

PAWSITIVITY SERVICE DOGS
ANNUAL REPORT
AND BUDGET 2025



LETTER FROM THE EXECUTIVE DIRECTOR

Dear Pawsitivity Supporters,

Thank you for an outstanding year. In 2025, your support enabled Pawsitivity to train and place more service dogs than in any previous year while continuing to provide individualized, long-term follow-up for the families we already serve.

To strengthen our capacity and maintain the high standards our clients rely on, we expanded our training team. After training and hiring Peter Bannon, a veteran who received a Pawsitivity service dog years ago, we added three additional trainers: Rylie Peterson and Alex Wells, both military veterans, and Jen Andrist.

Pawsitivity's mission is to train service dogs for veterans with disabilities and to provide long-term, individualized support to every team we serve. Based in St. Paul, Minnesota, we prioritize serving residents of the east metro area while also supporting clients nationally. Thanks to generous donor support, including a gift from Daniel Maltz designated for service dog training and financial assistance, all services were provided at no cost to recipients in 2025.

This year, we trained and placed seven service dogs with veterans and continued ongoing support for 54 existing dog-client teams. In addition, we advanced a focused pilot program training a small number of facility, therapy, and emotional support dogs to expand access in clinical and community settings.

Pawsitivity remains committed to transparency and accountability. Program costs for the year totaled \$171,361, and details about our finances, outcomes, and evaluation are included throughout this report.

Thank you for making this work possible.

Sincerely,

Tom Coleman
Executive Director

2025 AT A GLANCE

Demand for trained service dogs continues to grow, while access remains limited by cost, availability, and long training timelines. In 2025, Pawsitivity focused on meeting this need by expanding professional staff, maintaining individualized training, and ensuring that dogs were placed at no cost to recipients.

Placements

In 2025, Pawsitivity Service Dogs placed 12 dogs through our veteran-focused program and a small expansion effort:

- 7 fully trained service dogs placed with veterans (mobility, PTSD, and other disabilities)
- 5 therapy and facility dogs serving veterans in VA hospitals and other clinical settings

Program Reach & Capacity

- 12 new dog teams graduated
- One dog in active training at all times, supporting future placement readiness
- Customized, ongoing support provided to 54 existing teams
- Training staff expanded to six professionals

Client-Reported Outcomes

In 2025, clients reported:

- Increased emotional well-being
- Greater independence
- Improved ability to engage in daily life with confidence and safety

TRANSPARENCY AND ACCOUNTABILITY

CPA REVIEW

Pawsitivity’s financial statements are reviewed by an independent certified public accountant to help ensure our reporting is clear, consistent, and in good order.

CHARITY NAVIGATOR: 4-STAR RATING

Pawsitivity has earned Charity Navigator’s highest rating, a 4-star score, reflecting strong financial health and accountability.

CANDID’S GUIDESTAR: PLATINUM SEAL OF TRANSPARENCY

Pawsitivity has earned Candid’s GuideStar Platinum Seal of Transparency, demonstrating a high level of public disclosure. Only a small percentage of organizations that participate in the GuideStar program reach the Platinum level.

CHARITIES REVIEW COUNCIL: MEETS STANDARDS

Pawsitivity has earned the Charities Review Council “Meets Standards” seal by meeting all accountability standards for nonprofit organizations.

FOUNDATIONAL IMPACT EVALUATION (2019)

In 2019, Pawsitivity commissioned an independent, third-party Impact Evaluation to assess outcomes and guide program development. The evaluation found that Pawsitivity service dogs significantly improve daily functioning and quality of life for their handlers.

These findings continue to inform how we train dogs, support clients, and evaluate our work today.

SERVICE DOG

All the dogs trained this year were provided at no charge to recipients.

RALPHIE

Ralphie graduated this year as a fully trained service dog for his veteran with PTSD. In public, he performs reliable, trained tasks that help his handler stay regulated and oriented, including positioning his body to create space, guiding through crowded areas, and responding when stress starts to rise. With Ralphie at his side, his handler can leave home more often, manage busy places, and stay engaged in daily life.



SERVICE DOG

LEWIS

Lewis graduated this year as a fully trained service dog and is now living with his veteran and family. His advanced training supports daily routines and increases stability. He performs his tasks both at home and in public, and helps reduce barriers to participation in everyday life. Lewis is now part of a household we have supported over time; they received a service dog from us a decade ago, who has recently retired.



SERVICE DOG

NISS

Niss graduated this year as a fully trained service dog and is now working daily with her veteran. She helps create calm structure in the moments that used to feel hardest, offering practical support and a steady point of focus. With Niss at his side, her veteran is building confidence, keeping momentum through the day, and showing up more consistently for the routines that matter.



SERVICE DOG

GORDA

Gorda graduated this year and is now partnered with her veteran as a service dog. She brings reliable, steady help across the places and situations where symptoms can spike, making everyday life feel more manageable. With Gorda's support, her veteran is staying more grounded, re-entering day-to-day activities with less friction, and finding a stronger sense of stability.



SERVICE DOG

BUDDY

Buddy graduated this year as a service dog and is now partnered with his veteran. He provides dependable support during ordinary moments that can quietly become overwhelming, helping his veteran stay oriented and engaged. With Buddy alongside him, his veteran is maintaining routines more easily and moving through daily life with more steadiness.



SERVICE DOG

COOPER

Cooper graduated this year as a service dog and is now partnered with a veteran, reflecting our commitment to supporting veterans wherever the need is greatest. Cooper supports his handler with his daily routines, helps manage symptoms, and provides steady, reliable assistance in everyday settings.



SERVICE DOG

EMBER

Ember graduated this year as a service dog and is now partnered with her veteran. Her training supports daily routines, helps manage symptoms, and provides steady, reliable assistance in everyday settings. With Ember's support, her veteran is better able to stay engaged in daily life and maintain stability.



EXPANDING ACCESS THROUGH CLINICAL AND COMMUNITY SETTINGS

To expand our impact beyond one-to-one placements, we launched a focused pilot program training therapy and facility dogs for VA hospitals and other clinical and community settings. This approach expands our impact, allowing a single well-trained dog to support many clients in environments where individualized service dog placements may not be possible.



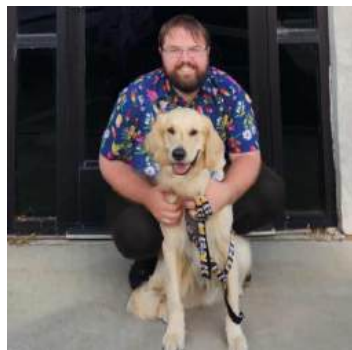
Harry

Therapy dog supporting veterans at a VA hospital



Maisie

Therapy dog working with veterans in a clinical setting



Wally

Facility dog supporting community-based services



Furnando

Facility dog working in a structured youth program

EDUCATIONAL OUTREACH

Goose has been busy with important outreach visits. We had a special visit with the local Girls on the Run program. These young leaders raised funds to support Pawsitivity, and as a thank-you they got to meet Goose, our demo dog. Goose soaked up the attention, and judging by his constant tail wags, it was a memorable day for everyone.

Goose also met with two groups of fourth graders at Mounds Park Academy, where we talked about how service dogs support veterans and how trained tasks help in everyday life. Students asked thoughtful questions about training, public access, and what it means for a service dog to work as part of a team. Visits like these help children grow up seeing service dogs as part of community life and build respect for working dogs.

Educational outreach helps build early understanding of service dogs, which supports safer, more respectful public access for veterans who rely on their dogs every day.



SPECIAL FUNDRAISERS

SKÅICON

Supporters gathered at this special event to raise funds for Pawsitivity's mission. Service dog in training Apollo attended and gained valuable socialization.



MARISSA NORBY MEMORIAL GOLF TOURNAMENT

Friends and family hosted a memorial golf tournament in honor of Marissa Norby, raising funds to support Pawsitivity's work.



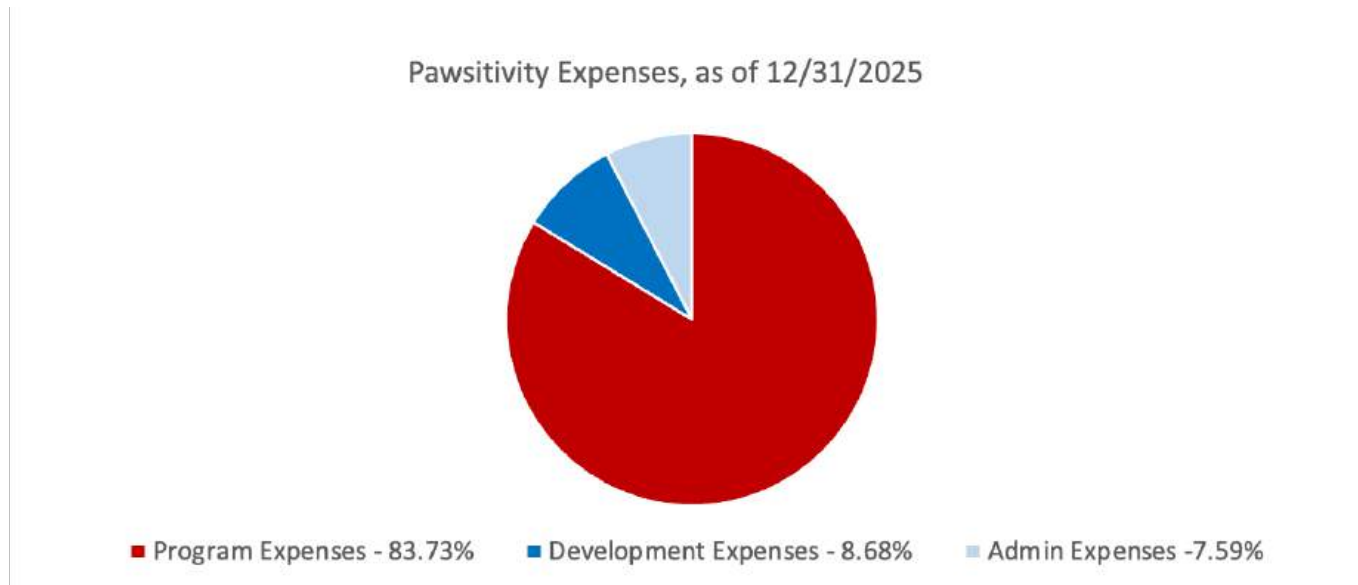
DANNY NIMMO MEMORIAL GOLF TOURNAMENT

A memorial golf tournament held in honor of U.S. Marine Danny Nimmo raised funds in support of Pawsitivity.



2025 FINANCIAL SNAPSHOT

Pawsitivity’s program expenses were 83.73%, earning CharityWatch’s highest “A” rating.



In accordance with Minnesota Charities Review Council standards, Pawsitivity discloses compensation for key employees. In 2025, total compensation for key employee Julie Coleman was \$31,400. Additional financial details are included in the accompanying statements and IRS Form 990. These practices reflect our commitment to responsible stewardship and long-term sustainability.

We publish our financials for transparency. Pawsitivity carries no debt and maintains board-designated operating reserves to ensure program continuity.

Pawsitivity Service Dogs adheres to board-approved conflict of interest, whistleblower, and non-discrimination policies. Copies of these documents are available upon request.

FINANCIAL STATEMENTS

The following statements provide full financial detail for those who wish to review our operations more closely.

Statement of Financial Position (SOP) aka Balance Sheet

Pawsitivity Service Dogs Statement of Financial Position as of 12/31/2025	Current Year					End of Prior Year	Note
	Total To Date	Unrestricted		Restricted	New		
		Operations	Board				
			Designated				
ASSETS							-
Current Assets	183,965	-	-	-	-	176,060	-
Fixed Assets	-	-	-	-	-	-	-
Long Term Assets	-	-	-	-	-	-	-
TOTAL ASSETS	183,965		-			176,060	-
LIABILITIES							
Current Liabilities	-	-	-	-	-	-	-
Long Term Liabilities	-	-	-	-	-	-	-
TOTAL LIABILITIES	-	-	-	-	-	-	-
NET ASSETS							
Unrestricted							
Undesignated	183,965	-	-	-	-	176,060	-
Donor designated	-	-	-	-	-	-	-
Board Designated	-	-	-	-	-	-	-
Property, Plant & Equip.	-	-	-	-	-	-	-
Temporarily Restricted	-	-	-	-	-	-	-
Permanently Restricted	-	-	-	-	-	-	-
TOTAL NET ASSETS	183,965	-	-	-	-	-	-
TOTAL LIABILITIES & NET ASSETS	183,965	-	-	-	-	176,060	-

FINANCIAL STATEMENTS

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

Pawsitivity Service Dogs Statement of Activities as of 12/31/2025	Prior Year Actual	Current Year to Date	Current Year Budget	% Budget to Date	Year End Forecast	Budget to YE Variance	Notes
Revenue	207,634	211,649	233,770	91%	211,649	-22,121	1, 2
Total Revenue	207,634	211,649	233,770	91%	211,649	-22,121	1, 2
Program Expenses	118,436	170,446	132,633	129%	170,446	37,813	-
Development Expenses	10,360	17,771	27,889	64%	17,771	-10,119	-
Admin Expenses	11,006	15,528	14,528	107%	15,528	1,000	-
Total Operating Expense	139,802	203,744	175,050	116%	203,744	28,694	-
NET INCOME	67,832	7,905	58,720	13%	7,905	-50,815	-
NET ALL ACTIVITY	67,832	7,905	58,720	13%	7,905	-50,815	-

1 - Several fundraisers were held for Pawsitivity in 2025: Fourth-Annual Marissa Norby Memorial Golf Fundraiser, Danny Nimmo Golf Fundraiser, SkålCon Gaming Convention Fundraiser, the Lazy Dog Farm Pumpkin Fundraiser, and Give to the Max Day.

2 - Because of Daniel Maltz's generous 2024 donation which was 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 all training free of charge to all recipients in 2025.

FINANCIAL STATEMENTS

Statement of Functional Expenses

Pawsitivity Service Dogs, Statement of Functional Expenses as of 12/31/2025	Programs	Admin	Development	Set aside for assets	Total	Notes
Salaries and benefits	65,200	-	-	-	65,200	1
Benefits - health insurance	1,501	-	-	-	1,501	-
Payroll taxes	3,004	-	-	-	3,004	-
Fees for services - management	-	473	-	-	473	-
Fees for services - other	3,558	-	-	-	3,558	-
Advertising and promotion	-	3,827	8,929	-	12,755	-
Office expenses	-	-	2,357	-	2,357	-
IT	-	6,485	6,485	-	12,970	-
Conferences (education programs)	9,570	-	-	-	9,570	-
Travel	9,334	-	-	-	9,334	-
Interest	-	-	-	-	0	-
Insurance	-	781	-	-	781	-
Nonprofit partners who provide services	2,097	-	-	-	2,097	-
Commissions and fees	-	577	-	-	577	-
Repairs and maintenance	-	3,385	-	-	3,385	-
Service dog expenses	76,182	-	-	-	76,182	2
Total	170,446	15,528	17,771	-	203,744	-
1,2 - Salary and expenses are increased because of new hires, which enables us to serve more clients.						

BUDGET

2026

The following reflects Pawsitivity’s projected operating budget for 2026. Our ability to train and place dogs at this level depends on sustaining professional staffing and providing long-term follow-up support for every team we serve.

Pawsitivity Service Dogs, Budget for 2026	
Revenue	2025 Budget
Revenue	211,649
Released from Restriction	211,649
Total Unrestricted Revenue	211,649
Expenses	2025 Budget
Salaries and benefits	65,200
Benefits - health insurance	1,501
Payroll taxes	3,004
Fees for services - management	473
Fees for services - other	3,558
Advertising and promotion	12,755
IT	2,357
Office expenses	12,970
Conferences (continuing education programs)	9,570
Travel	9,334
Interest	0
Insurance	781
Nonprofit partners who provide services	2,097
Commissions and fees	577
Repairs and maintenance	3,385
Service dog expenses	76,182
Total expenses	203,744
Revenue over expenses	7,905

OUR TEAM

TOM COLEMAN

Executive Director

JULIE COLEMAN

Managing Director and Head Trainer

FRANNIE KASS

Education Manager

PETER BANNON

Service Dog Trainer

RYLIE PETERSON

Service Dog Trainer

ALEX WELLS

Service Dog Trainer

JEN ANDRIST

Service Dog Trainer

OUR BOARD

The Board of Directors provides oversight, fiscal governance, and strategic guidance.

[DR. KRIS BUTLER](#)

President

[DR. MICHELLE PARKINSON](#)

Vice President

[DAVE MACKMILLER](#)

Treasurer

[SERGIO VALVERDE](#)

Director

[JULIE COLEMAN](#)

Secretary (Acting)

OUR VETERINARIAN SPONSORS

GRAND AVENUE VETERINARY CENTER

We are grateful to Grand Avenue Veterinary Center for their long-standing partnership and generous veterinary care. Their certified Fear-Free approach and commitment to high-quality medicine support the health and well-being of every Pawsitivity dog in training and placement.



SPECIAL THANKS

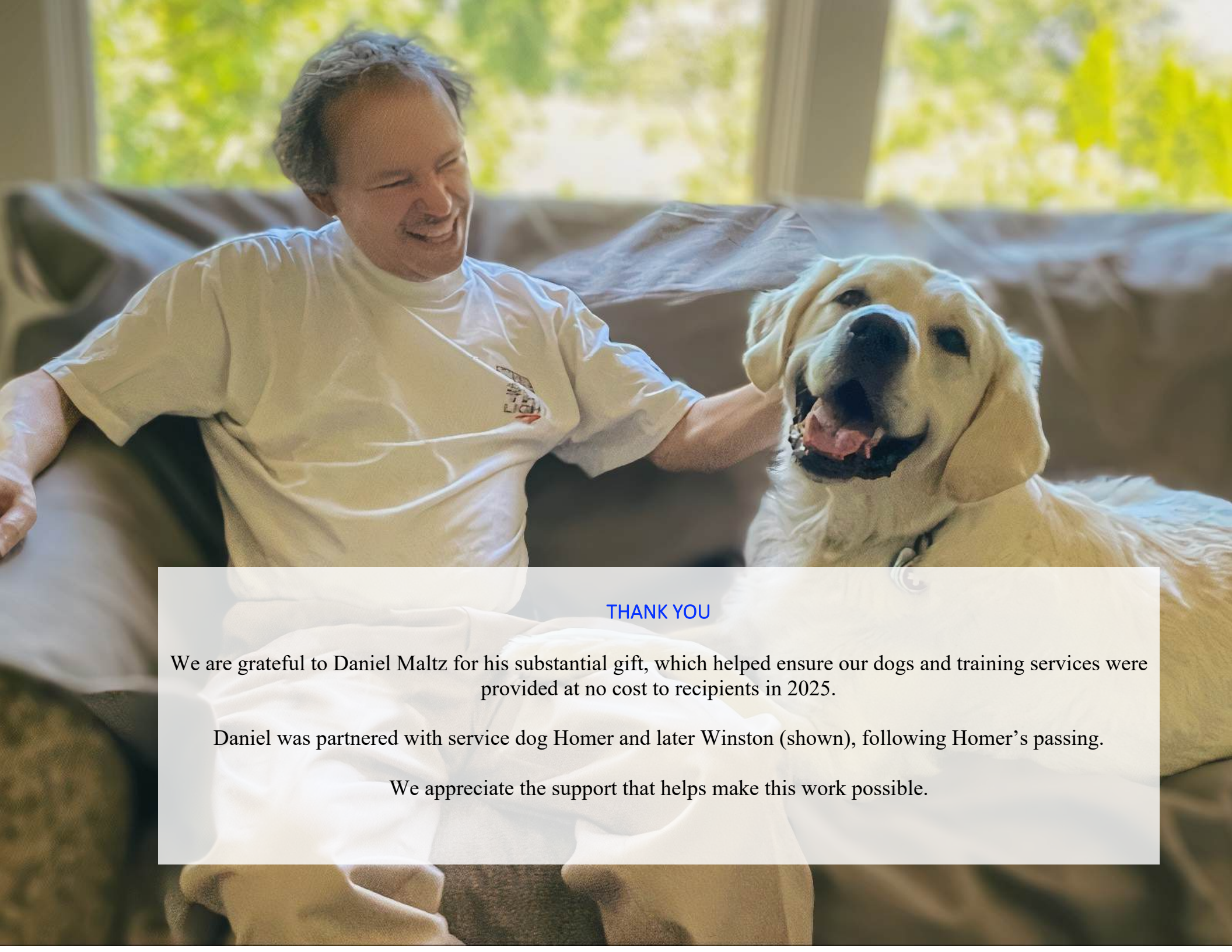
We are grateful for the generosity of the following supporters, whose leadership gifts helped make this year's work possible.

Roger Carlson

Chuck Lowden and Mary Lou Mesarchik

Sue Riley

Dana and Tom Wedum-Kennelly



THANK YOU

We are grateful to Daniel Maltz for his substantial gift, which helped ensure our dogs and training services were provided at no cost to recipients in 2025.

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

We appreciate the support that helps make this work possible.

WITH GRATITUDE FOR YOUR SUPPORT!

Dear Friends and Supporters,

This year, your generosity made our work possible. Your support helped fund training, placement, and ongoing follow-up so more veterans could live with greater independence and stability with a well-trained dog at their side.

As we often say, it takes a village to raise a service dog. Your support is a key part of that village, and we are grateful.

Thank you for standing with Pawsitivity and supporting this mission.

With deep appreciation,

Tom Coleman and Julie Coleman
Pawsitivity Service Dogs



“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.

