

# The Art of Saving Lives

2025 Impact Report





Dear Friends,

2025 was a year defined by creativity, compassion and measurable impact at Animal Friends — a year in which *The Art of Saving Lives* came vividly to life.

From expanded community clinics, a newly refurbished medical suite and nationwide reach through the Puppy Bowl and the Tour for Life adoption event – to the everyday moments of connection celebrated during activities such as our Small Dog Socials, BunRuns and Days of Service – each chapter of 2025 reflected our commitment to animals and the people who love them.

We proudly relaunched our Humane Investigations Department with new leadership and a newly sworn in Humane Society Police Officer, strengthening our ability to protect animals in crisis and stand up for those who cannot speak for themselves.

Our Shelter Medicine department was bolstered with the addition of two new veterinarians and our commitment to progressive, collaborative care continued through the placement of a social work intern in our Pet Retention department in partnership with the University of Pittsburgh’s School of Social Work.

The creation of our Ambassadors Council opens the door to fresh voices and perspectives that will help shape our future. At the same time, our New Leash Program expanded to include two correctional facility partnerships, deepening our impact and creating meaningful opportunities for growth, connection and second chances—for both people and pets alike.

Recognition as the Best Nonprofit for City Paper’s Best of PGH 2025 affirmed the power of Animal Friends’ work, as did the success of our signature fundraising events—Alley Up, Bow Wow Bingo, Animal Friends Golf Outing and an unforgettable Black Tie & Tails: Pawp Art, created in collaboration with the Andy Warhol Museum.

Together, the stories and statistics of 2025 tell a powerful story of progress, partnership and possibility—proof that when compassion meets creativity, lives are saved.

With gratitude,

Kathleen Beaver  
President & CEO



# A Year of Compassion in Action



## Our Vision

A humane and compassionate future for every animal friend.

## Our Mission

To rescue, rehabilitate and rehome animals in crisis, ensure healthy pets through education, advocacy and affordable services, and inspire a community where the animal-human bond is celebrated and nurtured.

## Our Core Values

We are **Solution-Driven**, **Resourceful** and **Compassionate**  
Driven by **Integrity**  
Committed to **Excellence**

# Lifesaving Operations

## The Art of Care, Collaboration & Compassion

At Animal Friends, Lifesaving Operations (LSO) is where skill, care and creativity come together to give every animal a fighting chance. Through careful planning of their medical, behavioral and enrichment needs, LSO ensures each resident receives thoughtful, hands-on care and the best possible chance at a new beginning.

From the instant an animal arrives—whether as a stray, an owner surrender, a transfer from another shelter or a case handled by our Humane Investigations department – LSO shapes their journey.

Our medical team stands as guardians of health and well-being, delivering care that spans routine vaccines and spay/neuter procedures to infectious

diseases and complex surgical interventions. Similarly, our behavior and enrichment specialists work tirelessly to understand each animal's unique needs and personality, creating individualized plans that nurture physical health, emotional resilience and mental stimulation.

A dedicated placement team carries this vision forward, connecting pets with loving homes and matching personalities and families with precision and care. Every success story, every wagging tail, wiggling nose or contented purr, reflects the dedication and artistry at the core of LSO.

Whether a life-saving surgery, a quiet moment of trust-building, or the joy of a successful adoption—LSO embodies the many dimensions of the art of saving lives.



A litter of kittens named after luxury car brands are ready for their foster home.



Blossom, just 8 weeks old, gets a full intake exam from our vet tech supervisor — her first step toward a healthy future.



# Admissions & Shelter Medicine

## The Art of Hope & Healing

In 2025, Lifesaving Operations was strengthened by filling two key management roles—Intake and Pathways Manager and Shelter Medicine Manager — bringing new leadership to support animal wellbeing, efficient flow and high-quality medical care. This stability allowed teams to focus on collaboration, consistency and thoughtful decision-making.

The team was further strengthened by two new veterinarians — one who transferred from our Clinic Services to step into the role of a shelter veterinarian, and another a newly graduated veterinarian with an interest in shelter and behavioral medicine — together enhancing the depth and compassion of care we provide to every pet.

Understanding that environment shapes outcomes, the Shelter Medicine Suite was renovated in part through a grant from the Snee-Reinhardt Foundation, with a focus on safety, efficiency and flow. The update introduced durable, easy-to-sanitize finishes, improved layouts and dedicated surgery, dental and prep spaces — creating safer, more effective workflows for lifesaving care.

The refreshed space features larger work areas, new kennel banks and an expanded intake area, helping reduce stress for animals and staff.

Enhancements extended outdoors with an expanded medical play yard featuring privacy slats and calming spaces to further reduce visual stressors and support more peaceful, positive experiences for dogs in our care.

1,523  
Admissions



Dwarf kittens Inanna, who is deaf and blind, and Tala, who is hard of hearing came to us as strays found in a shed.

Hoppin' John wakes from anesthesia in the steady, reassuring care of a compassionate vet tech.

In the medical suite, one of our shelter vets completes a routine, yet vital procedure to help reduce overpopulation and make a difference in the community.

834

Shelter Spay &  
Neuter Surgeries

3,700

Shelter Vaccines  
Administered



# Behavior & Enrichment

The Art of Nurturing Every Animal



At Animal Friends, we believe every animal deserves a life beyond just eating, sleeping and going for walks, but one filled with stimulation, comfort and contentment. Dogs and rabbits now enjoy designated enrichment spaces with rotating themes that encourage natural behaviors, while all animals receive individualized in-kennel enrichment each day. Behind the scenes, our Behavior Specialists conduct thorough evaluations of every animal who comes through our doors, developing personalized support plans that set them up for success in their future families.

This aligns with the latest research in animal science, which shows that mental stimulation, physical activity and opportunities to explore and problem-solve have a measurable impact on overall health, emotional resilience and adaptability – preparing residents for successful placements into loving homes. Our Behavior Care Technicians bring these plans to life each day, ensuring every resident experiences a thoughtful, as-stress-free-as-possible routine designed to promote comfort, safety and stability.

Our progressive approach ensures that every animal receives behavior care and enrichment tailored to their unique needs. From puzzle feeders and new scents to cozy retreat areas and structured learning opportunities, our skilled staff and volunteers create environments that stimulate, comfort and engage—while carefully monitoring progress and adjusting support as needed.

By prioritizing enrichment alongside veterinary care, individualized behavior planning and compassionate daily routines, we provide truly holistic care—helping every animal grow, learn and experience life fully, even during their time in our shelter.

Scan here to learn more about ways you can provide enrichment for your pets.



Resident rabbit Kuchi Kopi explores and enjoys a festive St. Patrick's Day enrichment setup thoughtfully created by our imaginative behavior technicians.



**25**  
Canine Program  
Participants

# Expanding Lifesaving Pathways

## The Art of Second Chances

In 2025, Animal Friends continued to grow its prison-based dog training initiatives through The New Leash Prison Program, which brings together partnerships with correctional facilities under a shared mission. While each facility operates under its own program name — including D.A.W.G. (Developing Animals with Goals) at SCI Fayette Prison and TAILS (Teaching Animals and Incarcerated Lifelong Skills) at the Allegheny County Jail — both focus on preparing shelter dogs for adoption while creating meaningful learning opportunities for incarcerated participants.

In June, Animal Friends launched its newest partnership at the Allegheny County Jail, working with female inmates. In its first year, seven dogs participated, with six adopted before year's end. Dogs benefited from foster-like environments and foundational training, while participants gained responsibility, skills and the chance to build positive connections. The presence of dogs also had a positive impact on facility staff, extending the program's impact beyond the handlers.

Our long-standing partnership at SCI Fayette continued as well, with 18 shelter dogs housed through the D.A.W.G. program in 2025. The dogs benefit greatly from the one-on-one daily interactions and consistent training of the inmate handlers. Getting dogs out of the traditional shelter environment reduces the stress and confusion of the often chaotic kennel space. Our New Leash Prison Program is yet another example of collaborative, creative approaches to lifesaving work.

"The benefits are almost unimaginable. It helps staff. It helps the inmates, it helps the shelter, it helps the dogs. It helps potential adopters. It is a program that almost has no downside," said Rebecca Palmer, E Block Unit Manager at SCI Fayette Prison.



Watch our video about the impact of our  
New Leash program by scanning here.

# 2025 Adoption Success Stories

## The Art of Matchmaking

Every adoption at Animal Friends reflects our deep commitment to creating matches that honor second chances and lasting happiness for pets and people alike. Our Placements team looks beyond first impressions, pairing each animal with the right family based on lifestyle compatibility, household dynamics and the presence of other family members, including other pets.

Through conversational counseling and on-site meet and greets, we take the time to guide adopters toward the best possible fit. While we may not always know an animal's past, we are unwavering in our commitment to their future. We do everything possible to set families up for success—and we never give up on finding the right match. In the end, each successful adoption is a beautiful expression of the art of love in action.

### Loosey Goosey

The art of saving lives means seeing possibility where others see obstacles. When Loosey Goosey arrived with medical and behavioral challenges, including a serious mouth injury most likely caused by past mistreatment, her resilient spirit still shone through.

Her adopter saw that spark and embraced her fully. Now she's thriving — hiking, camping, visiting friends and even posing with Santa — proof that the right match can turn challenges into companionship and second chances into extraordinary lives.

1,458  
Animals Placed

52  
H2H Rehomes\*



\*Animal Friends' home-to-home rehoming program offers an alternative to owner surrender, empowering families to help rehome their pets while they remain at home and enabling us to support more animals even when our kennels are full.

95%  
Live Release  
Rate



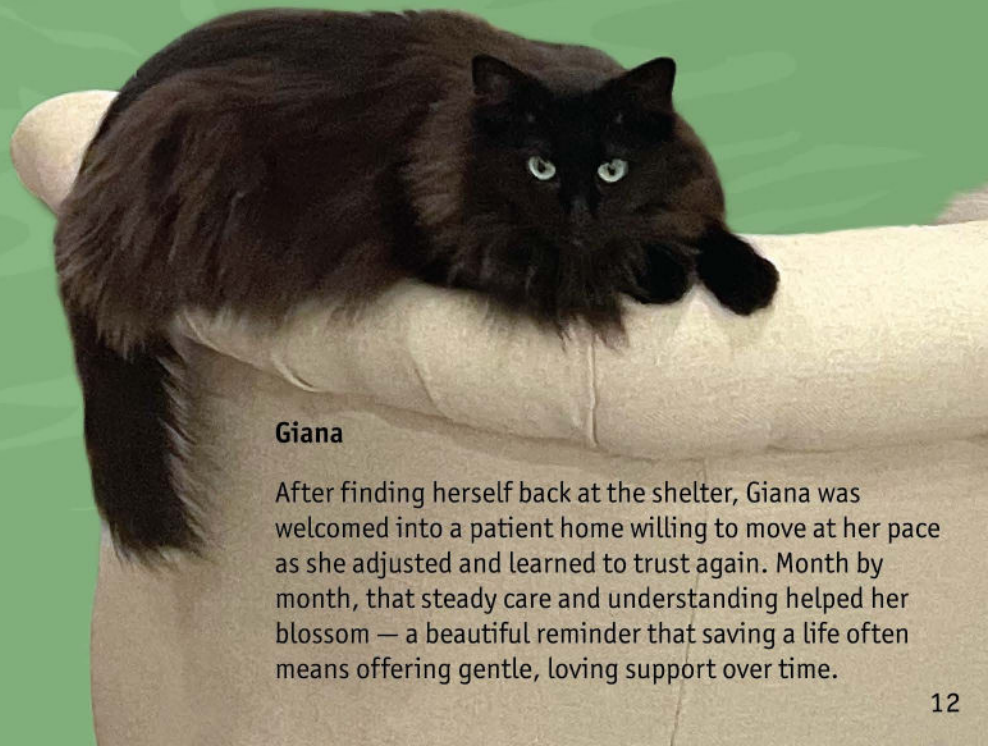
**RJ**

Trust cannot be rushed. After more than three years at the shelter, RJ had learned to guard his heart. A dedicated potential adopter understood that bonding meant moving at his pace — visiting often, showing up consistently and allowing RJ to decide when he was ready. In May, he finally went home with the person who gave him the time he needed. His journey is a powerful reminder that some of the most meaningful rescues unfold slowly, built on patience, trust and unwavering commitment.



**Machiatto & Frappe**

After being found abandoned outside, bonded bunnies Mac and Frappe finally completed their long journey side by side, hopping into their new home together. Their story is a joyful reminder that helping animals isn't just about keeping them safe until adoption — it's about offering love, security, and the space to flourish until the right match comes along.



**Giana**

After finding herself back at the shelter, Giana was welcomed into a patient home willing to move at her pace as she adjusted and learned to trust again. Month by month, that steady care and understanding helped her blossom — a beautiful reminder that saving a life often means offering gentle, loving support over time.

# Friends for Life

## The Art of Community Outreach



Once again, our Friends for Life pillar served as a vital entry point for individuals seeking help for their pets—meeting people where they are and guiding them to the right support. Often, community members come to Animal Friends with one immediate concern, but their needs are more complex. Our approach is to connect families to multiple services and resources through thoughtful case management that prioritizes both people and animals.

This strategy was strengthened in June with the launch of a centralized case management hub designed specifically for animal welfare organizations. Through a simple online request form, pet guardians can reach Animal Friends seamlessly, allowing staff to assess needs, coordinate services and provide timely support. The hub also enables the team to identify which programs and services best meet the unique needs of each client. Since its launch on June 1, it has helped the team respond to 440 inquiries, supporting the care of more than 812 companion animals.

Recognizing that compassionate service requires caring for people as well as animals, our Friends for Life community programs staff joined colleagues across Animal Friends in completing Mental Health First Aid certification. The training strengthened the team's ability to support clients, coworkers and community members navigating stress, trauma and emotional fatigue—an increasingly vital skill as our outreach continues to grow.

Community Programs and Clinic Services partnered to expand free, in-community vaccination clinics, increasing from four in 2024 to six in 2025. Held in McKees Rocks, Millvale, Mt. Oliver, Sharpsburg and Wilkinsburg — with an additional clinic organized by Animal Friends for Veterans in support of local veterans — these events brought critical preventive care directly into neighborhoods. Averaging nearly 400 pets served at each clinic, this growing effort reflects a thoughtful, community-centered approach to keeping pets healthy, families supported and animals where they belong — at home.

4,863

Vaccines Administered  
Over Five  
Vaccine Clinics

People and their pets lined up at our Mt. Oliver free vaccine clinic as we meet a need that continues to grow.

# Clinic Services

## The Art of Accessible, Affordable Care

2025 was a year of meaningful growth for the clinic, driven by both expanded capacity and increasing community need. We were fortunate to welcome an additional full-time veterinarian and hire new support staff, which allowed us to increase appointment availability and provide care to more pets across our community. This expanded capacity proved especially important as demand for affordable veterinary services continued to rise, reflected in a 25% increase in call volume compared to the previous year.

In response to this growing need, and through the generosity of the Margaret Raphael Foundation, the clinic offered free spay and neuter surgeries to City of Pittsburgh residents while the city's own spay and neuter program was on hold. The overwhelming demand for these services was clear, with canine appointments filling within 18 hours and owned cat appointments fully booked within 72 hours. Supporting these expanded services, 2025 also marked our first full year using a new practice management software system, which improved efficiency and accuracy by centralizing appointments, medical records, and surgical services in one streamlined platform.

### Bean's Big Comeback

When Bean, a beloved family cat, became seriously ill, his family was panicked. They had recently lost another longtime pet, and Bean – who provides emotional support to their child with disabilities – was especially important to them.

After an initial veterinary visit didn't resolve his symptoms, the family contacted Animal Friends and secured a last-minute appointment. Testing revealed a severe intestinal blockage that required immediate surgery, and Bean's prognosis was guarded.

Thanks to the skill and compassion of the Animal Friends Clinic Services veterinary team, Bean recovered steadily. Today, he is thriving—more affectionate, vocal, and closely bonded with his family than ever before, bringing daily comfort to the child who relies on him most.

Bean's story reflects Animal Friends' commitment to lifesaving care and heartfelt compassion. For this family, they didn't just save a pet—they restored hope and precious time together.

Bean's lifesaving procedure was made possible through our Save My Pet Fund, ensuring that financial hardship would not stand in the

way of the care he urgently needed. The fund was established by the late Dr. Ingrid Naugle in memory of her daughter, Iris, to provide critical veterinary treatment for pets whose families are facing financial crisis.

In 2025, the fund was further strengthened by a generous bequest from the estate of Marlene Cornelius, an avid supporter of Animal Friends for more than 33 years as a volunteer, adopter and board member.

Because of their compassion — and the continued generosity of those who give in their honor — pets like Bean receive the lifesaving care they deserve, and families are spared the heartbreak of losing a beloved companion due to cost alone.



Bean resting comfortably at home after his lifesaving procedure.



**4,488**  
Sick & Wellness  
Appointments

**15,794**  
Vaccines  
Administered

**174**  
Special Surgical  
Procedures

**3,599**  
Spay & Neuter  
Surgeries

It takes teamwork to keep our community's pets protected here at one of our onsite vaccine clinics.

# Humane Education

## The Art of Empathy

Last year, Humane Education expanded its reach and deepened its impact through school programs, scouting, family education, community events and 27 summer camps serving nearly 200 campers. Programs emphasized cooperative care and consent-based handling and enrichment to build empathy while improving safety and welfare for both animals and people.

New family programming, including *Paws and Play: Fun with Animal Enrichment*, invited families to learn together through hands-on activities. Participation grew steadily from its September launch, reaching full capacity by year's end.

Teen programming expanded through the Youth Animal Advocacy Summit, supported by a Latham Foundation grant. During this immersive experience, participants visited local animal welfare organizations, took part in a vegetarian cooking class exploring compassionate food choices and engaged with media professionals to learn how journalism can advance advocacy efforts.

Teens researched animal welfare issues meaningful to them, created enrichment and advocacy projects and presented their findings to State Representatives and community leaders. The Summit allowed participants to share their vision and voices — strengthening their confidence, leadership skills and ability to advocate effectively for animals and their communities.

**4,661**  
Humane Education  
Program Participants

A top-down photograph showing a woman with grey hair and glasses, wearing a dark blue jacket with a logo, sitting on a light-colored floor. She is holding a blue leash attached to a light-colored dog. Several children are gathered around the dog, touching its fur. One child is wearing a blue and white patterned shirt, another is in a teal shirt, and another is in a black shirt with a colorful pattern. The woman is looking down at the dog with a gentle expression.

Our dog training liaison and  
Therapets handler leads Spring Camp  
participants in hands-on time with  
certified Therapets dog Lucy.

# Animal Friends University

## The Art of Understanding Animals

Animal Friends University (AFU) continued to lead in progressive, accessible education, offering a wide range of engaging classes and workshops to the public for dogs, cats, rabbits and the people who love them. This year we launched our new Sensory Enrichment Experience (SEE.) In this new program, dogs enjoy individual 30-minute sessions exploring scents, textures and problem-solving activities at their own pace — helping reduce stress, anxiety and boredom while strengthening the animal-human bond.

Dogs participated across four sessions, giving trainers and guardians valuable insight into each pet's temperament, learning style and enrichment preferences. This science-based approach taps into the dog's natural instincts, with just 15 minutes of scent work providing mental stimulation equivalent to a 30-minute walk.

Throughout the year, AFU partnered with Pet Retention staff at vaccine clinics and outreach events, offering hands-on support such as harness fittings, behavior guidance and enrichment demonstrations using everyday household items—bringing practical education directly into the community and supporting keeping pets in their homes and out of shelters.

4,981  
AFU Students

Newly graduated nose work star Waffles beams proudly with their AFU certificate.



# Chow Wagon & Pet Retention

## The Art of Community Advocacy

In 2025, vaccine clinics evolved into something even more impactful: One Health events, recognizing the deep connection between human, animal and environmental well-being. For the first time, human social service providers were invited to participate, with 13 organizations attending clinics throughout the year. This collaborative approach helped address broader needs facing families while supporting the health of their pets.

Pet support services expanded as well through a partnership with a local grooming shop offering free nail trims at three community clinics. Approximately 150 dogs and cats per clinic received free grooming care — services that were deeply valued by pet guardians and often difficult to access elsewhere.

Social work support remained a cornerstone of retention efforts. In partnership with the University of Pittsburgh's School of Social Work, the department completed its first year hosting a social work intern and welcomed a second. Intern-led initiatives ranged from grief and loss resources and interdepartmental learning to direct client and staff support.

With a Masters of Social Work intern embedded in our community programs, we are redefining what progressive and supportive service looks like in the Pittsburgh region.

204,098 lbs  
Free Pet Food  
Distributed

37,572  
Pet Families  
Assisted

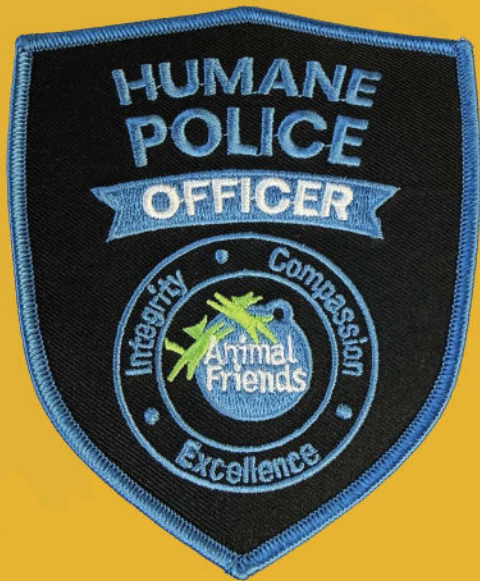
For her fourth birthday, this thoughtful little girl asked for no presents and instead collected donations for Animal Friends, proudly smiling beside the generous gifts she gathered for animals in need.

# Humane Investigations

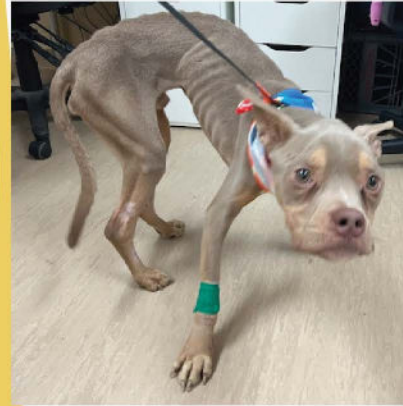
## The Art of Defending the Voiceless

In 2025, Animal Friends' Humane Investigations team practiced the quiet art of protection — carefully restoring a vital community service while never stepping away from animals in need. Even without a Humane Society Police Officer (HSP0) for much of the year, the department provided guidance, resources and referrals that helped 226 individuals secure proper care for animals in crisis.

With new leadership in May, the department began rebuilding with intention—refining training, strengthening policies and outfitting HSP0 vehicles and staff for safe, effective response. Each step laid the groundwork for a thoughtful relaunch, ensuring the integrity and compassion the program has long been known for.



On September 8, the department officially returned to full operation. In just four months, a single HSP0 managed 149 cases, with 117 successfully resolved and the remainder still in process, pending, or under review in the courts—underscoring that saving lives is both a science and an art, requiring skill, persistence and heart. When animals have no voice, our Humane Investigations team answers the call.



**117**  
Cases Resolved  
(Sept-Dec)

Acorn, rescued by our Humane Investigations team, was severely emaciated, tied to a porch with a body condition score of 1. The photos show his progress from intake to a healthy, strong dog ready for adoption.



# Therapets & PALS

## The Art of Healing Beyond Medicine

Therapets and PALS (Pet-Assisted Literacy Services) continued to demonstrate the profound emotional impact animals can have. Our certified Therapets teams bring the healing power of the animal-human bond to hospitals, schools, senior living communities, hospice facilities and libraries bringing comfort and affection to people in need.

One unforgettable moment came with a last-minute request from Children's Hospital for a Therapets rabbit visit for a terminally ill child.

Within 48 hours, a rabbit team arrived. Though non-verbal and connected to medical equipment, the child smiled and gently petted the rabbits, and her mother spent time with one of them for nearly an hour afterwards. The child passed away shortly thereafter, but the connection created in that moment was lasting for the family and the hospital staff.

For students, our PALS program engages youths in reading to a companion animal as a way to enhance literacy skills and foster a love of reading.

Last year, the PALS program grew through a unique fellowship supported by Cigna Healthcare, which enabled a volunteer to expand literacy programming in Pittsburgh schools. Her work strengthened outreach, refreshed materials, developed a promotional video and restocked books and supplies for students — ensuring that learning, kindness and connection continue to reach young readers.

**156**  
Certified  
Therapets Teams

**102,762**  
Therapeutic  
Interactions

Certified Therapets bunnies Cinderella and MooCow became the first therapy rabbits at the hospital.





# Animal Friends for Veterans

## The Art of Honoring Those Who Served

In 2025, Animal Friends for Veterans (AFFV) exemplified the art of saving lives through patience, partnership and thoughtful, compassionate care. A longtime volunteer and veteran faced the difficult decision of surrendering his beloved cats upon entering a healthcare facility. Over months of collaboration among AFFV staff, our Community Resource Officer, medical and social work teams, family members and rescue partners, solutions were found that honored both the veteran's dignity and the cats' well-being.

Five cats were surrendered in February, three coming to Animal Friends and two to a partner rescue. All received care and were quickly adopted, bringing the veteran peace of mind. Continued support eventually led to the surrender of the remaining two cats; one received medical treatment and the other was adopted within two months. This case reflects the complexity — and humanity — inherent in truly saving lives.

At Animal Friends, we understand how much companion animals mean to veterans, helping them stay active, engaged, supported and moving forward every day. AFFV is a comprehensive program designed to strengthen that bond. We help veterans find the right pet match, offer no cost adoptions for dogs, cats and rabbits, and provide ongoing support —from food and veterinary assistance to behavior guidance and emergency boarding in crisis situations — so that veterans and their pets can stay together, healthy and thriving.

**114**  
Animals Adopted  
By Veterans

Puddin' was adopted by a Marine veteran on Veterans Day, starting a new chapter full of love and companionship.

A composite image featuring two scenes. On the left, a man wearing a blue baseball cap with an American flag logo, a blue hoodie with 'NAVY' visible, and a light-colored rain jacket is smiling and holding a brown dog wrapped in a white protective bag. On the right, a woman in a green hoodie is crouching and smiling next to a black dog on a blue leash. A purple circular graphic with a hole at the top is overlaid on the image, containing the text '3,619 Veteran Interactions'.

3,619  
Veteran  
Interactions

Veterans and active-duty service members brought their pets to Animal Friends' free vaccine clinic, a day dedicated to keeping their companions healthy and happy.

# Organizational Resources

## Volunteering & Fostering The Art of Generous Hearts

Volunteers are the heart of Animal Friends, and their impact in 2025 was remarkable. More than 1,000 active volunteers contributed 301,063 hours to our mission — representing over \$5 million in in-kind support and reinforcing how essential they are to everything we do.

We hosted 19 orientations and welcomed 303 new volunteers, and partnered with 31 organizations for Days of Service, strengthening community connections while supporting our animals and programs.

Our foster families play a critical role, providing individualized care for animals who need more support than a shelter can offer, including nursing mothers and litters, bottle-fed babies, animals recovering from medical procedures, those working through behavior training and pets in hospice care. Their generosity allows us to reach more animals and give each one the chance to thrive in a loving home.

From animal care and vaccine clinics to Humane Education, Therapets, Chow Wagon, fostering and community events, volunteers power every part of our lifesaving work. We simply could not do it without them.



749  
Animals Fostered





243,182  
Volunteer  
Foster Hours

301,063  
Hours of Service



1,283  
Volunteers



# Community Engagement



# Development

## The Art of Giving

Every collar fastened, every bowl of kibble filled, every vaccine administered and every cozy blanket tucked around a shelter pet is made possible by you. Our lifesaving work depends entirely on the generosity of our community — individuals, corporations, foundations and partners who believe in the power of compassion.

Whether you are a foundation, company, organization, or an individual, we want to thank you for standing beside us and investing in this mission. When you donate a bag of dog food, give through your workplace campaign, make a gift on Giving Tuesday, purchase a raffle ticket, sponsor an event, or drop off the proceeds of a neighborhood lemonade stand, you help ensure that animals in need receive food, medical care, enrichment and ultimately loving homes. Your support also allows us to provide critical resources that help families keep their companion animals housed, fed and healthy.

In 2025, that generosity was nothing short of extraordinary. From the 20th anniversary of Alley Up to Bow Wow Bingo, the Animal Friends Golf Open in memory of Andy Russell, and our show-stopping Black Tie & Tails, more than 1,000 attendees, dozens of partners and hundreds of dedicated volunteers and staff came together to raise over \$1.2 million for animals in need. Each event was a brushstroke in The Art of Saving Lives — a powerful reflection of what we can accomplish together.

Our fundraising success is a direct expression of your passion and commitment. As we continue to grow and expand the meaningful programs and services our community relies on, we are driven by your belief in this mission. Thank you for standing beside us — and for helping us create an even more impactful year ahead.



Animal Friends' star player Centaur poses for his headshot at the 2025 Puppy Bowl.



Animal Friends adoptable cats and dogs pose with Pittsburgh Penguins players. 28

# Marketing & Communications

## The Art of Sharing Our Story & Inspiring Action

In 2025, Marketing & Communications elevated The Art of Saving Lives by telling our story boldly and strategically across local and national platforms.

Black Tie & Tails: Pawp Art became a defining creative moment, brought to life through vibrant pop art-inspired visuals and buzz-worthy messaging across digital, print and in-person experiences. The visually striking event energized guests, partners, donors and media while raising critical funds for animals and families in our region.

A bold billboard campaign featuring our animals and programs increased visibility across Pittsburgh, while nationally, Animal Friends appeared on Puppy Bowl, showcasing siblings Niklaus and Kol to a coast-to-coast audience and expanding awareness of adoption.

We also partnered with the Pittsburgh Penguins Foundation on the 2026 Penguins & Paws calendar, featuring players like Sidney Crosby, Evgeni Malkin and Kris Letang alongside our adoptable animals — blending sports, community and animal welfare.

Throughout the year, adoptable pets appeared on Pittsburgh Today Live and Talk Pittsburgh, spotlighting events, sharing pet care tips and connecting directly with regional audiences.

Together, these efforts reflect how strategic marketing transforms visibility into impact, expanding our reach and strengthening our voice for animals.

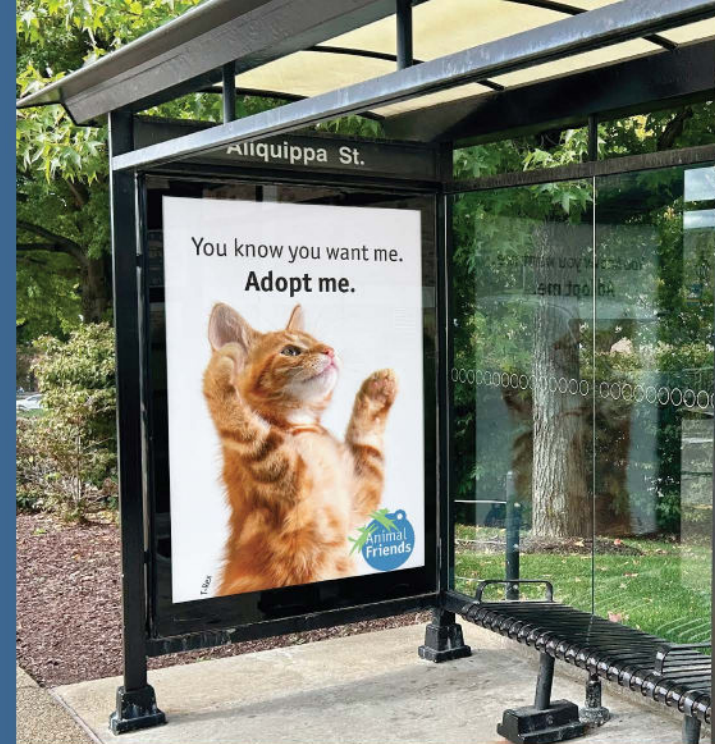
**94.3k**  
Facebook  
Followers

**11.3k**  
TikTok  
Followers

**16.6k**  
Instagram  
Followers

**47k**  
Email  
Subscribers

**1.4 mil**  
Website  
Views



## Leadership

**Kathleen Beaver**  
**Cindy Cole**  
**Ann O'Brien**  
**Susan Salyards**  
**Katie Vecchi**  
**Lynette Vybiral**

President & CEO  
Chief Communications Officer  
Chief Programs Officer  
Chief Administrative Officer  
Chief Shelter Operations Officer  
Chief Development Officer



## Board of Directors

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Chair

**Sarah McKean**  
Past Chair

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Vice Chair

**Dan Ringer**  
Secretary

**Kelly Swart**  
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Howard Loevner

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Dena Mosti

Jeff Mulrooney, Esq.

Michelle Race

Cindy Russell

Katie Shockey

Doug Shriber

Charlotte Stephenson

Marcy Tenaglia, Esq.

Cris Winter

Director Emeritus  
Marleen Ashton, Esq.

### In Memoriam

Alice Richardson, Founder

Lloyd Gluck, Esq.

Jeff Gleason

## Ambassadors Council

John Banaszak

Dave Bradley, P.E.

Terri Dakan

Sam DeMarco

Mike and Carey Engle

Sandy Finigan

Bill Follansbee, MD

Jennifer Fritz

Paul Gitnik, Esq.

Jennifer  
Johnson-Nazareth

Nicole Kairys, Esq.

Dave and Patricia  
Klug

Kevin Kraus

Jim Krenn

Jim McQuade

Ted Osial, MD

Chris Ragland

Sen. Devlin Robinson

Beth Slagle, Esq.

John and Mary  
Lee Stenson

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Kristen Tullo

John Weinstein

Bill Wolfe, Sr.

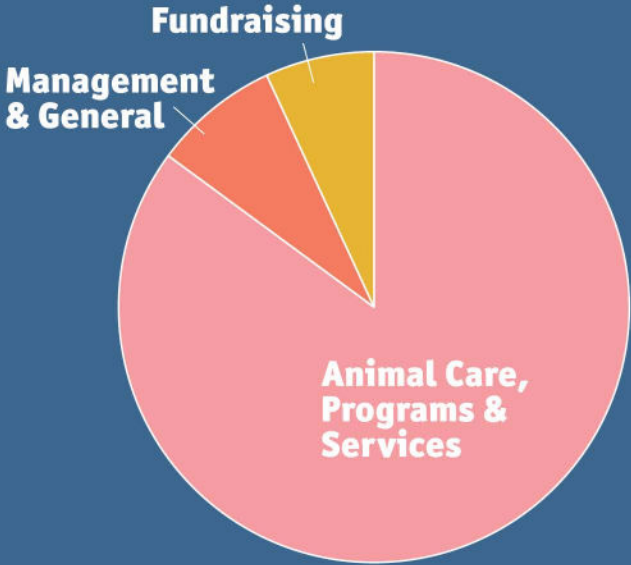
Nick Zapf

Stephen Zappala, Esq.

Blossom, Bubbles and Buttercup  
in their loving foster home.

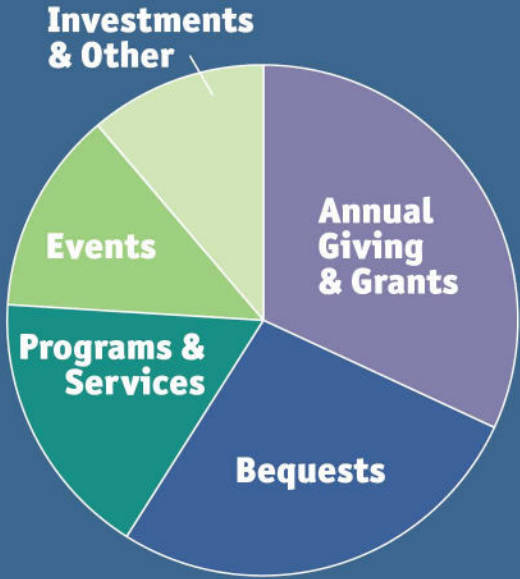
# 2025 Operating Activity

(unaudited)



## Expenses

Animal Care, Programs and Services	\$7,824,130	85%
Management and General	\$736,389	8%
Fundraising	\$644,340	7%
<b>Total Expenses</b>	<b>\$9,204,859</b>	<b>100%</b>



## Revenue

Annual Giving and Grants	\$2,697,617	32%
Bequests	\$2,248,774	27%
Programs and Services	\$1,450,550	17%
Events	\$1,115,139	13%
Investments and Other	\$906,840	11%
<b>Total Revenue</b>	<b>\$8,418,920</b>	<b>100%</b>

In 2025, Animal Friends continued to embody the art of saving lives — expanding programs, strengthening our medical and behavior teams, and deepening our impact for pets and the people who love them. Expenses exceeded revenue as we invested in lifesaving care, critical infrastructure and expanding capacity. Like the animals we serve, we met uncertainty with resilience, creativity and heart — our commitment never wavered.

Because of the steadfast support of our community, we persevered through a significant increase in demand and laid meaningful groundwork for the future. With ambitious plans already taking shape for 2026, we move forward energized, determined and ready to build on the lifesaving momentum we have created together.

