

PAWSITIVITY SERVICE DOGS
ANNUAL REPORT
AND BUDGET 2024



LETTER FROM THE EXECUTIVE DIRECTOR



Dear Pawsitivity Supporters,

On our front cover, you'll see Ella the service dog and her handler. Their story is featured later in this report, but whether it's climbing mountains, volunteering with the fire department, or spending more quality time with their families, Pawsitivity clients lead more independent lives thanks to their Pawsitivity service dogs!

Thank you for an outstanding year. In order to reach more people in need, this year we trained and hired Peter Bannon, a veteran who received his service dog from Pawsitivity years ago. Peter has been so empowered by his Pawsitivity service dog that he wanted to "pay it forward." We supported him through three extensive training programs at CATCH Academy in New Jersey, and now he is working as a service dog trainer at Pawsitivity!

Pawsitivity's mission is to train service dogs to assist individuals with disabilities. Based in St. Paul, Minnesota, we prioritize serving residents of the east metro area while also working nationally to support people with disabilities across the country. Our primary focus is training service dogs, and in 2024, thanks to Daniel Maltz's generous donation to "support the training of service dogs or provide financial assistance for individuals who lack the funds to acquire a service dog," in addition to other donations and fundraisers, we provided all services at no charge to recipients. This year, we successfully trained and placed three service dogs, two facility dogs, and two emotional support dogs, directly improving the lives of those we serve.

We are also excited about the progress of our training programs. Currently, four puppies are being trained, and in a new pilot program, we are fully sponsoring the selection, upbringing, and training of a facility dog, a service dog, and an emotional support dog, all of whom will be integrated into the homes of the families they will serve. Forty-three families who have been recipients of Pawsitivity service dogs are receiving ongoing support. The total cost for these programs this year was \$138,826.

The budget 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

2024 AT A GLANCE

PERCENT SPENT ON PROGRAMS
83.78%

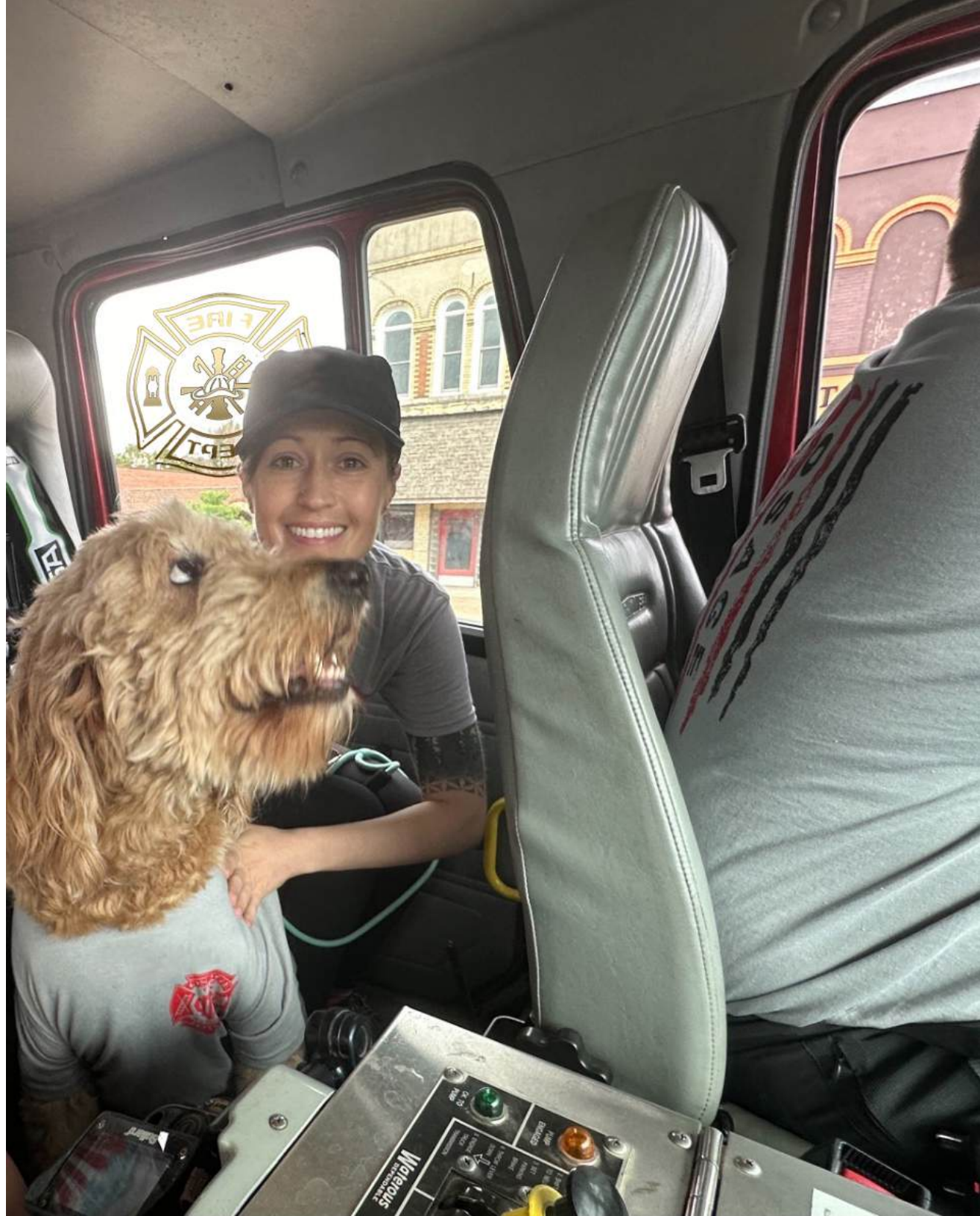
SERVICE DOGS TRAINED
3

FACILITY DOGS TRAINED
2

EMOTIONAL SUPPORT DOGS
TRAINED
2

PUPPIES BEING TRAINED
4

GRADUATES RECEIVING
ONGOING SUPPORT:
43



TRANSPARENCY AND ACCOUNTABILITY

CPA REVIEW

Pawsitivity's financials have been reviewed by Mario Marcell, CPA, 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.

SERVICE DOGS

All the service dogs, facility dogs, and emotional support dogs trained this year were provided at no charge to recipients.

DENALI

Denali helps her veteran with PTSD, who brings her everywhere with him. Her steady presence provides vital support in managing his symptoms. Denali helps her handler stay calm and focused, giving him the confidence to leave his home, navigate public spaces, and actively participate in his community. As shown in the photo, Denali and her man braved the rainy weather to attend a public event where Pawsitivity gave a presentation in June.



SERVICE DOGS

TACOMA

Tacoma is a service dog who helps his veteran manage her PTSD. His handler is a volunteer firefighter, and Tacoma's calming presence has had a significant impact both at home and within their community. Beyond his service to his veteran, Tacoma has become a beloved figure among the local firefighters, providing support during challenging times. He serves as an therapy dog, helping firefighters and victims alike cope with the stress and emotional toll that comes with emergency situations. Tacoma's gentleness makes him an invaluable source of support for everyone he encounters.



SERVICE DOGS

ELLA

Service dog Ella recently graduated from our program and is now happily living with her new handler, who has PTSD. Since joining his life, Ella has made an incredible impact, providing a calming presence during moments of anxiety or distress. Ella's assistance has empowered her handler to regain confidence, engage more fully with his community, and embrace a more independent and fulfilling life.



FACILITY DOG

PIPER

Facility dog Piper and her handler have completed their training and will be serving at Prairie Lakes Youth Programs, a youth detention center. Piper is only the second Facility dog we've graduated, following Olaf, who went on to work for a decade in the Salk Junior High School special education classroom. We are excited about the positive impact that Piper will have on improving the lives of numerous young people in need.



FACILITY DOG

ROCKET

Therapy dog Rocket, along with his handler, who is a counselor at the Freedom Center, helps clients going through addiction treatment manage anxiety during their sessions. He provides comfort and emotional support, soothing and calming people as they open up about their trauma. With Rocket around, the environment feels safer for most clients, making it easier for them to engage in the healing process.



EMOTIONAL SUPPORT DOG

STELLA BLUE

Stella Blue helps her 100% disabled combat veteran who has PTSD deal with his anxiety, helping to warn him before he has a panic attack. Stella Blue has made a world of difference to her handler, helping him to manage his symptoms and live a more independent life.



EMOTIONAL SUPPORT DOG

TOBY

Toby has finished his training as an emotional support dog for his combat veteran, who now works as a police officer. But Toby isn't just helping his owner; he also serves at the police department as a therapy dog. There, he assists both victims and officers in coping with traumatic situations. Toby's presence provides comfort and support, making a real difference in the lives of those who need it most.



PILOT PUPPY PROGRAM CONTINUES

MEET LEWIS, APOLLO, WALLY, AND LEO

We are continuing our puppy program with great success.



Lewis, who is almost finished with his service dog training.



Apollo, who is in training to be a service dog.



Wally, who is in a pilot program where Pawsitivity fully funds the selection, raising, and training of a facility dog who will be raised in the handler's home.



Leo, a purebred greyhound puppy. Like Dandy, a service dog we trained years ago, Leo has never been raced (unlike the vast majority of greyhounds). From the start, he has been raised with the purpose of becoming a therapy or service dog.

EDUCATIONAL OUTREACH

As part of our commitment to educate and inform more people about service dogs and how they can help veterans and others who have visible and invisible disabilities, Pawsitivity gave a number of public presentations this year.

Pictured top right are Goose and Tom with members of the Eagan Rotary Club, who sponsored Pawsitivity's presentation at the Eagan Central Park (middle photo).

Pictured bottom right, therapy dogs Augi, Kai, Kip, and Tai take part in the "New You" program for Paynesville Area Schools.



SPECIAL FUNDRAISER

SJJ FOUNDATION

Over a hundred Pawsitivity supporters showed up at this special event to raise funds to support Pawsitivity's mission.

Service puppy in training Apollo attended and got lots of wonderful socialization!



SPECIAL FUNDRAISER

MARISSA NORBY MEMORIAL GOLF TOURNAMENT

The family of Marissa Norby, Staff Sergeant Select, Targeter Intelligence Analyst at Langley Air Force Base, threw a third-annual memorial tournament with hundreds of participants to support Pawsitivity in honor of Marissa.



SPECIAL FUNDRAISER

DANNY NIMMO MEMORIAL GOLF TOURNAMENT

The family of U.S. Marine Danny Nimmo threw a memorial golf fundraiser for Pawsitivity, which included dozens of families and an amazing day of golf, all in Danny's memory.



OTHER FUNDRAISERS

Twin Cities Auto Glass and the SkålCon Gaming Convention both hosted fundraisers in support of Pawsitivity Service Dogs, helping to raise funds for our mission. Additionally, Pawsitivity participated in the online Give to the Max Day campaign, which brought together donors from across the community to further support our efforts.



NEW EMPLOYEE

Peter Bannon is a decorated combat veteran who received a service dog from Pawsitivity a few years ago. Peter, who is also a former police officer, understands the challenges these roles can bring. After experiencing the life-changing impact of his own Pawsitivity service dog, he decided to pay it forward and help other veterans. Thanks to Pawsitivity's donors, Peter completed several intensive dog-training programs at no cost to himself, and he is now working as a service dog trainer with Pawsitivity, helping us to expand our outreach to veterans in need.

Here Peter is pictured with one of the rescue dogs he trained during one of his training workshops at CATCH Academy in New Jersey.



CONTINUING EDUCATION

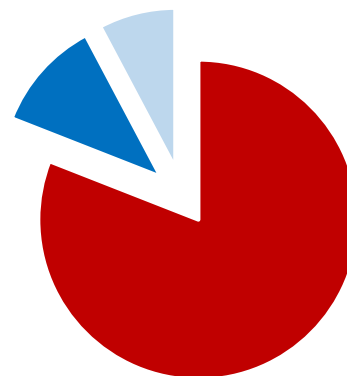
Along with new employee Peter Bannon, Executive Director Tom Coleman attended the final week of training at CATCH Academy in New Jersey, which focused on working with shelter dogs who have behavior problems or have experienced trauma.



FINANCIAL SUMMARY

Pawsitivity's program expenses were an outstanding 80.95 %, which is considered an "A" rating (the highest rating available) by CharityWatch.

Pawsitivity Expenses 2024



■ Program Expenses - 80.95% ■ Development Expenses - 11.29%
■ Admin Expenses - 7.76%



FINANCIAL STATEMENTS

Statement of Financial Position (SOP) aka Balance Sheet

Pawsitivity Service Dogs	Current Year						
Statement of		<i>Unrestricted</i>				End of	
Financial Position	Total		<i>Board</i>			Prior	
as of 12/31/24	To Date	<i>Operations</i>	<i>Designated</i>	<i>Restricted</i>	<i>New</i>	Year	Note
ASSETS							-
Current Assets	220,082	-	-	-	-	209,738	-
Fixed Assets	-	-	-	-	-	-	-
Long Term Assets	-	-	-	-	-	-	-
TOTAL ASSETS	220,082		-			209,738	-
LIABILITIES							
Current Liabilities	-	-	-	-	-	-	-
Long Term Liabilities	-	-	-	-	-	-	-
TOTAL LIABILITIES	-	-	-	-	-	-	-
NET ASSETS							-
Unrestricted							
Undesignated	220,082	-	-	-	-	209,738	-
Donor designated	-	-	-	-	-	-	-
Board Designated	-	-	-	-	-	-	-
Property, Plant & Equip.	-	-	-	-	-	-	-
Temporarily Restricted	-	-	-	-	-	-	-
Permanently Restricted	-	-	-	-	-	-	-
TOTAL NET ASSETS	220,082	-	-	-	-	-	-
TOTAL LIABILITIES & NET ASSETS	220,082	-	-	-	-	209,738	-

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

[illegible]

BUDGET

2025

Pawstivity Service Dogs, Budget for 2025									
Revenue									2025 Budget
Revenue									233,770
Released from Restriction									233,770
Total Unrestricted Revenue									233,770
Expenses									2025 Budget
Salaries and benefits									61,400
Benefits - health insurance									1,073
Payroll taxes									2,827
Fees for services - management									2,241
Fees for services - other									1,890
Advertising and promotion									23,071
Office expenses									4,818
IT									5,125
Travel									3,658
Conferences (continuing education programs)									3,101
Interest									0
Insurance									740
Nonprofit partners who provide services									5,930
Commissions and fees									492
Repairs and maintenance									3,220
Service dog expenses									55,464
Total expenses									175,050
Revenue over expenses									58,720

OUR TEAM

TOM COLEMAN

Executive Director/Trainer

JULIE COLEMAN

Managing Director/Head Trainer

FRANNIE KASS

Education Manager

PETER BANNON

Service Dog Trainer



OUR BOARD

DR. KRIS BUTLER

President

DR. MICHELLE PARKINSON

Vice President

DAVE MACKMILLER

Treasurer

SERGIO VALVERDE

Member

JULIE COLEMAN, CPDT-KA

Acting Secretary



OUR VOLUNTEER FOSTERS

JOHNSON FAMILY

Thank you to the Johnson family
for fostering Lewis!



BREHER FAMILY

Thank you to the Breher family
for fostering Lewis and Apollo!



LUDWIG FAMILY

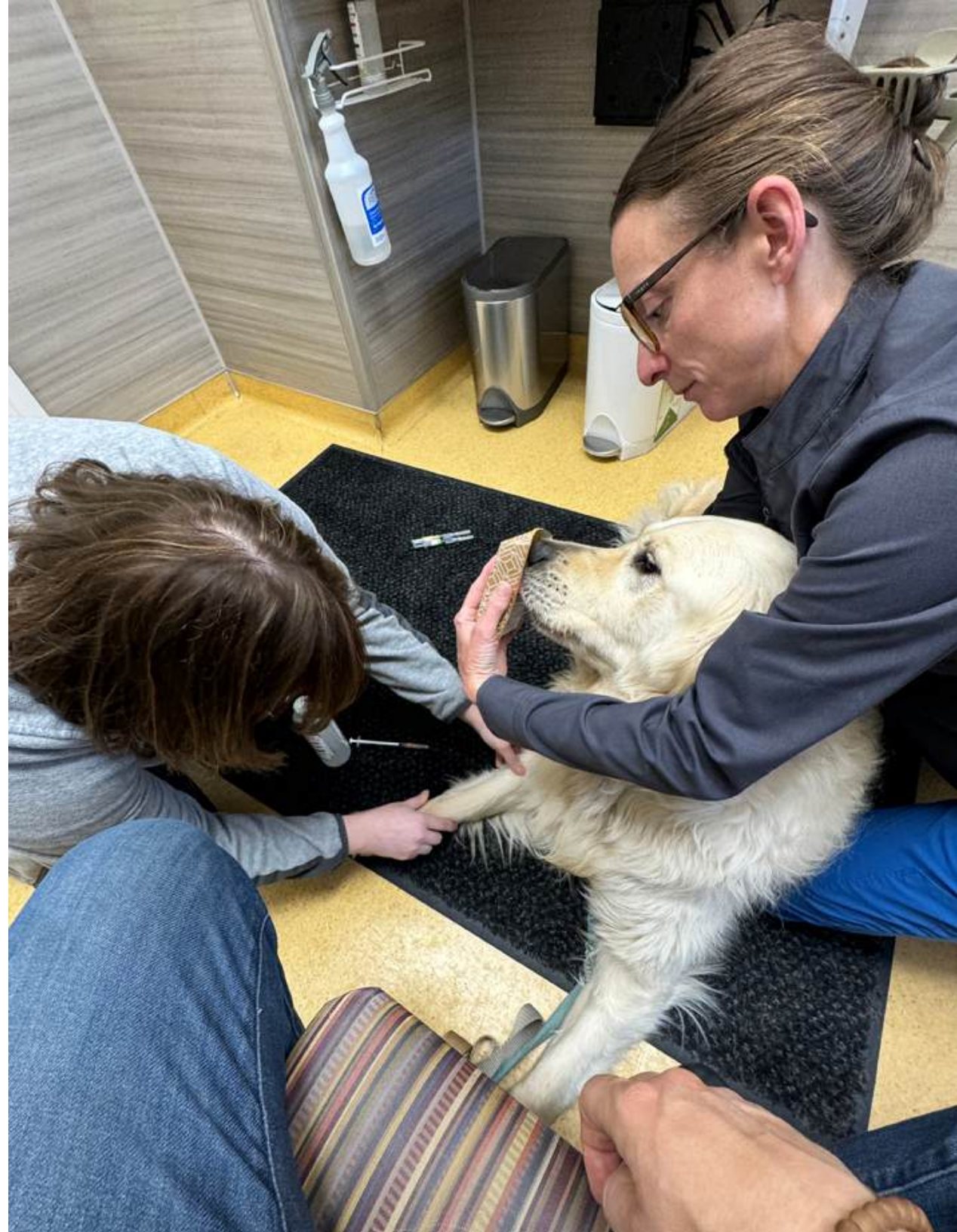
Thank you to Stacy Ludwig and her
family for fostering Lewis! This
generous act of service gave Stacy
great joy before her passing in 2024.



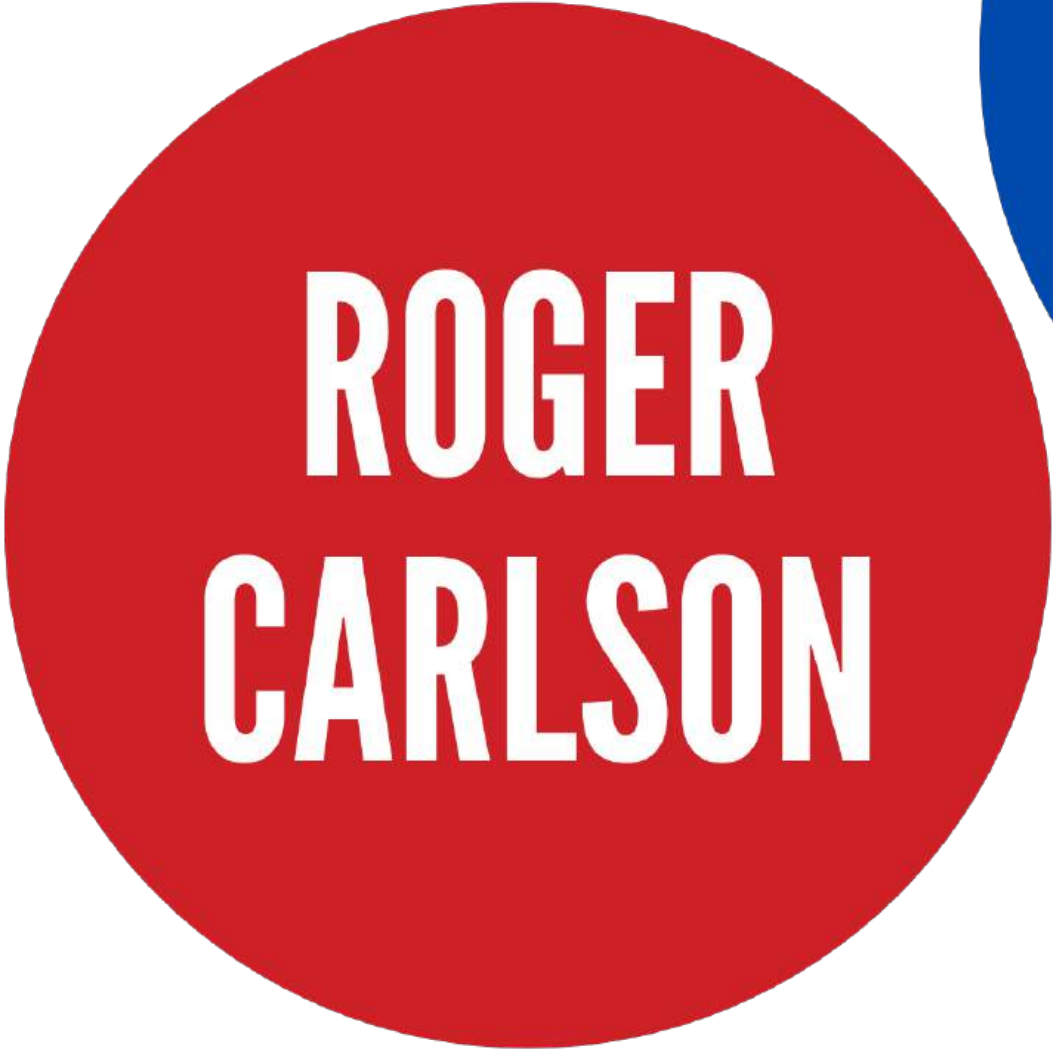
OUR VETERINARIAN SPONSORS

GRAND AVENUE VETERINARY CENTER

Thank you to the entire team at Grand Avenue Veterinary Center, whose certified Fear-Free approach reflects your generous and compassionate veterinary care: Dr. Heather Taylor; Dr. Jen Seidl; Dr. Luke Daley; Dr. Amanda Solie; Dr. Amber Krahmer; and Dr. Brianna Blackmon; certified veterinary technicians Anna, Amanda, Chris, Erin, Alix, Madison, and Geena; veterinary assistants Sydney, Olivia, Serena, Vic, Claudia, and Ava; and client services representatives Erin, Heather, Katie R., and Katie K. We are immensely grateful for the amazing care you give to all the Pawsitivity dogs!



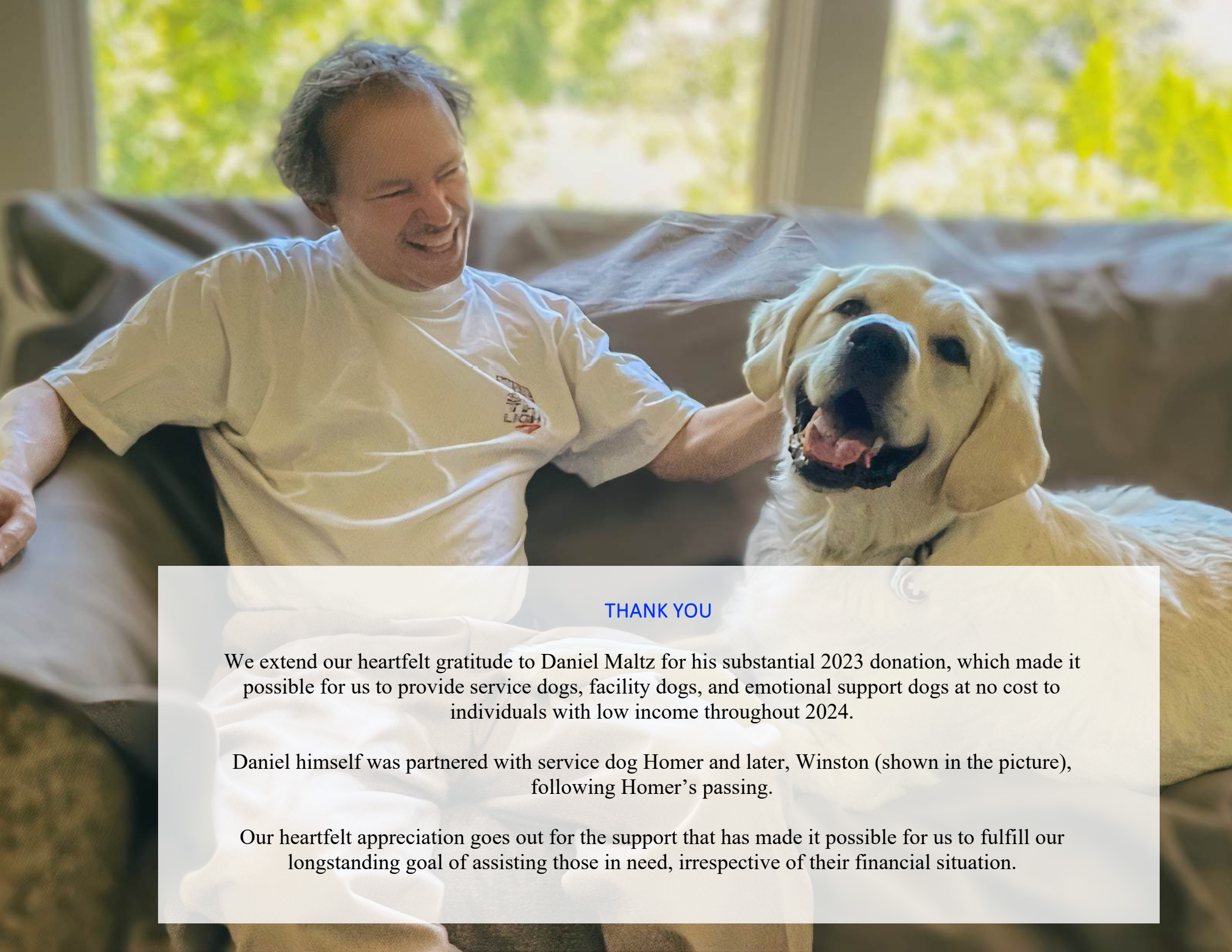
SPECIAL THANKS

A large red circle containing the name Roger Carlson in white text.

**ROGER
CARLSON**

A large blue circle containing the names Chuck Lowden & Mary Lou Mesarchik in white text.

**CHUCK LOWDEN
& MARY LOU
MESARCHIK**



THANK YOU

We extend our heartfelt gratitude to Daniel Maltz for his substantial 2023 donation, which made it possible for us to provide service dogs, facility dogs, and emotional support dogs at no cost to individuals with low income throughout 2024.

Daniel himself was partnered with service dog Homer and later, Winston (shown in the picture), following Homer's passing.

Our heartfelt appreciation goes out for the support that has made it possible for us to fulfill our longstanding goal of assisting those in need, irrespective of their financial situation.

WITH GRATITUDE FOR YOUR SUPPORT!

Dear Friends and Supporters,

This year, your incredible generosity—through donations, time, and unwavering encouragement—has been the backbone of our mission. From training and socializing our dogs to hosting events and contributing financially, you have made an immeasurable impact.

As we love to say, “It takes a village to raise a service dog,” and you are the heart of our village. Because of you, we’ve been able to transform countless lives with the help of our remarkable dogs.

Thank you for standing by our side and making a difference. Here’s to another year of changing lives together! Wishing you a happy and healthy 2025!

With deep appreciation,

Tom Coleman and Julie Coleman, CPDT-KA
Pawsitivity Service Dogs
(and the ever-grateful pups!)



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

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

Unlike other organizations, we’ve invested in an independent, third-party evaluation that demonstrates the life-changing impact of our work. We don’t just make promises; we show results..

