



Fur The Brand

2022 ANNUAL REPORT



Our Purpose

Fur The Brand is a registered 501(c)3 nonprofit providing support and financial assistance to families whose pet faces a cancer diagnosis requiring veterinary care in which they are unable to afford.

Our Mission

Fur The brand is a women-owned and led foundation on a mission to bring awareness to canine cancer while providing financial assistance to pets who face a cancer diagnosis requiring extensive veterinary care in which their owners are unable to afford.

We are on a mission to change the narrative on canine cancer and believe that no owner should have to make the difficult decision to put a pet down or neglect medical needs because of the costs involved.

Our Team

SAMANTHA MCAFEE

Founder/CEO

NOELLE NORWOOD

*Director of Marketing
& Development*

MYSTICA O'CONNOR

Director of Operations



Board of Directors

Bridget Davis

Brandy Harveth

Rachel Hickey

Program Overview

In 2022, we really focused on expanding our Financial Assistance Program and had a huge uptick in volume as far as applicant demand and the number of dogs/families that we were able to provide assistance for. We helped fund veterinary treatment for 54 dogs.

We continued to focus on prognosis with a focus on the symptoms and overall health of the dog.

After the initial application review, our team conducts further due diligence to verify the information provided in the application, including reviewing medical history, checking Veterinarian authorizations, and evaluating treatment plans. Having a better understanding of how advanced symptoms are has allowed us to determine whether or not it is too late for intervention.

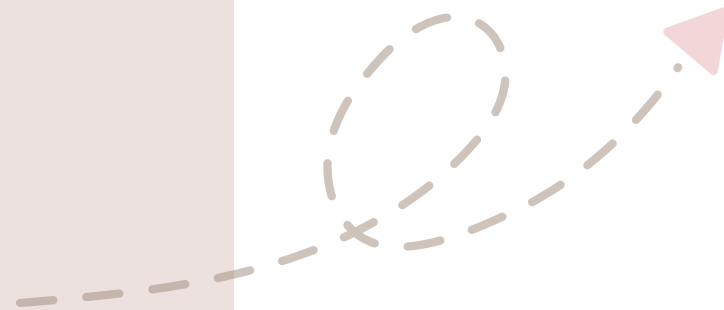
The prognosis for a dog with cancer will depend on several factors, including:

1. Type of Cancer: Different types of cancer can have different prognoses, with some being more treatable and responsive to therapy than others.
2. Stage of Cancer: The staging of cancer, or how advanced it is, can also impact the prognosis. If the cancer is detected early, it may be more treatable, whereas if it has spread to other parts of the body, the prognosis may be less favorable.
3. Overall Health of the Dog: The overall health of the dog, including age, breed, and any underlying health conditions, can also impact the prognosis.
4. Treatment: The type and effectiveness of the treatment will also play a role in the prognosis. In some cases, surgery, chemotherapy, or radiation therapy can be successful in treating cancer and prolonging the life of the dog.

Budget-

We realized that our 9k budget may not be the most sustainable going into 2023. We have decided to adjust the budget to 5k. This will allow us to focus more efforts on engaging with our beneficiaries and staying up to date with how their treatment is going.

Our Strategic direction



1

Improve Long-Term Financial Sustainability to Allow for Equitable Allocation of Fur The Brand Resources: Diversify sources of annual revenue to allow for more resources to be allocated towards the expansion of the financial assistance program for the families that need and want them most.

2

Provide Education and Credible Resources While Spreading Awareness to the Public and Those We Serve in the Effort to Assist Families to Prevent and/or Navigate through Canine Cancer: Identify alternative financial resources and support to pet families that we might not have the capacity to serve. Encourage these families to seek out these additional resources. We plan to identify the useful and necessary information and share this information with our pet parents and through all social media streams.

3

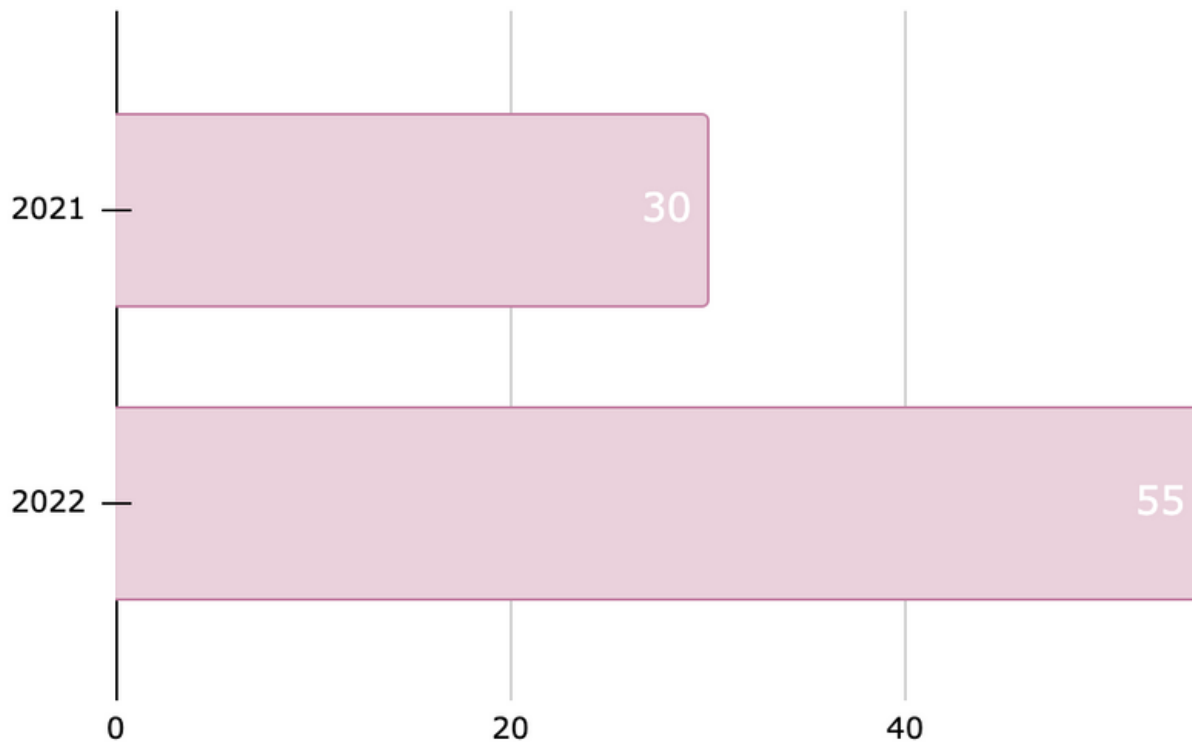
Identify New and Creative Ways to Get Involved With Our Local Community While Also Connecting With Our Public Supporters on a Nationwide Level: Focus on local outreach and establish a diverse range of partnerships in efforts to reach untapped communities. While also connecting with and growing our nationwide reach through social media, blogs, and potential online educational and support workshops.



**FUR
THE
BRAND** fights for them.

Our Impact

Financial Assistance Program



\$376,163
RAISED

85

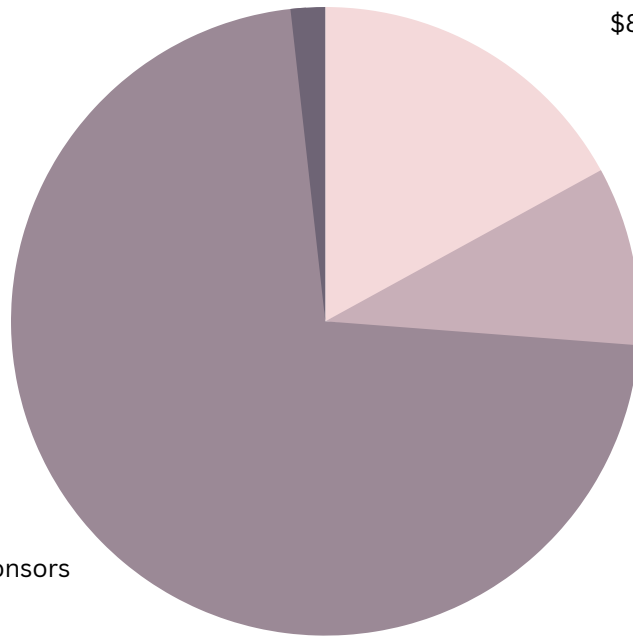
CANINE
FAMILIES
SERVED

Year In Review

REVENUE



Corporate Sponsors & Grants Sponsors
\$350,000

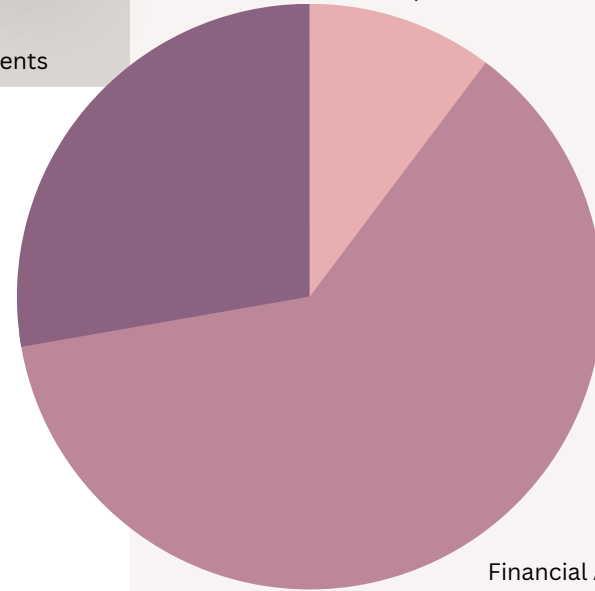


Misc. Income

Individual Contributions
\$82,705

Fundraisers & Events
\$44,704

Fundraisers/Events
\$57,404



Administrative/General
\$21,243

Financial Assistance
\$128,242

EXPENSES



fundraising events



\$44,704

**EVENT
FUNDS
RAISED IN
2022!**

2022 *January*

\$250,000+

- The Pat McAfee Foundation

\$1000-\$3,000

- NFL Foundation
- Graham Rayhal
- CAF America
- C&K Distillery LLC
- Diversified Printing Solutions
- Synergize
- Benevity Community Impact Fund

\$300-\$999

- Salesforce Impact Grant
- Dillon Elliot
- The Blackbaud Giving Fun
- Andrew Allwine
- Nationwide Giving CampaignMike's Sports Bar LLC
- Derek Woltman

\$150-\$299

- Bradley Kastrup
- Lisa Kearney
- Bank of America
- Stephanie Schlesinger
- Corey Small

IN-KIND GIFTS

- RNDC
- Pernod Ricard

+\$250

- Target Corporation Employee Giving Campaign
- Paul Howard
- Ron Phillips
- Bank of America
- Diego Weaver
- John Van Hecke
- Tracey Thompkins
- Sam Tojaga
- Kenyon Strickland
- Soggy's Sad Songs
- Share A Smile LLC Photography
- Caroline Roberts
- Kyland Resor
- John Roman
- Kathryn Zink
- Angela Wild
- Antonio Ruggiero

Testimonials

"Without the financial assistance we would have struggled to afford and possibly would have elected to not go forward with treatment because of the overwhelming costs."

"You have no idea what hope this gives our family. The financial assistance helps us focus on giving Jack the love he needs!"

"This is truly a blessing. This funding will allow us to get the necessary scans and testing done so we can see how progressed his cancer is and start treatment. I will be forever grateful to Fur The Brand for the help during a rough time."

"Tears are rolling down my face in happiness knowing I'll be able to have my boy Angus and my daughter will have her best friend."

"I did not have the \$10,000 for his radiation treatment. I am extremely frugal with myself and don't believe in living in debt but I literally put his treatment for radiation on my credit card. I was thinking this morning how am I going to pay for the two more payments? I got your email and I honestly did not have the money to do the last two radiation appointments that are around \$2,420. I am so grateful. Such a gift."

Contact Us



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