

# CELEBRATING 10 YEARS

PAWSITIVITY SERVICE DOGS  
ANNUAL REPORT  
AND BUDGET 2022



# LETTER FROM THE EXECUTIVE DIRECTOR



Dear Pawsitivity supporters,

THANK YOU for ten great years! To all our donors, fosters, fundraisers, and other supporters, your care, assistance, and generosity have made the last ten years possible. **Our biggest win over the last ten years is that now we do not have to charge a fee to low-income recipients.** We are sincerely grateful and appreciative, and we are looking forward to the next ten years and beyond!

Organization's mission: Training service dogs for U.S. military veterans.

Definition of the geography, communities, and/or populations served by the organization: We are based in St. Paul, Minnesota and give priority to east metro residents, but we work nationally serving U.S. military veterans with disabilities.

Description of the organization's major programs: Training service dogs for U.S. military veterans.

Specific, objective description of the organization's accomplishments with respect to each major program, plus description of outstanding outcomes and/or significant unexpected events or incidents: Because of Daniel Maltz's generous 2021 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 provide services with no charge to the recipients of two of the three service dogs we trained this year, and we were able to provide financial assistance to three veterans who had high-cost emergency veterinary bills for their service dogs. Continuing our pilot program, Pawsitivity is currently training four puppies as service dog candidates. Program cost was \$186,561. We also held an online emergency fundraiser to help the dogs hurt or abandoned in the Ukraine invasion with a grant from Google AdGrants and a partial matching grant from Microsoft. 100% of the \$21,073 donations from this fundraiser went to nonprofit partners in Ukraine: HappyPaws, UAnimals, and the Ukrainian Small Animal Veterinary Association.

The budget for 2023 dedicates a salary of \$31,400 for key employee Julie Coleman. Thank you for your continued support!

Tom Coleman (he/him/his)  
Executive Director and key employee



## 2022 AT A GLANCE

TOTAL AMOUNT RAISED  
\$208 K

SERVICE DOGS TRAINED  
3

VETERANS HELPED WITH  
EMERGENCY VETERINARY  
COSTS  
3

PUPPIES BEING TRAINED  
4

PERCENT SPENT ON  
PROGRAMS  
86.67%



## TRANSPARENCY AND ACCOUNTABILITY

### CPA REVIEW

Pawsitivity's financials have been reviewed by Tabatha K. Lee, CPA, of YLTP Accounting Corp., who noted during the review that "the financials are in good order and straightforward."

### CHARITIES REVIEW COUNCIL APPROVAL AND GUIDESTAR PLATINUM STATUS

Pawsitivity once again earned the Charities Review Council seal of approval. Pawsitivity has also earned Guidestar's Platinum status, which demonstrates the highest commitment to transparency and accountability. Only 15% of Guidestar's reviewed charities have earned Platinum status.

### IMPACT EVALUATION

As a leader in the service dog nonprofit community, Pawsitivity's independent, third-party Impact Evaluation is inspiring other charities to achieve the same standard. Pawsitivity is one of the few U.S. service dog organizations to have this kind of evaluation done in order to ensure that your donation is making an impact.

## 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.

This year's \$5,000 donation will be used to train an English Golden Retriever puppy in honor of Tom, who is a U.S. military combat veteran.





## SPECIAL FUNDRAISER

# MARISSA NORBY MEMORIAL GOLF TOURNAMENT

The family of Marissa Norby, Staff Sergeant Select, Targeter Intelligence Analyst at Langley Air Force Base, raised over \$10,000 in honor of Marissa. This year's inaugural golf tournament will be the first of many.





## SERVICE DOGS

Note: This year, two of our clients were adults who owned their own rescue dogs. This procedure freed up physical space at Pawsitivity for the other dogs that we are raising and training from puppies.

### SEAMUS

Service dog Seamus graduated with his handler in the spring of 2022 (free of charge). Seamus is now assisting his handler, who is the daughter of a U. S. military veteran. She suffered a debilitating stroke, was in the hospital and Transitional Care Unit for months, and now lives on disability benefits. Seamus helps her maneuver through a new challenging world.





## SERVICE DOGS

### ROXY

Service dog Roxy graduated in 2022 (free of charge) and is now assisting her handler, who is a U.S. military veteran with Post-Traumatic Stress Disorder.





## SERVICE DOGS

### WINSTON

Service dog Winston was raised and trained from a puppy at Pawsitivity and graduated as a fully-trained service dog with his man in 2022.

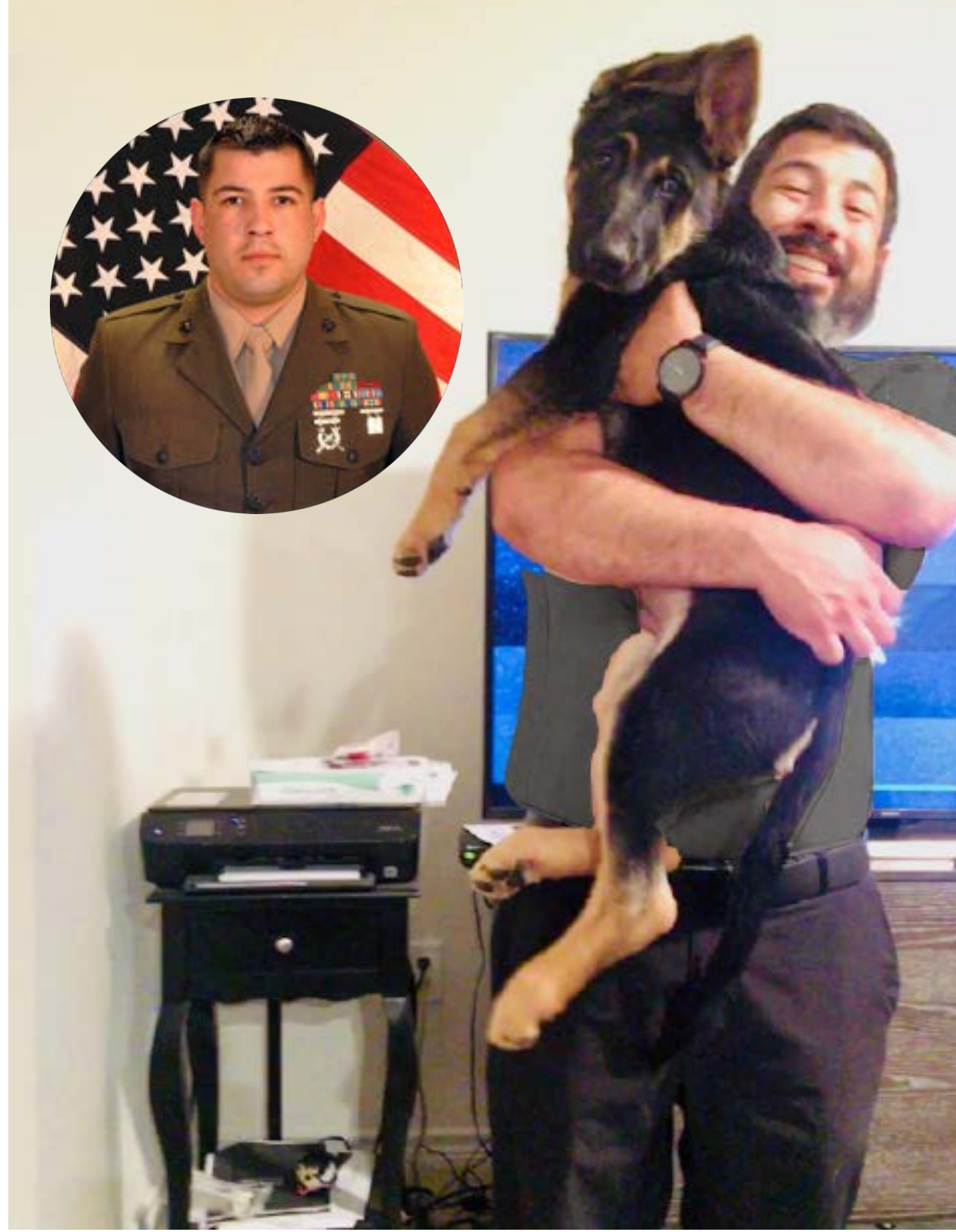


# EMERGENCY VETERINARY FUND FOR VETERANS WITH SERVICE DOGS

## MARLEY

When service dog Marley needed emergency veterinary funds, his man, a combat veteran, turned to Pawsitivity.

Pawsitivity covered 100% of the veterinary expenses to keep service dog Marley safe and healthy. Pawsitivity also worked with his man to keep them both trained and accredited.





# EMERGENCY VETERINARY FUND FOR VETERANS WITH SERVICE DOGS

## DANIEL

Pawsitivity continues to support Daniel the service dog and his man (a combat veteran with PTSD and a child with autism). We trained Daniel the service dog for his man in 2019, and now Daniel helps both him and his son. This year we had the funds to reimburse emergency veterinary bills plus funds for food, transport, and service dog equipment to keep Daniel healthy and well-trained.



# EMERGENCY VETERINARY FUND FOR VETERANS WITH SERVICE DOGS

## BIGGIE

Ray Nichols, who works with Pawsitivity in the role of Veterans Outreach Coordinator, has had to take his service dog in for several emergency procedures this year. As with the other veterans who received funding from us, he would have had to pay with his disability income. Pawsitivity was able to step in and cover 100% of these costs.





## PILOT PUPPY PROGRAM

### SUNSHINE, GOOSE, TOMMY, AND TOBY

Four future Pawsitivity service dogs!

With our first service dog raised from a puppy (Winston) now graduated, we are continuing our puppy program with great success. In addition to working with rescue dogs, we are training three Golden Retrievers from puppies, who are now various ages, plus a new puppy (Toby) who was just born.



## EDUCATIONAL OUTREACH

With the loosening of Covid-19 restrictions, Pawsitivity was able to do in-person presentations again this year.

We brought Winston, one of Pawsitivity's service dogs in training, to meet with the employees of the Federal Highway Administration, and also to Heritage Middle School for presentations.





## EMERGENCY FUNDRAISER

Using a grant from Google AdGrants with a partial matching grant from Microsoft, we held an online emergency fundraiser to help the dogs hurt or abandoned in the Ukraine invasion.

100% of the \$21,073 donations from this fundraiser went to nonprofit partners in Ukraine: HappyPaws, UAnimals, and the Ukrainian Small Animal Veterinary Association.





## SUPPORTERS

As part of Mounds View High School's service-learning project for a Business Management course, the students voted on a social cause that was important to them and selected Pawsitivity Service Dogs as the recipient.

The students threw a fundraising dinner with a silent auction to support Pawsitivity's mission and raised over \$13,000!





## CONTINUING EDUCATION

Pawsitivity staff member Julie Coleman recertified her CPDT-KA, a title that fewer than 2,000 trainers have worldwide.

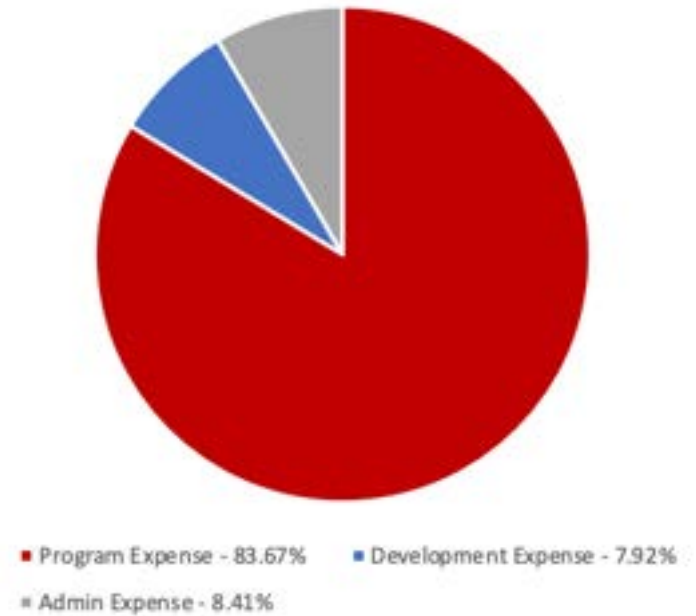
To even apply to take the test requires a minimum of 300 hours of experience in dog training. A minimum of 36 Continuing Education Units must also be earned every three years for recertification, and Julie surpassed that number.



## FINANCIAL SUMMARY

Pawsitivity's program expenses were an outstanding 83.67%, which is considered an "A" rating (the highest rating available) by CharityWatch.

Pawsitivity Expenses, as of 12/31/2022





## FINANCIAL STATEMENTS

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

<b>Pawsitivity Service Dogs</b>	<b>Current Year</b>						
<b>Statement of</b>		<i>Unrestricted</i>				<b>End of</b>	
<b>Financial Position</b>	<b>Total</b>		<i>Board</i>			<b>Prior</b>	
<b>as of 12/31/22</b>	<b>To Date</b>	<i>Operations</i>	<i>Designated</i>	<i>Restricted</i>	<i>New</i>	<b>Year</b>	<b>Note</b>
ASSETS							-
Current Assets	<b>178,060</b>	-	-	-	-	110,228	-
Fixed Assets	-	-	-	-	-	-	-
Long Term Assets	-	-	-	-	-	-	-
<b>TOTAL ASSETS</b>	<b>178,060</b>		-			110,228	-
LIABILITIES							
Current Liabilities	-	-	-	-	-	-	-
Long Term Liabilities	-	-	-	-	-	-	-
<b>TOTAL LIABILITIES</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
NET ASSETS							-
Unrestricted							
Undesignated	<b>173,060</b>	-	-	-	-	105,228	-
Donor designated	<b>5,000</b>	-	-	-	-	5,000	-
Board Designated	-	-	-	-	-	-	-
Property, Plant & Equip.	-	-	-	-	-	-	-
Temporarily Restricted	-	-	-	-	-	-	-
Permanently Restricted	-	-	-	-	-	-	-
<b>TOTAL NET ASSETS</b>	<b>178,060</b>	-	-	-	-	-	-
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>178,060</b>	-	-	-	-	110,228	-

## 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, 12/31/2022	Training Dogs #1-3	Continuing the raising and training of Dogs #4-6	Admin	Fundraising	Set aside for assets	Total	Notes
Salaries and benefits	15,700	15,700	-	-	-	31,400	-
Benefits - health insurance	1,400	1,400	-	-	-	2,800	-
Payroll taxes	4,882	4,882	-	-	-	9,764	-
Fees for services - management	-	-	219	-	-	219	-
Fees for services - other	1,849	1,849	-	-	-	3,697	-
Advertising and promotion	-	-	2,071	4,833	-	6,904	-
Office expenses	-	-	-	2,486	-	2,486	-
IT	-	-	3,042	3,042	-	6,083	-
Travel	2,742	2,742	-	-	-	5,483	-
Conferences (continuing education programs)	1,082	1,082	-	-	-	2,164	-
Interest	-	-	-	-	-	0	-
Insurance	-	-	1,148	-	-	1,148	-
Nonprofit partners who provide services	2,134	2,134	-	-	-	4,268	-
Commissions and fees	-	-	166	-	-	166	-
Repairs and maintenance	-	-	4,360	-	-	4,360	-
Service dog expenses	28,379	28,379	-	-	-	56,757	-
Fundraiser for Ukraine dog rescue	-	-	-	-	-	21,073	A
Total	58,167	58,167	11,006	10,360	-	158,772	-

A - 100% of the donations from this emergency online fundraiser went to nonprofit partners in Ukraine: HappyPaws, UAnimals, and the Ukrainian Small Animal Veterinary Association.

## BUDGET

2023

Pawsitivity Service Dogs, Budget for 2023	
Revenue	2023 Budget
Revenue	186,561
Released from Restriction	186,561
Total Unrestricted Revenue	186,561
Expenses	2023 Budget
Salaries and benefits	31,400
Benefits - health insurance	2,800
Payroll taxes	9,764
Fees for services - management	219
Fees for services - other	3,697
Advertising and promotion	6,904
Office expenses	2,486
IT	6,083
Travel	5,483
Conferences (continuing education programs)	2,164
Interest	0
Insurance	1,148
Nonprofit partners who provide services	4,268
Commissions and fees	166
Repairs and maintenance	4,360
Service dog expenses	56,757
Total expenses	137,699
Revenue over expenses	48,862



# OUR TEAM

TOM COLEMAN

Executive Director/Trainer

JULIE COLEMAN

Managing Director/Head Trainer

FRANNIE KASS

Education Manager

RAY NICHOLS

Veterans Outreach Coordinator



# 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

### RICHTER FAMILY

Thank you to the Richter family for fostering Sunshine and Goose!



### BREHER FAMILY

Thank you to the Breher family for fostering Winston and Tommy!



### DOYLE FAMILY

Thank you to the Doyle family for fostering Goose and Tommy!



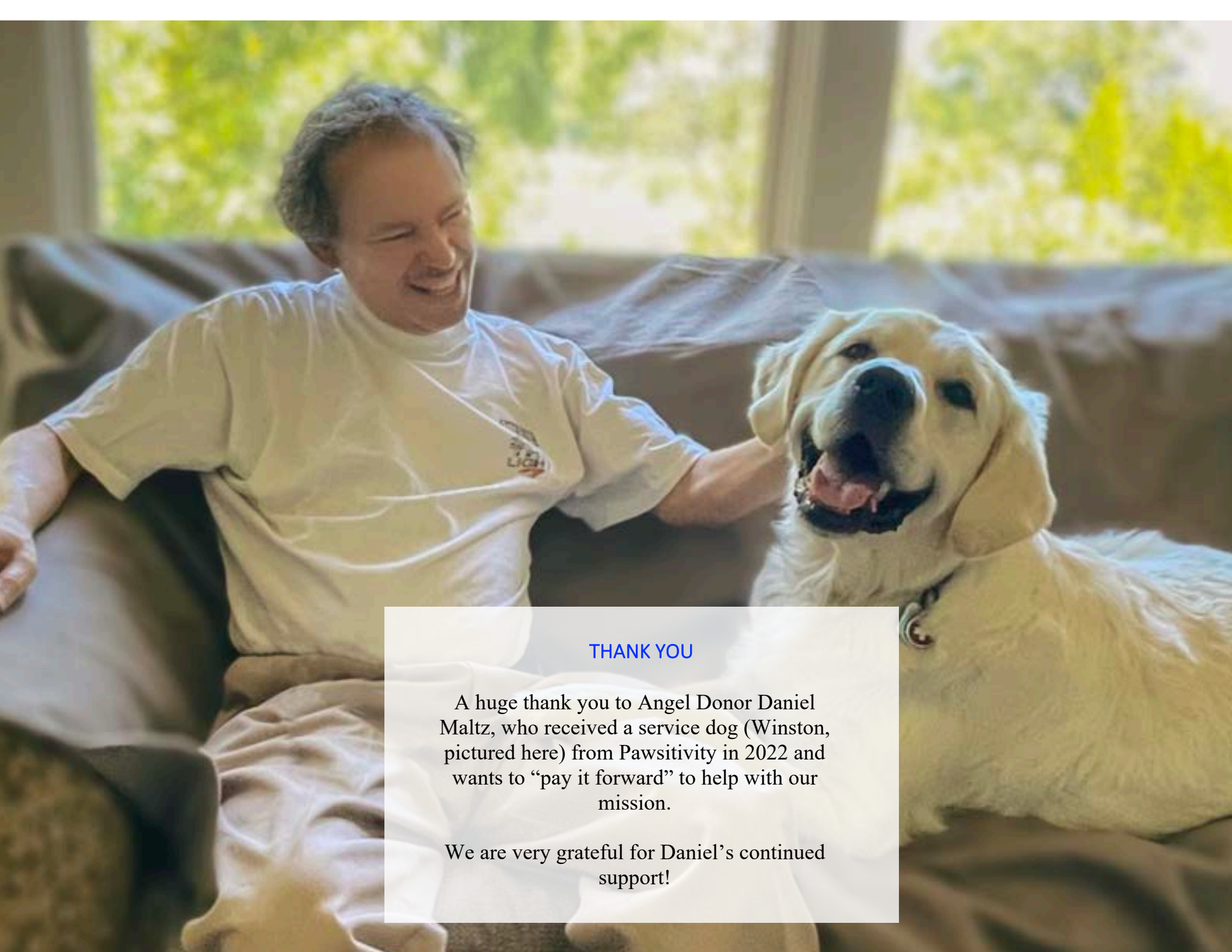
# OUR VETERINARIANS

## GRAND AVENUE VETERINARY CENTER

Thank you to the staff of Grand Avenue Veterinary Center for your generous veterinary care: Heather Taylor, DVM; Jen Seidl, DVM; Luke Daley, DVM; Amanda Solie, DVM; and Amber Krahmer, DVM; certified veterinary technicians Anna Preiner, Amanda Foss, Chris Morris, and Erin Riebel; veterinary assistants Sydney Munson, Olivia Groth, Serena Reynolds, Vic Pope, Claudia Stensrud, Geena Step, and Jocelyn Olander; and client services representatives Erin Denkinger, Heather Baldwin, and Katie Nestrud. 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 (Winston, pictured here) from Pawsitivity in 2022 and wants to “pay it forward” to help with our mission.

We are very grateful for Daniel’s continued support!



# THANK YOU!

We would like to extend a huge thank you to EVERYONE who donated time and/or money to Pawsitivity this year! We couldn't do what we do without your help and support. Thank you to everyone who assisted 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!

We always say that it 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 train service dogs to transform lives.

Warmly, and with best wishes for a wonderful and safe 2023!

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 **one of the very few** U.S. service dog nonprofits to have its outcomes assessed with an independent third-party Impact Evaluation.*



### DEDICATION

In memory of Millie, the first service dog we trained  
(for a girl on the autism spectrum) starting in 2012.  
Millie passed away this year at the age of 13.