



## Scotties Rock Foundation- Metrics Documenting Success

Metrics and Indicators	2016 Results	2017 Results	2018 Results
1. Total number of canine companions assisted with veterinary expenses.	4	20	43
2. Total number of canine owners and rescue groups assisted with their dog's veterinary expenses	4	17	30
3. Average dollar amount of veterinary care assistance provided per dog.	\$238.75	\$480.64	\$712.96
4. Total dollar amount of veterinary care assistance disbursed.	\$955.00	\$9,612.71	\$30,657.36
5. Total number of canine companions assisted with veterinary care costs that were ultimately surrendered to rescue/shelters or euthanized strictly for economic reasons.	0	0	0
6. Amount of funding received from special events (online Facebook auctions, etc.), donations through other organizations (Network for Good, Amazon Smiles, etc.) and private donations.	\$2,002.81	\$19,175.57	\$40,383.80
7. Amount of funding resulting from sale of Scotties Rock Foundation logo merchandise.	\$0.00	\$681.12	\$1,224.63
8. Percentage of annual expenses paid out for staff and/or board member salaries.	0%	0%	0%
9. Percentage of annual expenses paid out for veterinary care assistance to members and rescue organizations.	76%	90%	94%
10. Percentage of recipients of veterinary care assistance from the Foundation who actively participated in pay-it forward activities.	67%	77%	80%