

PAWSITIVITY SERVICE DOGS  
ANNUAL REPORT AND BUDGET 2020



**Pawsitivity Service Dogs**

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# LETTER FROM THE EXECUTIVE DIRECTOR

**Dear Pawsitivity supporters,**

Despite 2020's challenges, Pawsitivity has done great things this year, and we couldn't have done them without your support.

**1 NEW BOARD MEMBER.** In 2020, moved by the Black Lives Matter movement, we pledged to make our personnel more diverse. In that vein, Pawsitivity elected a highly qualified new board member, Dr. Sergio Valverde, who is a person of color.

**2 NEW EMPLOYEES.** Pawsitivity didn't stop there. In 2020, we:

- Hired dog trainer Ray Nichols, a disabled Black veteran, to head our new Black Veterans program.
- Hired Frannie Kass, a person of color who is a former client of Pawsitivity, as our Education Manager.

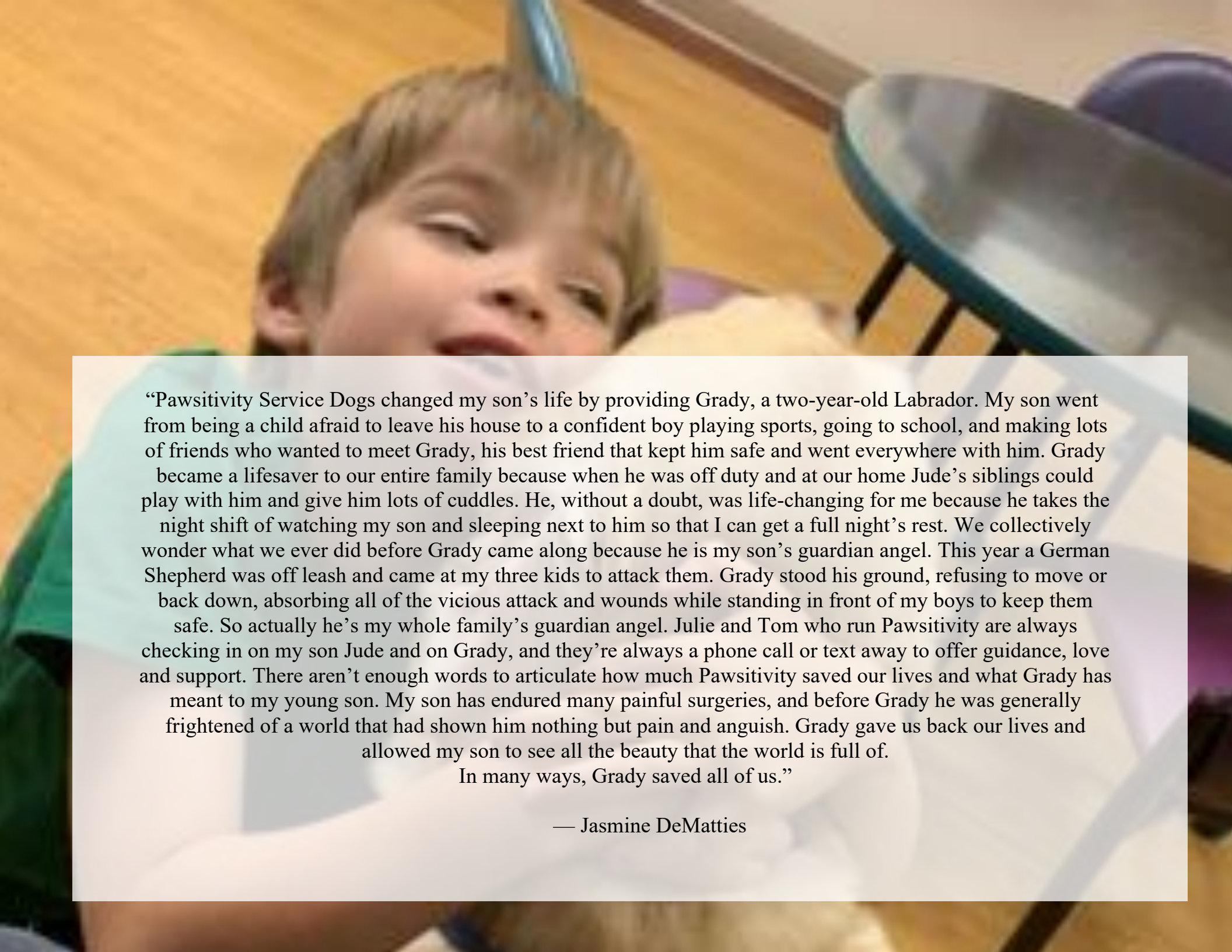
**3 SERVICE DOGS TRAINED FREE OF CHARGE.** Because of Daniel Maltz's generous 2019 donation, given to "support the training of service dogs or to provide financial assistance for individuals who lack the funds to acquire a service dog," Pawsitivity chose to train three service dogs free of charge.

**3 NEW PUPPIES.** In a pilot program, Pawsitivity has started training three puppies as service dog candidates.

The budget for 2021 dedicates a salary of \$31,400 for staff member Julie Coleman. Thank you for your continued support!

Tom Coleman (he/him/his)  
Executive Director





“Pawsitivity Service Dogs changed my son’s life by providing Grady, a two-year-old Labrador. My son went from being a child afraid to leave his house to a confident boy playing sports, going to school, and making lots of friends who wanted to meet Grady, his best friend that kept him safe and went everywhere with him. Grady became a lifesaver to our entire family because when he was off duty and at our home Jude’s siblings could play with him and give him lots of cuddles. He, without a doubt, was life-changing for me because he takes the night shift of watching my son and sleeping next to him so that I can get a full night’s rest. We collectively wonder what we ever did before Grady came along because he is my son’s guardian angel. This year a German Shepherd was off leash and came at my three kids to attack them. Grady stood his ground, refusing to move or back down, absorbing all of the vicious attack and wounds while standing in front of my boys to keep them safe. So actually he’s my whole family’s guardian angel. Julie and Tom who run Pawsitivity are always checking in on my son Jude and on Grady, and they’re always a phone call or text away to offer guidance, love and support. There aren’t enough words to articulate how much Pawsitivity saved our lives and what Grady has meant to my young son. My son has endured many painful surgeries, and before Grady he was generally frightened of a world that had shown him nothing but pain and anguish. Grady gave us back our lives and allowed my son to see all the beauty that the world is full of.

In many ways, Grady saved all of us.”

— Jasmine DeMatties



## 2020 AT A GLANCE

TOTAL AMOUNT RAISED  
**\$134 K**

SERVICE DOGS TRAINED  
**3**

PUPPIES STARTED FIRST  
STAGE OF TRAINING  
**3**

PERCENT SPENT ON  
PROGRAMS  
**85.09%**



## MEMORIAL TRIBUTE GIFT

# SUNSHINE

The Wills family, a previous Pawsitivity service dog recipient, donated a one-time gift of \$20,750.

Their gift is designated for training a service dog in memory of their son, Henry, who had received Pawsitivity service dog Bailey in 2015.

The service dog in training is named Sunshine because Henry's favorite song was "Sunshine on My Shoulders."

Pictured here is the Wills family with Sunshine.



GEARTY-DELMORE.COM

### Obituary for Henry Joseph Wills at Gearty-Delmore - Robbinsdale Chapel

Henry Joseph Wills, age 14, of Brooklyn Park, MN, passed away unexpectedly on February 8, 2020. Preceded in death by his Pappy Gene Wills, Henry will be cherished and...





## MEMORIAL TRIBUTE GIFT

### GOOSE

The Robert and Helen Renwick Charitable Foundation Trust donated a one-time gift of \$20,000 for training a service dog for a veteran in memory of their daughter.

Pictured is the family with puppy Goose, who will be trained as a service dog for a veteran.

Also pictured is the German Shepherd service dog who was with their daughter when she passed away.



## SPECIAL DONATION

### TOMMY

Tom and Dana Kennelly of the JA Wedum Foundation donated a recurring \$5,000 gift designated for training a service dog for a veteran.

Here Dana and Tom are pictured with last year's donation recipient, Daniel the service dog and his handler, who is a decorated combat veteran.

This year's \$5,000 donation will be rolled over to 2021 and combined to train a dog who will be named Tommy in honor of Tom, who is also a combat veteran.



## SPECIAL FUNDRAISERS

### AUSTRALIA

We held a special fundraiser in early 2020 to help wildlife affected by the Australian wildfires, donating 100% of these gifts to AWARE Australia, the World Wildlife Fund, Wildlife Victoria, and the World Wide Fund For Nature – Australia.

### BLACK DISABLED VETERANS PROGRAM

Pawsitivity held two special fundraisers this year to benefit Black veterans with service dogs. We donated 100% of these gifts to Ray Nichols, a Black disabled U.S. military veteran, to head our new Black Veterans service dog program.





## TRANSPARENCY AND ACCOUNTABILITY

### CPA REVIEW

For the fifth straight year, Pawsitivity's financials have been reviewed by CPA Stewart R. Curtis of the MHA Tax Group, who noted during the review that "the financials are in good order and straightforward."

### CHARITIES REVIEW COUNCIL APPROVAL

Pawsitivity once again completed the tri-annual Accountability Wizard® nonprofit review and passed with flying colors, thus earning the Charities Review Council seal of approval.

### GUIDESTAR PLATINUM

Once again, Pawsitivity has earned Guidestar's Platinum status, which includes new reporting requirements.

### IMPACT EVALUATION

As we reported last year, Pawsitivity went above and beyond Guidestar's requirements by publishing our own independent, third-party Impact Evaluation. As of 2021, Pawsitivity is still the only U.S. service dog organization to do so.

## DOGS AND FAMILIES

### DANDY

Service dog Dandy (nicknamed after donor Daniel Maltz) graduated with his handler in the spring of 2020 (free of charge). Dandy was our first greyhound rescue.

Fun fact: Usually greyhounds are ex-racing dogs, but Dandy was the rare dog who was raised from a puppy to be a service dog and was donated to Pawsitivity as an adult.





## DOGS AND FAMILIES

### TOBY

Service dog Toby graduated in 2020 (free of charge) and is now assisting his handler, who has multiple physical disabilities and is confined to a wheelchair. Toby's woman and her husband have been enthusiastic supporters of Pawsitivity for years, including helping us train service dog Lee in 2017.

*This photo has been donated by professional photographer Pat Connolly. Pat and his wife, Margie, helped us foster service dog in training Winston.*



## DOGS AND FAMILIES

### AUGGIE

2020's COVID-19 pandemic required flexibility, and Pawsitivity rose to the challenge by instituting a new program where Pawsitivity trainers worked directly with a client and their dog (free of charge) through weekly socially distanced in-person sessions and multiple online check-ins.

With this program, Pawsitivity was able to work with aspiring dog trainer Hannah, pictured here with her new Pawsitivity service dog, Auggie.





A photograph of three golden retrievers in a kitchen. One dog is sitting on the left, looking up. Another is sitting in the center, looking up with its mouth open. A third is lying down on the right, looking up. The background shows white kitchen cabinets and a wooden floor.

## PILOT PUPPY PROGRAM

# WINSTON, SUNSHINE, AND GOOSE

Meet three future Pawsitivity service dogs!

Ten-month-old Winston

Ten-month-old Sunshine

Four-month-old Goose

Pawsitivity has partnered with a breeder for our pilot program of working with puppies. In 2020 we adopted three English golden retriever puppies, and we—along with foster families—have been socializing the pups (no easy feat this year!) and working on their basic training skills.

## EDUCATION

Due to COVID-19 restrictions, Pawsitivity's presentations to the public were all virtual this year. Pawsitivity staff gave Zoom presentations to first graders (who also got to color in Pawsitivity's free coloring book that illustrates how service dogs help people) and also to federal employees who wanted to donate through the Combined Federal Campaign. Pawsitivity was certified for the Combined Federal Campaign with the help of a grant from the Workplace Giving Alliance.

Pawsitivity staff continues to learn as well as teach. This year's continuing education classes included online CATCH webinars and the first part of an Animal Assisted Play Therapy (AAPT) workshop. While the in-person portions of the AAPT event have been postponed from 2020 to 2021, we were able to do the homework and the online coursework.

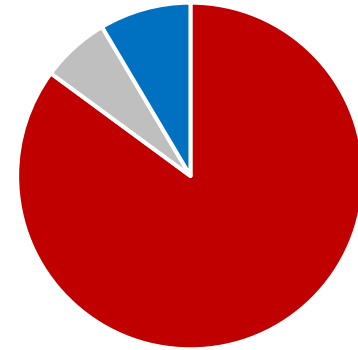




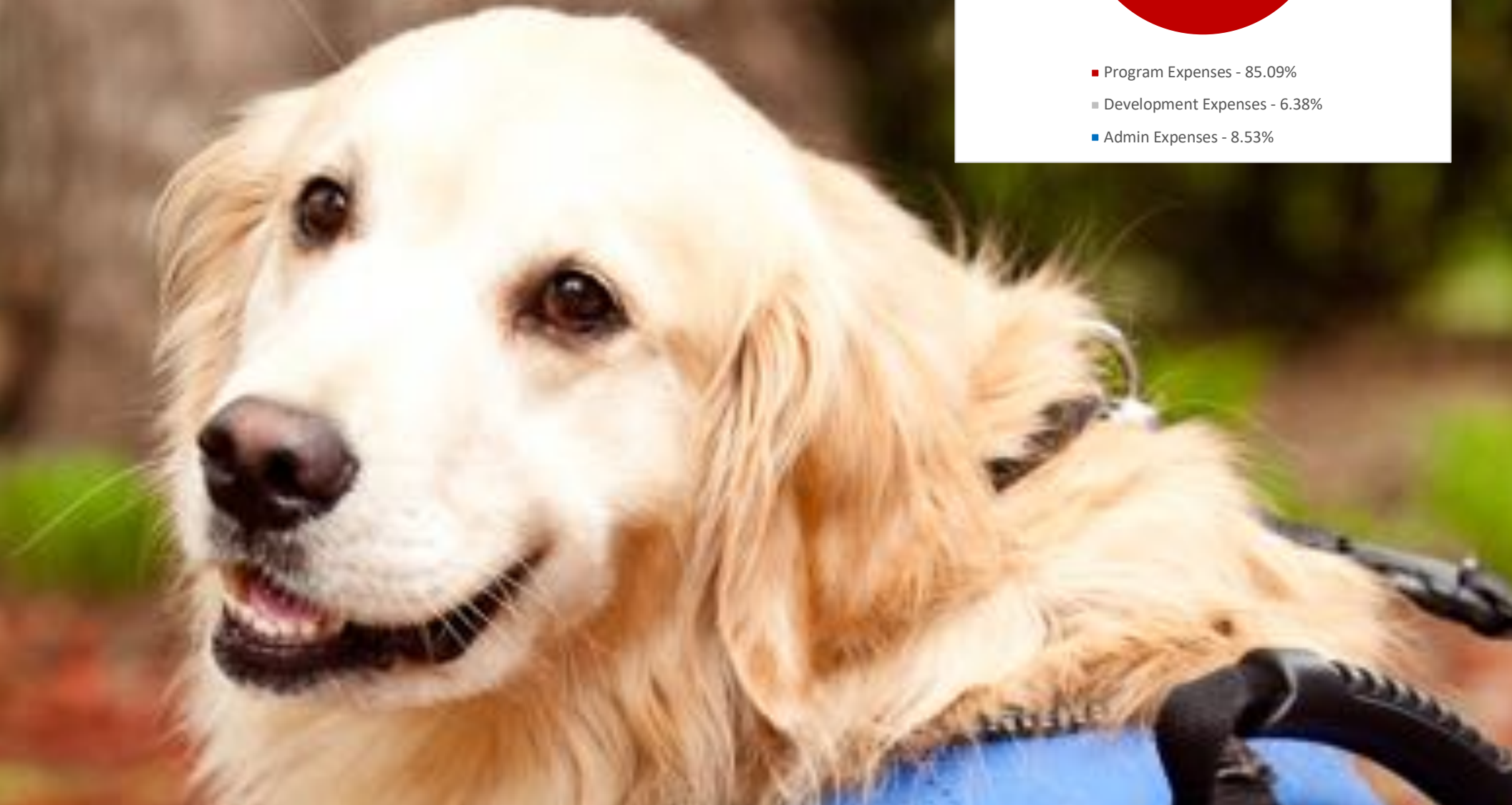
## FINANCIAL SUMMARY

Pawsitivity's program expenses were an outstanding 85.09%, which is considered an "A" rating (the highest rating available) by CharityWatch.

Pawsitivity Expenses, 2020



- Program Expenses - 85.09%
- Development Expenses - 6.38%
- Admin Expenses - 8.53%



## FINANCIAL STATEMENTS

## Statement of Financial Position (SOP) aka Balance Sheet

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# FINANCIAL STATEMENTS

Statement of Activities (income and expenses) (SOA) aka budget report, or profit & loss, or income and expense

[illegible]

## FINANCIAL STATEMENTS

## Statement of Functional Expenses

Pawsitivity Service Dogs, Statement of Fuctional Expenses, 12/31/2020	Training Dogs #1, #2, and #3, plus 3 puppies	Admin	Fundraising	Set aside for assets	Total	Notes
Salaries and benefits	31,400	-	-	-	31,400	-
Benefits - health insurance	1,609	-	-	-	1,609	-
Payroll taxes	3,790	-	-	-	3,790	-
Fees for services - Management	-	308	-	-	308	-
Fees for services - Other	4,618	-	-	-	4,618	-
Advertising and promotion	-	2,016	4,703	-	6,719	-
Office Expenses	-	-	3,107	-	3,107	-
IT	-	4,381	-	-	4,381	-
Travel	4,842	-	-	-	4,842	-
Conferences (continuing education programs)	3,390	-	-	-	3,390	A
Interest	-	-	-	-	0	-
Insurance	-	1,126	-	-	1,126	-
Nonprofit partners who provide services	7,277	-	-	-	7,277	-
Commissions and fees	-	716	-	-	716	-
Repairs and maintenance	-	1,886	-	-	1,886	-
Service Dog Expenses	47,181	-	-	-	47,181	-
Total	104,107	10,433	7,810	-	122,350	-

A - Includes conference on Animal Assisted Play Therapy, which has been postponed to 2021 due to the COVID-19 epidemic.



## BUDGET

2021

<b>Revenue</b>	<b>2021 Budget</b>
Earned Revenue	-
Contributed Revenue	134,829
Released from Restriction	68,380
Total Unrestricted Revenue	68,380
<b>Expenses</b>	<b>2021 Budget</b>
<b>Salaries and benefits</b>	<b>31,400</b>
Benefits - health insurance	1,516
Payroll taxes	6,783
Fees for services - Management	2,364
Fees for services - Other	5,848
Advertising and promotion	9,271
Office expenses	1,467
IT	9,113
Travel	11,419
Conferences (continuing education programs)	3,988
Interest	-
Insurance	1,126
Nonprofit partners who provide services	1,240
Commissions and fees	352
Repairs and maintenance	790
Service dog expenses	47,301
Total expenses	133,978
Revenue over expenses	851

# OUR TEAM

TOM COLEMAN

Executive Director/Trainer



JULIE COLEMAN

Managing Director/Head Trainer



FRANNIE KASS

Education Manager



RAY NICHOLS

Head of Black Veterans Program





# OUR BOARD

[DR. KRIS BUTLER](#)

President

[DR. MICHELLE PARKINSON](#)

Vice President

[DAVE MACKMILLER](#)

Treasurer

[DR. SERGIO VALVERDE](#)

Member

[JULIE COLEMAN, CPDT-KA](#)

Acting Secretary



## OUR FOSTERS

### JEANNE LEE AND LINDSEY KWON

Thank you for fostering  
Sunshine this fall!

### GYOLAI/DIAZ FAMILY

Thank you to the  
Gyolai/Diaz family, who  
is currently fostering  
Sunshine until he is old  
enough to return to  
Pawsitivity for his  
advanced training!

### BREHER FAMILY

Thank you to the Breher family,  
who is currently fostering Winston  
until he is old enough for his  
advanced training!





# OUR VETERINARIANS

## GRAND AVENUE VETERINARY CENTER

Thank you to the staff of Grand Avenue Veterinary Center for your generous veterinary care, including: Ann Brownlee, DVM; Heather Taylor, DVM; Jen Seidl, DVM; Duke Daley, DVM; Amanda Solie, DVM; Karen Christopherson, DVM; certified veterinary technicians Anna Preiner, Amanda Foss, Chris Morris, Erin Riebel, Kalee Graczyk, and Anna Osmian; veterinary assistants Sydney Munson, Olivia Groth, Mara Emslie, and Karli Fletcher; client services representatives Erin Denkinger and Heather Baldwin; and patient coordinator Heather Knight. We are immensely grateful for the amazing care you give to all the Pawsitivity dogs!





### THANK YOU

A huge thank you to Angel Donor Daniel Maltz, who received a service dog (Homer, pictured here) from Pawsitivity in 2015 and wants to “pay it forward” to help with our mission.

We are very grateful for Daniel’s continuing support!



# THANK YOU!

We would also like to extend a HUGE thank you to everyone else who donated time and/or money to Pawsitivity throughout 2020! We couldn't do what we do without your help and support!

Thank you to everyone who helped Pawsitivity with training/socializing service dogs in training, and who donated for Give to the Max Day and Giving Tuesday or at any other time throughout the year!

It truly takes a village to raise a service dog. We couldn't do this work without all of the wonderful people who help us with their time, energy, resources, donations, and various other assistance—thank you all for your incredible, generous support to help us rescue dogs to rescue people.

Warmly, and with best wishes for a wonderful and safe 2021!

## **Pawsitivity Service Dogs**

Tom Coleman and Julie Coleman,  
CPDT-KA (and the pups!)





“Pawsitivity’s impact is *life-changing*.”

Conclusion of independent third-party Impact Evaluation of Pawsitivity Service Dogs.

*Pawsitivity is the **only** U.S. service dog nonprofit to have its outcomes assessed with an independent third-party Impact Evaluation.*

