



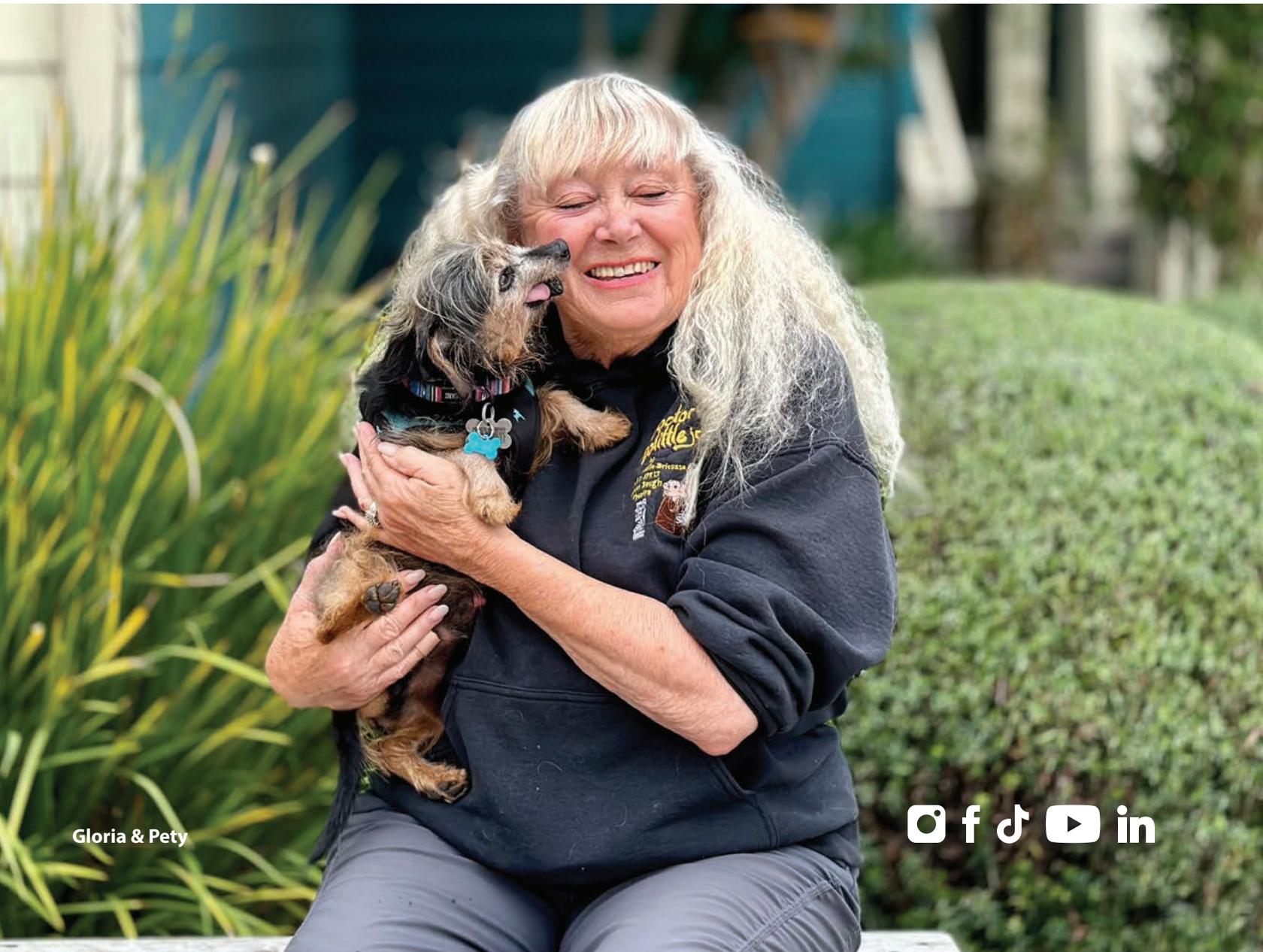
Peace of Mind

**DOG RESCUE**

Helping Senior Dogs and Senior People

🐾 SINCE 2009 🐾

# 2023 Annual Report



Gloria & Pety





# From the Founders

Since our Top 10 CNN Heroes award at the end of 2022, Peace of Mind Dog Rescue (POMDR) has received support from across the country, enabling us to hire more veterinary staff, a dog behavior specialist and a marketing and communications manager.

Our team expansion has helped us serve more senior dogs and senior people than ever before. We have opened our clinic to more clients in need of affordable veterinary care, started providing behavior training for dogs in our program,

and have been spreading the word about senior dogs and people farther and wider than in previous years. We have rescued a total of **3,576** dogs since 2009 and have also served a total of **2,756** Helping Paw clients over the years.

Even with our expanded team, the need for our services is greater than ever. The lingering effects of the COVID-19 pandemic are ever present for us and other shelters and rescues in the community. Financial hardship, loss of housing and under-socialized dogs have increased the number of dogs entering shelters in the entire country.

In response to this, our goals are to continue to expand our affordable veterinary care, and also to restructure our intake, foster and adoption programs, relying more heavily on lead volunteers.

We are optimistic about the future of POMDR and remain grateful for all your support. We couldn't do this without you.

*Monica Rua*

**Monica Rua**  
President/Co-founder

*Carie Broecker*

**Carie Broecker**  
Executive Director/Co-founder



**384** Cassian (Before)



Cassian (After)

**Intakes Completed**



**797** Gabriella & Ziggy

**Helping Paw Clients Served**



**334** Meggin & Dustin

**Adoptions Facilitated**



**22** Daisy Dew

**Dogs Received Hospice Care**



42

**Adoption Events Held**



1,444

Susan & Scooby

**Dedicated Volunteers**



*"Bodie, known as 'Mr. B!,' has transformed my 75-year-old husband into a 10-year-old boy. I watch them as they take off on their walk, and my heart does a little jig." — Paula, POMDR Adopter*



*"I am so grateful for the wonderful care Highway has received. It means so much and has made a huge impact on my life. I don't know what we would have done without POMDR." — Mark, Helping Paw Client*

## Programs & Highlights

### Intakes

We rescued a total of **384** dogs. **176** dogs came to us from guardians who could no longer care for them or had passed away. **208** dogs came to us from shelters, allowing our local shelters to have the space and resources to assist more animals in need.

### Adoptions

We helped **334** dogs find their forever homes through our adoption program.

### Helping Paw Program

We assisted **797** seniors, hospice patients, and unhoused and low-income pet guardians. Assistance included help with veterinary expenses, temporary foster care or boarding, dog walking, and transportation to veterinary and grooming appointments.

### Volunteers

Our team of **1,444** compassionate and enthusiastic volunteers provided foster care, transportation for dogs, follow-up calls to adopters, grant writing, help with social media, help at our veterinary clinic, and an array of other important behind-the-scenes tasks.

### Perpetual Care Program

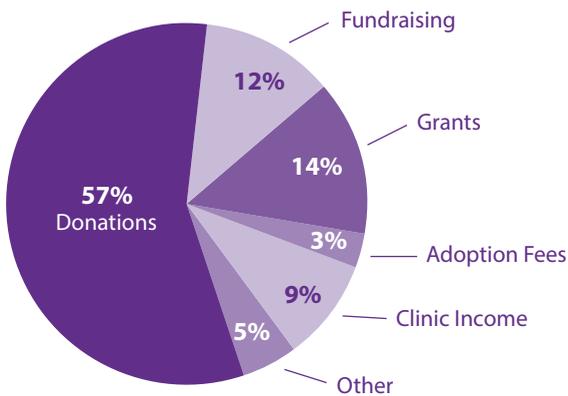
We now have **122** pet guardians enrolled in our Perpetual Care Program. These pet guardians know their dogs are guaranteed a lifetime of loving care in a POMDR foster or adoptive home if needed.

### Lucky Dog Gala & For the Love of Dogs

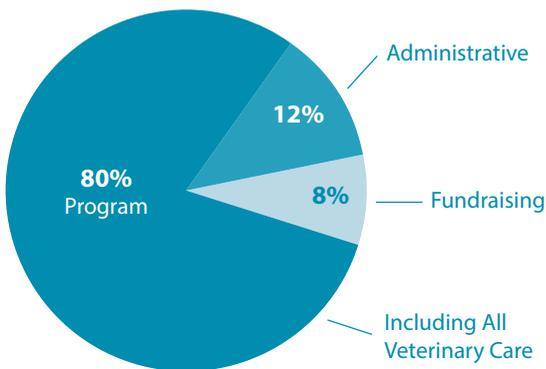
On May 25th, **188** guests attended our annual Lucky Dog Gala. We gathered at the Club at Pasadera in Monterey and raised **\$203,000**.

We also held the For the Love of Dogs event on September 24th in Santa Cruz, raising **\$66,000**.

# Financial Overview



**Total Income: \$2,586,807**



**Total Expenses: \$2,076,820**

## Statement of Financial Position

December 31, 2023

Current Assets.....	\$2,597,357
Fixed Assets.....	\$3,868,683
Total Assets.....	\$6,466,040
Liabilities.....	\$ 0
Equity.....	\$6,466,040
Total Liabilities and Equity.....	\$6,466,040

(Pre-audited Figures)

## Board of Directors

Monica Rua  
*President*

Kim Bartholomay  
*Secretary*

Cathy Heape  
*Vice President/Treasurer*

# Keystone Donors

We are grateful to our keystone donors who have been integral in creating a strong foundation for POMDR.

### Over \$1,000,000

- Patricia J. Bauer
- Animal Welfare and Assistance Group

### Over \$500,000

- Anonymous in Honor of Gina Canine and All the Orphans
- The Boand Family Foundation
- George and Debra Couch
- Barbara De Grootd for Dale Nakashima

### Over \$100,000

- Betty Bass
- Susan Branson
- Shera Falk
- Friends of Animals Foundation
- Mary Jo and Hank Greenberg Animal Welfare Foundation
- Harden Foundation
- Michele Ikuta-Alvarado
- Debbie Landi
- Lucinda McDermott, Ph.D.
- Monterey Peninsula Foundation
- F. Robert Nunes
- Perrine Charitable Foundation
- Dawn Runyon
- Barbara Swain
- Tom and Jennifer Werbe
- Zoe's Cruises and Tours

## POMDR Harry & Jayne Boand Veterinary Clinic

This year, we were able to serve more Helping Paw clients at our clinic thanks to our expanding veterinary staff. We were also able to offer veterinary care to our adopters. Thank you to all our supporters who made this clinic possible!



Lindsay, Dr. Erin & Cosmo