

2018 Annual Report

Your Dog's Friend saw major changes in 2018. We hired our first employee, switched to QuickBooks Online, revised policies and procedures, and used a system that lets us take credit cards for sales and track inventory. We received our first grant, allowing us to professionally videotape some of our workshops for wider distribution, and we raised more from our annual fundraising events.

TRAINING CLASSES

Below are the training classes we held in 2018. We had approximately **212** different classes, not including on-going classes (Obedience Skills, Puppy K and Puppy Party). We had **2,995 students** in our classes, many of which were repeat students.

Class	# Times	Class	# Times
Basic Manners 1	33	Agility Games	11
Basic Manners 2	2	Agility	31
Puppy Kindergarten	ongoing	Scent & Search	7
Puppy K 6-week class	2	Nose Work	14
Puppy 1 st Grade	27	Treibball	3
Puppy 2 nd Grade	5	Leash Manners	4
Puppy Party	weekly	Come When Called	4
Fearful Online	1	Please Stop Jumping	1
Reactive Dog Class	4	Simmer Down	1
Reactive Dog Online	4	Proof Positive	1
Growly Dog	4	Impulse Control	2
Distracted Dog	3	Holiday Manners	2
Confidence Building	4	Obedience Skills	ongoing
Pet Tricks	3	Easter Agility	one-time
Connection, Cooperation, & Control	11	Out and About	6
Canine Good Citizen Prep	6	Platform Training	2
Skills for Pet Sitters/Dog Walkers Online	2	It's All Just Fun & Games	5
Play & Games for Small Dogs	1	Grooming Class	1
Kids Camp	2 one-week sessions	Snuffle Mat Crafting	1
TTouch	1 one-session class		

Class	Students	Class	Students
Basic Manners 1	335	Agility Games	65
Basic Manners 2	13	Agility	167
Puppy Kindergarten	554	Scent & Search	42
Puppy K 6-week class	16	Nose Work	66
Puppy 1 st Grade	209	Treibball	15
Puppy 2 nd Grade	39	Leash Manners	22
Puppy Party	934	Come When Called	23
Fearful Online	5	Please Stop Jumping	8
Reactive Dog Class	29	Simmer Down	5
Reactive Online	56	Proof Positive	7
Growly Dog	16	Impulse Control	9
Distracted Dog	19	Holiday Manners	7
Confidence Building	23	Obedience Skills	22
Pet Tricks	15	Easter Agility	12
Connection, Cooperation, & Control	49	Skills for Pet Sitters/Dog Walkers online	21
Canine Good Citizen Prep	41	Kids Camp	18
Out and About	42	It's All Just Fun & Games	38
Play & Games for Small Dogs	5	TTouch Methods to Calm Your Dog	8
Platform Training	12	Snuffle Mat Crafting	20
Grooming class	8		

2018: 212 classes, 2,995 students

2017: 183 classes, 2,623 students

ADMINISTRATIVE MATTERS

Attorneys Julian Spirer and Eric Ciazza helped create, revise, or review the following:

- Independent Contractor Agreements
- Policies and Procedures
- Record Retention Policy
- Whistleblower Policy
- Lease for Parklawn Drive

We also developed a manual with vendors and technical information.

We are nearing 7,000 people on our mailing list, and we have nearly 5,500 Facebook followers.

GRANTS

\$5,000 Maddie's Fund Grant to professionally videotape 5-6 workshops:

- "PTSD in Pets" – with veterinary behaviorist Dr. Amy Pike (9-29-18) - 2,200 views

Future Taped Videos:

- Fun, Enriching Activities for Your Dog (2-2-19)
- Helping Your Fearful Dog Navigate the World (2-23-19)
- Help! My Dog is Reactive! – advice from veterinary behaviorist & trainer, Dr. Leslie Sinn (3-16-19)
- On the Go – tips & tricks for bringing your dog out and about around distractions (5-4-19)
- Learn to Speak Dog! (5-18-19)

ANNUAL FUNDRAISING EVENTS

- Strut Your Mutt \$5,327.08
- Giving Tuesday \$18,010

We are planning an event the week of National Pet Week, May 5 – 11. It will be a "non-event" that doesn't require anyone to go anywhere. Details are still being worked out.

TRAINING CENTER COORDINATOR

Nicole Wright was hired as a 30 hour/week Training Center Coordinator. She is handling all scheduling, inquiries, puppy class updates, advertising, payments, and community relations for classes. Nicole is doing a FANTASTIC job!

TRAINING CENTER

Liz Ewart renegotiated a three-year lease with Prime Management. Prime has since sold the building to BGR Associates, but the terms of our lease stay in effect. We installed new flooring in the Training Center in July, and we set up an on-site office with a desk, file cabinet, phone, and internet access. A board displaying items for sale was hung in the training room, and the inventory has been neatly organized in the office. A credit card reader and tablet have been set up in the office to facilitate sales.

SALES

We are now taking credit cards through Swipe Simple. This system has also allowed Liz Ewart to track inventory, so she knows when to restock products. We have expanded our toy offerings, and are selling a lot more!

FINANCIAL CHANGES

In addition to using Swipe Simple to accept credit card sales and track inventory, Jen King set up QuickBooks Online. We will be doing our own bookkeeping in 2019. We have started searching for a volunteer treasurer.

St. Luke's Episcopal Church has increased its rental fees from \$30/event to \$50/hour upstairs and \$35/hour downstairs. However, they are still giving us 50% off the rental fees.

2019 GOALS

- Add additional Board members
- Find a volunteer treasurer
- Add an annual spring fundraiser
- Find more business matching grants
- Increase outlets for the free workshop videos

Submitted by Board President:
Debra Ekman