



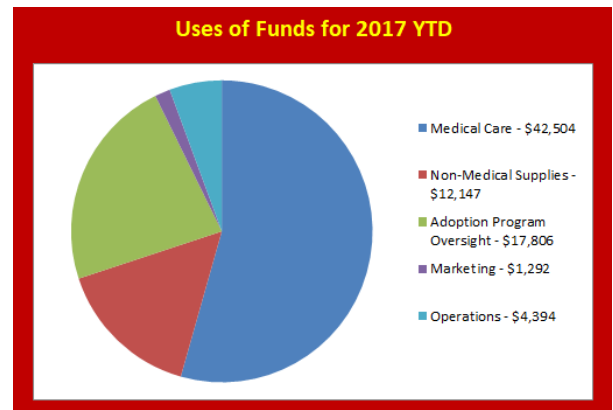
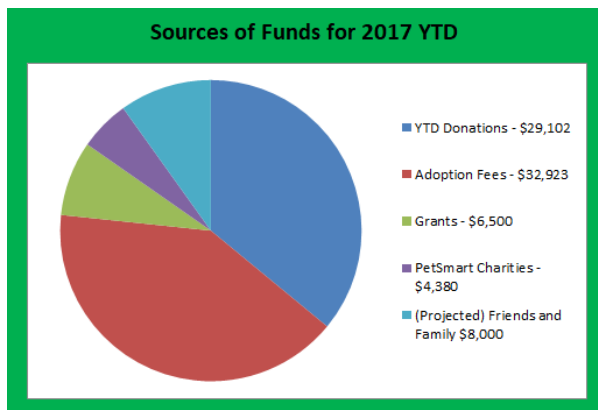
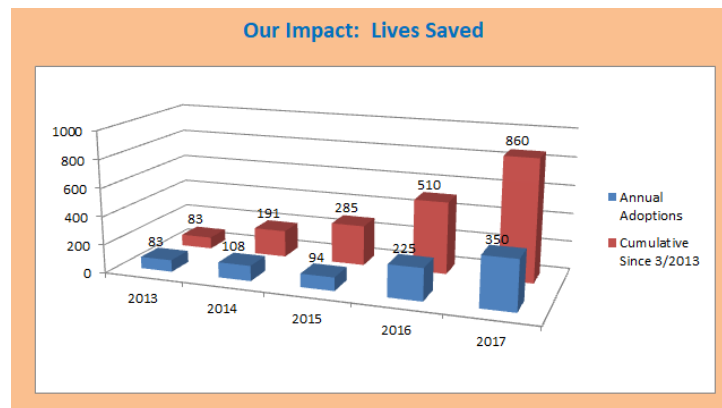
November 22, 2017

Dear PBJ Friends and Family,

Time flies when having fun and bringing joy! 2017 marks PBJ's fifth year of operation as a 501(c)(3) non-profit rescue organization, and I'm delighted to report that **2017 has been an outstanding year of outcomes!** Equally exciting for me is sharing news of our plans for 2018 (see [Looking Forward: Catnip Haven](#) beginning on page 4).

As our visual annual report below shows at a glance, we have:

- **Increased the rate at which we save the lives of precious homeless animals:** As of 11/20/2017, we have found forever homes for 350 animals this year, which is a 55% increase over last year's adoption rate (350 vs. 225). **Inception to date** (since March 2013), **we have saved 860 precious lives.** Please take a moment to look at some of our rescued animal cameos on page 7.
- **Continued to maintain a sound financial situation with regard to our annual operating expenses:** Projecting a return comparable to years past for this Friends and Family fund raising mailing, we anticipate once again ending the year in the black. Our goal is to maintain at least three (3) months of operating capital in our bank account (approx.. \$7,000 per month at our current size), and we are pleased to report that as of this letter, our account balance is \$39,258, representing over five (5) months of operating capital.



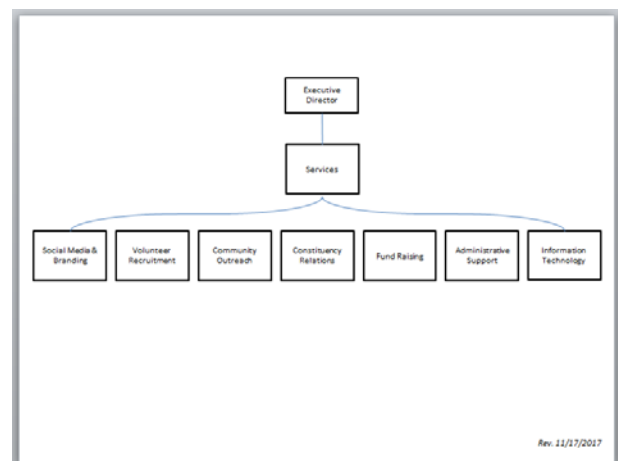
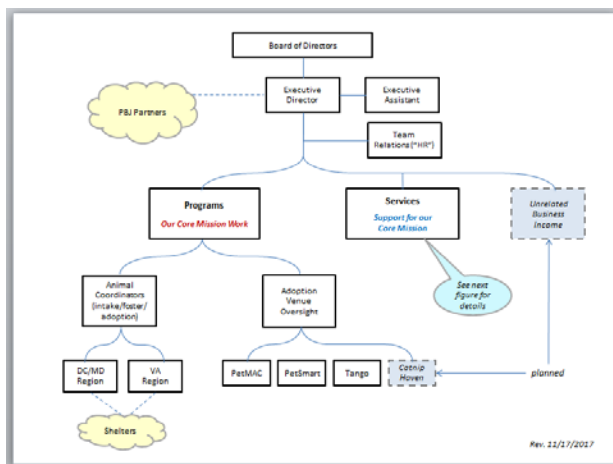
Our Team is Growing in Leaps and Bounds

Another testament to the success of a non-profit organization is its ability to draw people in to support their mission, and we are doing just that! In 2017, we've **added some incredible human resources to our team:**

- **Our volunteer team has grown to 80+ dedicated individuals**, ranging in age from teens to seniors, who contribute to PBJ in a myriad of ways, including:
 - Lovingly fostering animals in their homes;
 - Caring for the cats and kittens housed in our **three adoption venues:**
 - Our **PetSmart Charities** adoption center located in the **East Fairfax (Va.) PetSmart** store;
 - **PetMAC The Marketplace and Adoption Center** located in Washington, DC; and
 - **Tango Pet Depot** in Fairfax, Va.
 - Transporting animals (from rural shelters, to foster homes, to vet appointments, to adoptive homes) – a task that we affectionately refer to as “Kitty Ubering”;
 - Applying for grants;
 - Contributing to our social media presence;;
 - Orchestrating community fund-raising events (such as the upcoming Paint Your Own Pottery (Dec. 9th) and Flippin Pizza (Dec. 14th) charity events for supporters in Fairfax – details on our Facebook page);
 - Performing key behind-the-scenes administrative work, from processing adoption applications to registering microchips to sending thank you letters;
 - and **much** more!

Each of our volunteers puts in substantial time in supporting PBJ, ranging from a minimum of an hour every week doing kitty care to as many as 40+ hours per week in key administrative or leadership roles; **the estimated total number of volunteer hours spent annually in supporting PBJ is an impressive 26,000 hours!**

- We've also **formalized our organizational structure, empowering key volunteers in specific leadership roles** as reflected in the PBJ org chart below. We can't do justice in this letter to specifically naming all of the fabulous people who are committing heart and soul to make Pets Bring Joy thrive and grow, but will be standing up a “who's who in PBJ” web page this coming year so that you can start to learn the names, faces, and **contributions** of our incredible team members.



- We've expanded our network of valued partner organizations in the greater DC Metro area who provide PBJ with critical funding, veterinary support, and adoption venue resources. It indeed takes a village to rescue homeless animals, and so please join us in thanking our partners by patronizing them with your business . . . please visit petsbringjoy.org and click on the link beneath each partner's logo to visit their respective websites.

PBJ Partners



Community Outreach

We continue to emphasize community outreach, which we feel is critical to educating the public on our mission, expanding our constituency, and mobilizing the community to become involved in rescue as a whole, especially with regard to the importance of spay/neuter to reduce the number of homeless animals.

In 2017, we participated in:

- The 41st annual **City of Fairfax Fall Festival**, celebrating community spirit with over 400 local non- and for-profit businesses in attendance;
- The **Flint Hill Upper School Community Service Fair**, providing students in grades 8 – 12 with information and inspiration about how to become involved in volunteering with PBJ;
- The **Best Friends Animal Society's "Strut Your Mutt"** national fundraising event – our first time partnering with Best Friends, the largest no-kill sanctuary and rescue organization in the U.S.

We've made a huge leap into social media this year – both in terms of quality and frequency of posts – and are enjoying an active following on Facebook, Instagram, and Twitter @PetsBringJoy. **We invite you to follow us and see what we are up to!**



2018 marks our second year of participating in the **Combined Federal Campaign (CFC # 70360)** – the CFC allows Federal employees (both military and civilian) the opportunity to support one or more of thousands of participating charities through automatic payroll deduction donations. **If you or someone you know is eligible to participate in the CFC for 2018, please encourage them to sponsor PBJ.**

Expenses

Along with achieving such wonderful growth in our impact and outcomes, there is also a corresponding and necessary growth in our expenses. As of November 20th, **we have spent \$72,457 year-to-date caring for the animals that we foster** – this represents an **average expenditure of \$207 per animal adopted** (happily, we have been able to reduce the average care cost per animal from our 2016 average of \$228). Our adoption fee structure is capped at \$125 per cat in a highly-competitive adoption marketplace, which only enables us to recoup approx. 60% of these expenses; the remainder of our operating funds come from grants and generous public support from donors like you!

Our goal for the 2018 Friends and Family mailing campaign is to raise \$8,000 ... please consider donating \$207 to sponsor a deserving homeless animal this year.

Looking Forward: Catnip Haven

We are as proud as ever of our 2017 accomplishments, but for this year's Friends and Family letter, I would like to also focus on where we are headed as an organization, because **I can't contain my excitement about what the future holds for PBJ!**

When I founded Pets Bring Joy in 2013, I was heavily involved in day-to-day hands-on rescue activities alongside other members of our fledgling volunteer team, visiting shelters – transporting cats – recruiting fosters – hosting adoption events -- etc. Over the past four-plus years, we've been blessed by the addition of many dedicated and talented individuals who believe in PBJ and who are taking on key roles in the organization, allowing me the ability to delegate both day-to-day administrative as well as strategic responsibilities to others.

The upshot is that I am finally getting the opportunity to truly fill the shoes of an Executive Director, and my – our! -- **biggest new initiative for the coming year is laying the groundwork for launching Catnip Haven, a cage-free shelter and adoption center in Northern Virginia.**

Why is the PBJ team so passionate about launching Catnip Haven?

- We have reached what we believe to be the maximum “stretch” capacity of a decentralized, foster-home-based rescue organization; centralizing key operations will afford us many economies of scale, both financially as well as from a human resources standpoint.
- A cage free environment is much healthier for a cat than one where cats live in cage enclosures.
- A venue of our own will enable us to host community service events as well as to establish sources of business income to complement our fund-raising efforts.



- Visiting multiple cats in a relaxed communal environment will make it easier for prospective adopters than having to go from foster home to foster home in search of the perfect kitty companion.

I've visited numerous already-established successful venues of this type throughout the U.S. over the past five years, and have met with their respective executive directors to understand the challenges of running such a venue so that it thrives. We're putting together a business plan which calls for evolving Catnip Haven in stages, and will be moving forward on establishing **Catnip Haven version 1.0** – a cage free adoption center/room within an existing commercial venue – in 2018. We will also be launching a dedicated **PBJ Catnip Haven Facebook page** along with a **CatnipHaven.org** website to chronicle this exciting development process as it unfolds.

We're looking for folks who believe in the Catnip Haven vision to support us financially, materially, and by taking on strategic volunteer leadership roles, and so we're including two response cards with our letter this year: along with our standard response card for you to use in designating your kind donation in support of the overall PBJ mission (many thanks in advance for your generosity!), we've provided a second card for those of you who wish to play a significant role in making Catnip Haven a reality by joining **Founding Friends of Catnip Haven (FFCH)**.

- **All funds collected from members of FFCH will be kept in a separate interest-bearing bank account, and will be spent only on matters specific to launching, then running, Catnip Haven.**
- **FFCH members will be commemorated publically** at Catnip Haven, unless otherwise requested;
- **FFCH members will be kept apprised of Catnip Haven developments through targeted communications** from PBJ beginning in early 2018.

There are several levels of participation possible in **Founding Friends of Catnip Haven**:

- **Founder/Gold Member** - a donation of \$10,000 or more
- **Silver Member** -- a donation of \$5,000 or more
- **Bronze Member** -- a donation of \$1,000 or more

Please use the Catnip Haven response card to reflect your interest in joining **Founding Friends of Catnip Haven**, and of course please feel free to reach out to me via email at jacquie@petsbringjoy.org or at (703) 795-2652 if you would like to chat about our plans for Catnip Haven and becoming a FFCH member. And, even if you are not in a position to donate at these levels, rest assured that every dollar donated to PBJ overall will go toward supporting our mission of caring for homeless animals in all of our venues combined.

In Summary

The PBJ team remains passionately focused on:

- **Rescuing at-risk older adult animals** from overcrowded shelters, where they are often sadly passed over in favor of kittens and puppies;
- **Bringing hope to overcrowded inner city and rural shelters** in Virginia, West Virginia, D.C., and Maryland -- where the influx of animals greatly exceeds the adoption potential -- by rescuing animals and providing much-needed supplies whenever we have the means to do so;
- **Mentoring youth (children and teens)** to help them experience the joy and importance of community service, whether through caring for cats at one of our adoption venues, sponsoring a Scouting project,

helping to foster a pet, or holding a bake sale on our behalf, for they promise to be our future volunteers/rescuers/ philanthropists;

- Educating our community on proper and humane animal care, and especially the importance of spay/neuter and the cruelty of declawing;
- Establishing Catnip Haven.



Smoosh, our PBJ Spokes-Cat, the beloved rescue pet of PBJ volunteer Helen Ditanna

We want to again thank you for believing in PBJ, and we hope that, as in years past, we can count on you to support PBJ's growing rescue mission with a kind and generous donation . . . **we could not have come this far without your financial support.** We have enclosed a donation response card and stamped return envelope for your convenience . . . note that **you have the option of making your Friends and Family donation online via debit or credit card this year** (see donation response card for the link.)

We greatly appreciate those of you who pledged to repeat your donations from last year, or who opt to do so for next year by checking the box on the return card for this purpose. Special thanks to those of you who join the Friends of Catnip Haven support community by returning the second response card as well.

Many, many thanks for your support, and for sharing our belief that:

“Pets bring joy to people and to the animals whom they love.”

Kindest regards,

A handwritten signature in dark ink that reads "Jacquie". The script is cursive and fluid.

Jacquie Barker
Founder and Executive Director
Pets Bring Joy