



# Annual Report Fiscal Year 2014



The Grey Muzzle Organization

## Mission

We envision a world where no old dog dies alone and afraid.

The Grey Muzzle Organization improves the lives of at-risk senior dogs by providing funding and resources to animal shelters, rescue organizations, sanctuaries, and other nonprofit groups nationwide.

## Note From the President

Fiscal year 2014 was a year of expansion and excitement for us. Because of the incredible fundraising efforts of our volunteers, board members and donors, we almost doubled our income from fiscal year 2013.

In addition to a 94% increase in donations and grants received and continuous growth in dedicated volunteers around the country, we have retained three professional nonprofit consultants to guide us into the future with board development and strategic planning.

The benefit of giving to Grey Muzzle is that we make sure every dollar we give to our grantees goes directly to senior dogs and the program being funded. Grant money never funds staffing expenses, buildings, or other such administrative costs. We pride ourselves on being good stewards of our donors' money.

This report provides the details of the year's accomplishments, which are the culmination of the hard work and dedication of our board and volunteers. I am sure you will enjoy reading how your support helped to save so many senior dogs around the country by helping us to extend our mission for those dogs.

—Jennifer Kachnic, President



## Our People

### Board of Directors

Our all-volunteer Board of Directors is currently composed of talented animal welfare advocates with extensive professional expertise:

Jennifer Kachnic, *President*  
Christine Gillow, *Vice President*  
Lindsay Nuismer, *Treasurer and Secretary*  
Julie Dudley, *Founder*  
Julie Gonzalez, *Board Member*  
Rachel Moreno, *Board Member*  
Katie Parker, *Board Member*  
Maria Stoerrle, *Board Member*

Former board members who served during 2014 include:

Chandra Conway  
Kelley Durham  
Krystal Joscelyne  
Heather Mailler

### Advisory Board

Fiscal year 2014 saw an increase in Grey Muzzle supporters. The newest members of our Advisory Board are:

#### **Dr. Marty Becker**

[www.drmartybecker.com](http://www.drmartybecker.com)

Known as “America’s Veterinarian,” Dr. Marty Becker was the resident veterinary contributor on Good Morning America for 17 years. He is a founding member of the Core Team Oz for the The Dr. Oz Show, and he is a member of the Dr. Oz Medical Advisory Panel.

#### **Mikkel Becker**

[www.vetstreet.com/our-pet-experts/mikkel-becker-bio](http://www.vetstreet.com/our-pet-experts/mikkel-becker-bio)

Mikkel Becker—the daughter of Dr. Marty Becker—is a professional dog trainer, a training expert for vetstreet.com, and the Washington State canine evaluator for the National Disaster Search Dog Foundation. She is also a trainer for Pawsitive Works, an organization that works to help both struggling youth and shelter dogs.

## Advisory Board (Continued)

### Dr. Pia Salk

[www.drpiasalk.com](http://www.drpiasalk.com)

Dr. Pia Salk is a psychologist, writer, and animal advocate who specializes in social justice and the bond between humans and animals. She contributed to *Pet Loss and Human Emotion* and she is the spokesperson for [www.Adopt-A-Pet.com](http://www.Adopt-A-Pet.com). Her extensive involvement in the animal rescue effort following hurricane Katrina has been featured on such shows as *20/20* and *Animal Planet's Hurricane Heroes*.

### Dr. Ernie Ward

[www.drernieward.com](http://www.drernieward.com)

Dr. Ernie Ward—“America’s Pet Advocate”—is a veterinarian and the founder of the Association for Pet Obesity Prevention. He was instrumental in bringing senior pet care guidelines to general veterinary practices, and he developed and published protocols for monitoring pets receiving long term medications. Dr. Ward is the author of *Chow Hounds: Why Our Dogs are Getting Fatter*, and he has contributed articles to more than 65 veterinary journals.

### Dr. Julie Buzby

[www.toegrips.com/julie-buzby-dvm](http://www.toegrips.com/julie-buzby-dvm)

Dr. Julie Buzby is an integrative veterinarian and the “Ask the Vet” columnist for the All Things Dog Blog. She is the driving force behind Dr. Buzby’s ToeGrips, assistive devices that give dogs greater traction and mobility on slippery floors.

### Wendy Diamond

<http://animalfair.com/about>

Wendy Diamond is a social entrepreneur, humanitarian, advocate for animals, author, and TV personality. A pioneer in “pet-lifestyle” media and advocacy, she is the founder of *Animal Fair*, a magazine and media company that promotes animal welfare and rescue, healthy pet lifestyles, and responsible breeding.

## Volunteers

Grey Muzzle is currently an all-volunteer organization. Our dedicated volunteers work together across the United States to provide both the leadership and labor involved in running this organization. Nationwide, nearly 100 Grey Muzzle volunteers share their expertise, assistance, time, and talents in the fields of finance, marketing, fundraising, education, outreach, grant writing, grantmaking research and due diligence, editing, graphic design, and social media.

# Funding and Programs

## Donors

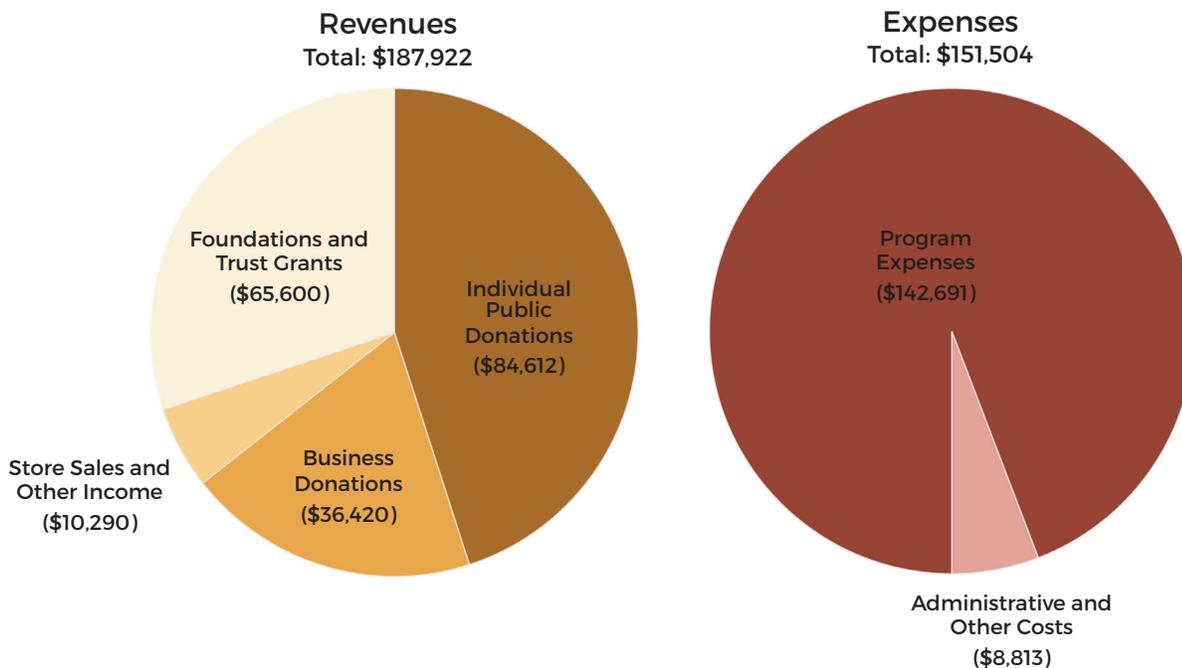
The Grey Muzzle Organization is grateful to the more than 850 individuals and businesses that made donations during fiscal year 2014. Donations are critical to our success, and thanks to our generous donors, revenues increased to over \$185,000—a new record for us!

## Grants and Other Programs

In fiscal year 2014, The Grey Muzzle Organization was able to provide \$119,000 in grants to 42 rescue groups and shelters in 22 states across the country. Grantees go through a rigorous selection process and Grey Muzzle thoroughly researches and assesses the organizations and programs that are selected. Once a grant is awarded, the grantee must sign a contract before receiving funding, and, towards the conclusion of the one-year grant period, the grantee must submit a detailed report on how the money was used. We do this research on behalf of our donors to ensure funds are used in the most effective way.

Additionally, The Grey Muzzle Organization provides orthopedic beds for homeless senior dogs in shelters. In fiscal year 2014, the Grey Muzzle provided over \$15,000 worth of beds to organizations across the country.

By pooling together donations, we are able to make significant contributions to some of the best senior dog programs around the country. We are proud to report a program ratio (the percentage of total expenses devoted to programs and services) of 94% for fiscal year 2014.



## From Our Grantees

“Grey Muzzle provided us the financial stability and reassurance as we worked to address an ever-growing program in terms of the number of dogs we can help. Also, they gave us the confidence to take in some dogs that had medical issues that needed to be corrected in order to establish a good quality of life for them. One of our great fears all along has been that we would be forced financially into only taking in healthy senior dogs. The Grey Muzzle grant money has given us the confidence to deal with some very serious medical issues without turning our backs on the dogs in need.”

—*German Shepherd Rescue of Northern California*

“The Grey Muzzle’s assistance has enabled us to make a measurable impact on the lives of senior dogs in our community. In fact, because of the added attention the Grey Muzzle funding has brought to our seniors, people also know that our entire organization – from medical and behavioral, to marketing and development – will be a partnership working together to find these special dogs loving homes.”

—*Washington Humane Society, Washington, D.C.*

“Thanks to the Grey Muzzle Organization’s funding, we were able to reduce the adoption fee for all of our senior animals. In addition, we were able to provide them with the important medical attention they needed prior to adoption. Without the Grey Muzzle funding, we would not have been able to do so.”

—*Virginia Beach SPCA, Virginia*

“The Grey Muzzle grant not only helped prevent senior dogs from winding up at shelters and being euthanized, it also enabled us to get them out if they happened to “fall through the cracks” and wind up on a euthanasia list. With the Grey Muzzle support, we had the capacity to accept them into our program and address the medical issues that are typical for senior dogs.”

—*Peace of Mind Dog Rescue, Pacific Grove, California*

## Leave Your Legacy

Include Grey Muzzle in your estate plans and help senior dogs well beyond your lifetime. For information, please contact [Info@greymuzzle.org](mailto:Info@greymuzzle.org), call 919-529-0309, visit our website [www.greymuzzle.org](http://www.greymuzzle.org), or scan the QR code.

