Heroic qualities are sometimes less about what you have accomplished and more about what you have encountered. In the past year, PEDIGREE Foundation has been about saluting the dogs that have endured and overcome countless challenges without suffering a broken spirit. The ones that have been abandoned, most often because families can no longer afford them, and run into personality conflicts, often remaining alone in the shelters at night as the lights go out. Yet, as the door to the shelter opens and the sun rises these shelter pets are the first to welcome you as if you are truly their best friend. No matter what the circumstances, they are our everyday heroes!

PEDIGREE Foundation has championed the best for dogs because of our love of dogs. As we entered our third year as a 501 (c) (3) organization, our belief that every dog deserves a loving home continued to be at the core of the Foundation. We have taken great strides to refine many of our successful programs that have been in place since our inception. It has led us to discover new ways to continue to build and strengthen the Foundation and pursue our dream.

A key initiative that came out of our Advisory Council in 2009 was to support and encourage creative approaches to dog adoptions. As a result, the Foundation offered ten one-time Innovation Grants to fund creative projects aimed at increasing dog adoptions and we distributed $226,000 in recognition of their pioneering new ideas to help dogs find forever homes.

In the midst of one campaign, applications were filing in for Operation Grants. A total of 1,147 shelter and rescue organizations throughout the country received more than $745,000 in Operation Grants. Together with the Innovation Grants, this brings the total amount awarded by the Foundation support to shelter and rescue organizations to $975,000. The PEDIGREE® brand kicked-off its annual adoption drive with country music star and animal lover, Carrie Underwood. The “Become a Fan, help a dog” Facebook campaign encouraged dog lovers to join the PEDIGREE® brand on Facebook, and as each new fan joined, an 8 oz bowl of food was contributed to help a shelter or rescue dog. More than 1.2 million bowls of food were donated to the cause. It didn’t stop there. As you read through the pages of this year’s annual report, you will get a glimpse of the Innovation Grant recipients, highlights of the work our Advisory Council and Ambassadors are doing, as well as the programs we are developing for 2011.

We thank you for embracing our cause and helping to make everything we do count. You are also our heroes.

Sincerely,

Debra Fair, President
Denise Battaglini, treasurer; Angel May, secretary; Geoff Browne, Steve Capitani, Linda Mars
Our mission is to help dogs in need find loving homes.
By providing grants to dog shelters and rescue organizations, we want to help make this a reality. These great organizations are giving dogs a happy life until they’re adopted. We want more people to experience the joy of adopting a dog, so we’re providing education to help people choose the perfect one. By encouraging dog lovers to donate their time and money to this cause, we’re striving for a bright future for our best friends.
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Hero “Tails”: 2010 Highlights
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Our Heroes: Special Thanks
A Hero’s Welcome

Donations and Year in Review
Donations Raised

Total Funds Raised
$1,392,098

- **Mail-In Donations**
  $33,325

- **Online Donations**
  $302,958

- **Contributed Services**
  $144,089

- **PEDIGREE® Food for Dogs**
  $750,000

- **DOGS RULE® Gear**
  $161,726

* Everytime consumers buy PEDIGREE® Food for Dogs, the brand makes a donation to PEDIGREE Foundation.

** All proceeds from purchases of DOGS RULE® Gear helps shelter and rescue dogs find loving homes. Purchase gear at dogsrulegear.com.

*** In-kind services provided by our supporting corporations and agencies that would otherwise have to be purchased.
Impact On Shelter and Rescue Organizations

Use of Funds:

- Spay/Neuter: 43%
- Medical: 27%
- Facility/Structure: 8%
- Feeding: 6%
- Other: 16%

Reason for Relinquishment:

- Can't Afford: 46%
- Family Moving: 32%
- Allergic: 2%
- Personality Conflicts: 7%
- Training Hardships: 9%
- Owner's Death: 4%
- Personality Conflicts: 7%

The statistical information contained in this annual report is for general information purposes only. The information is collected from a variety of sources, which are not independently verified by PEDIGREE Foundation, and from grant applications submitted to PEDIGREE Foundation for charitable assistance. Accordingly, PEDIGREE Foundation makes no representations or warranties of any kind, express or implied, about the completeness, accuracy, or reliability of the statistical information contained in this annual report.
### By the Numbers

#### Long Tails:

<table>
<thead>
<tr>
<th>Description</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of dogs euthanized every day in the U.S.</td>
<td>5,265</td>
</tr>
<tr>
<td>Number of dogs that don’t make it out of shelters/rescues each year</td>
<td>2 million</td>
</tr>
<tr>
<td>Percentage of shelter/rescue dogs that deserve being adopted into a loving home</td>
<td>100%</td>
</tr>
<tr>
<td>US households that have the potential to adopt a dog</td>
<td>71.4 million</td>
</tr>
</tbody>
</table>

#### Hero Funds:

<table>
<thead>
<tr>
<th>Description</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total dollars donated to shelters and rescues</td>
<td>$968,369</td>
</tr>
<tr>
<td>Total shelters and rescues receiving grants</td>
<td>1147 Operation Grants, 10 Innovation Grants</td>
</tr>
<tr>
<td>Average Grant</td>
<td>$653.87 for Operation Grant, $22,600 for Innovation Grants</td>
</tr>
<tr>
<td>Avg number of dogs helped per shelter/rescue</td>
<td>70</td>
</tr>
<tr>
<td>Avg # of paid staff at shelter &amp; rescue locations</td>
<td>3</td>
</tr>
<tr>
<td>Avg # of volunteers at shelter &amp; rescue locations</td>
<td>50</td>
</tr>
<tr>
<td>Avg # of dogs helped by shelter &amp; rescue in 2010</td>
<td>80,290</td>
</tr>
</tbody>
</table>

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## Friends Fur Ever:

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total cash contributions and sale of merchandise</td>
<td>$1,248,009</td>
</tr>
<tr>
<td>Total contributed services</td>
<td>$144,089</td>
</tr>
<tr>
<td>Online Donations</td>
<td>$302,958</td>
</tr>
<tr>
<td>Mail-In Donations</td>
<td>$33,325</td>
</tr>
<tr>
<td>Increase in donations from 2009</td>
<td>$294,358</td>
</tr>
<tr>
<td>DOGS RULE® Gear merchandise funds raised</td>
<td>$161,726</td>
</tr>
<tr>
<td>DOGS RULE® Gear sales increase from 2009</td>
<td>$69,520</td>
</tr>
<tr>
<td>Foundation funds that go toward dog adoption</td>
<td>$968,369</td>
</tr>
<tr>
<td>Number of The PEDIGREE® Adoption Drive Facebook Fans that signed up to Become A Fan - Help A Dog</td>
<td>1.2 Million</td>
</tr>
<tr>
<td>Amount raised during Facebook $1 Drive</td>
<td>$14,775</td>
</tr>
<tr>
<td>Dollars raised through E-card Donations</td>
<td>$7,970</td>
</tr>
<tr>
<td>Amount of PEDIGREE® brand food donated</td>
<td>1.9 Million lbs</td>
</tr>
</tbody>
</table>
Donations by state

PEDIGREE Foundation couldn’t do this without the support of the many kind donors who not only took their time but shared their hard-earned dollars to embrace our cause. The efforts of many do not go unnoticed or without recognition so we dedicate this page to showcase how our mission has been aided throughout the country.

*Included but not shown
- 30 (AB)
- 25 (AP)
- 1006
- 25 (NL)
- 600 (ON)
- 1200
- $653.87 (PR)
- 77 (QC)
Hero “Tails”
2010 Highlights
2010 Foundation Highlights

Ambassador Program

Mars Petcare US, the makers of PEDIGREE® Food for Dogs, encourages every associate to be a part of PEDIGREE Foundation Ambassadors Program by asking them to join in the call across the country – specifically in communities – to “Help Us Help Dogs.” Every associate can share in the philanthropic commitment of the PEDIGREE® brand and PEDIGREE Foundation to help dogs find loving homes. The enthusiasm in 2010 for the Ambassadors Program was evident in the number of adoption stories, volunteerism, work for shelters across the country and donations. An important element to the success of the Foundation is passing along our learning’s to the Ambassadors. As with any higher form of education, at some point the student becomes the teacher. By sharing this knowledge through the Ambassador program the Foundation has been able to educate as well as grow our network of friends and family by encouraging them to support in three ways: Adopt, Volunteer and Donate.

PEDIGREE Foundation Advisory Council

PEDIGREE Foundation took its original point of view for the Advisory Council – a collaborative group of thought leaders in the animal welfare field – and redirected its focus to build a platform for information. The intent was to have external best practice presenters address issues impacting shelters and rescue organizations. The April 2010 meeting included Ralph Merrill, PhD, MSc, BSc in Psychology and Zoology, The Waltham Centre for Pet Nutrition on the topic of the “Introduction to the Field of Behavior” and Dr. Angela Hughes, Veterinary Geneticist, Mars Veterinary on “Canine Behavior Genetics.”

Innovation Grant Overview

To be truly innovative one must introduce something new – an inventive idea, design or method - that demonstrates improvement and originality. PEDIGREE Foundation offered one-time Innovation Grants, ranging from $10,000 to $25,000, to qualifying organizations for their use of creative tactics to drive dog adoptions.

The Innovation Grants marked the first time that PEDIGREE Foundation contributed funds based upon “out-of-the box” thinking when it came to raising awareness, volunteerism, donations and, ultimately, dog adoptions. The Foundation encouraged shelter and rescue organizations to find inspiration from their staff, supporters and communities, as well as research new programs and consider existing events that have been successful for other non-profit organizations.
The initiative came out of an Advisory Council meeting in 2009 where members of the group charged the Foundation with looking at behavior rehabilitation as a means of increasing dog adoptions. The group of 2010 Innovation Grant winners shared the common goal: to pioneer new ideas that will help to change the way we look at future programs and improve adoption rates throughout the country, in addition, to the welfare of animals within their own communities. The ten worthy recipients of the 2010 PEDIGREE Foundation Innovation Grant comprised of non-profit, tax-exempt dog shelter and rescue organizations across the country. Thanks to the generosity and donations from dog lovers across the country, PEDIGREE Foundation was proud to award a total of $226,000 in grants to these selected local shelters and rescue groups to fund creative projects aimed at finding dogs a forever home.
For many combat veterans returning from active duty overseas, the nightmares and horrors of war do not end after they are safely in their own home. Of the more than two million U.S. soldiers deployed to active combat over the last two years, anywhere between 13% and 30% will experience Post-Traumatic Stress Disorder (PTSD), an anxiety disorder that can occur after exposure to a life-threatening event. At the same time, tens of thousands of dogs are abandoned to animal shelters annually.* The majority fail to be adopted because there are simply not enough volunteers to provide the training necessary to be successfully adopted. What do combat veterans and shelter dogs have to do with one another?

Amazingly, one unique program aims to help both veterans suffering from PTSD and shelter dogs seeking forever homes. The Central Missouri Humane Society of Columbia, Missouri, in collaboration with the Research Center for Human-Animal Interaction (ReCHAI) at the University of Missouri’s College of Veterinary Medicine, created a curriculum to aid both. The program facilitates successful adoptions of shelter dogs while helping combat veterans fight the symptoms of PTSD and re-integrate themselves into civilian life.

Select military service members who recently returned from Iraq and Afghanistan will be trained as mentors for families that have just adopted a shelter dog. Veteran mentors will be taught practical skills in addition to methods that encourage and support new shelter dog owners in addressing common dog behavior problems.

The study compares new shelter dog owners with a control group of new owners who do not receive the mentoring. The owner-dog bond and dog behavior will be studied as well as relinquishment patterns will be tracked. The expected outcome is fewer post-adoption return of dogs to the shelters and better behavior in dogs adopted through the mentoring programs. Combat veteran participants will also be monitored with regards to their physical health, substance use, employment status, weekly physical activity outside of the dog walking, social support and family functioning, with expected improvements in mood, physical activity and family functioning.
According to Rebecca Johnson, the ReCHAI director, merging returning veterans with shelter dogs through this study accomplished major goals for both groups. Johnson stated that “Veterans will have an important role in helping the dogs learn skills crucial to their achievement outside of the shelter, whereby increasing the rate of successful adoption. In turn, the program will help the veterans fight the symptoms of PTSD by providing them with a purpose, some structure, opportunities for relaxation, exercise, and a greater sense of well-being as they help others and reintegrate into their own lives with families and communities.”

Dog adoption mentoring is just one phase of the Veterans and Shelter Dogs program, and was entirely made possible through the 2010 PEDIGREE Foundation Innovation Grant funds. Other components include a dog obedience training program which pairs veterans and shelter dogs in a basic dog obedience training program, and a PTSD service dog training program that links veterans with shelter dogs for a training program aimed at preparing the dogs to serve other veterans as PTSD service dogs.

For more information about the Veterans and Shelter Dogs program, visit www.rechai.missouri.edu/vsd.htm.

*According to statistics provided by the Research Center for Human-Animal Interaction.
We all know the type – the rascal, the scoundrel, the class clown. This type of dog is often an adorably cute bundle of fur, energy and trouble. One that might be fairly easy to adopt out but that often is returned to the shelter after the new owner discovers that this abundance of canine energy plus its lack of training can be an unruly combination. Enter the Canine College Scholarship program, a special initiative created by the Charleston Animal Society to support the unique issues of the shelter’s more “challenging” dogs and keep these lively pups in their newly adopted homes.

To be included in the program, dogs will be evaluated and flagged as “challenging.” Potential owners interested in adopting these charming but boisterous pups will be offered a special Canine College Scholarship. The shelter will waive the dog’s adoption fee and provide a discounted, mandatory training program and bond building workshop. By addressing the dog’s specific behavioral challenges as well as building trust between the dog and new owner it will ensure that they are well-behaved and happy in their new homes.

“Thanks to the PEDIGREE Foundation Innovation Grant, we were able to create the Canine College Scholarship program, which will underwrite the adoption of 150 of the more tricky dogs that come through our shelter,” said Marc Edwards, Assistant Executive Director of the Charleston Animal Society. “With this scholarship program we will be able to identify the dogs that we think need a bit of extra help, using monetary and training incentives to encourage their adoption to the right family. In cooperation with their new owners, we will put them through a training program customized to address their particular behavior issues.

“The Canine College Scholarship program effectively and directly supports the overall mission of the Charleston Animal Society: to do everything we can to help keep dogs in their homes,” Edwards added. “Our goal is to increase our overall adoption rate by 10 percent.”

Dogs adopted through the Canine College Scholarship program will attend basic training classes that are specifically planned for and geared toward correcting their particular behavioral challenges. Training will
focus on instilling good canine manners and teaching alternatives to unwanted behaviors such as jumping, mouthing or pulling while walking on leash, while utilizing games and fun to help develop a strong bond between owners and their new dog. Owners will also be taught how to be clear and concise with obedience commands.

“So far, we have had a couple of dogs adopted that will go through the Canine College Scholarship program, and their new owners are really excited,” said Edwards. “Our trainers are looking forward to starting the classes and working with these newly-adopted dogs and their families.”

In addition to the scholarship program, the Charleston Animal Society Canine College offers a variety of training and educational classes for all types of dogs and dog owners. To learn more visit the Charleston Animal Society website at www.charlestonanimalsociety.org.

RAVEN
Adopted: June 11, 2011
After a particularly long and frigid winter, spring officially sprung in Dubuque, Iowa, which was good news for the many canine guests residing at the Dubuque Regional Humane Society. Sunny skies and balmy weather mean the return of mobile pet adoptions, a key opportunity for the shelter to present its adoptable dogs to high traffic areas and be showcased for adoption. The Dubuque Regional Humane Society currently relies on mobile adoption events for about three percent of its overall dog adoptions. The Society hopes to significantly increase that number this year with support from local businesses through its “Corporate Canines” program, combined with a boost from the shelter’s splashy new PAW (Pet Adoption on Wheels) Mobile, made possible partly through 2010 Innovation Grant funds.

The perfect marketing vehicle for pets in need of a forever home, the PAW Mobile features an eye-catching custom graphic of an adorable dog and cat frolicking on lush green grass with a blue sky backdrop, sure to draw the attention of any passerby. In addition to attracting people to the mobile adoption unit, the new van now allows the shelter to transport eight to ten dogs in user-friendly, collapsible metal cages, increasing the number of animals the shelter can include at its off-site adoption events.

“We were very anxious to kick off our mobile pet adoption events this spring and really see this as a huge opportunity to increase adoptions,” said Jane McCall, Executive Director of the Dubuque Regional Humane Society. McCall added, “With the support of generous business partners through our Corporate Canines programs, plus the addition of our beautiful new PAW Mobile, the combined impact is awesome. I am confident that we will have our most successful adoption season to date.”
The Dubuque Regional Humane Society kicked off its “Corporate Canines” program last year as a way to team up with local businesses to help support pet adoptions. Companies such as John Deere Works and Dubuque Bank and Trust have partnered with the shelter to sponsor mobile pet adoption events. Employee volunteers from the companies are trained to help staff off-site adoptions at local pet stores, farmers markets and other high-traffic locations. In exchange for their support, companies are recognized at each adoption site with a sponsor banner. In addition to off-site adoption events, the Dubuque Regional Humane Society is planning on-site adoption events with some of the larger companies in the area where it will bring the PAW mobile to the business headquarters to encourage adoptions by company staff.

For more information about the Dubuque Regional Humane Society visit www.dbqhumane.org

CHARLIE MAE
Adopted: March 4, 2010
Houston Humane Society’s Adoption Program targets “Diamonds in the Ruff”

Just like the precious stone that is their namesake, the Houston Humane Society’s “Diamond Dogs” are true gems waiting to be discovered. Created to help some of the dogs that typically take a bit longer than others to find a home, the innovative “Diamonds in the Ruff” program provides a valuable package designed to help some of the shelter’s more challenging pups become better behaved and more adoptable.

To qualify for the Diamonds in the Ruff program, a dog must be over 25 pounds and be one of the longest shelter residents. Each dog completes a four-week basic obedience training program to master the art of sit and stay, properly walk on a leash, lie down, and not jump on people. In addition, every dog that completes the program is spayed/neutered, micro-chipped, issued shots, tested for heartworm, and receives 30-days of free insurance. To encourage Diamond Dog adoptions, the Houston Humane Society created a website page http://www.houstonhumane.org/diamonds-in-the-ruff-adoptables/ dedicated to these special pups, detailing information about the training program and each dog’s distinct personality. The shelter uses YouTube videos to highlight program graduates. They also take Diamond Dogs to events and mobile adoption sites to gain exposure for the program, as well as place the dogs in homes.

“Because we don’t have a time limit for shelter dogs waiting to be adopted, many lovable larger dogs stay with us for months on end waiting to be adopted,” said Monica Schmidt, Program Director for the Houston Humane Society. “It is our hope that by providing these dogs with behavior modification and follow-up training courses for the new adopted families, not only will the dogs find a home more quickly, but they will also stay in that home forever.”

The Houston Humane Society has experienced impressive success with its Diamonds in the Ruff program. With the help of PEDIGREE Foundation Innovation Grant funds, the shelter has been able to facilitate the continued growth of the program. By creating a new part-time trainer position it allows more dogs to be trained at once and newer shelter residents to participate in the program. The shelter recently surpassed its goal of cutting down the length of stay for large dogs by 17 days and 48 dogs have been adopted through the Diamonds in the Ruff program, with only one return.
“Without PEDIGREE Foundation’s Innovation Grant it would have taken years to build up the program to where it is now and many larger dogs would still be in the shelter waiting on a home,” said Schmidt. “The grant has given inspiration to every shelter employee that has worked with a Diamond Dog, hope to every volunteer that has shed a tear wondering when we would find a Diamond Dog a forever home, and the gift of unconditional love to every adopter that has been lucky enough to welcome a Diamond Dog into their family,” Schmidt continued.

For more information on the Houston Humane Society and the Diamonds in the Ruff program visit www.houstonhumane.org.
Leon County Humane Society rides to the rescue of dogs in need

As the resourceful staff at the Leon County Humane Society has proved, the key to helping dogs find their forever homes can come down to simple logistics. The organization, headquartered in Tallahassee and runs one of the largest animal fostering programs in Florida, faces some unique challenges within the different regions it serves. On one end, many of the animal shelters located in northern Florida and southern Georgia experience an extreme overpopulation of adoptable dogs, due in part to a number of large scale breeders and not enough adopters in the small, outlining rural communities resulting in unusually high euthanasia rates. Not far away, in central Florida where the large pool of potential adopters includes many retirees, shelters are clamoring for more animals to fulfill the high demand for adoptable dogs.

From this challenging and frustrating scenario, a clever idea was born. The Leon County Humane Society developed the “Rescue Ride” program in 2009 specifically to rescue dogs from small, rural shelters where they have little or no chance for adoption. The solution: transport them to larger, urban facilities where there are not enough adoptable animals to meet the demand. In the first year of the program, the organization transported an average of five dogs per month from a high euthanasia “sending” shelter in Douglas-Coffee County, Georgia to the “receiving” SPCA facility in Tampa Bay, Florida, where adoptable dogs were in short supply. Partnering with a local animal hospital, the dogs received a full exam, vaccinations and intestinal testing, before arriving at the Leon County Humane Society for lots of grooming and TLC. The next stop was to the SPCA where they were spayed/neutered, micro-chipped, and eventually adopted.

In 2010, hoping to expand the program, the Leon County Humane Society applied for the PEDIGREE Foundation Innovation Grant and received $25,000 in funds, enabling them to add a vital transport aspect to expand the Rescue Ride program.

“Although we had been successful in transferring animals into our adoption program, we were frustrated by only being able to help a small percentage of the animals. The impact, though helpful, was relatively minimal on the overall problem,” said Sonya White, Executive Director of the Leon County Humane Society. According to White, “The Innovation Grant awarded by PEDIGREE Foundation allowed us to add the transport aspect to our existing program. We expect to increase by nearly 60% the number of animals we are able to place in permanent homes in the next year because of the grant.”
Since receiving the grant, the Rescue Ride program has grown to seven “sending” facilities and six “receiving” facilities partnering in the program. A total of 42 dogs have been placed, and the Leon County Humane Society hopes to rescue and place a minimum of 272 dogs this year.

“The success of the Rescue Ride program lays the groundwork for other organizations to create similar programs in other parts of the country,” said White. “I hope it encourages all of us to continue to look for new and creative ways to address pet overpopulation.”

For more information on the Leon County Humane Society and the Rescue Ride program, visit www.lchs.info.
Finding love later in life: Muttville makes the perfect match with “Seniors For Seniors” Program

Sometimes the most obvious choice can be the key to the perfect match. For Muttville senior dog rescue, a nonprofit organization dedicated to changing the way the world thinks about and treats older dogs, pairing senior dogs with senior citizens is perfect. The organization creates better lives for older dogs through rescue, foster, adoption, and hospice. The unique pairing of senior citizens with senior dogs is a successful and rewarding signature adoption program.

When Executive Director Sherri Franklin founded Muttville in 2007 with the mission to improve the lives of senior dogs, she knew that, despite the wonderful love that older dogs have to give, these senior pooches are repeatedly seen as less desirable than puppies. More often than not, they are among the first to be euthanized in shelters. However, she soon came to realize that older dogs have something special to offer.

“Because senior dogs are usually house trained, have gentler temperaments and have lower activity requirements than younger dogs, they are excellent companion animals for senior citizens,” said Franklin. “At the same time, as research has shown, pet ownership has many physiological and psychological benefits for seniors, including companionship, lower blood pressure, the opportunity to get regular exercise, and a feeling of increased safety in one’s home. It was like a light bulb went on,” she continued.

Muttville launched its “Seniors for Seniors” program, focusing on screening and identifying older dogs that would make an ideal match for a senior citizen. The aim was to conduct outreach to educate both independent seniors and those in assisted-living situations about the joys and responsibilities of owning a senior dog, and creating compatible adoption matches.

In 2010, the organization was awarded a PEDIGREE Foundation Innovation Grant to help support the program, which underwrote the costs of a “Welcome Home” kit that Muttville makes available free to any adopter over the age of 60. The kit includes a collar and leash, doggie bed, water and food bowl, a month’s supply of food and any prescription drugs, if needed. In some cases, Muttville was also able to offer sofa steps, doggie doors and a ramp to help modify the senior adopters’ homes to accommodate their senior dog. Innovation Grant funds also allowed Muttville to develop a “Seniors for Seniors” brochure to communicate with seniors about the joys and responsibilities of having a senior dog.
Muttville has experienced immense success with its “Seniors for Seniors” program, with nearly one third of all Muttville rescues to date adopted into homes with at least one family member over the age of 60. Since receiving PEDIGREE Foundation’s Innovation Grant, Muttville has almost doubled the number of “Seniors for Seniors” adoptions. Muttville hopes to partner with other organizations to expand the program to include other situations requiring special care and consideration, such as homes with disabled veterans, people with post-traumatic stress disorder, and children with autism.

“Receiving a PEDIGREE Foundation Innovation Grant has been a wonderful affirmation of the importance of our message: that senior dogs have a special love to give – especially to senior citizens,” said Franklin.

For more information on Muttville senior dog rescue, visit www.muttville.org
Nearly 1 million lives saved – an impressive statistic for any type of effort. But then again, the North Shore Animal League America is a truly remarkable organization. Founded in 1944 and headquartered in Port Washington, New York, the North Shore Animal League is the world’s largest no-kill animal rescue and adoption organization. Through an inspiring and exhaustive array of programs, events and partnerships, over the last decade, the organization has been able to rescue, rehabilitate and adopt an average of 20,000 animals per year.

The Cooperative Adoption Program (CAP) is one of the primary tools employed by the North Shore Animal League to save thousands of animals annually, and enables the organization to partner with many shelter and rescue groups to save animals. Since it’s inception, CAP has brought pets “out of the shelter and onto Main Street” where they could be seen by more potential adopters.

“The CAP mission is simple: to find loving homes for as many homeless companion animals as possible,” said J. John Stevenson, President of the North Shore Animal League America. “After ten years of developing and expanding the program, we are proud to showcase a fleet of six Mobile Adoption Units that allow us to visit multiple locations every week, generating tremendous awareness of shelter pets and showing a wide range of potential adopters firsthand how wonderful shelter pets can be.”

Each week, the specially equipped mobile adoption units are dispatched to high-traffic locations in the New York tri-state area. Each climate-controlled mobile adoption unit comfortably holds up to 50 pets, and can be parked near high traffic areas including shopping malls and pet stores. In addition to giving the animals the visibility they need to maximize their chances for adoption, these crowd-stopping vehicles provide valuable on-site publicity, raising the exposure of the shelter and rescue partners while helping to generate much-needed funds.
“For individuals who would like to adopt but can’t or won’t travel to their local shelter, our cooperative adoption events are the perfect solution – these people can adopt pets without having to visit the shelter,” explained Stevenson.

In 2010, PEDIGREE Foundation awarded the North Shore Animal League a $25,000 Innovation Grant to support the organization’s Cooperative Adoption Program. Grant funds have helped stage more than 40 adoption events and ensured the adoption of nearly 400 animals so far. Allowing the organization to conduct a total of 77 adoption events and ensure the adoption of an estimated 700 animals this year, many of whom would otherwise be destroyed.

“For more than ten years we helped scores of regional animal rescue and welfare groups find homes for thousands of animals, and we understand that a rescue isn’t complete until each animal is placed into a loving home,” said Stevenson. “We are truly grateful to PEDIGREE Foundation for supporting our efforts.”

For more information on the North Shore Animal League, visit www.animalleague.org.
Tucker, an adorable young German Shepherd mix adopted from spcaLA, was full of energy and enthusiasm, so much that his new owners quickly found his jumping, mouthing and grabbing behaviors too difficult to handle. Unfortunately, the pup was relinquished back to the shelter. Luckily for Tucker, spcaLA trainers immediately identified him as an ideal “Project Dog” and began his training in the shelter’s Helping Enhance Animals’ Lives (HEAL) program.

Founded in 1996, the HEAL program was designed for animals exhibiting typical shelter behavior, including excessive barking, jumping, no manners and other behaviors that are often the result of stress, boredom, lack of training and/or positive human interaction. Through HEAL, the spcaLA Animal Behavior and Training Department works with staff and volunteers, to teach shelter dogs basic obedience, manners, and other in-kennel enrichment activities. Working with dogs that exhibit “problem” behavior, the spcaLA team successfully makes them not only more adoptable, but more likely to stay in their adoptive homes.

spcaLA received a $25,000 PEDIGREE Foundation Innovation Grant to continue to grow the HEAL program, enabling the organization to add an additional training specialist focused solely on shelter pets. With additional staffing, spcaLA is able to train more volunteers and staff members to work with shelter pets and provide more in-depth programs of care for identified “Project Dogs.” The specialist is able to identify more shelter dogs to participate in a variety of humane education programs, as well as take more shelter dogs through formal obedience training.

Since receiving PEDIGREE Foundation’s Innovation Grant, spcaLA trainers have assessed 447 dogs, executed 57 training sessions, created in-depth plans for 13 “Project Dogs,” and worked with 345 dogs on training issues. In addition, volunteers have donated nearly 4,000 hours of their time working with shelter dogs through the HEAL program.

“The Innovation Grant has allowed the HEAL program to expand and flourish,” said Miriam Davenport, Senior Director of Development at spcaLA. “The program is a natural fit with PEDIGREE Foundation, as it addresses issues that result in behaviors that reduce adoptability.”

spcaLA’s “HEAL” Program tackles shelter dog stress, boredom, and behavior issues
Like many dogs before him, the HEAL program proved to be the key to success for Tucker. During the day, spcaLA staff worked on the pup’s kennel manners, while at night, Tucker participated in-group obedience classes. Using a gentle leader, he learned quickly that staying focused he would be rewarded with food, treats and toys. By successfully taking direction, he became more relaxed and less rough. After a few days, Tucker was introduced to the parallel walking method of socialization and was soon walking shoulder to shoulder with a variety of dogs. On the last night of his obedience class, Tucker no longer jumped up, mouthed, pulled on the leash or reacted adversely to other dogs. About a month later, Tucker happily found a new family that says he is a good boy and a perfect gentleman.

“The Innovation Grant will allow us to help more shelter pets like Tucker find permanent, loving homes, and will improve the quality of life during their stays at spcaLA,” said Davenport.

For more information on spcaLA and the HEAL program, visit www.spcala.com.
Washington Animal Rescue League focuses on the most needy animals with comprehensive dog rehabilitation program

They are lost, abused, and are the unfortunate victims of ill-fated circumstances. Having suffered through disaster, puppy mills, hoarding and many other treacherous situations. These are the needy and disadvantaged dogs that require the most help and often have little to no hope. In spite of that, they are considered “top dog” at the Washington Animal Rescue League.

One of the oldest animal shelters in the District of Columbia, the mission of the Washington Animal Rescue League is to rescue, rehabilitate and re-home animals that have nowhere else to go. Because many of these animals arrive having suffered through horrific situations, they can be emotionally and physically damaged.

The behavior and training department focuses on helping homeless and abandoned dogs overcome behavioral obstacles to adoption, such as lack of socialization, food and toy guarding, shyness, fear of people and new situations. The focused training enables these animals to find homes quickly, stay in homes and become valued members of their households. The department has four professional certified trainers whose work is supported by a specially trained corps of about 20 volunteers. Working together, the staff assesses the temperaments of the animals waiting for adoption then designs and implements individual training plans for each dog. By using a combination of positive reinforcement, counter conditioning and systematic desensitization techniques, as well as teaching basic manners to more exuberant dogs, the program helps shy and fearful dogs regain confidence. Once a dog is rehabilitated and adopted, staff members remain available to the adopting family by offering no-cost telephone counseling/advice and low-cost training classes.

The Washington Animal Rescue League utilized the Innovation Grants funds from PEDIGREE Foundation to support the dog rehabilitation program and enhance the work of the behavior and training department. The needed funds were also used to support staffing requirements as well as provide resources for equipment and training supplies to enrich each dog’s rehabilitation experience. “The Washington Animal Rescue League takes in animals that have nowhere else to go, and the
rehabilitation of many of them can be challenging,” said Dr. Gary Weitzman, CEO. “We take a comprehensive, holistic approach to help the dogs become suitable companions. It often entails a lot of time and effort by our behavior and training specialists, so we are very grateful for PEDIGREE Foundation’s grant. It will help us find more great homes for great dogs.”

Based on the momentum and success of its dog rehabilitation program, the Washington Animal Rescue League set lofty goals to expand the program in 2010. Looking to double the amount of hours spent on dog rehabilitation, they increased the number of dogs that are adoption-ready by 50 percent and decreased both the number of days a dog remains in the shelter once it is adoptable as well as the number of adoption returns by 50 percent.

For more information on the Washington Animal Rescue League, visit www.warl.org.
Heaven knows that every animal rescuer wishes for less problem dogs and more shining stars. The West Suburban Humane Society, located in suburban Chicago, has created a way to do just that with its successful STAR (Special Training and Reinforcement) program.

The STAR program was created to help shelter dogs in need of “special attention” become more adoptable. Whether difficult to handle, fearful, or have aggression issues due to abuse or neglect, these dogs tend to spend a longer time waiting in the shelter to be adopted, often making their behavioral problems worse and costing the shelter valuable space and funds. Dogs that are assessed by the training staff as appropriate STAR candidates are enrolled in the behavior rehabilitation program in hopes of providing them with proper training and needed attention allowing for an eventual quicker, permanent adoption.

STAR dogs are first sent to “camp,” beginning their training at Bark Avenue Day Camp, a nearby board and train facility where obedience training is implemented by Matt Covey, an experienced dog trainer and behaviorist. After an average stay of two weeks (at a cost of $300 per week), dogs that have mastered the basic commands and can consistently demonstrate calm, submissive behavior are returned to the West Suburban Humane Society. At that point they are assigned their own specially-trained STAR volunteer, who continues to work with the dog using consistent training techniques, until the dog is permanently adopted. To help ensure that these STAR dogs are not returned to the shelter, each newly-adopted dog is released to its new family by Covey, who teaches the new owners about their pet’s training, allowing for continuity of care and training after the dog arrives home.

Since receiving the $24,000 PEDIGREE Foundation Innovation Grant in 2010, the West Suburban Humane Society has been able to double the number of dogs in the STAR program. They have seen a marked increase in dogs placed in their forever homes and fewer dogs returned to the shelter because of the STAR training.
“The training investment for these animals is costly, but the positive results have far outweighed the price tag,” said Carolyn Mossberger, Executive Director of the West Suburban Humane Society. “We really believe that these training costs will save money in the long run and, better yet, save lives. We are grateful to PEDIGREE Foundation for their help in supporting the STAR program.”

For more information on the West Suburban Humane Society, visit www.wshs-dg.org.
Carrie Underwood Rally’s For Dogs In Need

Raising Awareness For Adoptions With Carrie Underwood’s “Play On Tour”

In 2010, the PEDIGREE® brand found a perfect partner in country music superstar and dog adoption advocate Carrie Underwood, teaming up to rally dog lovers nationwide on behalf of shelter dogs. Because of their shared belief that all dogs deserve a loving home, the PEDIGREE® brand served as a sponsor for Underwood’s hugely successful “Play On Tour,” offering an ideal way to raise awareness for the company’s sixth annual PEDIGREE® Adoption Drive. Throughout this partnership, Underwood served as a compelling spokesperson, making multiple appearances across the country to urge her fans and dog lovers alike to support the Adoption Drive through donations, and by becoming a fan of The PEDIGREE® Adoption Drive on Facebook. The sponsorship proved to be a winning combination, with more than one million new Facebook fans and record donations for The PEDIGREE® Adoption Drive.

Become A Fan – Help A Dog

With one simple message – Become a Fan, Help a Dog – in 2010 the PEDIGREE® brand was able to utilize the power of social media to shine a spotlight on the plight of homeless dogs and support its sixth annual Adoption Drive. Using a national campaign that included public service announcements and press appearances on behalf of the PEDIGREE® brand by country music superstar and dog adoption advocate Carrie Underwood, dog lovers were urged to become fans of The PEDIGREE® Adoption Drive on Facebook (Facebook.com/PEDIGREE). For each new fan, the PEDIGREE® brand donated a bowl of food to help feed shelter dogs nationwide. The results were nothing short of astounding, with more than 1.2 million new fans and bowls of food donated to grateful shelters across the country. Many Facebook visitors showed their support by also donating funds to PEDIGREE Foundation directly to help dogs in need find loving homes, a portion of which were matched by the PEDIGREE® brand.
PSA To Raise Money At Westminster

To raise awareness for dog adoption and raise money for PEDIGREE Foundation, PEDIGREE® brand kicked-off its partnership with country music superstar Carrie Underwood by creating two public service announcements (PSA) for The PEDIGREE® Adoption Drive. The first PSA debuted on the big screen at the Westminster Kennel Club Dog Show in February at Madison Square Garden. The PSA featured Underwood’s dog, Ace, as her co-star and encouraged thousands of dog lovers in attendance to visit www.dogsrule.com to donate to PEDIGREE Foundation. For each donation, PEDIGREE® brand match the contribution up to $500,000. Ace, who regularly accompanies his famous owner on tour, added an extra element of authenticity as well as charm to Underwood’s call to action in support of The PEDIGREE® Adoption Drive and PEDIGREE Foundation.
2010 Brand Campaign Highlights

WRITE A POST – Help A Dog

In 2010, for the first time, PEDIGREE® brand launched an innovative “Write a Post, Help a Dog” campaign, enlisting the powerful virtual voices of bloggers to help support the brand’s mission to help dogs in need find loving homes. Call it blogs for dogs. The message to bloggers was simple: for each blog post mentioning The PEDIGREE® Adoption Drive September 9-11, the PEDIGREE® brand would donate a bag of the company’s new PEDIGREE® Healthy Longevity dog food for senior dogs to shelters. The “Write a Post, Help a Dog” effort took the internet by storm, with a total of 476 blog posts dedicated to raising awareness for the cause. As a result, PEDIGREE® Food for Dogs donated nearly 8,000 pounds of food to appreciative shelters who care for older dogs.

DOGS RULE® Gear Events:

Throughout the year, The PEDIGREE® Adoption Drive sponsors a series of events at dog shows, festivals and zoos to help deserving dogs find a place to call a forever home. So, if you’re in the market to find your forever dog or just a dog lover, it is the perfect place for all things dogs. At every event a team of PEDIGREE Foundation volunteers help raise money by selling DOGS RULE® apparel and gear that the Foundation designs and purchases. In 2010, these events generated more than $160,000 in DOGS RULE® Gear sales with a portion of every purchase going to help shelter dogs find loving homes. Visit www.dogsrulegear.com to purchase.
Heros in the Making
Foundation Projects 2011
2011 Foundation Projects

Betty White Supports The Foundation

Sometimes it’s easy to spot a true dog lover. A beloved Hollywood legend, Betty White’s passion for dogs and finding them loving homes made her the perfect spokesperson for PEDIGREE Foundation’s latest public service announcement, which debuted at the 2011 Westminster Kennel Club Dog Show. Shown cuddling with an affectionate rescue pup named Yogi, White confesses to being an animal lover all her life, and urged fellow dog lovers to donate money to fund grants that will support thousands of shelter and rescue organizations across the country. All in an effort to strengthen PEDIGREE Foundation’s mission to help dogs find loving homes. In 2011, the PEDIGREE® brand has committed to match the total contributions received up to $500,000. “It’s the least we can do for our best friends,” urged White. The 2011 PEDIGREE Foundation public service announcement can be viewed on PEDIGREE Foundation’s website at www.PEDIGREEFoundation.org.

Country Music Marathon & 1/2

Over the course of three months in the bitter cold of the winter of 2011, Mars Petcare US associates, the makers of PEDIGREE® Food for Dogs, located in the Franklin, Tenn headquarters pulled together to support the fundraising efforts for the 1st annual PEDIGREE Foundation team at the Country Music Marathon & 1/2 Marathon. From hosting a silent auction, bake sales and cook-offs, each associate did their part to support this cause that is so close to their hearts.

As the sun came up in Nashville on Saturday, April 30, 2011, a team of yellow shirts were swarming around a tent and you could just feel the buzz in the air. It was a bright sunny day for the runners, volunteers and their dogs as the 200 plus associates of Mars Petcare and their friends gathered together to participate in the Country Music Marathon & ½ Marathon. The team raised $112,000 to help PEDIGREE Foundation find loving homes for dogs.
Associate Ambassador Donation Program

As the saying goes, charity begins at home. And, what better place to uncover a new revenue source than in your own backyard? PEDIGREE Foundation, in a quest to find and implement creative fundraising strategies, needed to look no further than the Mars Petcare US associates to voluntarily contribute to PEDIGREE Foundation via a minimum weekly donation of $1.00 deducted from their weekly pay checks. The program slated to rollout in 2011 will ensure associate engagements, a direct linkage to Mars Petcare US, while creating more associate awareness of PEDIGREE Foundation. It will also provide an easy way to become a PEDIGREE Foundation Ambassador, as well as support the goals of the Foundation.

Advisory Council

In 2011, a National Council of the Innovation Grant recipients is being formed as a means to begin to look at best-practice shelter and rescue organizations across the US in quarterly meetings. The PEDIGREE Foundation program is being kicked off with a Webinar (a workshop) that will take a closer look at some of the 2010 Innovation Grant recipients as an example for other organizations to look at building their own successful programs.
Heroic Deeds

Statement of Financial Position
Report of Independent Auditors

To the Board of Directors of
The PEDIGREE Foundation

In our opinion, the accompanying statement of financial position and the related statements of activities and of cash flows, present fairly, in all material respects, the financial position of The PEDIGREE Foundation (the "Foundation") at December 31, 2010, and the changes in its net assets and its cash flows for the year then ended in conformity with accounting principles generally accepted in the United States of America. These financial statements are the responsibility of the Foundation’s management. Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit of these statements in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements, assessing the accounting principles used and significant estimates made by management, and evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

PricewaterhouseCoopers LLP
July 25, 2011
PEDIGREE Foundation
STATEMENT OF FINANCIAL POSITION
December 31, 2010

**ASSETS**

<table>
<thead>
<tr>
<th>Asset</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Cash</td>
<td>$191,005</td>
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<td>Accounts Receivable</td>
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<tr>
<td>Inventories</td>
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<tr>
<td>Prepaid Expenses</td>
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<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$207,824</strong></td>
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**LIABILITIES AND NET ASSETS**

**Liabilities**

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<tr>
<th>Liability</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Accounts payable and accrued expenses</td>
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**Net Assets**

<table>
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<tr>
<th>Net Asset</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Unrestricted</td>
<td>190,171</td>
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</table>

| **Total Liabilities and Net Assets** | **$207,824** |
### REVENUES

<table>
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<th>Description</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Cash Contributions</td>
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<tr>
<td>Contributed Services</td>
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<td><strong>Total Revenues</strong></td>
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### OPERATING EXPENSES

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<tr>
<th>Description</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td><strong>Program Activities</strong></td>
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</tr>
<tr>
<td>Innovation Grants</td>
<td>226,000</td>
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<td>Operation Grants</td>
<td>749,989</td>
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<tr>
<td>Other</td>
<td>(7,620)</td>
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<td><strong>Total Program Activities</strong></td>
<td><strong>$968,369</strong></td>
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<td><strong>Supporting Activities</strong></td>
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<td>Business Registration Fees</td>
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<td>Credit Card Processing Fees</td>
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<td>Marketing expense</td>
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<td>Insurance</td>
<td>3,200</td>
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<td>Consulting Fees</td>
<td>1,181</td>
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<tr>
<td>Accounting and Administrative Fees</td>
<td>78,564</td>
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<td>Merchandise Expense</td>
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<td>Fundraising expense</td>
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<td>Other Expense</td>
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<td><strong>Total Supporting Activities</strong></td>
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<td><strong>Total Expenses</strong></td>
<td><strong>1,360,786</strong></td>
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### Change in unrestricted net assets

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<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Change in unrestricted net assets</td>
<td>$31,312</td>
</tr>
</tbody>
</table>

### Unrestricted net assets

<table>
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<th>Description</th>
<th>Amount</th>
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<td>Beginning of year</td>
<td>$158,859</td>
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<tr>
<td>End of year</td>
<td>$190,171</td>
</tr>
<tr>
<td>Description</td>
<td>Amount</td>
</tr>
<tr>
<td>-----------------------------------------------------------------</td>
<td>--------------</td>
</tr>
<tr>
<td>Change in unrestricted net Assets</td>
<td>$31,312</td>
</tr>
<tr>
<td>Adjustments to reconcile change in unrestricted net assets to net cash</td>
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</tr>
<tr>
<td>Decrease in Accounts Receivable</td>
<td>25,000</td>
</tr>
<tr>
<td>Increase in Inventories</td>
<td>(7,561)</td>
</tr>
<tr>
<td>Increase in Prepaid Expenses</td>
<td>(5,500)</td>
</tr>
<tr>
<td>Decrease in Accounts Payable and Accrued Expenses</td>
<td>5,109</td>
</tr>
<tr>
<td><strong>Net Cash Provided by Operating Activities</strong></td>
<td>48,360</td>
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<tr>
<td><strong>Net Increase in Cash</strong></td>
<td>48,360</td>
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<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CASH</strong></td>
<td></td>
</tr>
<tr>
<td>Beginning of Year</td>
<td>142,645</td>
</tr>
<tr>
<td>End of Year</td>
<td>191,005</td>
</tr>
</tbody>
</table>
1. **Nature of Operations**

   PEDIGREE Foundation (the “Foundation”), a private independent 501 (c) (3) foundation, was established to help dogs in need find loving homes. It was incorporated as an Illinois 501 (c) (3) private foundation on September 17, 2007. It is organized exclusively for charitable purposes.

2. **Basis of Presentation and Summary of Significant Accounting Policies**

   **Basis of Presentation**
   The financial statements of PEDIGREE Foundation have been prepared on the accrual basis of accounting in accordance with accounting principles generally accepted in the United States of America.

   **Cash and Cash Equivalents**
   The Foundation considers all highly liquid instruments with an original maturity of three months or less to be cash equivalents. As of the year ended December 31, 2010, the Foundation did not hold any cash equivalents and had cash deposits on hand with one financial institution.

   **Inventory**
   At December 31, 2010, the Foundation had approximately $10,000 in merchandise on hand including shirts, hats, and other miscellaneous items available for sale. Inventories are valued at cost, principally using the first-in, first-out method, which is not in excess of net realizable value.

   **Revenue Recognition**
   Revenues consist of contributions, including pledges, which are recognized when received. Unconditional promises of contributions are recorded at their net realizable value. There are no outstanding pledges or contribution receivables as of December 31, 2010.

   **Contributed Services**
   Contributed services are reported in the Statement of Activities at the fair value of the services received. Contributions of services are recognized if the services require specialized skills and would typically need to be purchased, if not provided by donation.
Management Estimates and Uncertainties
The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ materially, in the near term, from the amounts reported.

Classification of Net Assets
Net assets are classified based on the existence or absence of donor-imposed restrictions. Accordingly, net assets of the Foundation and changes therein are classified based on the following guidelines:

- Unrestricted net assets - Net assets that are not subject to donor-imposed stipulations.
- Temporarily restricted net assets - Net assets subject to donor-imposed stipulations that will be met either by actions of the Foundation and/or the passage of time.
- Permanently restricted net assets - Net assets subject to donor-imposed stipulations that the assets be maintained permanently by the Foundation.

The Foundation did not have any temporarily restricted or permanently restricted net assets as of December 31, 2010.

Tax Status
The Foundation has received from the IRS a determination letter dated October 31, 2007, ruling that the Foundation is described in section 501(c)(3) of the Internal Revenue Code (the “Code”) and is exempt from federal income taxes pursuant to section 501(a) of the Code. The Foundation is a private foundation within the meaning of section 509(a) of the Code and, accordingly, is subject to an excise tax on its net investment income under section 4940(a) of the Code. For the year ended December 31, 2010, the Foundation did not have any investment income and thus recorded no tax expense or related excise tax liability.
3. **Contributions**
For the year ended December 31, 2010, the Foundation received approximately $1,248,000 in direct cash contributions from both public and corporate sources, which is included in cash contributions on the Statement of Activities. Mars Petcare US was the largest single contributor donating $750,000 in cash. Other donations received from the public and sales of merchandise totaled approximately $498,000.

Contributed services totaled approximately $144,000, all of which related to finance, administrative and marketing services. The amount of contributed services represents the fair value of the services received.

4. **Program Expenses**
For the year ended December 31, 2010, the Foundation distributed funds to 1,157 shelters and rescues in the following ways:

**Innovation Grant Program** - The Foundation awarded a total of $226,000 to 10 different shelter and rescue organizations across the country to support programs intended to increase the number of dogs adopted from each organization.

**Operation Grant Program** - Through the Foundation’s grant program, the Foundation awarded 1,147 shelter and rescue organizations individual grants totaling approximately $750,000.

5. **Supporting Activities**
Supporting activities include management, administrative, marketing, fundraising, and general operational expenses for organizational support, which is not directly related to a specific program. Supporting activities costs were approximately $392,000 for the year ended December 31, 2010.
6. **Related Party Transactions**
   The Foundation is considered to be a related party with Mars Petcare US through common management. During the year ended December 31, 2010, Mars Petcare US, provided cash contributions of $750,000 and finance and administrative services of approximately $4,000.

7. **Subsequent Events**
   The Foundation has performed an evaluation of subsequent events through July 25, 2011, which is the date the financial statements were available to be issued, noting no events which affect the financial statements as of December 31, 2010.
PEDIGREE Foundation and its partners are proud to celebrate the heroes in the field that make a difference in the lives of dogs and their adoptive families every day. The adoptive families of all the hero dogs featured in this Annual Report who have embraced the many inherent challenges in adoption with compassion and gratitude, giving these special dogs new found love. We wish to thank you - every dog lover who has cared for a dog, adopted, volunteered, and/or donated. Special recognition goes to the following:

- Major contributors: Dr. Kathryn A. Demas, Ms. Fawda Kay BlueJacket, Mrs. Mari Stein, Mrs. Janice R. Morgan, Mrs. Vickie C. Ireland, Ms. Jacqueline A. Totten, Mrs. Lisbeth Frances Sheperd and Meghan Noel.
- Donors that support our cause. Every amount makes a difference.
- Dog lovers at TBWA\Chiat\Day and Catapult Marketing for donating the design of this 2010 Annual Report.
- Pricewaterhouse Coopers LLC for your auditing and tax services.
- PEDIGREE® Brand agencies that offer weekly commitment of time and talents in our shared vision of seeing a day when dogs have forever homes: TBWA\Chiat\Day, Catapult Marketing and Interactive, Weber Shandwick Chicago.
- BJS+Assoc. for your communications support and JK Group for managing the grant applications.
- McDermott Will & Emery LLP for your expert legal services.
- Mars Petcare US associates who give daily support to the initiatives: Ashley Yeaman, Carol Gray, Melissa Martellotti and Debbie Wilkinson and the many Mars associates that support adoption.
He may be small, but you should see his heart.

Shelter dogs aren’t broken, they have simply experienced more life.

If they were humans, we would call them wise.

They would be the ones with tales to tell and stories to write.

The ones dealt a bad hand who responded with courage.

Do not pity a shelter dog.

Adopt one.

And be proud to have their greatness by your side.