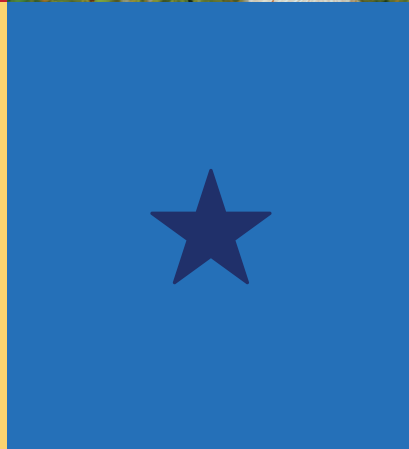
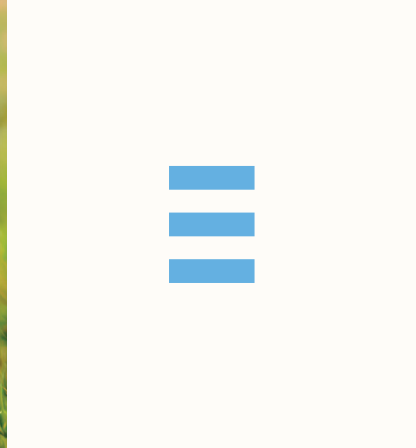


Impact Report

2025








Thank You

The Puppy Jake Foundation had an incredible 2025 thanks to the hundreds of donors, sponsors and volunteers who make our work possible. With your support, we continue to raise and train service dogs for veterans, as well as look at ways to expand our programming to make the lives of veterans better through canine companionship.

We do this in a number of ways.

-  In mid-2025, we launched our **Endorsement Program**, where we work with existing veteran/dog teams who either trained their own service dog or worked with a trainer who is not accredited through Assistant Dogs International (ADI). These veterans are seeking access to the Veterans Administration's service dog benefits, which includes Trupanion veterinary insurance.
-  For our service dogs in training who want to work, but don't have what it takes to finish their service dog journey, we created the **Purposeful Partners** track. We match skilled companions — dogs that have service skills on cue — with veterans who don't need a dog in public.
-  We offer **Dog Perfect**, a 15-week course that helps veterans and dogs strengthen their relationship. At the end of the course, if the veteran chooses, the dog can be evaluated to determine whether he can continue on a service dog in training path. If they pass the evaluation, the team is placed in the next appropriate phase to continue training.

The expansion of programming cannot happen without the support of our volunteers. To better support them, we launched **Training Fundamentals 101 + 201**. These classes provide the foundation of understanding and handling skills necessary to create the army of fosters, sitters, back-up handlers, transporters and ambassadors necessary to raise our program service dogs in training.



Everything we do is with an eye toward getting more service dogs into the hands of veterans. Professionally bred, carefully socialized, and highly trained service dogs can unleash confidence, independence, as well as strengthen the relationship between a veteran and his or her dog in life-changing ways.

In 2025, we achieved reaccreditation through Assistant Dogs International (ADI), reinforcing our commitment to the highest global standards in service dog training. We expanded our capacity through the purchase of Canine Craze, creating additional training space for both canines and humans while supporting long-term sustainability. And through community events, outreach, and partnerships, we continued to raise awareness about the professionalism and purpose behind every service dog we place.

None of this happens by accident. It takes structure. It takes standards. It takes teamwork. And most of all, it takes people who believe that veterans deserve access to exceptional, professionally trained service dogs at no cost to them.

Because of you, more veterans are moving forward with greater stability and independence. More service dogs are being prepared for meaningful work. And our organization is positioned for thoughtful growth in 2026 and beyond.

Thank you for standing with Puppy Jake Foundation and making this impact possible.

Sincerely,

A handwritten signature in black ink that reads "Lisa Russell".

Lisa Russell, CEO

Our Impact

41 service dogs
in training

70+ veterans
served

31
veteran/dog teams

9
dogs placed with vets
7 graduating teams
2 Purposeful Partners

90
community events



COMMITTED TO EXCELLENCE Reaccreditation from ADI

ADI is the global authority in the assistance dogs industry. This matters because it validates the quality, safety and integrity of our service dog program.

Re-accreditation is not automatic. It requires extensive documentation review; a site visit; interviews with clients, volunteers and staff; observation of training; and an evaluation of policies and procedures.



INVESTING IN GROWTH Purchased Canine Craze

Canine Craze is pet dog training facility that strengthens our ability to train both canines and humans at the highest level while supporting long-term financial sustainability. This strategic investment reflects our commitment to innovation, stewardship, and growth, ensuring we are prepared to serve more veterans in the years ahead.

RAISING AWARENESS Dogs of Service Documentary

Puppy Jake was featured in the Iowa PBS documentary Dogs of Service, the result of two years of interviews and in-depth coverage of our training, events, and veteran partnerships. This powerful feature spotlighted the professionalism behind our program and elevated awareness of how professionally trained service dogs restore independence for wounded veterans, expanding our reach across the state and beyond.



Watch the
PBS documentary
Dogs of Service



CELEBRATING SUCCESS Signature Fundraising Events

This past year we hosted the first annual **Puppy Jake Gala** and fifth annual **Puppy Jake Classic**, bringing together supporters, partners, and volunteers to celebrate the impact of service dogs for veterans. These signature events honor the dedication behind each service dog team and generate critical funding to advance our training programs and expand the number of veterans we can serve.



174,720

volunteer hours contributed

185

volunteers

57 fosters

26 puppy sitters+back up handlers
102 event/other volunteers

40

volunteers completed
Training Fundamentals

101 + 201

3,385

training hours
completed

Success Snapshots



For volunteers like Chuck, fostering service dogs in training is a labor of love.

Volunteers commit their time and attention to nurture future service dogs to help unleash the potential of veterans like Tony, Tina and Sean.

SUCCESS SNAPSHOT

Tony + Kimchi

Graduated: June 2025

“My service dog has changed my life in so many ways. Besides being a four-legged companion, Kimchi has helped me reconnect with myself, my environment as well as have healthy social interactions.

Puppy Jake instructors Zac and Renee are the best! They teach us how to be in sync with our service dog, but also ourselves. They set you up for success! I thank them every day for my new skillset and the amazing training. We are a family, and I don't know where I would be without my Kimchi or Puppy Jake.

Kimchi has helped me get a handle on my PTSD and also life.”



We are a family, and I don't know where I would be without my Kimchi or Puppy Jake.



Tina + Foxyfaith

Endorsement Team

Graduated: November 2025



“Foxyfaith has picked up on my pain, anxiety, and when I need to lay down and rest, as well as when I am getting a migraine headache. I don’t have to worry about things/people coming up behind me because she lets me know.

Foxyfaith has made it so much easier for me to go to my medical appointments and in crowded places where I can’t always see in every direction. She likes to hug me in those situations so she can be at a higher advantage point or to lay next to me to watch my six.

She has made doctor appointments especially the hard ones like lab and neurological testing easier on me by distracting me and doing pressure therapy. She has made it a lot easier going into places by pressing the button or pulling me through the door ways. She has made shopping easier as well if I can’t reach something she usually can help get it. She helps me get dressed/undressed which is so nice because I then have privacy! Foxyfaith’s favorite job to help me with is carrying objects while pulling me through the store/parking lot. She is very good at getting me out of situations that I don’t feel safe in. All I have to do is give her a specific word and sometimes I don’t even have to do that she just knows!”





SUCCESS SNAPSHOT

Sean + Chips

Successor Dog Team
Graduated: June 2025



“Chips is my successor service dog, and his impact on my life has been profound. Part of his story is also about the dog who came before him. My now retired service dog, Four Runner, changed my life in ways I will always be grateful for. He carried me through seasons when I truly needed him, gave me confidence when mine was shaken, and helped me build a level of independence I did not think was possible.

When Four Runner began transitioning into retirement, it was emotional and honestly a little scary. He was not just working. He was my partner, my constant, my sense of security. Letting him step back was the right thing for both of us, but it left a space that felt impossible to fill.

Then came Chips.

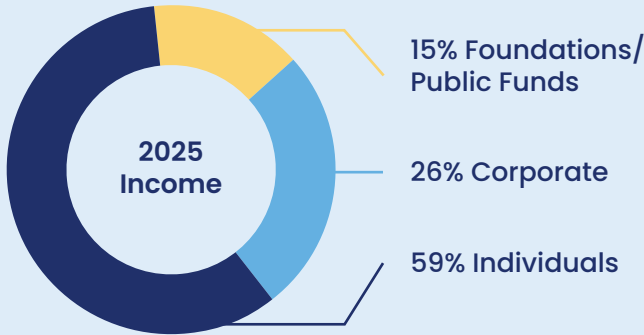
Chips did not replace Four Runner. He honored everything Four Runner gave me and carried that support forward. The transition process reminded me just how deep that bond runs. There is grief in watching a beloved partner retire, but there is also hope in welcoming the next one.

Chips brought renewed stability, calm, and confidence at a time when I truly needed it.

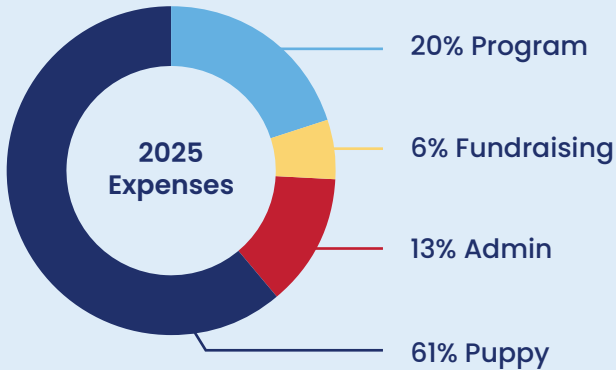
Because of both of these incredible dogs, I am able to move through life with more independence, more peace of mind, and more trust in myself. Four Runner built the foundation. Chips has helped me continue the journey with an emotional bond that is like no other.”

Financials

Income



Expenses



Expenses are broken out by the following categories:

Fundraising — Expenses directly related to events, as well as soliciting donations, sponsorships and grants.

Program — Direct expenses that advance our mission, but not directly related to the dogs

Puppy — Direct costs associated with breeding, raising, training, veterinary care, food, and equipment for service dogs in training

Admin — Traditional expenses incurred to run the organization

Thank you!

Donors + Tributes

Complete lists of 2025 donors \$250 and above as well as tributes are available at puppyjakefoundation.org/partners

Partnerships

We appreciate our continued relationship with several key partners:



Battle Buddies

Donations above \$25,000

Anonymous Donor

Susan Burroughs Estate

Jared and Elaine Johnson

Gabus Family Foundation

Linda Hofreiter

MidAmerican Energy Foundation

Rotary Club of Des Moines

Puppy Jake Foundation

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.



2025 Board of Directors

Jeff Link, Board President
Link Strategies

Lisa Russell, CEO and Board Secretary
Puppy Jake Foundation

Tiffany Clouse
Iowa PBS

Jannay Erbe
Athene

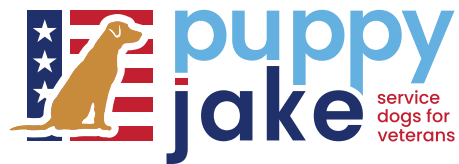
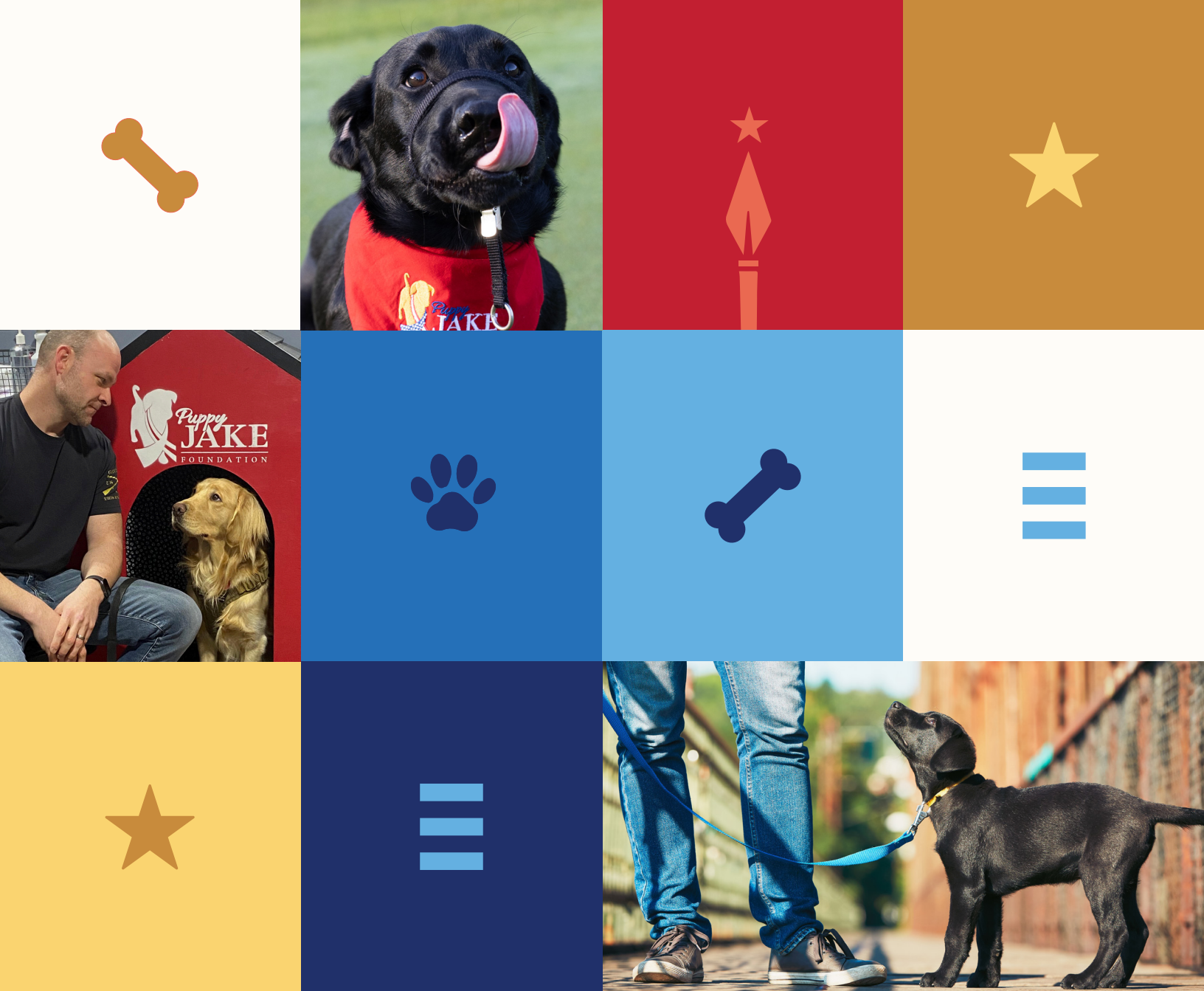
Dr. Michelle Heyer
Animal Care Clinic West & Metro Cat
Hospital

Matthew Mitchell
Baton Global

Kevin Wosmansky
JAR Consulting Group



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