

# ANNUAL REPORT FISCAL YEAR 2017



[greymuzzle.org](http://greymuzzle.org)

The  
**Grey Muzzle**  
Organization

**ANNUAL REPORT**  
**FISCAL YEAR**  
**2017**



# Note from the **Executive** Director

The old dogs that share our hearts and homes are part of our family. Sadly, many old dogs are not that fortunate. All too many find themselves alone, afraid, and at-risk in shelters across the country.

Your generous donations enable The Grey Muzzle Organization to create happy endings to these heartbreaking stories—on a national scale. We are pleased to share highlights of accomplishments your support has made possible over the past year. We are thrilled to have awarded more than \$300,000 in grants this year and to have exceeded \$1 million in grant awards since 2008. Our Bed Fund continues to thrive, providing comfort to hundreds of dogs in 36 shelters nationwide this past year alone. Awareness of our mission continues to grow with feature stories in dozens of national news outlets. As we prepare to celebrate our 10th anniversary next year, we look forward to building on our success by developing new resources and improving the capacity of our grantees to help even more vulnerable senior dogs.

The pride in what we have accomplished together is surpassed only by the inspiration I have received from you—our Grey Muzzle family. I know you share our vision of a world where no old dog dies alone and afraid. After almost three years of working with Grey Muzzle, I still choke up every time I talk about that vision. And now it's even more personal to me.

Hercules, my 15-year-old pup, is dying of bladder cancer. While my heart breaks at the thought of losing her, I am thankful beyond measure for the time we have shared and for being able to give her the best possible care until her very last day. I am also keenly aware of how many old dogs are not as fortunate as my Herckie.

As I type through my tears, I urge you to hold your beloved pups a little closer and think about how best you can support our shared mission to ensure every senior dog lives out her golden years, months—and even days—surrounded by love. Together we can make our vision a reality.

With gratitude,

*Dr. Lisa Lunghofer*

# Achievements

## Our Achievements



**The 2017 grant cycle was the most successful in the history of Grey Muzzle.** We received a record 220 applications, a 50% increase from last year, and awarded more than \$300,000 to 50 shelters and rescue groups in 25 states. Thanks to the generosity of our donors, Grey Muzzle's funding topped \$1 million since 2008.



**Our Bed Fund continues to give old dogs a soft place to rest, providing 72 beds (at a cost of more than \$7,000) to 36 animal shelters across the country.**



**We used data to assess our effectiveness.** In 2016 more than 3,900 senior dogs found new forever homes as a result of Grey Muzzle grants. Other key outcomes include:

- ✓ A 37% increase in the number of senior dogs helped by our grantees.
- ✓ A 36% decrease in the time it took senior dogs to get adopted into forever homes.
- ✓ A significant increase in collaboration with half of the grantees engaging new partners.
- ✓ A commitment by 100% of grantees to continue their senior dog programs.



**We built the capacity of grant applicants.** We offered the first Grey Muzzle Grant 101 webinar to equip applicants to write high quality applications and provided feedback to more than 50 unsuccessful applicants who requested a debriefing. Helping prospective applicants and encouraging those who fall short is an integral part of our commitment to capacity-building and supporting the best-of-the-best senior dog programs.



**Our mission received national media attention.**

Grey Muzzle was featured in national news outlets, including The Washington Post, Family Circle, the Associated Press, TODAY, msn.com, the Huffington Post, The Dodo, Modern Dog Magazine, and dozens of major daily newspapers throughout the country.



# Achievements

## Our Achievements



**We pursued new marketing strategies**, including creating our first-ever Grey Muzzle calendar, launching innovative campaigns, such as our Senior Dog Prom, to raise awareness of our mission, and securing a Google Ad Grant that provided more than \$60,000 in free advertising during the first three quarters of 2017 and resulted in almost 1.5 million views.



**We invested in a new cloud-based grant management system** that allowed us to efficiently manage the review of a record 220 grant applications and reduce human resource costs by 30%.



**We invested in human resources.** We increased our Executive Director's hours by 25%, giving her more time to lead and manage the growth of the organization, added a part-time Communications Manager to raise awareness of our work on behalf of senior dogs, and recruited a highly skilled volunteer to serve as our Media Relations Specialist.



**We pursued new partnerships with for-profit and nonprofit organizations**, including Stella and Chewy's, Boehringer Ingelheim, BuddyRest, Neutricks, the International Federation on Ageing, and the Society of Animal Welfare Administrators (SAWA).



**We added well-known experts who are passionate about senior dogs to our Advisory Board.** In 2017 we added journalist and best-selling author Laura Coffey who serves as a writer, editor and producer for NBC's TODAY; Steve Dale, host of two nationally syndicated radio shows; and Dr. Steven Wolchinsky, a veterinarian and winner of the VETMEDIN Cardiology Pioneer Award for his work caring for dogs with congestive heart failure.

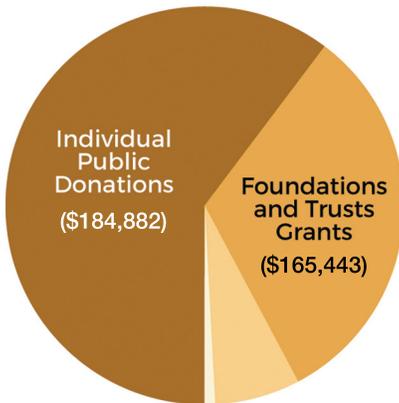




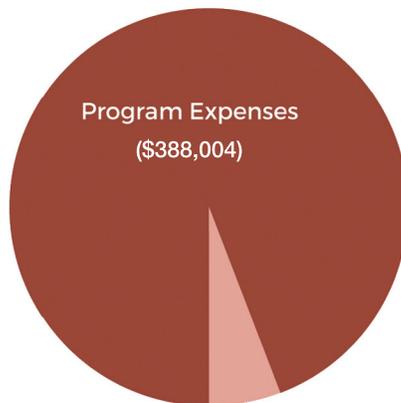
# Financial Highlights

Last year was a record-setting year for The Grey Muzzle Organization. During fiscal year 2017, we provided more than \$300,000 to support senior dogs across the country and exceeded \$1 million in grant awards since 2008. This achievement was made possible thanks to the generous donations of our supporters. We do not have an endowment or receive federal funding. The amount we award each year is entirely dependent on the amount we raise from individual contributors. We are proud to report a program ratio—the percentage of total expenses devoted to programs and services—of 94%.

## REVENUES, 2017 TOTAL: \$370,302



## EXPENSES, 2017 TOTAL: \$411,041



Administrative and Other Costs  
(\$23,037)



Our full Form 990 is available on our website at [greymuzzle.org](http://greymuzzle.org).  
If you have questions, we would love to answer them.  
Please contact us at [info@greymuzzle.org](mailto:info@greymuzzle.org).



# Our Grantees

Here are two of our 2017 grantees and the dogs they are helping with Grey Muzzle's support.

*Grantee: National Mill Dog Rescue, Colorado Springs, Colorado*

## Rose

The only life Rose had ever known was producing litter after litter of puppies. Her entire existence was useful for just one thing: profit. She hadn't known love or comfort; she didn't really even how to be a dog. Her entire life was spent in a cage in a converted shipping crate.

When Rose could no longer produce puppies, she was of no use at the puppy mill. At only seven years young, her future was bleak.

But then everything changed for sweet Rose. In May 2015, she was rescued from the breeding facility in Missouri by National Mill Dog Rescue, a Grey Muzzle grantee.

Fast forward two years: Rose is now nine and thriving in her forever home, but it took a lot to get her to this good place. Milled dogs typically have a long recovery process because they don't have any reason to trust. They don't know how to play with toys or balls. They have never seen grass or slept on a cozy bed. Every experience is new—and scary.

After her rescue, Rose needed extensive medical care—care she'd never before received. She was spayed, had much needed dental surgery, and received all the medical treatment she had been denied for so many years while living in that crate. At a cost of more than \$300 to restore a senior dog to health, Grey Muzzle grants are lifesaving for dogs like Rose. That's why we count on your extraordinarily generous support.

Rose's story has a happy ending. She was adopted by a family in Colorado that loves and spoils her. Her beautiful—and thankful—smile says it all. She's finally in her forever home and loving every minute of her second chance at living the life she always deserved.

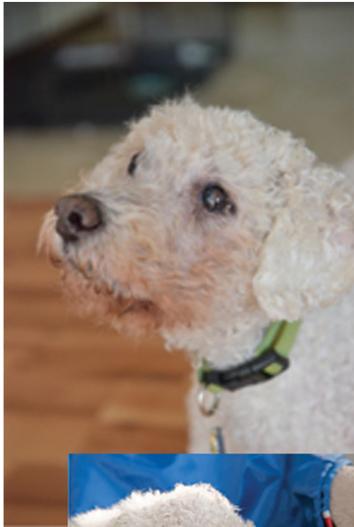


# Our Grantees

*Grantee: Animal Rescue League of Iowa, Des Moines, Iowa*

## Jack

Jack was found lying in a ditch. His fur was matted, too long, and he was so weak that he could barely stand. No one knew where he came from or how long he'd been alone. Luckily, a Good Samaritan found him and took him to the Animal Rescue League of Iowa (ARL).



First, Jack desperately needed a bath. ARL's groomer bathed him and shaved him, and after that he felt much better. Next, the medical team checked him out. They guessed Jack was somewhere between 13 and 15 years old. Sadly, through blood work, they discovered he was in renal failure.

Based on his age and condition, at some shelters, Jack would have been a candidate for euthanasia. But thanks to a hospice foster program at ARL of Iowa, supported by a grant from The Grey Muzzle Organization, Jack was able to go to a home and enjoy the life he deserves.



Jack is enjoying every minute with his foster family, including two canine sisters. He has a large yard to play in, a comfy bed to sleep in and a foster mom who adores him. Jack's foster mom says, "When I come home, Jack gets excited and wants to play and be petted and hugged. He is barking now - he has the cutest bark.

He is walking faster and even hops with his hind legs.

Jack is eating more and is more active when we go on short walks. Every day we get closer. He lets me give him kisses on his cheeks and nose. I just love the little guy."

We might not know about Jack's past, but we know that, thanks to our supporters and our caring partner in ARL, he'll only know love, compassion and comfort for the rest of his life.



# Board President

Note  
from the

## Board President

We are thankful for the support of our generous donors and dedicated volunteers. You have made our achievements this year possible. We know, however, that much work remains. We are committed to doing that work and to being an international leader promoting the welfare of senior dogs.

Our priorities for the coming year are threefold. First, we will work to fund even more grantees and provide them with the resources they need to expand and sustain programs for at-risk senior dogs. We also will increase our marketing and communications capacity in order to continue to raise awareness about senior dogs. Fundamentally, we seek to change public perceptions of old dogs. Finally, we will continue to invest in the human resources required to support and advance our mission.

In closing, I want to thank you for your extraordinary generosity. Your support has been critical to our tremendous growth over the past several years. With your help, we can achieve our shared vision of a world where no old dog dies alone and afraid. We know this is an ambitious goal. But we also know that Grey Muzzle has a dedicated and talented team that cares deeply about effecting change for senior dogs. With your continued support, we can make this vision a reality and change the world for senior dogs.

My best,

*Jennifer Kachnic*



# About The Grey Muzzle Organization

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

The Grey Muzzle Organization is a 501(c)(3) non-profit organization. We are not a shelter or rescue group. Rather, Grey Muzzle helps homeless senior dogs by providing funding and resources to animal welfare organizations.

## Programs We Support

Grey Muzzle supports senior dog programs nationwide



Adoptable Dogs  
Medical Care  
Programs



Seniors for  
Seniors Adoption  
Programs



Keeping Dogs  
with their  
Owners Programs



Hospice and  
Long-Term  
Foster Care  
Programs



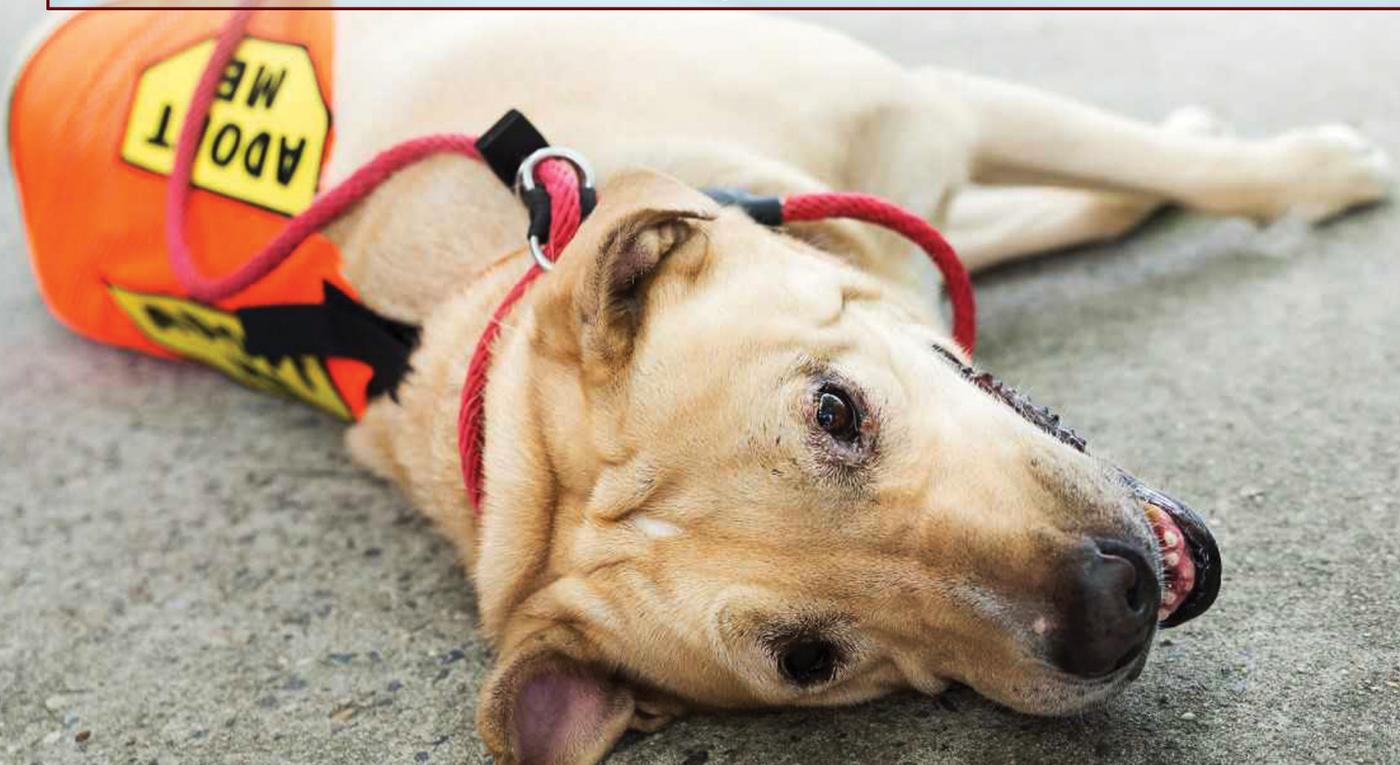
Senior  
Therapy Dog  
Programs



Animal  
Food  
Programs



Orthopedic Dog  
Beds for Senior  
Dogs in Shelters



# About The **Grey Muzzle** Organization

## Leadership

Dr. Lisa Lunghofer, *Executive Director*

## Board of Directors

Jennifer Kachnic, *President*

Jessica Rothfuss, *Vice President*

Lindsay Nuismer, *Treasurer*

Denise Fleck, *Secretary*

Mark Casias, *Board Member*

Cindra Gendron, *Board Member*

Katie Parker, *Board Member*

Renee Reinke, *Board Member*



# About The Grey Muzzle Organization

## Advisory Board

**Dr. Marty Becker**

*drmartybecker.com*

**Mikkel Becker**

*vetstreet.com/our-pet-experts/mikkel-becker-bio*

**Dr. Julie Buzby**

*toegrips.com/julie-buzby-dvm*

**Dr. Kathleen Cooney**

*hometoheaven.net*

**Steve Dale**

*stevedalepetworld.com*

**Wendy Diamond**

*animalfair.com/about*

**Julie Dudley,**

*founder of The Grey Muzzle Organization*

*silverpearlinc.com*

**Dr. Andy Roark**

*drandyroark.com*

**Dr. Pia Salk**

*drpiasalk.com*

**Victoria Stilwell**

*positively.com*

**Dr. Dean Vicksman**

*evanseastvet.com*

**Dr. Alice Villalobos**

*pawspice.com*

**Dr. Ernie Ward**

*drernieward.com*

**Dr. Steven Wolchinsky**

*rockygorgevet.com*



# Support The Grey Muzzle Organization

Dogs depend on us to care for them through all stages of their lives. Your tax deductible donation will provide senior dogs with the care they need to live out their golden years, months, or weeks in places of love, security and peace.



For more information,  
please visit our website at  
[greymuzzle.org](http://greymuzzle.org),  
or email us at  
[info@greymuzzle.org](mailto:info@greymuzzle.org).

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Special thanks to  
Boehringer Ingelheim,  
our 2017 Diamond Paw supporter.

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