services is limited; our Community program partnering with local veterinary clinics to provide subsidized options for clients in their communities; our Adoptables program ensuring every animal that comes through our doors is altered prior to adoption; and Animal Friends for Life, including targeted Trap Neuter Vaccinate Return projects, a community outreach-driven program meeting struggling pet owners on their doorsteps to better understand the resources and education they truly need.

Despite construction challenges with our Howard Ash Animal Wellness Center, which delayed our grand opening for six months, the Clinic Services team overcame obstacles and through it all didn't just meet their budgeted spay/neuter goal, they exceeded it. A total of 9,495 dogs, cats and rabbits were provided high quality, low-cost surgeries. Additionally, an astounding 21,218 vaccines and services were also provided in this very busy year of transition.

As we waited (somewhat impatiently) for our grand opening, we utilized the time for program planning, equipment purchasing and staffing progress. We also took this time to share our vision of the Animal Wellness Center with our partners in the veterinary community. As our mission became clear to them, it was hard not to agree our program was needed and many would benefit from it.

The success of reducing companion animal overpopulation is built upon these partnerships. They require trust, time and lots of communication. However they are what will carry our program into the future and are well worth the effort to maintain. Without solid partnerships our program could not sustain its mission to extend our resources to those most in need.

The intention of our program has and will continue to be to provide resources to those in need. We know through our research that many pet owners in our region face tough questions about the affordability and accessibility of care for their pets, and the Animal Wellness Center may be their only answer.

So, the team worked diligently to prepare the building and officially moved in early September. As the dust settled (and was wiped away), we realized how truly grateful we are for the new opportunities this critical community resource will provide – and save more lives ... because it's what we do.

In-House Clinic Program

Year after year, the demand for affordable spay/neuter programs continues to grow – which is why we're so thrilled that our Howard Ash Animal Wellness Center is open and operational.

A total of 4,232 surgeries were performed through our highly skilled, in-house surgical team for individual pet owners, partner shelters and rescue groups.

Animal Friends remains committed to proactively and compassionately controlling the feral and community cat population through coordinated Trap Neuter Vaccinate Return projects. This year, more than 250 felines in several communities were trapped, neutered, vaccinated and returned.

This year was the sixth consecutive year that we were a proud provider of the City of Pittsburgh's Free Spay/Neuter program. We rounded out the year with 134 completed surgeries. And since establishing this partnership four years ago, a total of 2,113 surgeries have been provided for city residents.

Mobile Program

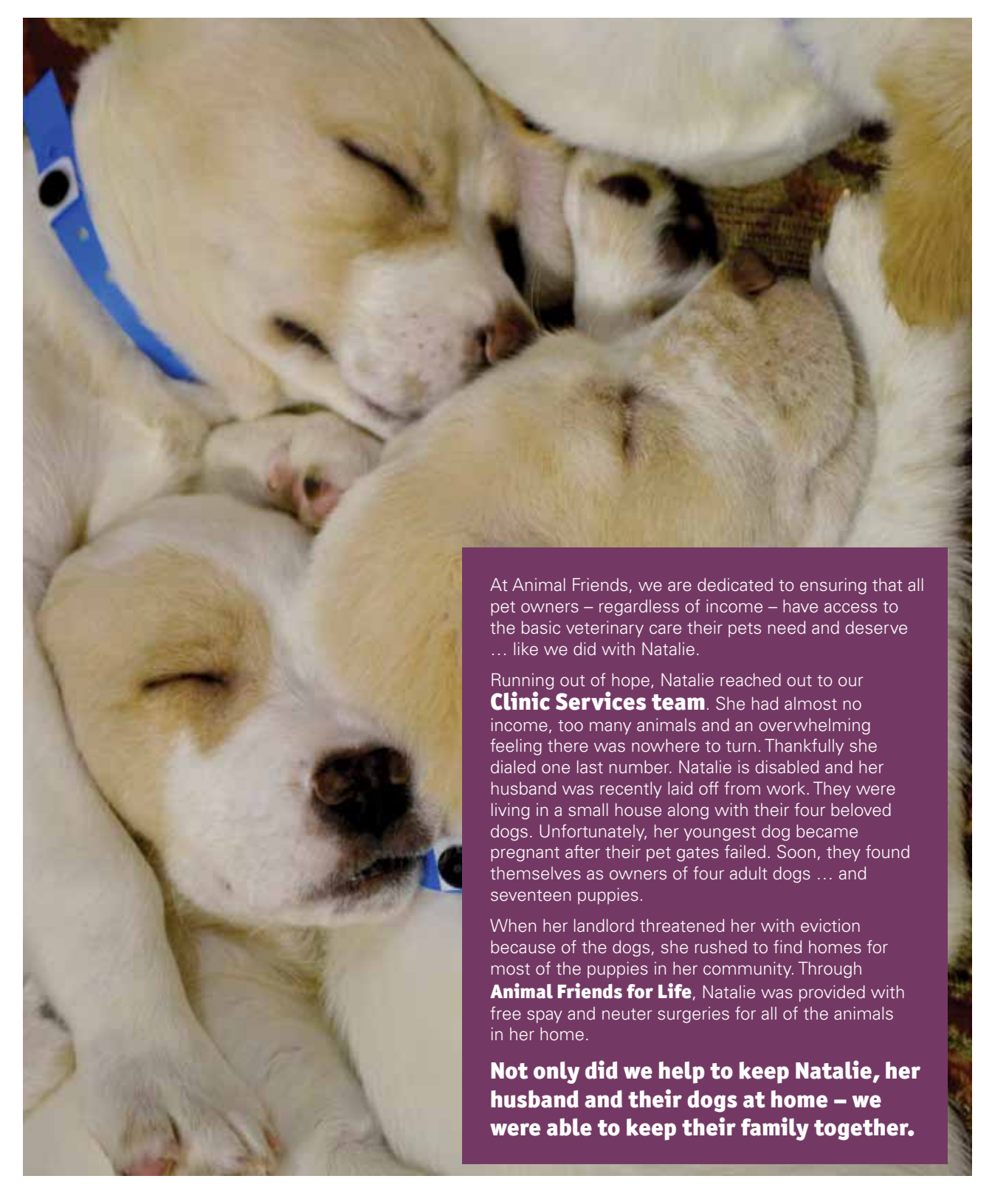
Bringing low-cost spay/neuter surgeries into the communities without access to affordable veterinary services is the premise for which we established our Mobile Resource Center, a fully operational spay/neuter clinic on wheels. By traveling throughout our region, our dedicated team completed 1,693 spay/neuter surgeries in 10 counties for 23 partner shelters and rescue groups.

Community Program

Through our community veterinarian partners, a total of 1,104 spay/neuter surgeries were completed. Despite this program not being as highly demanded as it once was, we look forward to continuing these vital partnerships with private veterinary practices in our region. Not only will we stand with them as a voice for animals but through positive collaborations more clients will seek care, education and advice for their companion animals.

Our new facility is not intending to undercut private veterinary businesses in the region but instead it will complement these much-needed clinics in our community. We will refer clients to utilize the depth and breadth of their services to ensure a proper continuum of care.

We know our critical partnerships will continue for years to come with the opening of our Howard Ash Animal Wellness Center.



At Animal Friends, we are dedicated to ensuring that all pet owners – regardless of income – have access to the basic veterinary care their pets need and deserve ... like we did with Natalie.

Running out of hope, Natalie reached out to our **Clinic Services team**. She had almost no income, too many animals and an overwhelming feeling there was nowhere to turn. Thankfully she dialed one last number. Natalie is disabled and her husband was recently laid off from work. They were living in a small house along with their four beloved dogs. Unfortunately, her youngest dog became pregnant after their pet gates failed. Soon, they found themselves as owners of four adult dogs ... and seventeen puppies.

When her landlord threatened her with eviction because of the dogs, she rushed to find homes for most of the puppies in her community. Through **Animal Friends for Life**, Natalie was provided with free spay and neuter surgeries for all of the animals in her home.

Not only did we help to keep Natalie, her husband and their dogs at home – we were able to keep their family together.

Animal Friends for Life

Through Animal Friends for Life, we challenge ourselves to see each situation from the pet owner's point of view. This program is a vital piece to our mission of ending overpopulation and unwarranted euthanasia within our region by reaching directly into a community that needs us the most – those experiencing social and economic suffering. With this in mind, a lifesaving and transformative program that will strengthen the animal-human bond continues to flourish and evolve.

By meeting pets and pet owners at their doorsteps we've found that we're creating lasting, trusted relationships in order to bring the importance of spaying and neutering directly into the neighborhoods of Perry Hilltop and Observatory Hill.

We exceeded our expectations by providing 915 pets with 473 spay/neuter surgeries, more than 1,494 vaccinations and 206 microchips. Once again, we held community outreach events to bring vital wellness care directly into the communities. At our first Northside event, more than 192 pets were vaccinated and at our last Homewood event 119 pets were vaccinated. And, our Mobile Resource Clinics provided 54 spay/neuter surgeries and more than 100 vaccinations.

In our time working with the residents of underserved communities, we have truly seen the significance of our presence there. With our direct outreach approach, we are changing the way people care for their pets while living in resource-starved neighborhoods. Since early 2014, we've provided 1,932 spay/neuter surgeries and more than 5,094 vaccinations for pets and pet owners in these underserved communities.

Low-Cost Vaccine Clinics

Vaccination by vaccination, our Low-Cost Vaccine Clinics are providing pets the necessary – yet affordable – services they need to remain safe and healthy members of their families. In 2017, an incredible 21,218 vaccines were administered to thousands of pets providing further evidence that our Howard Ash Animal Wellness Center is the foundation for Animal Friends' future.

To further expand our mission of offering low-cost services, we started to offer 3-year rabies and DHPP vaccines in addition to our 1-year version. Offering 3-year vaccines lowers the cost of legally required protection and provides an additional convenience to our clients.

Pets and pet owners grateful for affordable wellness services filled our hallways on each clinic day. And, on our first Low-Cost Vaccine Clinic in our new facility, we realized how this designated space will allow for a safer, calmer environment for our two- and four-legged program users.



Placement
Services
Department

Our Placement Services Department works collaboratively with all departments to prepare each animal for adoption. By coordinating staff and volunteer schedules, medical examinations, spay/neuter surgeries and behavior evaluations, the critical steps that it takes to get our dogs, cats and rabbits ready for adoption proves to become more efficient year after year.

Admissions & Foster Care Program

In 2017, 2,687 animals were admitted to Animal Friends. From owner surrenders and transfers from partner shelters to Humane Investigations confiscations and strays, our Admissions team is consistently working hard to balance the ever-existent need for space and creative kenneling.

Animal Friends has been transferring animals from partner organizations for decades. With these trusted groups, we've made the commitment to lessen overcrowding in shelters, find more animals homes and – ultimately – save more lives. This year, the team worked diligently to source new partner organizations, build stronger relationships and transfer even more animals into the Animal Friends family. As a result, we transferred in 942 dogs, cats and rabbits in 2017 – a 40% increase over 2016 – from 27 animal shelters, rescue organizations and animal control facilities.

Our Foster Care program enables Animal Friends to provide for more animals by extending our care beyond the walls of our facility. Our foster families allow us the flexibility to offer specialized care that often isn't possible in a shelter environment. And, in 2017, this critical program expanded and developed even further by providing more education to our foster families to reduce the length of stay for animals who need to be fostered and continually improving our communication with our foster volunteers.

As a result of this improved process, we saw an increase in active foster families and a steady decrease in the number of ailing foster animals. Because of our foster families' dedication, our animals benefitted from behavioral training, around-the-clock medical

attention and, when necessary, hospice care. An incredible 233,949 hours of loving care were provided to 1,236 animals.

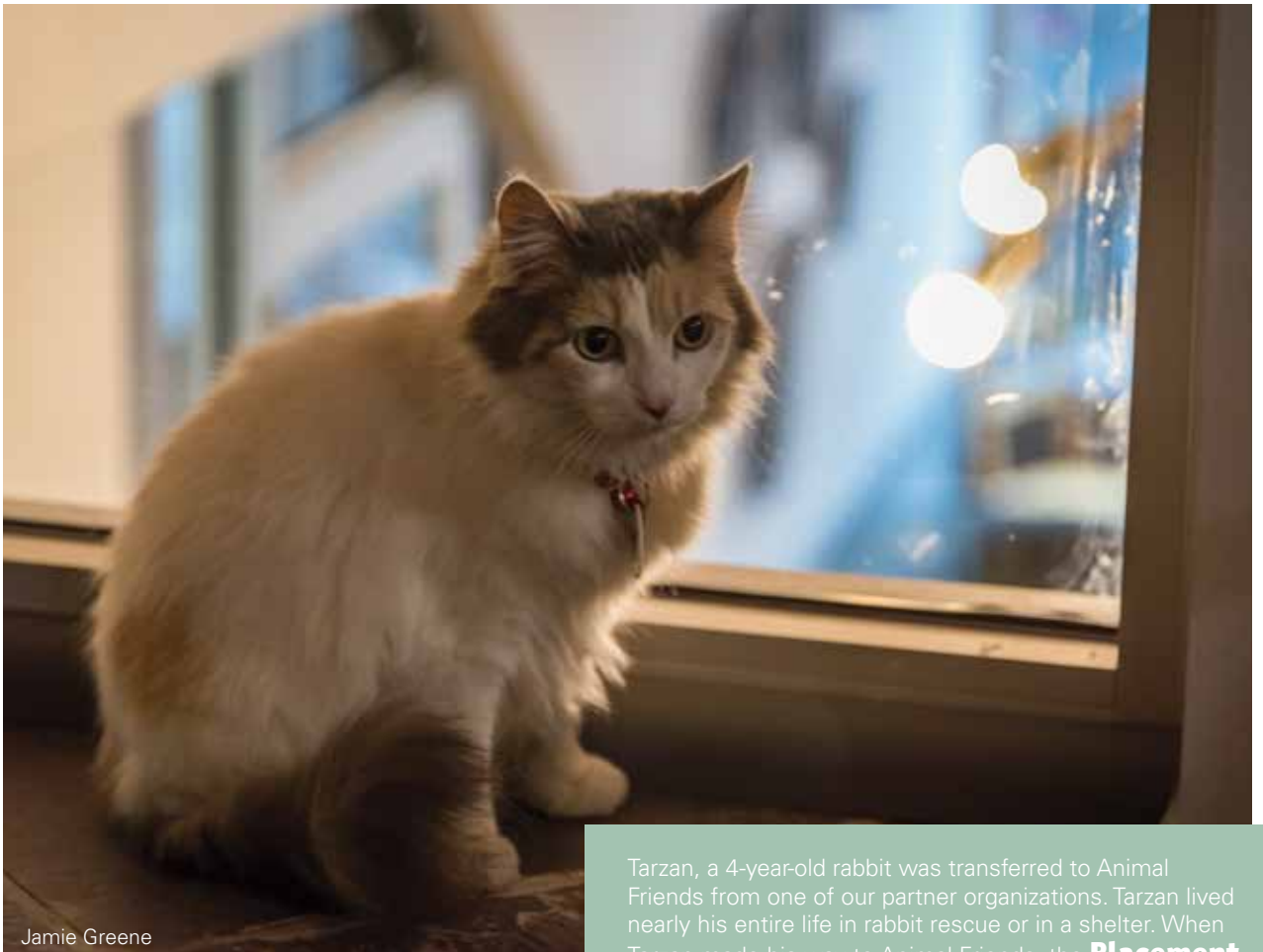
Additionally, the team has begun to offer more opportunities for foster-to-adopt arrangements and foster-to-surrender placements for animals with more significant medical or behavior needs or when kennel space is limited. In 2017, Placement Services staff worked together to arrange for foster-to-adopt situations for 37 animals and foster-to-surrender arrangements for 65 animals. As a result, we were able to place more animals in foster situations while simultaneously providing for continued flow throughout our kennel.

Adoption Program

Without our community members opening up their hearts to our residents, 2,468 dogs, cats and rabbits wouldn't have found loving homes in 2017 – the third most successful year for Placement Services within the last 10 years.

Our adoptions increased by nearly 10% from 2016 to 2017. The significance of this increase is not simply the numbers themselves but what goes into them. The Adoption team worked hard this year to monitor our return-to-kennel rate and as a result the percentage of animals who were adopted and returned to Animal Friends within 30 days dropped to a low 3.85% – the lowest it's been in 5 years. This statistic speaks volumes to the commitment and dedication of our staff working closely with adopters and knowing our animals well enough to make the most successful matches possible.

The grand opening of Colony Café (Pittsburgh's first cat café complete with coffee shop and wine bar) brought about a unique partnership – as Animal Friends is proud to serve as their exclusive shelter partner. As a result of this incredibly successful partnership Colony Café housed, cared for and ultimately placed more than 75 of our homeless felines. Coupled with our ongoing relationship with Petco Bethel



Jamie Greene

Park, Animal Friends off-site partners placed a total of 190 cats.

Proudly, 134 Veterans received complimentary adoptions through our Animal Friends for Veterans program and two placements were completed through Pets for Vets. As the official Pittsburgh chapter of the national Pets for Vets program, Animal Friends is proud to match homeless pets with our nation's veterans who are struggling with Traumatic Brain Injury or Post-Traumatic Stress Disorder.

Tarzan, a 4-year-old rabbit was transferred to Animal Friends from one of our partner organizations. Tarzan lived nearly his entire life in rabbit rescue or in a shelter. When Tarzan made his way to Animal Friends, the **Placement Services team** was determined to find him the loving home he so deserved.

At our BunRuns (recess for our resident rabbits), Tarzan became a favorite with staff, volunteers and visitors alike! While the other rabbits enjoyed bouncing around the room, Tarzan spent his time cuddling up to everyone he met. He loved to sit in the lap of anyone who would give him some pets and scratches.

And, one Saturday afternoon he not only hopped into the lap of a family – he hopped right into their hearts.

They fell in love and adopted him! And, we are pleased to report that he has adjusted to living life in a loving home in no time at all.



Karen MacDonald

A white, fluffy dog is sniffing a hollowed-out pumpkin in a grassy field. The field is scattered with several other pumpkins and fallen autumn leaves. The dog is wearing a blue harness and a red leash. The background shows a fence and trees.

Animal Wellness
Department

The Animal Wellness Department met the constant demand for the care and treatment of our homeless residents with the highest levels of professionalism, integrity and compassion. The team is entrusted with the overall health and well-being of our entire kennel population. It's this holistic, individualized approach to our residents' wellness – medically, environmentally and behaviorally – that makes Animal Friends so progressive.

Animal Care

Providing around-the-clock daily care for each and every animal who comes through our doors continues to keep the Animal Care team incredibly busy. This hardworking and dedicated group of staff adheres to behavioral, medical and dietary policies and procedures to ensure the highest possible quality of life for each dog, cat and rabbit. The Animal Care team provides the groundwork for our animals' holistic well-being while giving gentle scratches, soft words of reassurance and, of course, a whole lot of love.

Behavior Wellness

The Behavior Wellness Department is charged with the overall social and behavioral health of our resident dogs, cats and rabbits. Through behavior modification plans, enrichment, scheduled downtime and training sessions, we're finding that our animals are happier, healthier and less stressed as they wait to find loving homes.

Animal Friends was proud to be accepted into the Cat Pawsitive program sponsored by the Jackson Galaxy Foundation. We were provided with training, equipment and follow-up support to use clicker training to create strong bonds between felines and humans. Our efforts were nationally recognized by the Foundation, and the program proved to be incredibly successful with our kitties.

As a result of the success of this program the Cat Behavior Team was recreated, and we look forward to better serving our harder-to-adopt cats.

Our Dog Behavior Team took special measures this year to create teams of staff and volunteers for each canine on a behavior modification or management plan. A team leader was appointed for each pooch, which resulted in more

participation and compliance with the plans. This not only created camaraderie among the team but a more successful working plan for the dogs.

Our Enrichment program is a vital part of our animals' behavioral health. The team comes up with fun and creative ways to get our residents to play, explore and, more importantly, relax. In 2017, a special effort was made to teach our community about the importance of enrichment. Through presentations, supply deliveries, training sessions and showcasing enrichment at our special events our region is continually learning about this critical program.

Medical Wellness

At any given time, the Medical Wellness team works to ensure the overall daily health and wellness of the more than 250 animals that fill our on-site kennels and an average of 100 animals in foster homes. Supporting neo-natal kittens, identifying wounds of unknown origin, setting broken bones, caring for advanced tumors and battling infectious diseases are part of their daily diagnoses and treatments. Whether a basic physical examination or an advanced treatment protocol, Animal Friends' commitment is to provide our animals the highest quality, comfortable, healthiest experience while in our care.

Disease remediation was a top priority in 2017. New protocols for infectious diseases and responding quickly when there is a threat to our entire population has proven to minimize the likelihood of transmission. These efforts have been undeniably beneficial and have prevented lengthy stays and costly medical treatment.

The Medical team was also a recipient of a grant from Maddie's Fund. Through this opportunity, some much-needed medical equipment was purchased. Now, our standard



of care for our animals has increased dramatically. Patients under anesthesia for extended periods of time will be more closely monitored and provided constant heat support – vital to their well-being.

The team also took special care in monitoring the weights of our resident felines. We worked with our cat feeding volunteers to ensure their food intake was managed appropriately to keep them at a healthy weight. New protocols were put in place. As a result, many of our felines are looking more svelte therefore keeping them healthier and more active in our care.

Evaluation Committee

The Evaluation Committee is comprised of a diverse group of staff that have been designated to evaluate and seek solutions for medical and behavioral concerns to ensure overall animal wellness. The primary mission of the committee is to provide multidisciplinary oversight and direction for animals with challenging or unique needs, backgrounds and conditions. The committee also makes euthanasia recommendations only after all reasonable options have been exhausted by conducting a thorough review of each case within the context of Animal Friends' no-kill tradition – specifically with regard to quality-of-life medical conditions and behavior that threatens public safety.

After tireless solution-seeking and careful consideration, Animal Friends' Evaluation Committee agreed to humanely euthanize 75 animals at Animal Friends in 2017 for severe behavioral or quality-of-life issues. While these animals found an ending that is not typical of the majority of the animals at Animal Friends, it certainly does not mean that they were any less fortunate or any less loved. These few were blessed with a compassionate and humane release from their troubled or ailing bodies.



Our **Animal Care team** doesn't simply feed the animals and clean their kennels – it's so much more than that. They're with the animals day in and day out. They treat each dog, cat and rabbit as an individual. They're with them every step of their journey at Animal Friends ... regardless of how long. This was especially true when a 12-year old stray cat, Fitzy, was admitted to Animal Friends. One of our Animal Caregivers tells his story beautifully, so we'll let her take it from here ...

“When Fitzy was brought in, he was in rough shape. His coat was stained black with dirt and mud, his body was covered in fleas and riddled with parasites, his frail body looked barely able to support him. The Animal Care team did their best to make him comfortable. And, somehow Fitzy made it through the night.

The next morning, our Medical team examined him and ran some tests. They found that he was FIV positive and diabetic ... and didn't expect him to be with us for long.

Under our watchful eye, he slowly gained weight as his diabetes was treated and managed. His fur turned into a beautiful soft, white coat. And, his beautiful eyes shined with curiosity. He continued to get stronger, healthier and happier.

As Fitzy's stay at Animal Friends went on, the Animal Care team fell more in love with him. So, we showered him with attention and the best care we could possibly provide. But soon, Fitzy began to have more bad days than good. He was going into kidney failure and we knew his time with us was coming to an end.

On Fitzy's last day with us, we took him outside to relax in Tiger Haven, our enclosed, open-air socialization area. There he enjoyed the light breeze and settled into a patch of sunlight. He was surrounded by his dearest friends who were able to give him his last few moments of comfort and love. It was on this day that Fitzy passed away peacefully. ”

While Fitzy was never adopted, he found his home at Animal Friends ... in every one of our hearts.

The bonds that our Animal Care team forms with the animals are remarkable and undeniable. And, we could not be more proud to have such a compassionate team serving our region's homeless animals.



Outreach &
Therapeutic
Services
Department

In 2017, our Outreach & Therapeutic Services Department had yet another incredible year by impacting more than 103,190 lives through creative educational, therapeutic, supportive and social programs and activities. These programs are helping so many to strengthen the animal-human bond across the region.

Animal Friends University

Animal Friends University offers an array of meaningful programs for, about and with companion animals. Through dog socials, behavior classes and educational workshops more than 4,307 pets and pet owners strengthened the bonds they have with each other. A great example of this is our dog sport and shy dog classes. They prove to be incredibly popular and always in high demand.

It was also a great year for attendance at our various rabbit-related programs which had seen a decline in recent years. Through cross-departmental collaboration, we were able to further engage our rabbit adopters by educating them about our bunny class offerings.

In 2017, we welcomed guest lecturer and author Pam Johnson-Bennett, a cat behavior expert to present as part of our ongoing lecture series. This was Pam's second visit to Animal Friends and our guests enjoyed her lecture regarding her latest book, *CatWise*. And, of course, our felines benefited from her wealth of knowledge as well.

Humane Education

In order to continue our lifesaving programs, Animal Friends knows that we must pass our knowledge on to the next generation so they may carry our vision forward. While Humane Education teaches the basics of responsible pet care and proper treatment of animals, the underlying concept promotes the development of empathy, compassion and respect for all living things. A total of 7,497 students – from preschool to high school – learned how to properly care for and respect our animal friends through 382 shelter tours, classroom presentations, summer camps and workshops.

As a leader in humane education, Animal Friends took an active role in the exciting new curricula entitled Maker Movement. Led regionally by the Remake Learning Network, the movement strives to provide students with a balance between on- and off-screen learning and activities that attempt to build collaboration, communication, critical thinking and creativity.

Several schools are participating in this unique opportunity for students to engage in creative problem-solving tasks that support our animals.

We also saw great financial contributions from students wanting to help the animals this year – resulting in more than \$12,000 brought in by student fundraisers alone.

Literacy Services

Our Reading with Rover and Pet-Assisted Literacy Services (PALS) make up our Literacy Services. These critical programs promote a love of reading with a unique animal twist. And, this year we had a banner year by impacting 7,435 lives.

Part of the explosive growth in our literacy programming was fueled by forming a partnership with the YMCA's after-school programs. A site visit to one YMCA location evolved into partnerships with five North Boroughs locations as well as numerous sites throughout the Pittsburgh region. As a result of the successes, word spread to the YMCA of Greater Pittsburgh and the first city site was activated in December with two more coming in early 2018. Site visits to a variety of new schools and libraries took place throughout the year, growing our Reading with Rover program as well.

The creation of an on-site PALS course was piloted this year. It included a cat-themed story time session with a therapy cat, enrichment toy activity, bookmark craft and a chance to share a story aloud with our resident felines. The lesson format was designed with the possibility of repeat students in mind. The participating students were enthusiastic about the prospect of attending more sessions, and so we look forward to continuing these efforts in the future.

Therapeutic Services

Doctors are confirming what Animal Friends has known all along – that pets are a prescription for lives better lived. Decreased blood pressure, reduced stress and accelerated recovery rates from injuries and illness are just a few benefits of interacting with our animal friends. And, we're proud to serve our community through a variety of programs and events celebrating the joy pets bring to our lives through our Therapeutic Services. A staggering 83,127 lives were touched by our visiting services conducted throughout the region.

The increased demand for Therapets, our pet therapy program, demonstrated the importance of training and certifying more visiting teams. Another exciting development for the Therapets program this year was forging relationships with Carnegie Mellon University (CMU) and the Beckwith Institute, an innovative leader in improving healthcare along with an endowment from UPMC. The Beckwith Institute is excited for this opportunity to give back to UPMC employees by covering the costs of them completing our training program. Now, CMU staff and faculty are eagerly visiting with their therapy dogs campus-wide and the Beckwith Institute staff is visiting the very locations at which they work.

After evaluation, coursework and testing, 62 new Therapets teams were welcomed to the program – including two therapy cats and three therapy rabbits. Our program graduates are now fully insured and exploring a variety of visiting options.

Our ongoing relationship with UPMC contributed significantly to our program successes. Animal Friends Therapets teams touched the lives 19,407 patients, families and staff at UPMC facilities – accounting for a whopping 23% of our total visits in 2017. We're thrilled to continue this important partnership with UPMC and look forward to even more growth.

At Animal Friends, we truly believe our animals are our friends. We understand the joy that comes with pet ownership and the pain that occurs when an animal companion passes away. In 2017, comfort was provided to 72 grieving pet owners through our Remembrance Services and Pet Loss Support Group. We remain committed to providing this critical program to more pet owners seeking support.



Our Therapets teams criss-cross the region to bring the healing powers of pets into assisted-living facilities, hospitals, schools and just about everywhere else you can think of. This year, one of our

Therapets teams – Riley and his dad, Ken – were visiting with a recent stroke victim. And, Riley was able to help her more than we could have ever imagined.

This particular patient was sitting in a wheelchair. Her nurses and doctors were growing more concerned because since her stroke, she hadn't been able to move the entire left side of her body.

The moment that Riley showed up, the woman's eyes lit up. It was clear that she was eager to meet him. As they all got settled in, the patient's nurse placed her arm over Riley. A few still moments passed as they all peacefully sat together.

Shortly after, the nurse noticed something incredible – the patient's left hand was ever-so-slightly stroking Riley's fur – this was the first time the staff had seen any progress in her recovery. And, we were proud to be there to witness it.

Chow Wagon Pet Food Bank

Since moving to our Howard Ash Animal Wellness Center, Chow Wagon is poised for tremendous growth. The development and organization of our new warehouse space has already significantly improved operational efficiencies. The frequency of loads delivered to our 32 food pantry partners will only increase – resulting in the distribution of more much-needed pet food into our community and fewer hungry pets and people.

In 2017, the Chow Wagon program continued to actively support the underserved pet owners and caregivers in our community. A total of 78,385 pounds of donations of pet food, litter and other supplies were distributed to a record 21,390 families, individuals, feral cat feeders and other organizations.

This lifesaving program was supported by 10 collection drives by corporations, Girl Scout troops, nursing homes, students and universities, including one from Duquesne University that was the very first delivery to Chow Wagon's new home.

One of our program volunteers, who is also a University of Pittsburgh professor, continued her research on Chow Wagon and the value of providing pet food to food bank clients. The goal is to understand pet owners using food banks and how we can better serve them. As this project continues, we'll explore new ways to research pet owners utilizing food banks in order to better support them. After a year and a half of research, it seems we are still only scraping the surface.

Humane Investigations

Serving as a valuable resource for citizens to report animal abuse and neglect, our Humane Investigations Department is proud to provide investigative and law enforcement support to all of Allegheny County – ensuring all animals are given the protection they are due by law.

Our officers always try to use education, supplies and service referrals to help animals in need before conditions deteriorate to a level requiring legal intervention. But when the situation demands, action must be taken. In 2017, 822 cases involving 2,251 animals were investigated.

In an effort to further develop important relationships in our community and to bring greater resources to combat violent crimes against animals, our Humane Investigations team hosted certified training sessions for police and animal control officers. Sessions were highly attended by those from townships and boroughs across the county. Many attending officers expressed interest in gathering additional resources and attending ongoing trainings.

This year, the animal welfare community celebrated the overhaul of outdated animal abuse laws in Pennsylvania. The penalties for animal cruelty were strengthened by allowing district attorneys to pursue felony charges against animal abusers. While we know this updated law won't stop animal cruelty, it will bring more justice for suffering animals. With this incredible victory, greater levels of protection are in place for our Humane Police Officers so that they may continue to better serve abused, neglected and abandoned animals.

Additionally, the move of the department to our Howard Ash Animal Wellness Center will serve to strengthen our Humane Investigations program for years to come. The program's new space will streamline and solve organizational challenges.



Volunteer Services
Department

Without volunteers, Animal Friends simply could not be the progressive, successful organization that it is today. Our dedicated volunteers are committed to spending time with our residents – ensuring the highest level of care, enrichment and training during their stay with us – but there are so many other ways that volunteers support our lifesaving work. From pet therapy and public vaccine clinics to special events and administrative support, every hour given is simply invaluable to our mission.

In 2017, our corps of 3,000 active volunteers logged an impressive 360,163 hours of donated service. And, Animal Friends is grateful for these generous individuals who support each and every one of our programs.

In an effort to further engage, onboard and develop relationships with new volunteers, the PAWS-itive Approach program was established. The program is intended to provide a direct, personal approach to volunteering while engaging our volunteers – new and tenured alike – reinforcing a greater sense of community.

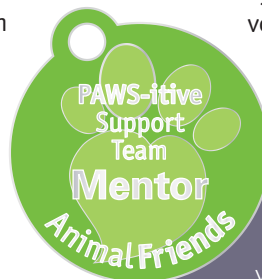
Our Day of Service program was revamped this year. We now offer a variety of projects and activities to these groups based on our mission. Now those participating in a day of service can witness firsthand how they're impacting the lifesaving work that happens every day at Animal Friends. We rounded out the year with 287 days of service – a 111% increase from 136 days in 2016.

We saw a decline in volunteers for our Court-Ordered and School-Mandated Community Service and opted to work directly with local authorities, justices and courthouses in order to more effectively promote this program. As a result, we saw a dramatic increase of 182% in court-ordered service hours for the last three months of the year.

The Animal Friends Volunteer Services Department happily shared their knowledge with more than six animal welfare organizations – including those from New York and Ohio. These organizations reached out to our progressive team in an effort to improve their own volunteer offerings. Their Board members and staff visited our facility to learn more about our volunteer services and the various ways they can emulate our program.

In an effort to increase the amount of animal handing support on weekends, Soup Nights were introduced. By simply providing some hot soup, light refreshments and a gathering space, the amount of support our animals received on these former lightly attended nights increased. As an added – yet unexpected bonus – the sense of community increased among our corps.

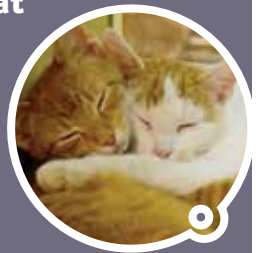
A milestone was reached in 2017 for our Volunteer Services Department. Since moving to our campus 11 years ago, our volunteers reached – and surpassed – 3 million donated hours of service.



We're proud that our **PAWS-itive Approach program** is being embraced so wholeheartedly by our volunteers. We're seeing

remarkable results in new volunteer support and feedback because our mentors and ambassadors are so committed. One volunteer even commented, "I really like the idea of the mentor program. It made me feel more comfortable to know what to do with the cats that you sometimes just don't learn until you're experiencing it. One-on-one time gives me more guidance and being able to openly discuss my questions and concerns is incredibly beneficial. It's a great learning environment and it's truly helping me to help more cats!"

We truly hope that our volunteers understand how much they mean to us and we are proud that they're woven into the very fabric of Animal Friends.





While each and every one of our dogs, cats and rabbits are special at Animal Friends, sometimes one in particular will work their way into our hearts more than others ... this

was very much the case for the **Communications team** with a young Pit Bull named Cory.

When he came to Animal Friends, Cory was so emaciated from neglect, we weren't sure he was going to make it. With each passing day we'd wait ... and hold our breath. He became stronger and soon spent every day napping at the feet of the Communications Department. The team was determined to get this sweet pup's story into our region. Through well-timed press releases, social media posts, videos and direct mailings our community learned about the ways Animal Friends is there for animals in crisis – just like we were for Cory.

It was through these efforts that a young couple heard his story and came in to meet Cory – and they fell in love at first sight. Not only were we able to expose our mission to our region but we found dear Cory a very special home.



Communications Department

Since 1943, Animal Friends has been doing incredible work and thanks to an ever-creative and diligent Communications team, our programs and services continue to be recognizable in our region. In 2017, we brought 790,714 visitors to our website, 51,160 visitors to our campus and 77,950 average monthly followers to our social media channels – clearly our efforts are resonating with our community.

We started off the year by forging a stronger relationship with *Pittsburgh Today Live* on KDKA than ever before as we were invited to be the flagship feature in their Pet of the Week segment that kicked off in January. Of course, we were thrilled to be their first official feature, but we're even more thrilled to be invited back every month.

As part of 31 Days of Compassion, Animal Friends took over the airwaves of Q92 and BOB-FM for 13 hours. Through our Tail-a-Thon, stories were shared to our region about our lifesaving programs, services and – of course – our animals. This raised critical awareness while bringing in funds that allow our mission to continue.

And, without establishing invaluable relationships at KDKA, WPXI, WTAE, the *Pittsburgh Post-Gazette*, *Tribune Review*, *Whirl Magazine*, *Pittsburgh Quarterly*, Q92.9, BOB-FM, WISH, KQV and WDVE – just to name a few – we wouldn't be able to fully engage our region and build a community that knows and supports Animal Friends.

We can't forget that our team worked side by side with all programs, departments and services to create professional, appealing content that was branded and recognizable.



Retail Store

In 2017, the efforts of the Retail Store supported the organization with more than \$220,000. While the Retail Store provides an ever-important revenue stream to our organization, it also serves as an invaluable resource to adopters and pet owners by supplying them with the vital tools and products to sustain successful matches.

We also spent some time focusing on the reassessment of our inventory. Certain products were being overlooked due to their placement on the sales floor. So, the flow of the Store was opened up and our stock was reorganized. In doing so, we found a significant increase in sales of these otherwise overlooked items.

Relationships were developed with new vendors who supplied us with fun items for pet lovers. And, these items quickly became favorites among our staff and volunteers. As a result, we noticed an uptick in traffic to this unique, trendy section.

This year we started an unconventional, yet wildly popular, initiative through the Retail Store – Crafting with Cats. These events provided an opportunity for our community to spend some time with our adoptable kitties as they were guided through a unique, take-home craft. This also presented us with a way to welcome our supporters into our Retail Store so they could familiarize themselves with products that could help them with their pets. Each session quickly sold out and we look forward to their continued success in 2018.

Individual & Foundation Giving Department

The work done at Animal Friends is made possible by compassionate and generous donors who believe in the work we do for the animals and people of our community. Our financial contributors are truly at the heart of our organization making so many lifesaving programs possible. In total, more than \$6.1 million was raised in 2017.

Individual Giving

Animal Friends is fortunate to be supported by annual donors who provide the necessary funds to support the daily care of our shelter residents and our expansive community programming. Through their generosity, nearly \$910,000 was given in support of our mission.

Of the many impactful individual giving opportunities, a brand-new initiative – '43 Friends – was incredibly successful. This program was intended to engage Pittsburgh's most creative, ambitious and philanthropic professionals by honoring them for their career success, involvement in the community and contribution to the growth of the region. In its first year, '43 Friends raised an astounding \$112,000 – and there are already plans in place to further grow the program.

In 2017, the team also launched a new partnership with Google through an aptly named program, Google Pets. Every Friday, two canine residents would each be "adopted" for the day by Google employees. This collaboration gave our animals a break from their kennels, provided much-needed socialization and helped to raise more awareness to aid in their adoptions.

One notable individual giving campaign ran from November through the end of the year – Rescued for the Holidays. This holiday-themed opportunity focused on rescuing more homeless animals by tying into our annual New Year's Rescue. During the New Year's Rescue, more than 100 dogs, cats and rabbits were given a second chance at Animal Friends. With our partner organizations, these animals were transferred to Animal Friends to lessen overcrowding at their shelters. On this joyous day, dozens upon dozens of donors, supporters and community members helped us to welcome these animals to Animal Friends. It goes without saying that this campaign truly resonated with our region and a total of \$503,000 was raised through year end.

Foundation Support

From general operating funds to our lineup of community-based programs and services, Animal Friends is fortunate to receive the support of many local and national foundations. We deeply appreciate the foundation community who, in total, gave more than \$208,000 in support of our mission.

Planned Giving

Bequests, charitable trusts and gifts of stock and life insurance all account for a vital part of our success while giving donors the opportunity to leave a lasting legacy with the organization. In 2017, Animal Friends received more than \$1.6 million in planned gifts from incredibly generous and forward-thinking donors.

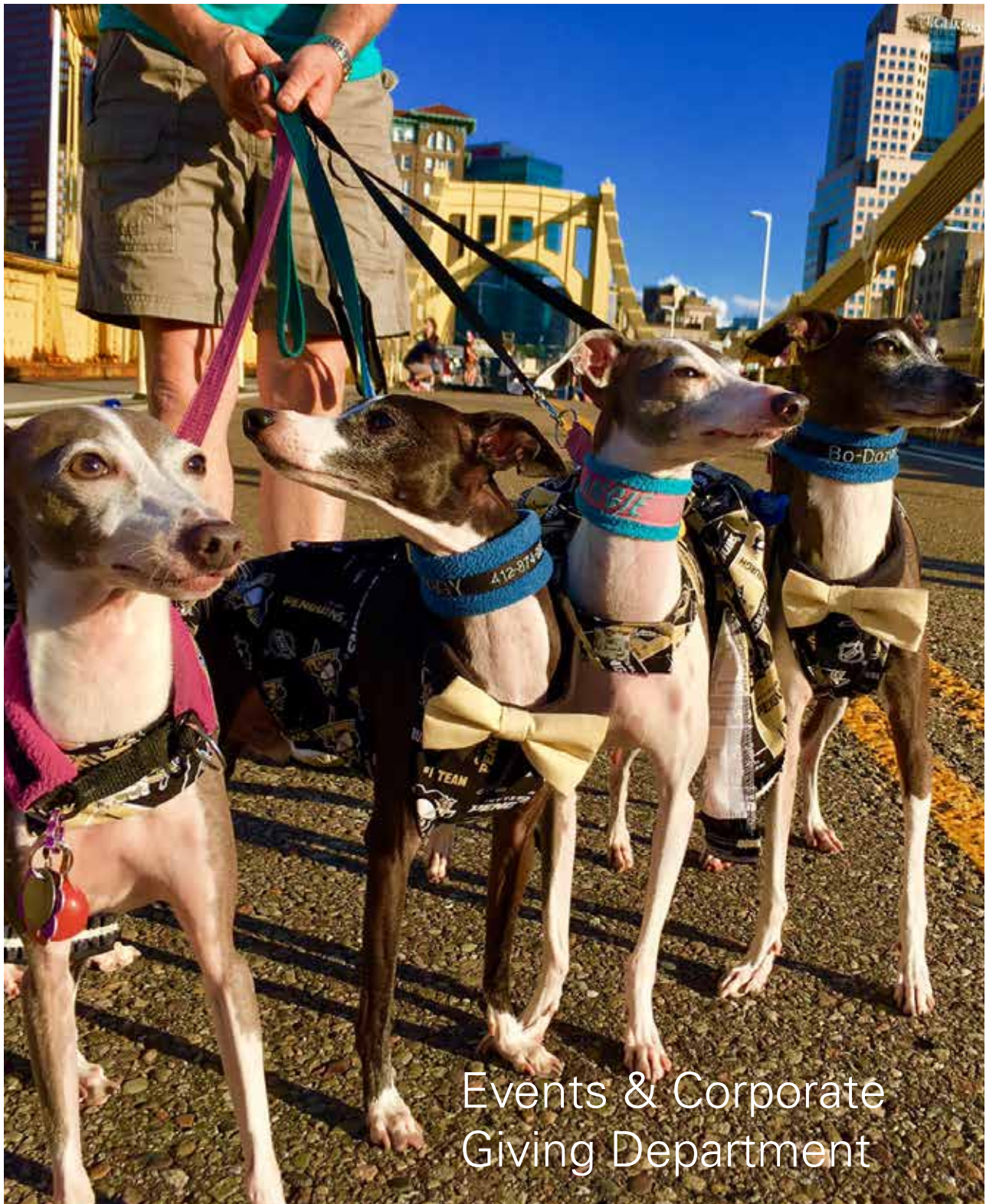


At our kick-off party for '43 Friends, we wanted to provide our inaugural class and their guests with the best welcome we could – and who better to help us do that than some puppies. It goes without saying that our two little "hosts" were a hit among our Honorees.

Each person took a turn to get their photo taken with them – and, of course, provide some much-needed socialization. **But what's even more special is that an instant connection was made with one of the puppies, Ann, with the director of catering at the event venue.**

This gentleman could not put Ann down. It truly was love at first sight. And, just a few days later he came to Animal Friends to adopt little Ann – who he now refers to as Annie May. She has been the perfect fit to his family and they couldn't be happier!





Events & Corporate
Giving Department

Coordinating top-notch events and establishing corporate partners are integral parts of our fundraising but they also play a key role in donor cultivation, audience development and public awareness. Overall, our special events and corporate sponsorships engaged the community in both fun and meaningful ways in 2017.

Corporate Giving

Animal Friends' corporate partnerships continue to provide critical support every year and 2017 was no exception. Once again, we are incredibly grateful for the support of Ainsworth Pet Products. The continuity of their in-kind support fills our residents' bowls and provides them with healthy, consistent diets.

In 2017, we were especially grateful for the growing support of VCA Animal Hospitals. While they have been a multi-year partner with our organization, this year they extended their partnership to include sponsorship of additional events as well as benefits for adopters and employees at their regional clinics.

Other key corporate partners included Day Automotive, Fragasso Financial Advisors, PNC, United Way, UPMC and UPMC Health Plan – just to name a few.

Special Events

Our major events continue to provide a strong community presence through our very busy calendar. Once again, we celebrated 31 Days of Compassion in the month of May. Our donors were engaged through TV commercials, a 13-hour radio-thon and off-site events. Even more awareness of our lifesaving and life-changing programs and services was spread throughout our region because of this fun and lighthearted campaign.

This year's Black Tie & Tails was another record-breaking success. Our entire campus was transformed into a fortress of safe haven as we encouraged guests to join our ranks to fight pet overpopulation. More than 800 guests answered our bat, er, cat signal and became superheroes by raising more than \$760,000 – making this year's gala the highest attended and highest grossing Black Tie & Tails to date.

In addition to our primary events, the popularity of our secondary events is undeniable. From our revamped dog walks, Bark N'at and Muttster Mash, to Bow Wow Bingo and Alley Up – pet-owning families enjoyed the company of each other while participating in the wide variety of activities at these events. These creative, fun events raised more than \$1.2 million to continue our critical work across the region.

Third-Party Events

Animal Friends took part in and benefited from a number of unique third-party events in 2017. These events are organized and coordinated by outside individuals or businesses with the purpose of fundraising for our mission. These events continuously prove to be an invaluable way to engage our community and each year we look forward to building even more partnerships.

Some notable third-party events included the Hundred Acres Manor Haunted House, Molyneaux Pet Photo Contest, PNC Pup Nights and the WPXI Holiday Parade. These community partners continue to provide incredible support and generosity, for which we are extremely grateful.



Not only do our events bring in much-needed support and raise awareness of our programs – they help to make families more complete.

As our events are planned, special consideration is always taken when we're choosing the ways to showcase our homeless residents. Whether it's at an on- or off-site event, it goes without saying that our animals undoubtedly steal the show and draw a crowd.

This is particularly true at Black Tie & Tails. This year our residents were transformed into superheroes and soared their way through the crowd and into the hearts of many. **By telling their tales, our supporters fell in love and dozens upon dozens of our animals found homes.**



Finance & Administration Department

Cassandra Yeager

The Finance & Administration Department provides administrative support to the organization and is comprised of the Accounting, Finance, Human Resources, Maintenance and Administrative teams. They may appear to take a backseat to our mission-focused departments, but that's simply not true. This department plays a critical role in ensuring that Animal Friends remains on solid ground so we can continue to serve our region year-round.

Accounting and Finance

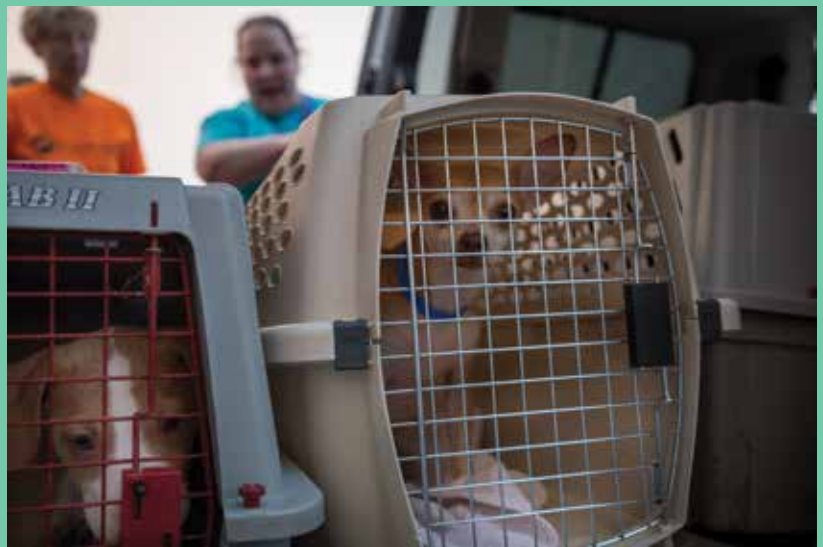
In 2017, the Accounting and Finance team worked hard to find solutions to become more efficient when it comes to data entry. By choosing a new point-of-sale system and utilizing an IT-savvy volunteer, we've automated and streamlined several processes. This resulted in the elimination of manual entry, minimization of human error and a significant reduction in staff time required to process the information – making Animal Friends an even more efficient, well-run organization.

Always keeping the organization's budget in the forefront of their minds, the Accounting team opted to assume some additional responsibilities to better prepare for our annual audit and to decrease the cost of outsourced services.

When Hurricanes Harvey and Irma devastated the Gulf Coast, displacing countless animals and humans in Texas, Florida and the surrounding areas, we were eager to help. And, thanks to a newly formed partnership with the Pittsburgh Aviation Animal Rescue Team (PAART), we were able to lend a hand where we were needed most.

Shelters in the flood-stricken region were desperate to make room in their kennels for animals who had been separated from their families in hopes of reuniting as many of them as possible. But we knew that taking in the homeless animals from these shelters would be a group effort. As PAART prepared their vehicles to bring dogs back to Pittsburgh from Texas and Florida, we were hard at work making room in our kennels for the new arrivals – which meant we needed adopters.

As phone calls and emails poured in from members of our community who were ready to help in any way they could, our Administrative team was all hands on deck. Thanks to their tireless efforts, dozens of animals found the loving families they had been waiting for – allowing us to give second chances to 32 dogs from Texas and Florida.



Human Resources

As Animal Friends continues to grow, the need for strong human resources support is ever-existent and we were proud to commit to the first Human Resources staff position this year. In order to be compliant with the law, we refined and standardized our hiring, onboarding and supervisory procedures. And, for the first time ever we were able to offer our employees various options for comprehensive medical coverage. In doing so, we're developing a more supported and united Animal Friends.

This busy team also made strides to ensure our Safety Committee – those who provide recommendations to improve safety for our campus visitors, staff, volunteers and animals – is even more effective by creating standing reports and guidelines for inspections.

Maintenance

To ensure our campus runs safely and properly, this hardworking team effectively juggled capital improvements and other projects. They continued to utilize creative solutions and critical volunteer support from individuals, corporate groups and community service volunteers. These efforts ensured our day-to-day demands were met and our bustling 75-acre campus stayed in great shape.

Toward the end of 2017, Maintenance implemented a new cloud-based, request reporting system. This refined process has allowed the team to become more prioritized and solution-based to ensure all tasks are seen to completion. Thus far, the system has proven its worth and we look forward to accomplishing even more in 2018.

Administrative Support

Being the first contact many customers have with Animal Friends, our receptionists continue to field questions and route all incoming calls with the highest level of customer service in mind. In addition to the daily tasks of answering the phones, ordering supplies and disseminating the mail, the Reception team also manages the demanding task of scheduling rooms and spaces in our busy facilities.



Cassandra Yeager

2017 Operating Activity (Unaudited)

Donations

		2017 Projected Budget	2017 Actual Activity	Variance
Bequests	21.7%	\$1,400,000	\$1,631,258	116.5%
Special Events	22.3%	\$1,435,000	\$1,228,278	85.6%
Annual Giving	16.9%	\$1,090,000	\$941,065	86.3%
Program/Services	20.0%	\$1,291,000	\$1,097,102	85.0%
Grants	3.2%	\$207,000	\$208,258	100.6%
Other	5.1%	\$327,000	\$314,498	96.2%
MRC Campaign	7.8%	\$500,000	\$503,701	100.7%
Capital Campaign- Operations	3.0%	\$200,000	\$200,000	100.0%
	Total Donations	\$6,450,000	\$6,124,160	94.9%

Expenses

Mortgage - CGRC	2.0%	\$129,038	\$93,419	72.4%
Capital Improvements	1.0%	\$50,000	\$69,571	139.1%
Payroll & Related	54.7%	\$3,525,684	\$3,255,048	92.3%
Direct Animal Care	13.1%	\$846,000	\$879,165	103.9%
Insurance	5.1%	\$327,788	\$312,048	95.2%
Utilities	4.2%	\$270,775	\$207,808	76.7%
Events	4.0%	\$256,300	\$319,583	124.7%
Printing & Postage	2.4%	\$152,550	\$157,732	103.4%
Programs	2.7%	\$170,340	\$171,847	100.9%
Publicity	2.1%	\$134,000	\$138,034	103.0%
Facilities	2.2%	\$142,000	\$121,961	85.9%
Computer	1.4%	\$93,000	\$125,511	135.0%
Office Costs	2.3%	\$150,944	\$133,498	88.4%
Human Resources	1.2%	\$74,281	\$27,807	37.4%
Vehicles	0.3%	\$18,300	\$20,348	111.2%
Professional Fees	0.3%	\$22,000	\$22,337	101.5%
Other	1.4%	\$87,000	\$75,952	87.3%
	Total Expenses	\$6,450,000	\$6,131,669	95.1%
Net Operating Activity		\$0	(\$7,508)	

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Sarah McKean – Secretary
John Weinstein – Treasurer

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Alice Richardson, Founder
Lloyd Gluck, Esq.

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President & Chief Executive Officer



AnimalFriends

**Caryl Gates Gluck Resource Center
Howard Ash Animal Wellness Center**

562 Camp Horne Road | Pittsburgh, PA 15237
412.847.7000 | ThinkingOutsideTheCage.org



Animal Friends is proud to be awarded the highest 4-star rating for ten consecutive years from Charity Navigator, the country's premier charity evaluator.



Howard Ash
Animal Wellness
Center

and

Caryl Gates Gluck
Resource Center

562 Camp Horne Road
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Animal Friends
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Mary Pegher



Yes!
I want to support Animal Friends!

Name _____
Address _____
City/State/Zip _____
Day Phone _____
Evening Phone _____
Email _____



Animal Friends
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I will give

- \$1,000
- \$7,500
- \$5,000
- \$2,500
- other \$ _____

I'll pay my donation

- now
- over 3 months
- over 6 months

I would like to pay by

- cash/check (made payable to Animal Friends)
- securities (please contact 412.847.7010 for a securities transfer form)
- MC/Visa _____ exp. _____

This gift is in

- honor
- memory
- celebration

of _____

- Animal Friends has my permission to recognize my gift.

- I prefer that my gift remain anonymous.

- My company has a matching gift program.

I will contact my company to obtain the necessary forms.

Signature _____ Date _____

Your stamp
is a gift to the
homeless residents
of Animal**Friends**.





Animal Friends

562 Camp Horne Road
Pittsburgh, PA 15237

