



Puppy

JAKE

FOUNDATION

2020 Annual Report

Executive Message

To the Supporters of Puppy Jake Foundation,

What a year – 2020! Puppy Jake Foundation is not alone working through the various challenges posed by COVID-19 and we appreciate your continued assistance and support.

Unfortunately, all 10 of the annual fundraising events were cancelled due to the pandemic. Needless to say, this caused a major drop in donations, specifically a loss of \$200,000 in donations.

I am honored to share that PJF was able to carry-on and, respecting social distancing, hold training classes remotely and held Team Training.

February 2021 marks eight years of Puppy Jake Foundation working to help the lives of wounded Veterans with a service dog. Looking back over last year, I continue to be amazed at the growth and expansion of Puppy Jake Foundation. Four more Veterans received their service dogs in 2020, bringing the number to 27 working Veteran/service dog teams. I am pleased to share that the teams are working well together.

For the eighth year in a row, financial support from individuals and the community continues to remain strong. Having said that, the task of raising money is never ending. As PJF enters 2021, there are fifteen service dogs in various stages of training and projected arrival of new puppies. Simply put, fulfilling Puppy Jake Foundation's mission of providing professionally trained service dogs to wounded military Veterans would not occur without your support.

Puppy Jake Foundation is grateful and honored by all support and contributions. Serving as good stewards of financial resources is of utmost importance to the entire team. Donor policies and the IRS-990 are available on the website. PJF also undergoes an annual, independent audit. In addition to ADI accreditation, PJF is a member of the Better Business Bureau and has achieved the Platinum Star level from GuideStar.

Puppy Jake Foundation will strive to increase funding and profile in the coming year so we may help those brave men and women who have given so selflessly to protect our freedom.

With more thanks than I am able to express,

Becky Beach
Founder and CEO



www.PuppyJakeFoundation.org

Call to Action

Due to tremendous support from the community and donors, Puppy Jake Foundation has been able to improve the quality of life for some of our nation's wounded combat Veterans. Puppy Jake Foundation relies on your generosity and financial support to continue to provide service dogs to wounded combat veterans, at no charge to the veterans or their families. The approximate cost to raise a service dog, with up to 24 months of training, is between \$18,000 and \$20,000. With your continued generosity and financial assistance, the more money Puppy Jake Foundation is able to raise, the more wounded veterans we are able to help.

Please consider a gift in the following ways:

- Online: www.puppyjakefoundation.org
- Mail: PO Box 12220, Des Moines, IA 50312 or
3101 104th Street, #2, Urbandale, IA 50322

Puppy Jake Foundation "Wish List"

for expense assistance includes:

- Naming rights of puppy - \$2,500
- Purchase of purebred puppy - \$2,000
- Veterinary care for a year - \$1,500
- Training for a year - \$10,000
- One year of food - \$576
- Crate - \$75
- One month of food - \$48
- Training vest, backpack and bandana - \$80
- Collar and leash - \$30
- Gas cards for Veterans and volunteer foster families - \$25/each
- Cleaning supplies
- Laundry supplies
- Copy paper - \$25/case
- State Fair Tickets - \$8/each

To all of our wonderful donors,

Thank You!

Service Dog Etiquette:

What should you do when you see a Service Dog?
What is proper Service Dog etiquette?

Smile and be polite to the Service Dog's handler, but most of all:

- Do not pet the Service Dog.
- Do not distract the Service Dog in any way.
- Please ignore the Service Dog entirely.
You're not being rude if you don't acknowledge its presence.

Service Dog etiquette says when a Service Dog has a vest on or is in public with its disabled handler or trainer, it is working, even if it appears as though it is not. Distracting a Service Dog by making noises, offering food or water, toys or petting may be dangerous to the dog's disabled handler. And especially if the dog is a medical alert dog or brace/mobility support dog. Many handlers have "invisible disabilities," such as diabetes, hearing loss or other symptoms not readily apparent. If a Service Dog is paying attention to someone who's distracting it, then it's not doing its job for its handler.

If you would like to pet the Service Dog, ALWAYS ask the handler first, but don't be offended if they refuse. Some disabled Service Dog handlers don't like to chat about their Service Dogs. Most like to go about their day, just like you! Also, never ask personal questions about the handler's disability or intrude on their privacy. Keep these simple Service Dog etiquette tips in mind and you'll have a far smoother experience when you see a Service Dog in public.



Puppy Jake Foundation

PO Box 12220 Des Moines, IA 50312
info@puppyjakefoundation.org
515-777-2837

www.PuppyJakeFoundation.org



Accomplishments and Highlights

- Trainer was hired
- Service dogs ELMER, COOPER, HAZEL and DJ graduated
- Volunteer base continues to grow
- Implementation of Dogbiz is underway
- Continued following of ADI guidelines

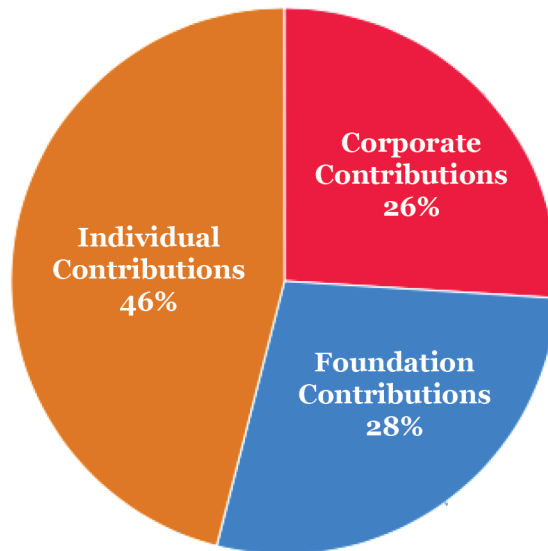


Grateful Graduates!

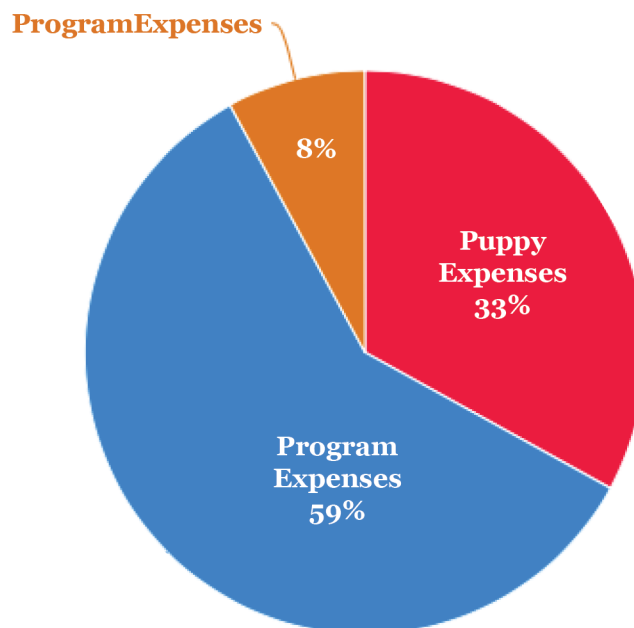
Now this is what it's all about! Four Veterans and their new service dogs graduated in the summer of 2020.

The sheer joy from these wonderful heroes and their families is the best thank you Puppy Jake Foundation could ever receive. It is a true blessing to see the transformation of these Veterans once matched with their service dog. From quiet and reserved individuals, a new spark develops with their new "battle buddy".

2020 Revenue



2020 Expenses



“A Night to Honor America’s Heroes” *Is Back!*

Puppy Jake Foundation’s largest fund-raising event hit a bump in the road with the cancellation of the 2020 event due to COVID-19.

Good news – the 2021 “A Night to Honor America’s Heroes” will be back on May 19th at SmashPark in West Des Moines. SmashPark, the self-proclaimed, “Ultimate Year-Round Backyard Party” is an exciting venue with games, an arcade and food and beverages.

As in previous years, it is anticipated the event will be broadcast live on “The Simon Conway Show”. The reception will include a wine pull, silent auction and numerous service dogs in training in attendance. Donors, community leaders, volunteers and Veterans join this fun event to enjoy snacks, drinks and to raise funds to help the nation’s heroes. Additionally, the wonderful locally inspired Sticks artwork will be available, including some special pieces made just for Puppy Jake Foundation.

A Night to Honor American Heroes Wednesday, May 19th SmashPark

6625 Coachlight Dr. - West Des Moines, IA 50266

Sponsorship Levels:

\$10,000 \$5,000 \$2,500 \$1,000

Host Committee Levels

\$250 per couple. \$125 if 35 years old or younger.

Make checks payable to Puppy Jake Foundation

Contribute on line at www.PuppyJakeFoundation.com

PJF Training Team

PJF welcomed Erica Luing, a new full-time trainer to the team in 2020.

Erica began working with Puppy Jake Foundation in September, following her passion of service dog training. She graduated from Lafayette College in May 2020, where she raised 6 puppies for Canine Partners for Life in the Lafayette College Dog House.

Erica's love of dogs goes back to getting her first dog at the age of three. After years of volunteering at animal shelters in her native New Jersey, her true passion for service dogs took her out to Iowa. Erica is excited to join the team at Puppy Jake and give back to our veterans to help them achieve independence.



www.PuppyJakeFoundation.org

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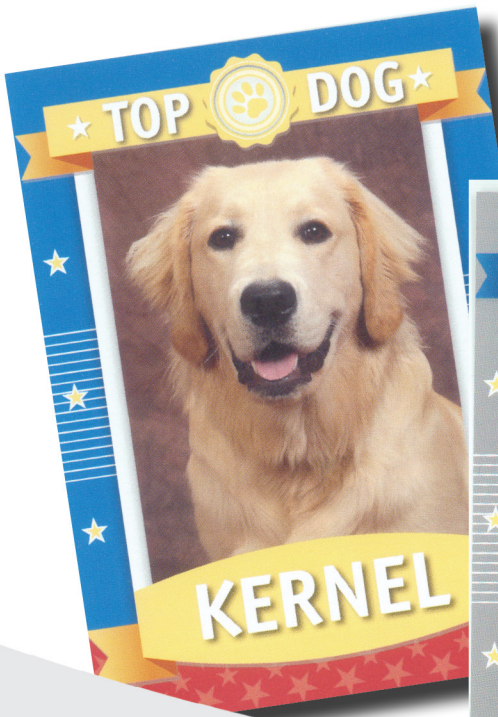
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Our Mission

Puppy Jake Foundation is a 501(c)(3) nonprofit organization dedicated to helping military veterans through the assistance of well bred, socialized and professionally trained service dogs.

Meet the Team!



Our Puppy Jake Foundation training cards are a great way to educate people about service dogs, and they help our Veterans when they are out in public too!



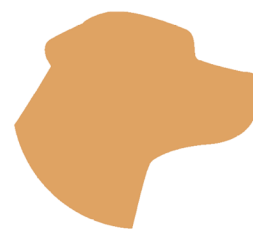
Know the 3 types of Assistance Dogs



**SERVICE
DOGS**



**THERAPY
DOGS**



**EMOTIONAL
SUPPORT DOGS**



ADA covered: Rights to bring animal into public establishments.



Needs to tolerate a wide variety of experiences, environments, people.



May live with their disabled owners, even if "No Pets" policy in place.



Primary function is to provide emotional support through companionship.



Specifically trained to assist just one person.



Provide emotional support and comfort to many people.



Visit us at www.PuppyJakeFoundation.org

Puppy Jake Foundation is dedicated to helping military veterans through the assistance of well bred, socialized and professionally trained service dogs. We are proud to select, train and place only the best-performing dogs with these deserving men and women at no cost to the recipient.

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To all of our wonderful donors,

Thank You!

Service Dog Etiquette:

What should you do when you see a Service Dog?
What is proper Service Dog etiquette?

Smile and be polite to the Service Dog's handler, but most of all:

- Do not pet the Service Dog.
- Do not distract the Service Dog in any way.
- Please ignore the Service Dog entirely.
You're not being rude if you don't acknowledge its presence.

Service Dog etiquette says when a Service Dog has a vest on or is in public with its disabled handler or trainer, it is working, even if it appears as though it is not. Distracting a Service Dog by making noises, offering food or water, toys or petting may be dangerous to the dog's disabled handler. And especially if the dog is a medical alert dog or brace/mobility support dog. Many handlers have "invisible disabilities," such as diabetes, hearing loss or other symptoms not readily apparent. If a Service Dog is paying attention to someone who's distracting it, then it's not doing its job for its handler.

If you would like to pet the Service Dog, ALWAYS ask the handler first, but don't be offended if they refuse. Some disabled Service Dog handlers don't like to chat about their Service Dogs. Most like to go about their day, just like you! Also, never ask personal questions about the handler's disability or intrude on their privacy. Keep these simple Service Dog etiquette tips in mind and you'll have a far smoother experience when you see a Service Dog in public.



Puppy Jake Foundation

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Meet the Team!



Our Puppy Jake Foundation training cards are a great way to educate people about service dogs, and they help our Veterans when they are out in public too!

Contact Puppy Jake Foundation:

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