



# 2023 Media Kit



# ABOUT FEEDING PETS OF THE HOMELESS®

Feeding Pets of the Homeless is the first national nonprofit providing pet food and emergency veterinary care to pets that belong to people experiencing homelessness.

From 2008—December 2022, Feeding Pets has delivered more than 2 million pounds of food, medically treated 30,000 pets and provided over \$3.5 million in veterinary care, crates and support.





# MISSION STATEMENT

Feeding Pets of the Homeless believes in the healing power of companion pets and of the human/animal bond, which is very important in the lives of people experiencing homelessness.

They find solace, protection and companionship through their pets. They care for their pets with limited resources so they themselves have less. Our task, nationwide, is to feed and provide emergency veterinary care to their pets and thus relieve the anguish and anxiety of homeless guardians who cannot provide for them.



**Evidence shows that animal companionship is fortifying and contributes to the emotional well-being of people experiencing homelessness, including encouraging owners to obtain sobriety, leave abusive relationships, and avoid incarceration.**

**-National Alliance to End Homelessness**

# BY THE NUMBERS

2.5 to 3.5 million Americans experience homelessness each year according to The National Law Center on Homelessness & Poverty.

5 to 10% of people experiencing homelessness have pets. In some areas of the country, up to 25% have pets.

## SNAPSHOT

*Here's how we have saved thousands and thousands of pets since 2008.*



Over **2**  
million pounds  
food delivered



**62%** women  
**38%** men  
pet owners



Over **1,600**  
network hospitals  
nationwide



**30,000**  
pets medically  
treated



Nearly **10%**  
of pet owners  
are Veterans



Over **\$3.5**  
million in  
veterinary care,  
crates & support

# THE TEAM

## Officers

**Genevieve Frederick** – President & Founder

**Renee Lowry** – Chief Financial Officer

**Jennifer Rust** – Secretary

**Michael Crossley, CPA, ABV, DVA** – Treasurer

## Directors

**Gary L. Ailes, DVM**

**David J. Kowalek, BVMS**

**Garrett Lepire**

**Skylar Young, Esq.**

## Senior Management Team

**Laura Brown** – Executive Director

**Kristen Furleigh, MBA** – Marketing Director

# LOGOS AND INFO SHEET

[Download Logos and Info Sheet](#)



**Celebrating Our 15th Anniversary**



**FEEDING PETS OF THE HOMELESS** **FACT SHEET**

Feeding Pets of the Homeless is the first national (U.S. and Canada) nonprofit providing pet food and emergency veterinary care to pets that belong to people experiencing homelessness.

*"No pet, no matter who the guardian is, should be hungry. This belief led to starting Feeding Pets of the Homeless, a nationwide movement of people who join us in feeding and providing veterinary care to pets belonging to our fellow citizens experiencing homelessness."*  
—GENEVIEVE FREDERICK, FOUNDER AND PRESIDENT

**SNAPSHOT** *Here's how we have saved thousands and thousands of pets since 2008.*

 Over <b>2</b> million pounds food delivered	 <b>62%</b> women <b>38%</b> men pet owners	 Over <b>1,600</b> network hospitals nationwide
 <b>30,000</b> pets medically treated	 Nearly <b>10%</b> of pet owners are Veterans	 Over <b>\$3.5</b> million in veterinary care, crates & support

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# STYLE GUIDE

We prefer to say, “**people experiencing homelessness**,” as opposed to labeling people **homeless**. Please do not say, “the homeless.”

**Feeding Pets of the Homeless** in first reference, then **Feeding Pets** in second and subsequent reference.

**Give a Dog a Bone Week** is our annual Nationwide pet food drive held in the second week of August.

# CERTIFICATIONS



Rating 100 out of 100  
by Charity Navigator

Platinum  
Transparency  
2023

**Candid.**

A 2023 “Platinum”  
GuideStar-rated  
transparent nonprofit.



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