

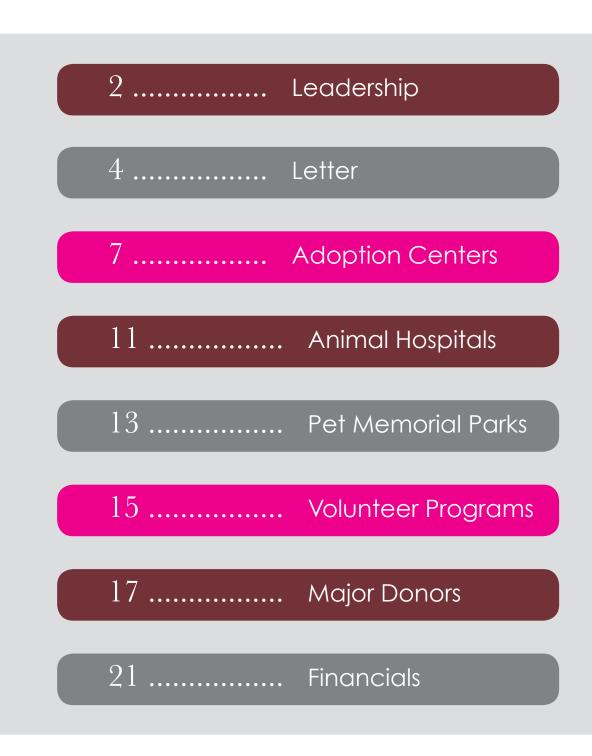
bideowee® annual report 2014



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in the way we think, function, operate. With every decision made, we consider our pets first and with the utmost regard.



Bideowee {bye-da-wee}

A Scottish phrase which means "stay awhile",

is one of the country's oldest and most respected animal welfare and pet adoption organizations. Founded in 1903 by Mrs. Flora Kibbe, Bideawee has been providing shelter, care and compassion to homeless animals in helping them to find their forever homes for 112 years.

Bideawee operates from three locations serving the greater New York metropolitan area and Long Island communities with facilities in Manhattan, Wantagh, and Westhampton.

Bideawee is a not-for-profit 501(c)3 humane organization and 100% of Bideawee's funding comes from private sources.

For more information visit: www.bideawee.org

BIDEAWEE INC. BOARD OF DIRECTORS 2014

410 East 38th Street, New York, NY 10016 • 866.262.8133

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The Better Business Bureau honored Bideawee by extending its Seal of Approval for two additional years in recognition of the organization's achievement in meeting BBB's 20 Standards for Charity Accountability.

Bideawee is in full compliance with the New York State Non-Profit Revitalization Act, the state's first major reform to its charities laws in more than 40 years.

Pamela Laudenslager, Secretary Nancy Taylor, President & CEO

EMERITUS Lewis H. Berman, DVM Elizabeth R. Cooke William A. Dueker, Jr. Warren Eckstein Joseph M. Garrison Ellen C. Grimes

we put pets first... Letter From Board Chair & President



Dear Bideawee Family, Friends and Volunteers:

For more than a century, Bideawee has been saving and caring for animals throughout the New York Metropolitan area and Long Island. During that time, we have always kept as our No. 1 priority those dogs and cats in need of a new home, food and shelter, and medical care. In order to fulfill those needs, we rely on the dedication and generosity of the entire Bideawee family of Employees, Volunteers, Adopters, Donors and Board Members. Their efforts make possible the many successes that benefit pets and the people who love them.

Bideawee's ability to continuously adapt to the changing dynamics and expectations of people adopting pets remains a key strength. To help meet these challenges our Adoption Centers regularly adjust the quantity and variety of our pets to better reflect adopter demand. We also opened our PAWS facility to provide a broad range of intake services that ensure all of our adoptable animals are healthy and ready for their new forever homes. In 2014 those successes helped account for a 28 percent increase in adoption rates and a 25 percent decrease in the length of stay at Bideawee for adoptable pets.

On another front, the Animal Hospitals at Bideawee continued to build on an improved customer care model arounded in a new consultative approach. The new process places a premium on building long-term relationships with pets and their parents. To lead the transition, Dr. Shian Simms was welcomed as our new Vice President of Veterinary Medicine. Dr. Simms brings a vast range of experience, including service with the ASPCA in San Francisco and the VCA hospitals in New York.

Our Family of Volunteers numbering more than 500 includes individual adult and teen pet lovers as well as numerous groups and corporations. These Volunteers selflessly fill many roles at Bideawee, including daily animal care, socialization and even a media spokesperson. Without the more than 37,000 volunteer hours they contribute, it wouldn't be possible to provide the programs and services our pets depend on.

Also, a special debt of gratitude goes to our Donors for their continuing commitment and steadfast support. Factors contributing to Bideawee's fund raising success include the continued growth in planned giving through the organization's Kibbe Society, and the successful launch of the Sponsor-A-Pet program. Additional events held throughout the year include the Bideawee Ball and Bideawee's fundraising walk and are important components in the organization's strategy. Together they are the reasons we continue to enjoy such remarkable success.

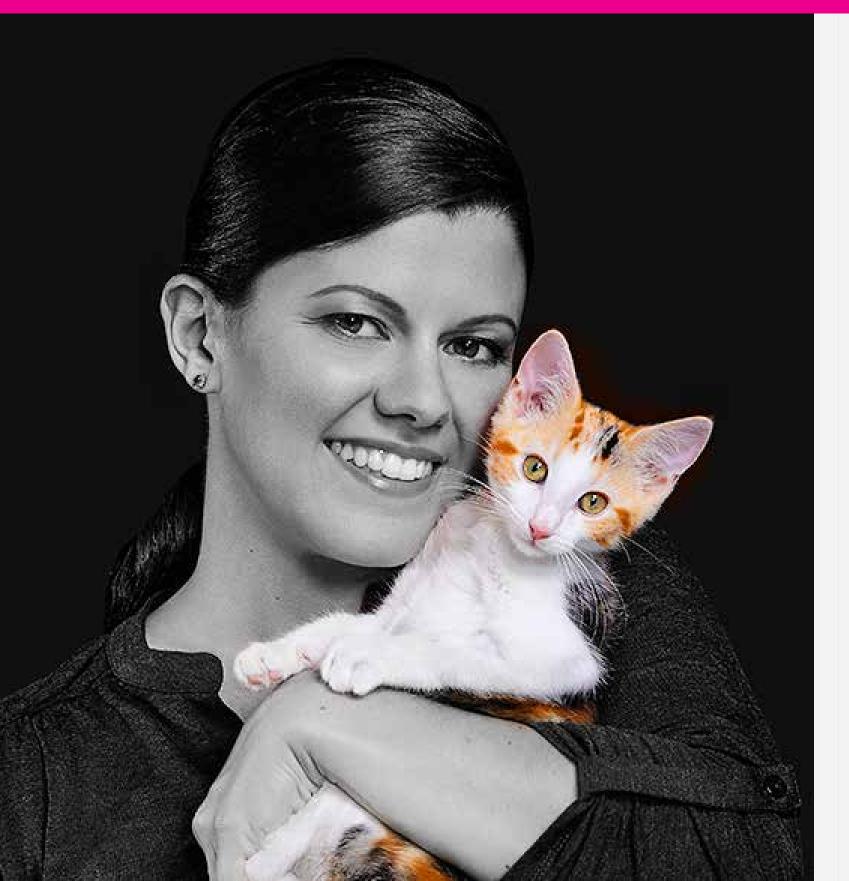
Finally, we would like to extend our gratitude to the Board of Directors for sharing their wisdom, leadership and experience. These pet lovers represent the very best in their respective fields and have donated their time, knowledge and guidance to provide the strategic footings upon which Bideawee's future is built.

With our sincere thanks to all,

Mary M. Luria, Esq., Board Chair

Nancy L Luylov Nancy Taylor, President & CEO

Bideawee Highlights for Fiscal Year 2014



BIDEAWEE MISSION STATEMENT

Bideawee cultivates and supports the lifelong relationships between pets and the people who love them.

1007 ADOPTIONS 729 SECOND START RESCUES **533** VOLUNTEERS **100** PET THERAPY PAIRS 26 READING TO DOGS PROGRAM LOCATIONS **4.9** % ADOPTION RETURN STATISTICS 37,075 VOLUNTEER HOURS DONATED 9,121 ANIMAL HOSPITAL VISITS 1,096 INTERMENTS AND CREMATIONS

From The Very Beginning to the Last Days and Every Step In Between

Since its inception in 1903, Bideawee has been guided by our founder's simple belief that animals deserve the chance to live full and healthy lives with loving families. This dedication informs every decision we make and is brought to life through our some 100 staff members and more than 500 volunteers who work tirelessly at our Adoption Centers, Animal Hospitals, Pet Memorial Parks and offices. Working together, the Bideawee team has earned unmatched respect throughout animal welfare communities both locally and nationally.

The Adoption Centers in Manhattan and Westhampton are the most visible component of Bideawee and, for many people, their first experience with our "Pets First" philosophy. By combining veterinary care, nutrition, socialization, and training with our rigorous attention to the quantity and variety of adoptable pets, our Adoption Centers placed 1,007 animals in FY14, a 28 percent increase from the previous year. Additionally, the average length of stay decreased by 25 percent, which means animals are finding loving homes faster than ever.

Included in the organization's impressive adoption numbers are 729 animals that qualify as Bideawee Second Start Pets. This life-saving program has been developed specifically to save the lives of dogs and cats that otherwise would have been euthanized in municipal shelters. Many of these animals were victims of abuse, neglect, and starvation.

Our Mobile Adoption Program has become a highly successful way to place pets in forever homes. Bideawee's Mobile Adoption events typically are hosted by our corporate adoption partners such as Barnes & Noble, Kiehl's, Orvis, Old Navy, PetSmart, Whole Foods, as well as other local organizations such as Camp Canine, Citarelli, NY Dog Shop, and the Teacher's Federal Credit Union. Bideawee participated in 145 partnered events during the year, 88 of which were Mobile Adoption Events attracting more than 5,000 pet lovers.

To complement the expanding role that partnerships and special events play in the organization's success, Bideawee has invested in the most upto-date social technologies – both online and mobile like Facebook, Twitter, Yelp, Instagram and others. Bideawee's website also underwent a redesign that takes full advantage of the evolving trends in this technology.



New and Expanded Programs Advance the Bideawee Mission

In February Bideawee launched its Sponsor a Pet Program to help defray the costs of keeping Bideawee's long stay and difficult-to-adopt animals. The program began with 12 long-stay animals and quickly garnered public support with 84 pet lovers joining the program. Sponsor A Pet has proven to be a real success. In addition to providing financial support, three of the original animals in the program have found forever homes.

Training and Socialization Remain Key Elements of Pets First

Bideawee's Trainers and Matchmakers epitomize our Pets First philosophy. The Bideawee Training Team prepares animals to be placed in their forever homes through initial behavior consultations and observations to final assessments that ensure each Bideawee pet is ready to be adopted by a forever family.

Our Matchmakers dedicate themselves to understanding the behavior and personality of every animal in their care. The knowledge and the relationships Matchmakers build with Bideawee pets help find just the right home. It's why Bideawee has a return rate four times better than the industry average.



Good Health Provides the Foundation for a Happy Life Together

For more than 1,000 homeless pets that called us home in 2014, each received excellent medical care from the doctors and staff at the Animal Hospitals at Bideawee.

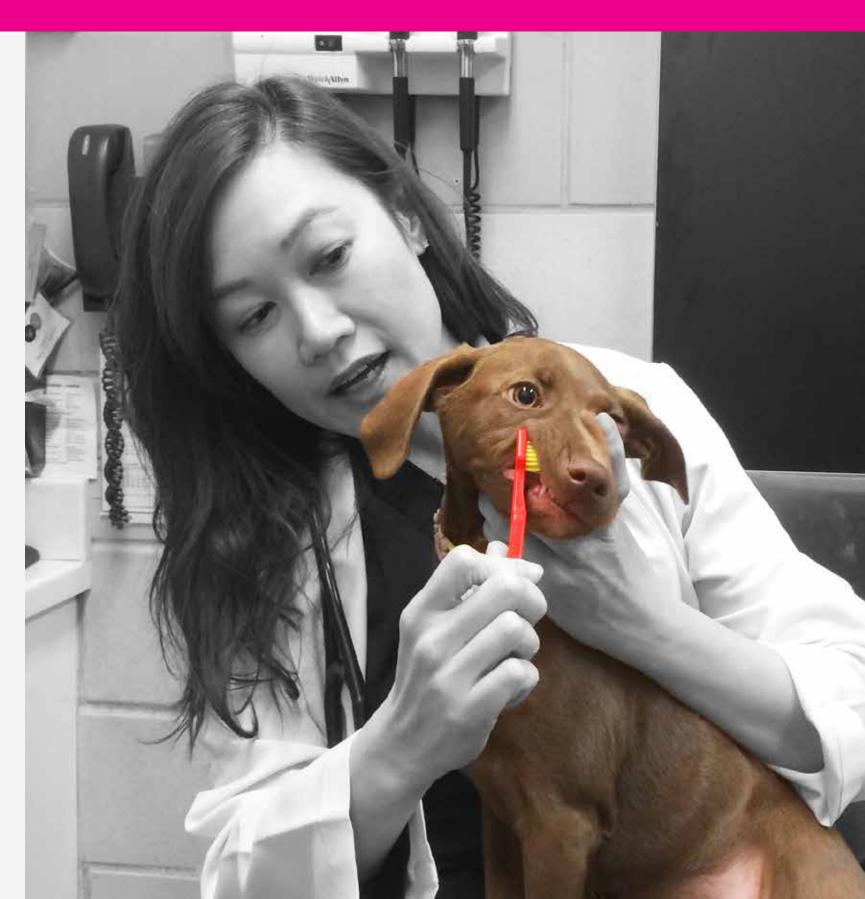
The fact is quality veterinary care has always been an essential ingredient to Bideawee's success, beginning soon after the organization's founding. Today, we operate two full-service hospitals to care for resident and private-client pets in Manhattan and Westhampton. Both of our public hospitals are accredited by the New York State Veterinary Medical Society.

To ensure that each pet has access to the most innovative and specialized care when needed, our veterinarians also partner with a wide variety of New York area specialists ranging from oncologists to neurologists and dermatologists. All of these factors go into providing the best possible care for each pet.

Another factor leading to our ability to quickly and safely place pets in forever homes is our PAWS (Prevention and Wellness Satellite) facility. Located on our Wantagh campus, PAWS has fundamentally changed our approach to animal intake and disease management. Because Bideawee takes animals from four distinct sources – including local "high kill" municipal shelters, owner surrenders, shelters throughout the United States, and local private rescue groups – it is imperative to identify, mitigate and treat diseases and other health issues before these animals are introduced into our general pet population. PAWS meets that requirement everyday.

The next step in PAWS evolution was made possible by a \$5,000 grant from The John T. and Jane A. Wiederhold Foundation, which helped equip a new surgery suite at the PAWS facility. Once running, PAWS will be able to spay/neuter cats and dogs coming into our system without taking them to one of our hospitals.

Bideawee hospitals all stand ready to assist New York pets during an emergency. From Super Storm Sandy to a building explosion in Harlem, Bideawee has provided emergency care and shelter to animals left homeless and injured by these tragedies. These experiences provide the Animal Hospitals at Bideawee with a knowledge base that can mean the difference between life and death in extreme circumstances.



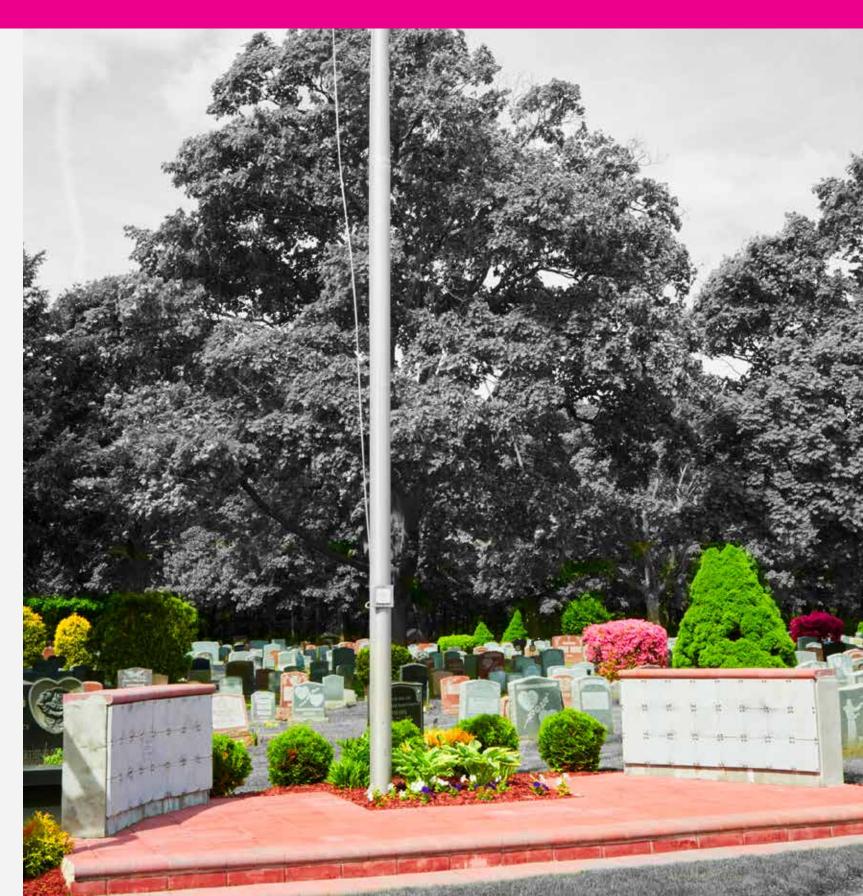
There for Pet Lovers During the Most Difficult Times

Since 1916, the Pet Memorial Parks at Bideawee in Wantagh and Westhampton have been a sanctuary for pet owners seeking to memorialize a beloved member of their family. Today, pet families expect an experience that mirrors that of a human funeral home. Last year, the Bideawee Memorial Park In Wantagh embarked on a major renovation. The new facility offers a comforting environment with private rooms as well as many new products and services. For example, the Flora Kibbe Memorial Garden provides pet lovers who have chosen cremation a lovely dedicated area to memorialize their pet.

The Garden is located directly outside the Pet Memorial Park offices in Wantagh and provides a prominent, yet serene setting among seasonal flowers and shrubs. Pets' ashes are interred in niches faced in granite or in small plots beneath attractive paving stones.

Another major change was made possible due to a recent change in New York State law that allows cremated human remains to be buried alongside the remains of their pets at the Bideawee Memorial Parks. Pet owners may now choose to own plots where they and their pets may be interred together in a perpetual care facility.

To support families and individuals losing a pet, Bideawee routinely conducts Pet Loss Support Groups at Wantagh, Westhampton and Manhattan. This service is provided without cost by individuals specializing in animal bereavement. Several are Licensed Clinical Social Workers (LCSW). Their training and experience help them manage the emotional and psychological challenges that come with the loss of a pet.



Bideawee's Extended Family Places Pets First

Bideawee Volunteers number more than 500 and donated more than 37,000 volunteer hours throughout the last fiscal year. Our Volunteers encompass a large contingent of individuals from all walks of life who are trained and mentored by our full-time staff. Volunteers regularly provide many services to enrich the lives of resident animals. Many volunteers spend a majority of their time at the Adoption Centers helping feed, socialize, and care for animals awaiting forever homes. Additionally, other Volunteers provide assistance helping at the Animal Hospitals and Pet Memorial Parks, or improving Pet Therapy, Development and Marketing services.

We even have Volunteers that serve as the public face of the organization at key media events, such as Bideawee's adoptable animals segment on LXTV airing on NBC4 in New York City. Volunteers are also responsible for hosting and producing The Bideawee Buzz, the organization's video series.

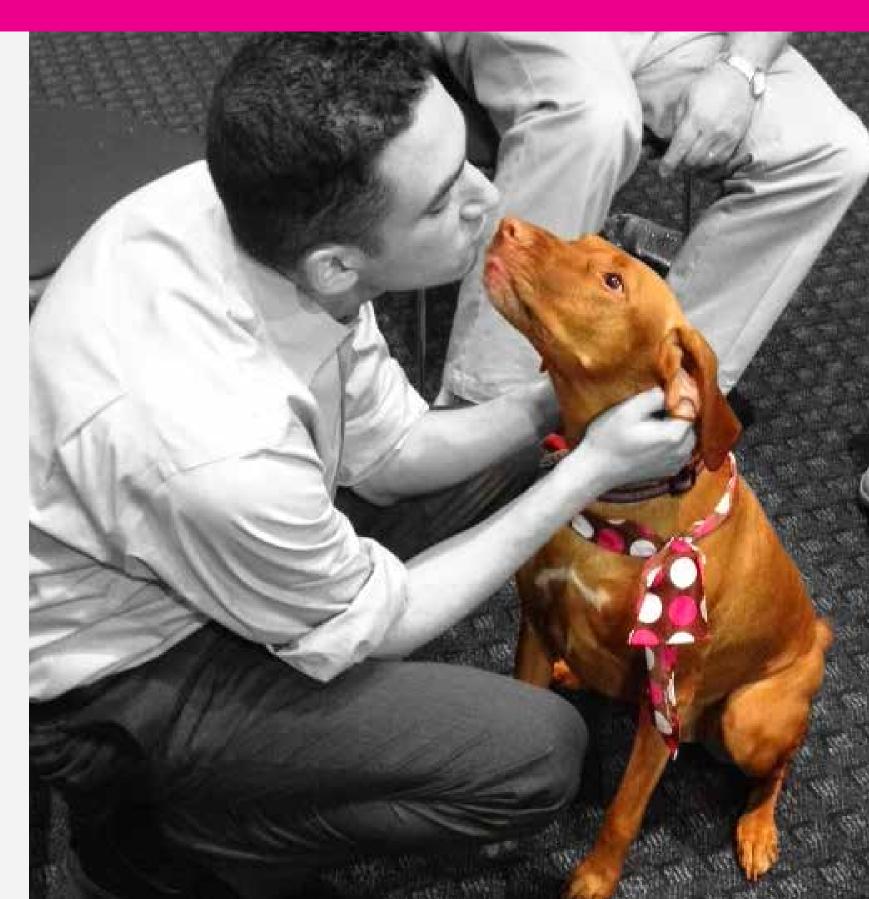
Bideawee also supports an active Corporate Volunteer Program that creates partnerships with some of New York's most well regarded corporations. Bideawee hosted groups of employees from 58 corporations in FY14.

We've also committed to helping younger pet lovers through our Teen Volunteer Program. These groups have contributed more than 1,700 hours helping beautify the grounds at the Pet Memorial Park in Wantagh, keeping the kennels clean at the Adoption Centers, and helping to socialize animals.

A new addition to the Bideawee Volunteer Family this year was the formation of The Young Professionals Committee (YPC). Under the leadership of Joe Sorbera III and Devin Shanahan the YPC rapidly grew to 20 members and welcomed more than 100 attendees at their first event in lower Manhattan.

Volunteers also play a key role in delivering the organization's life-altering Pet Therapy Programs. Our certified pet therapists and their specially trained dogs (and even some cats) serve as the backbone of a program that showcases the healing power generated by loving pets. Our Pet Therapy Volunteers made more than 3,500 visits to children and adults in 100 health care and special education facilities in New York.

An important extension of our pet therapy program is The Reading to Dogs Program. Partnering with schools and libraries in the five boroughs and on Long Island, Bideawee brings trained Reading to Dogs teams into the classroom and uses a pet's natural loving nature and patience to comfort and encourage children to read without fearing the judgment of their peers.



Major Donors FY 2014

Bideawee would like to thank our Major Donors for their loyalty and support. Bideawee depends solely on public support and your generosity enables us to carry out our mission of cultivating and supporting the lifelong relationships between pets and the people who love them.

\$1,000,000+ Cook 2000 Living Trust

\$500,000-999,999 Hilda Brown Trust

\$100,000-499,999

Estate of Wilbur F. Freitag Estate of Phyllis Millstein Estate of Irene Parker Estate of Beatrice Rhodes Estate of Helen Tyrrell

\$50,000-99,999

Estate of Arnold Agree Estate of Rita Albert Thomas B. Brookes, In Memory of Jacqueline Brookes Davis and Gilbert LLP Ruth Dunn Estate of Jean Dunning Estate of Lilian Ebbitt Estate of Cynthia L. Eckhardt Blanche T. Enders Trust Estate of Mildred Grossman Bella Hechler Charitable Trust Estate of Louise Levine Estate of Marjorie C. McDermott Estate of Mary Priolo Donna and Marvin Schwartz Estate of Megan Spanierman Estate of Stanley Posthorn

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\$10,000-24,999

Pallavi and Anil Atluri Emma Barnsley Foundation Estate of Beatrice Carson

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\$5,000-9,999

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\$2,500-4,999

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\$1,000-2,499

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Erica Schwartz Victoria Marks Schwatka The Setton Foundation Tamryn Shami Brian Silva Peter Small Joseph Smith Sarah Solomon Estate of Madeline M. Sorrenti Dorothy T. Sousa Dom Spinosa Estate of Barbara J. Steadman Beth and Howard Stern Ralph M. Stone Ronald and Nancy Taylor TD Bank Mark Tessler Doug Travaglione Truist Jennifer Tytel Mary Ellen Van Sise Patricia Wadley Sandra Wadsworth Estate of Marie E. Wahn Wells Farao Westhampton Free Library Priscilla Whittington Robert P. Wilder Jennifer Williams Marilyn Wolstencroft Christine Yordan ZBI Employee Allocated Gift Fund

Bideawee strives to correctly recognize all donors. We apologize for any errors, omissions or misspellings in this report. To report an error, call our Development Department at 1,866,262,8133.



FINANCIAL STATEMENTS

[Statement of activities]

FINANCIAL STATEMENTS [Statement of financial position]

 REVENUES, GAINS AND OTHER SUPPORT Special events revenue Less: cost of direct benefit to donors Special events net Bequests and Legacies Contributions In-kind contributions Adoption Centers, Animal Hospitals, Loving Legacy and other fees Cemetery maintenance fees Miscellaneous income Investment income, net of investment fees Change in value of beneficial interest in split interest agreements 	2014 3 357,011 \$ (70,015) 286,996 4,165,618 1,811,009 50,084 2,168,251 400,633 80,358 798,730 153,606	2013 314,720 (82,141) 232,579 3,041,430 2,089,750 106,604 2,048,478 500,930 64,040 751,815 (67,751)	ASSETS Cash and cash equivalents Bequests, legacies, and other receivables, net Inventory Prepaid expenses and other assets Investments Property and equipment, net Beneficial interest in trust TOTAL ASSETS	2014 \$ 1,032,104 \$ 844,245 129,852 89,906 16,621,292 8,001,914 747,565 \$ 27,466,878 \$ \$	2013 1,139,633 69,078 129,560 103,144 17,366,214 8,463,177 593,959 27,864,765
TOTAL REVENUES, GAINS AND OTHER SUPPORT EXPENSES	9,915,285	8,767,875	Accounts payable, accrued expenses and security deposits held Capital lease obligations payable TOTAL LIABILITIES	\$ 661,056 \$ 24,768 685,824	737,942 30,989 768,931
PROGRAM SERVICES Adoption Center Animal Hospital Behavior, learning and volunteers Memorial Parks Loving Legacy TOTAL PROGRAM SERVICES	3,721,339 2,355,325 600,298 1,014,975 <u>84,408</u> 7,776,345	3,530,627 2,073,747 434,639 1,046,677 <u>152,386</u> 7,238,076	COMMITMENTS NET ASSETS Unrestricted Net investment in property and equipment Available for operations Total Unrestricted Temporarily restricted Permanently restricted	8,448,182 <u>7,977,146</u> 16,425,328 150,476 10,205,250	8,609,884 <u>8,432,188</u> 17,042,072 144,452 9,909,310
Management and General Fundraising	963,266	1,110,865	TOTAL NET ASSETS	26,781,054	27,095,834
TOTAL SUPPORT SERVICES	1,490,454 2,453,720	1,773,745 2,884,610	total liabilities and net assets	\$ 27,466,878 \$	27,864,765
TOTAL EXPENSES Change in net assets Net assets, beginning of the year NET ASSETS, END OF THE YEAR	10,230,065 (314,780) 27,095,834 \$ 26,781,054 \$	10,122,686 (1,354,811) 28,450,645 27,095,834			



