HELPING DOGS FIND HOMES

2021 PEDIGREE Foundation Impact Report
When Bean and Sprout were just a few weeks old, they were tossed from a car and abandoned. Look at their sweet faces in the picture to the left, and it’s almost impossible to believe. But three million dogs enter shelters every year across the United States, and that number is expected to keep rising.

Thankfully, work to end pet homelessness continues. Shelters and rescues continued tirelessly throughout 2021, helping dogs find loving homes while also implementing innovative, best practice programs to further increase dog adoption. We couldn’t be more grateful for their work, and we were proud to support them with 109 grants that helped 119,000 dogs.

Bean and Sprout are just two of the pups who benefitted from this support. Aided by a PEDIGREE Foundation grant, Brother Wolf Animal Rescue provided them with foster care, microchipping and medical support before finding them loving homes. They both now are adored by their forever families!

Yet so many homeless dogs remain. That’s why throughout 2021, we focused even more strategically to make sure every dollar would go as far as it possibly could.

By concentrating on transport, foster, behavior and matching grants, we help shelters and rescues create enduring, successful programs that make dogs more adoptable. As a result, we were able to make a major impact in 2021 even though our fundraising remained severely limited by pandemic challenges.

We also worked with more partners than ever to increase and amplify needed support, including Banfield Foundation and VCA Charities, business partner Mars Petcare, and generous dog advocates like music duo Presley & Taylor.

Since our founding in 2008, PEDIGREE Foundation has provided more than 5,800 grants and nearly $10 million to help dogs find loving homes. As we cross the $10 million mark in 2022, we see even more opportunities to help transform animal welfare and support the dedicated work of shelters and rescues around the country.

Every dog deserves a loving home™. We couldn’t be more delighted that Bean and Sprout found families. We hope you’ll join us in 2022 as we work to help many, many more dogs find theirs too.

Deb Fair
Executive Director, PEDIGREE Foundation

Kimberly Spina
President, PEDIGREE Foundation Board of Directors
When a dog has behavior challenges or is difficult to match with an adopter, they can linger too long in the shelter while the obstacles to adoption grow. That’s why behavior and matching grants are a priority for PEDIGREE Foundation. With time and attention, nearly all dogs become adoptable. We’re so happy to share these pups’ stories. They’re proof that a second chance can lead to a loving, forever family.

When **Pekas** first arrived at Wenatchee Valley Humane Society, he was dog-reactive, leash-reactive, over-stimulated and excitable. Thanks to a PEDIGREE Foundation-supported behavior program, he was able to get training and learn to be around other dogs, form bonds with people, walk comfortably on a leash and relax when excited. On his one-year anniversary at the shelter, he found his forever home! Pekas’ new family includes children he loves to run and play with, and they love him dearly.

Wenatchee Valley Humane Society
Wenatchee, WA
When **Artemis** was found, she didn’t really know how to act around people. She needed socializing, but the rescue that found her didn’t have the resources to help. Luckily, they knew Middleburg Humane Foundation, which had recently received a grant from PEDIGREE Foundation and agreed to take her. MHF taught Artemis how to wear a harness and eased her into daily walks and socializing. With their care, the world seemed less scary and she was adopted into a loving home!

**Middleburg Humane Foundation**
Marshall, VA

Adorable **Jolene** got a home thanks to Ruff Start Rescue and their matching program, which was supported by a PEDIGREE Foundation grant. As a senior, she was more difficult to place. But the Matchmaker program allowed RSR to find an adopter who had been looking for an older companion dog for a long time. She and Jolene clicked instantly and have been happy together ever since.

**Ruff Start Rescue**
Princeton, MN

**Pedro** came to the shelter with a ruptured ear drum. After medical care, he needed extended behavioral care since deaf dogs can be especially sensitive to motion or handling. He would cower when even a shadow passed over his head. But foster care with a behavior specialist helped him blossom into a spunky, playful pup who enjoyed being with other dogs. Then, a post-adoption training scholarship supported by PEDIGREE Foundation helped ensure Pedro would keep thriving with his new family.

**Humane Society Silicon Valley**
Milpitas, CA
**Bubbles** was returned to Humane Society for Southwest Washington shortly after being adopted because she was rambunctious, couldn’t seem to self-regulate, and displayed resource guarding behaviors. The shelter knew they could help her change. They gave her a thorough training program including learning to sit, walk on a leash and more. They also worked hard to match Bubbles with the right family. She now lives with a runner who can keep up with her energy level and has previous experience training pups.

_Humane Society for Southwest Washington_,
Vancouver, WA

---

**Elon**, a senior pup, was adopted quickly after being transported to Austin Pets Alive!, but returned as separation anxiety led to accidents around the house. Thanks to APA!’s Dog Foster Program, which received PEDIGREE Foundation funding, he was placed with an experienced foster mom who received tools and support to help address his anxiety. Not only did it work, the foster team had matched them so well that Elon’s foster mom fell in love! Now, Elon is spending his golden years snuggled up with a mom who adores him.

_Austin Pets Alive!_
Austin, TX

---

**Louis** came to Heart of the Valley Animal Shelter as a surrender. He’d been in several homes in his short life, but was surrendered each time because of his fear of new people. The shelter team developed a behavior modification plan to help Louis feel calmer and more comfortable around new people. When it came time for him to be adopted, his new dad drove over 90 miles to meet him. Louis walked right up and melted into his arms. He had found his person.

_Heart of the Valley Animal Shelter_,
Bozeman, MT
EVERY DOG DESERVES A LOVING HOME™

PEDIGREE Foundation grants are typically awarded in November. As a result, the 2021 grants were distributed at the end of the year and are being used now to help dogs across the country. This map shows grants from both 2020 and 2021 to depict both 2020 grant-related activity that took place in 2021 and the new grants that were awarded.

Helping Dogs Nationwide


Giving to Date

Since our founding in 2008, PEDIGREE Foundation has continued to innovate and expand our grants to help end pet homelessness.

Over 5,800 grants provided

Nearly $10 million awarded

PEDIGREE Foundation grants are typically awarded in November. As a result, the 2021 grants were distributed at the end of the year and are being used now to help dogs across the country. This map shows grants from both 2020 and 2021 to depict both 2020 grant-related activity that took place in 2021 and the new grants that were awarded.
In 2021, we awarded one new DOGS RULE™ grant that provides $100,000 over two years to support a best practice model.

The 2021 recipient, San Diego Humane, is creating a program to help dogs who display fear or stress during their first 24 hours at the shelter. By helping them overcome transitional anxiety, the goal is to reduce stress-related behaviors so they can find homes faster.

The 2020 recipient, York County SPCA in York, PA, received their second payment in 2021. They are developing an interactive, technology-based kennel card program to help potential adopters learn helpful information about dogs more quickly to increase adoption.

In 2021, we continued to prioritize programs that have a significant impact on dog adoption rates, including transport, foster, behavior and matching programs. The 2021 grants included:

- 10 supporting transport
- 7 supporting behavior and matching
- 6 supporting foster programs
- 2 general adoption support

$345,000 was awarded across 25 Program Development grants, helping nearly 21,125 dogs.

HOW WE HELPED DOGS IN 2021

119,000 dogs helped

109 shelters and rescues supported

2 DOGS RULE™ grants in progress
$99,500 in COVID-19 Relief grants that helped 56 shelters & rescues struggling with pandemic-related challenges

Transport grants that helped over 18,500 dogs reach the opportunity for a better life...

...and supported important supply and demand research to better understand issues across the United States.

Disaster relief to 13 organizations helping communities with crises from the Texas winter storm and Hurricane Ida to puppy mill and hoarding seizures.

NEW IN 2021:

Adoption grants in partnership with Mars Petcare’s Better Cities For Pets™ program, supporting two multi-city adoption events.
As part of receiving our largest grant – the $100,000 DOGS RULE™ grant – organizations create a handbook to show others how to implement the best practice program they developed with the funds. We are thrilled to share the handbooks from our first two recipients.

**Austin Pets Alive!** received its grant in 2018 to develop and support its Virtual Foster Program. This volunteer initiative pairs dedicated volunteers with dogs who have been at the shelter for the longest, to help them get adopted. APA!’s handbook shows other organizations how to build a program, choose and onboard volunteers, market dogs on social media, communicate with potential adopters and more. Get the handbook at [https://bit.ly/APAVirtualFosterHandbook](https://bit.ly/APAVirtualFosterHandbook)

**Ruff Start Rescue** received its grant in 2019 to develop practices that enhance interactions with fosters and adopters. RSR’s handbook includes its ComPAWtibility Match Quiz to help potential adopters search for a match, information about their Matchmaker Program, suggested tools like virtual home visits and a text-based program for foster volunteers, and details about the shelter’s post-adoption support program. Get the handbook at [https://bit.ly/RSRComPAWtibilityHandbook](https://bit.ly/RSRComPAWtibilityHandbook)
DOING MORE WITH HELP FROM OUR FRIENDS

Here’s how support from our partners helped us reach more people and raise awareness about dog adoption in 2021.

**Presley & Taylor Encourage Adoption**
Sister duo Presley & Taylor launched their single “Choose Me” – a touching song about dog adoption – during October’s Dog Adoption Month and supported PEDIGREE Foundation with proceeds from the streaming and downloads of the song.

![Presley & Taylor Image]

**Kaylee Greer Celebrates Shelter Dogs**
Award-winning photographer Kaylee Greer teamed up with PEDIGREE Foundation to launch a special, limited edition product collection celebrating shelter dogs. The Dog Breath Collection featured Greer’s images of shelter dogs to raise funds for more shelter grants.

![Kaylee Greer Image]

**Sports Partners Raise Awareness**
Our sports partners helped raise awareness of dog adoption and PEDIGREE Foundation by featuring us during games and on social media, collaborating on gear and more. Huge thanks to the Tennessee Titans, Nashville Predators, Nashville Soccer Club, Washington Nationals and Washington Capitals!
TRANSPORTING DOGS FOR A BETTER LIFE

Sometimes moving dogs to areas where they’re more likely to be adopted can offer a better chance at a forever family. That’s why transport programs are a key priority for PEDIGREE Foundation grants. For a deeper look at transport’s impact, we talked with experts at three PEDIGREE Foundation grant recipients…

Why is transport important for helping homeless dogs?

Tim: For animals in today’s shelter system, location is everything. There’s an imbalance in North America’s distribution of homeless dogs, and shelter transport programs help to right this imbalance. Overcrowded and overburdened shelters often exist in a perpetual state of being at or over capacity, with so many animals in their system that they lack time to work on systemic solutions to the companion animal overpopulation issues in their community…which perpetuates the cycle.

Gina: Yes! For example, municipal shelters here in Oklahoma are typically underfunded and extremely overcrowded with high intake numbers. Many operate with minimal kennel space and just one animal control officer. As the animal welfare industry has seen an increase in demand for adoptable pets in other areas of the country, being able to transport pets from these municipal shelters to other areas can give them a second chance.
Lesley: Another issue is crises. Natural disasters such as hurricanes and floods are increasing in frequency and severity, often causing a crisis for animal shelters serving their homeless pets and the needs of their communities. Moving unowned pets out of these areas assists shelters in providing critical and life-saving care for pets and families in need, pre- and post-disaster.

Tim: There’s a benefit to the receiving shelters, too. Organizations in high-adoption regions often have to turn away adopters because they don’t have enough adoptable animals to satisfy the demand. Shelter relocation programs allow animals at risk of euthanasia or being warehoused for years to move to high-adoption regions where they often find a home within days. This means more families can choose adoption as their first option, which helps address systemic pet homelessness and change the life of the individual animal forever.

Lesley: That’s so true. Transport facilitates relationships between sending and receiving shelters in different areas of the country and promotes conversation and resource-sharing that leads to longer-term, life-saving solutions.

Journee was found as a stray and reclaimed by her owner, but then surrendered again a few months later. She was adopted by a senior citizen, but then returned to the shelter again when the adopter realized she couldn’t handle a dog with Journee’s youthful energy. Her luck changed when Journee became part of the PEDIGREE Foundation-sponsored Good Flights transport to St. Hubert’s in New Jersey. She was adopted three days later!
How does your organization help?

**Tim:** ARC takes animals from overcrowded and under-resourced shelters and moves them to shelter and rescue partners in high-adoption areas. We also offer layover space and resources for other organizations that are transporting animals, to help reduce the stress that can result from excessively long transports. Finally, our Emergency Rescue program intervenes in large-scale cruelty, neglect or disaster situations. By providing emergency sheltering, transport and placement services, we prevent large numbers of animals from even reaching what is often an already overburdened community shelter.

**Gina:** Our HUB Transport Initiative works to fill the gap between municipal shelters and destination shelters. We accept pets from the municipal shelters with no requirement for veterinary services beyond their standard intake protocols. We’re able to house pets that are waiting on transport and organize veterinary services and documentation. We then use our vehicles to physically move the pets to a destination shelter.

**Lesley:** Greater Good Charities’ Good Flights program conducts life-saving airlifts and supports ground transport for at-risk pets, with a focus on asymptomatic heartworm positive shelter dogs and harder-to-place large dogs. In addition to saving lives and making room for more pets in the sending locations, we’re building long-term relationships between sending and receiving shelters, and facilitating a resource exchange that provides additional support to under-resourced sending groups, allowing them to invest in programs that save more lives. Transport programs bring value in all these ways.

*Pugsly* was one of 50 dogs and 81 cats found living in a small residential home in rural Oklahoma. Thanks to the Humane Society of Tulsa’s emergency response team, Pugsly was taken with the other pets to the Tulsa HUB and prepared for transport. Twelve days later, Pugsly was transported to Central Vermont Humane Society where he was adopted immediately. His forever family showers him with toys, treats and most importantly, love.
Treasure became heartworm positive and elderly during his long and lonely 11-year wait at an overcrowded Louisiana shelter. But thanks to ARC’s Shelter Relief program, he was cared for and matched to a high-adoption region. He found his forever home within a week of the transport! Thanks to the love of his new mom and a senior beagle sibling who has become his best friend, he’s learning what it’s like to be a beloved part of a family.
A GREAT TEAM WORKING FOR DOGS

PEDIGREE Foundation Staff

Deb Fair
Executive Director

Megan Meredith
Grants Manager

Anna Willoughby
Gear Merchandising and Marketing Manager

2021 Board of Directors

Kimberly Spina
President of the Board of Directors, PEDIGREE Foundation
Foster Program Senior Manager, Greater Good Charities

Jam Stewart
Vice President of the Board of Directors, PEDIGREE Foundation
Vice President, Corporate Affairs, Mars Petcare

Isabel Johnson
Treasurer, PEDIGREE Foundation
Vice President, S&OP+, Royal Canin

Rob Doerfler
Secretary, PEDIGREE Foundation
Sr. Counsel, Marketing Properties, Mars Petcare

Deb Fair
Executive Director, PEDIGREE Foundation – Non-Voting Member

Tiffany Bierer
Raw Material Development Manager, Mars Petcare

Doug Cahill
Chairman, President & CEO, The Hillman Group

Lisa Campbell
Director, External Affairs, Mars Petcare

Tracey Marumoto
Global Transformation PMO, Mars Inc.

Craig Neely
Global Vice President, Innovation, Mars Petcare

Fernando Silva
Sr. Brand Manager, Mars Petcare

Ellen Thompson
General Manager, Mars Fishcare

Dan Werly
Sr. Vice President, General Counsel & Chief of Staff, Tennessee Titans

Chip
Humane Society for Southwest Washington
HERE’S HOW WE DO WHAT WE DO

**Your Dollars at Work**

Disaster Relief/COVID-19 Grants ............................................................... $187,595
Role Model Shelter/Collaborative Grants ........................................... $125,000
DOGS RULE™ Grant ........................................................................ $100,000
Program Development Grants ................................................................. $345,307
Adoption Grants ................................................................................ $24,165

**Where Dollars Come From**

In-Kind Contributions .............................................................................. $167,885
Corporate Donations ............................................................................... $1,213,511
Major Event Contributions .................................................................... $0*
Individual Donations ........................................................................... $225,665
Gear Sales .............................................................................................. $114,144

*Excludes interest income.

*We suspended all events due to the pandemic and were thrilled to increase individual donations to help fill that gap.

**How Dollars Are Spent**

Grants ........................................................................................................... $782,067
Administration ........................................................................................... $449,405
Marketing ................................................................................................... $106,914
Fundraising ............................................................................................... $77,849
PLEASE HELP US HELP MORE DOGS

PEDIGREE Foundation helps organizations that help dogs find loving homes, but we can’t do it alone. Our grants are funded by the PEDIGREE® brand, other business donors, DOGS RULE.® gear sales and donations from dog lovers like you. We’re tremendously thankful for your support and for the tireless and dedicated work of shelters and rescues across the country.

Your tax-deductible gift helps us provide grants that support transport, foster, behavior, matching, adoption and disaster relief. All individual donor contributions go directly to our shelter and rescue grant program. DOGS RULE.® gear purchases also support our grants to help shelters and rescues get more dogs adopted.

Please help! Visit DogsRuleStore.com or Amazon.com/dogsrule to shop for gear that gives back. Visit PedigreeFoundation.org to donate or learn more about the work we do. We appreciate you!

These pups were part of a PEDIGREE Foundation-funded transport that arrived at Nashville Humane Association in August 2021.