

# 2025 ANNUAL REPORT



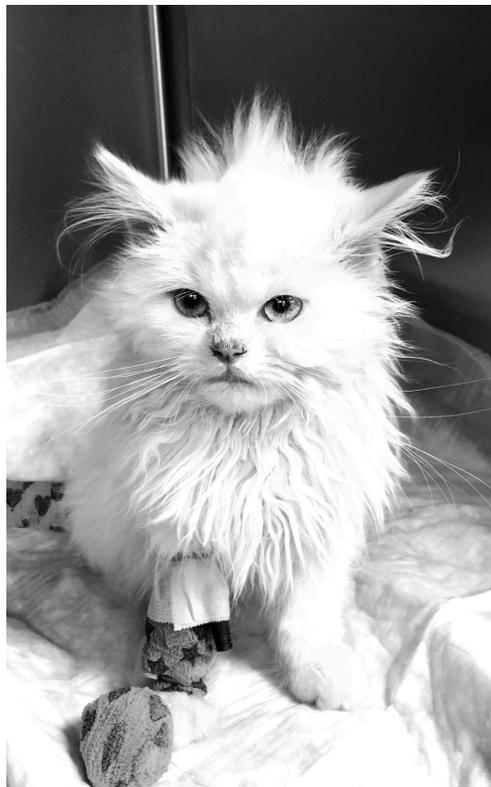
# PIEPER OLSON FOUNDATION

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Middletown, CT 06457

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[info@pieperolsonfoundation.pet](mailto:info@pieperolsonfoundation.pet)

# 2025 ANNUAL REPORT



## *Letter from the Executive Director*

This past year marked an important chapter for the Pieper Olson Foundation. While the Foundation has existed for several years, 2025 was a year of renewed focus—strengthening our programs, building the right infrastructure, and recommitting ourselves to the families and animals who need us most.

Every day, we see the impossible choices families face when a beloved companion needs urgent veterinary care. Thanks to the generosity of our donors and partners, we are able to step in during those moments—helping ensure that financial hardship does not determine the outcome in an emergency. In 2025, we provided urgent veterinary support to more than 35 families.

As we look ahead, our work is guided by a clear purpose: to expand our reach, deepen our impact, and steward the trust placed in us with transparency and care. I am deeply grateful to our donors, board members, veterinary partners, and supporters who make this work possible.

Thank you for being a part of this journey,  
Kathy Hennessy, Executive Director

## *Letter from the Board President*

As I reflect on 2025, I am filled with both gratitude and conviction.

This year represented important growth for the Pieper Olson Foundation. We transitioned from a heartfelt charitable effort into a fully structured, mission-driven organization. What began as a simple desire to help families and pets coming through our emergency hospital, has become a disciplined, transparent, and scalable nonprofit supported by, and for, the dedicated animal loving community here in New England.

This past year, we provided veterinary care grants to more than 35 families. Every story shared in this report, from Odin to Tiffany to Tikka, represents more than a successful medical outcome. They represent dedication to family, to the human animal bond and a community at work.

None of this momentum would be possible without the extraordinary dedication of our doctors and veterinary teams. Their resourcefulness, clinical excellence, and true love for animals and our community inspires this mission every day. I am equally grateful for our close-knit supporters — donors, board members, advisors, and partners — whose ongoing commitment and belief in this work continue to propel us forward.

As we look to 2026, we hope to build on our success and significantly expand our impact and increase available grant funding. We plan to deepen our relationship with the Pieper Olson Foundation community through signature fundraising events, expanded donor engagement, and meaningful community outreach. These efforts will not only grow resources, but strengthen the shared commitment that fuels this important work.

Throughout it all, our focus remains clear: expand access to urgent and emergent care, steward every dollar with integrity, and build a financially sustainable organization that can serve families for years to come.

Thank you for standing with us to build the Foundation. When a community chooses compassion, consistently and collectively, extraordinary things happen.

With Gratitude,  
Tessa Olson, President, Board of Directors

# BOARD OF DIRECTORS



**JOSHUA SMITH, ESQ**  
*Secretary*



**TESSA OLSON**  
*President*



**MICHELE SPENCE, CPA**  
*Treasurer*



**DR. SARAH WINZELBERG**  
*Member*



**ROBIN ZUBRETSKY**  
*Vice President*



**DOROTHY BERLONI**  
*Member*

# PROFESSIONAL ADVISORY BOARD



**DR. BEN OLSON**



**DR. ROB OLSON  
and  
DR. VIRGINIA NUNEZ OLSON**



**JOHN BAKER**

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## MISSION STATEMENT

The Pieper Olson Foundation is dedicated to providing financial assistance to families so their beloved pets can receive essential and urgent veterinary care.

With over 80 years of experience in the community, Pieper Veterinary has witnessed the devastating impact that financial hardship can have on pet health.

The Pieper Olson Foundation is committed to bridging this gap by supporting families in need, providing compassionate financial support when it matters most.

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## VISION STATEMENT

The Pieper Olson Foundation will achieve its Mission through;

Compassionate Access: Ensuring pets in crisis have access to essential and urgent care.

Local Commitment: Focusing on providing direct support within the local community.

Education & Awareness: Promoting awareness about the challenges families face when caring for their pets during emergencies and educating the community on available resources.

Sustainable Support: Building a Foundation that can grow and adapt to meet the evolving needs of the community.

Lifelong Bond: Fostering the unbreakable bond between families and their pets by eliminating financial barriers to life-saving veterinary care.

# 2025 ACCOMPLISHMENTS

## Program Impact

- Provided urgent veterinary care grants to 35+ families
- Focused resources on cases of immediate medical necessity, maximizing impact per dollar
- Formalized a referral process with Pieper Memorial Veterinary Center, with clinicians identifying eligible cases based on medical urgency and financial need

## Organizational Development

- Established the Foundation's governance framework, including:
  - Board structure, officer roles, and committees
  - Board policies and operating procedures
- Built core administrative and financial systems:
  - Budgeting and multi-year financial planning
  - Chart of accounts and reporting structure
  - Donation processing and IRS-compliant acknowledgement workflows

## Staffing & Leadership

- Hired the Foundation's first staff member by appointing an Executive Director, providing dedicated leadership, operational capacity, and strategic direction

## Fundraising & Donor Infrastructure

- Implemented formal donor stewardship processes, including compliant acknowledgements
- Successfully received major gifts, stock contributions, and online donations
- Launched the Foundation's first coordinated year-end appeal

## Communications & Brand

- Developed core branding and messaging, including a new website, logo, and digital outreach strategy, including social media and email blasts
- Produced the Foundation's first brochure for grant recipient families, clearly communicating mission, process, and impact
- Established storytelling and public awareness through patient impact narratives

## Strategic Positioning for Growth

- Completed multi-year financial projections, including a planned 79% increase in available grant funding for 2026
- Designed two signature fundraising initiatives for 2026 with detailed revenue and expense models
- Began identifying and cultivating additional Board and Advisory members to support governance and development

## Overall Milestone

- Successfully transitioned from an informal charitable effort into a fully structured, compliant, and scalable nonprofit organization, delivering measurable impact while building the foundation for sustainable growth

# HOW GRANTS ARE FUNDED

Medical Need  
Identified

*a pet needs  
emergency care*



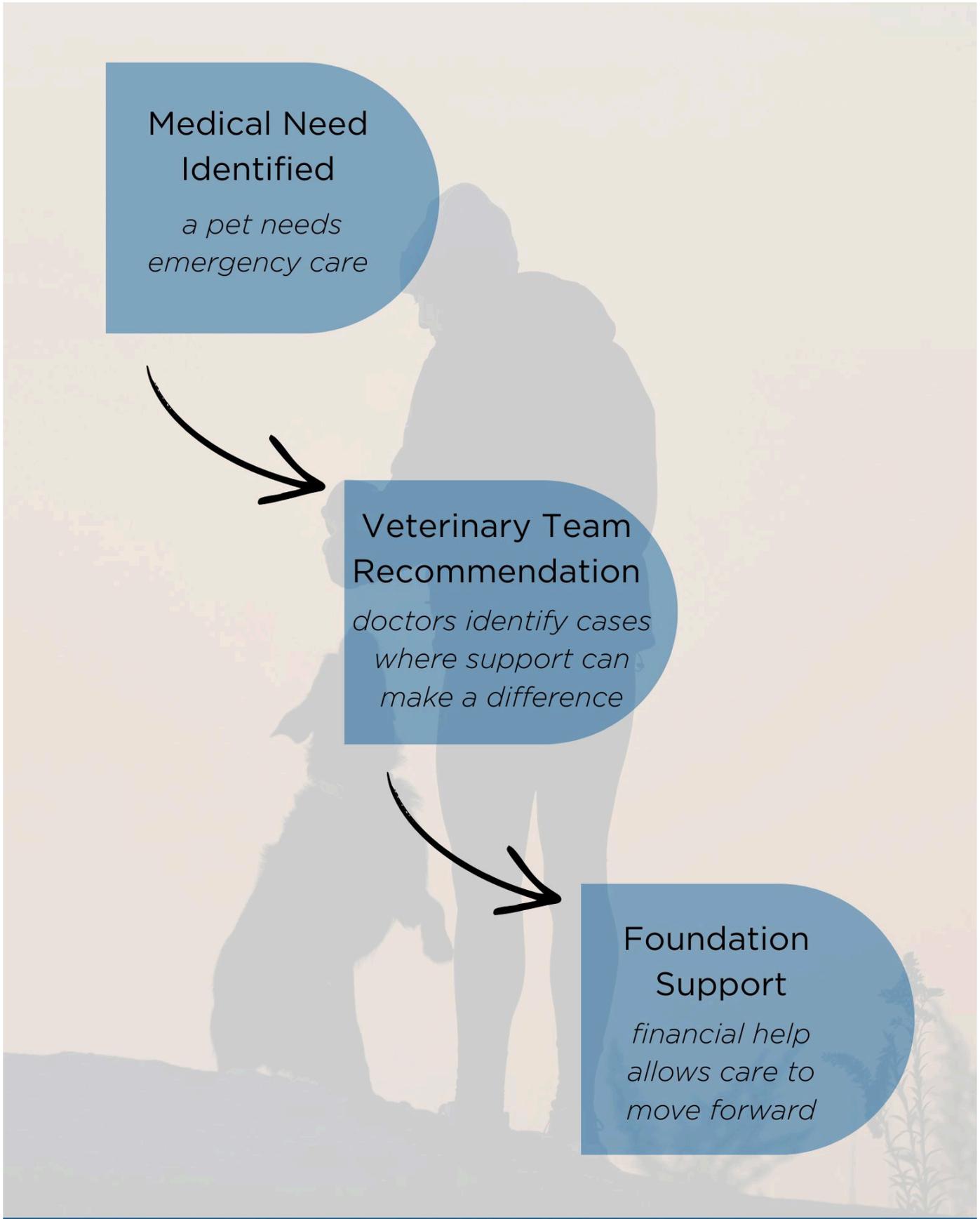
Veterinary Team  
Recommendation

*doctors identify cases  
where support can  
make a difference*



Foundation  
Support

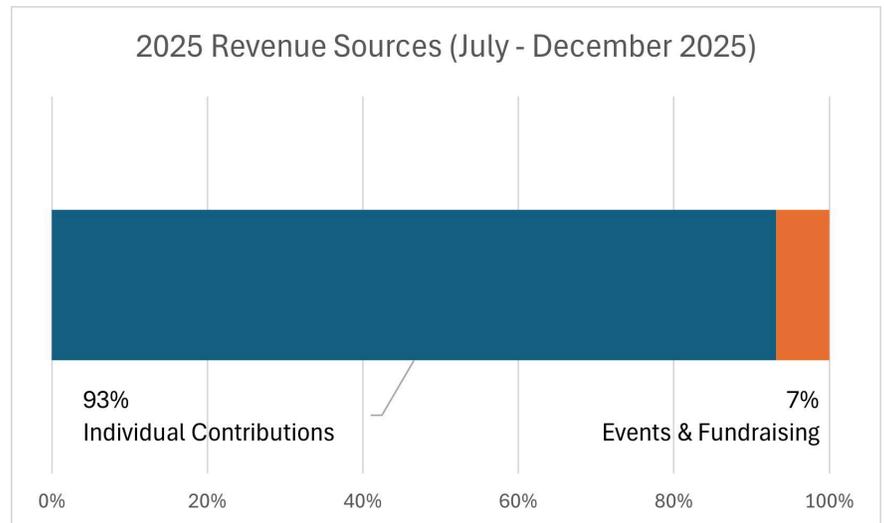
*financial help  
allows care to  
move forward*



# 2025 FINANCIAL REVIEW

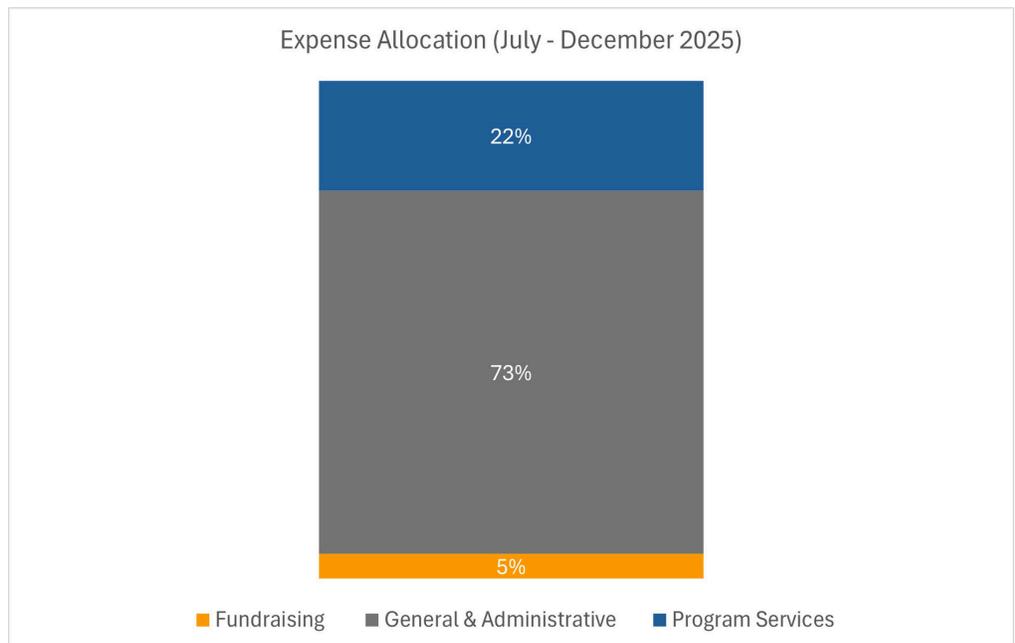
## 2025 Revenue Sources

In 2025, our revenue growth allowed us to expand program support while also making thoughtful investments in infrastructure, systems, and capacity that will strengthen the Foundation for the long term. These investments ensure we can serve more families efficiently, sustainably, and with integrity.



## 2025 Expense Allocation

During this period, the Foundation focused on building the operational and fundraising infrastructure necessary to sustainably expand program support in future years, while continuing to provide direct financial assistance to families facing urgent veterinary care needs.



*Note: Financial information reflects the Foundation's operations during a six-month period of renewed focus in 2025 and is presented to provide a clear, high-level overview of revenue and expense allocation.*

# IMPACT



*Odin*

**Odin** is a five-year-old Staffordshire Bull Terrier who has been part of his family since he was just four and a half weeks old. He is deeply loved and truly a member of the family.

When Odin began vomiting pieces of his favorite throw balls, his family knew something was wrong. Initial tests showed abnormalities, and while an obstruction couldn't be ruled out, a brief improvement offered hope. That hope was short-lived. Odin soon worsened, and his family rushed him back to Pieper Memorial Veterinary Center. X-rays revealed serious concerns, and without surgery, doctors feared sepsis could set in.

The cost of surgery was overwhelming—but the Pieper Olson Foundation stepped in to help. Today, Odin is healthy, happy, and back home with the family who has loved him since he was a puppy.

**Tikka** is a 5-month-old kitten who likes to cuddle with her sister and play with her foster family. When Tikka grew lethargic and stopped eating, her foster family knew something was not right and brought her into Pieper Olson Veterinary Center.

Tikka had swallowed a piece of string so thin doctors were barely able to see it on an ultrasound. Fostered through Monkey's Pack Rescue, a Connecticut non-profit animal rescue, little Tikka was a good candidate for surgery with a great chance for a full recovery. The Pieper Olson Foundation stepped in and offered to help with the cost of getting Tikka healthy and back home.

Tikka is fully recovered and has been adopted by her foster family. Support from donors made it possible for the Foundation to step in when the cost of care became overwhelming.



*Tikka*

**Tiffany** is a 9-month-old Long-Haired Chihuahua who loves snuggling with her family, playing fetch, carrying around her toy hedgehog, and enjoying any treat that involves chicken.

Late one summer afternoon, Tiffany startled when a child ran past and jumped from her mother's lap, landing wrong and breaking her leg. When the injury failed to heal, her family brought her to Lebanon Veterinary Hospital, part of the Pieper Veterinary system. Doctors determined her bones had shifted and could no longer heal properly. Amputation offered Tiffany the best chance at a pain-free, active life.

The Pieper Olson Foundation, was able to provide a grant to help cover the cost of Tiffany's surgery. Tiffany came through the procedure like a rockstar, and she is back home today – snuggling, playing, and still hoping for chicken treats.



*Tiffany*

# 2026 GOALS

## **1. Expand Program Impact**

- Increase grant funding by 79%+, significantly growing the number of families assisted
- Maintain focus on urgent and critical care cases based on medical necessity and financial hardship
- Standardize grant processes across Pieper Memorial Veterinary Center Staff to ensure speed, consistency, and outcome tracking.

## **2. Build Operational Capacity**

- Scale staffing to support growth:
  - Increase Executive Director hours
  - Hire Administrative Assistant support
  - Add development capacity as revenue expands
- Strengthen financial controls, reporting, and program metrics for Board oversight

## **3. Grow and Diversify Revenue**

- Successfully execute two signature fundraising events:
  - Inaugural Gala
  - Golf Outing
- Expand non-event revenue through:
  - Major gifts and corporate sponsorships
  - Stock and planned giving
  - Recurring donor programs
  - Pieper Memorial Veterinary Center fundraising participation events
- Implement structured donor segmentation and stewardship to improve retention and lifetime value

## **4. Strengthen Governance & Leadership**

- Expand the Board and Advisory Board with additional independent directors
- Establish working committees
- Conduct annual policy review

## **5. Elevate Communications & Visibility**

- Increase awareness through consistent impact storytelling across website, email, and social media
- Enhance on-site presence at Pieper Memorial Veterinary Center so families and staff clearly understand the Foundation's role
- Continue refining materials for grant recipients, donors, and partners

## **6. Ensure Financial Sustainability & Compliance**

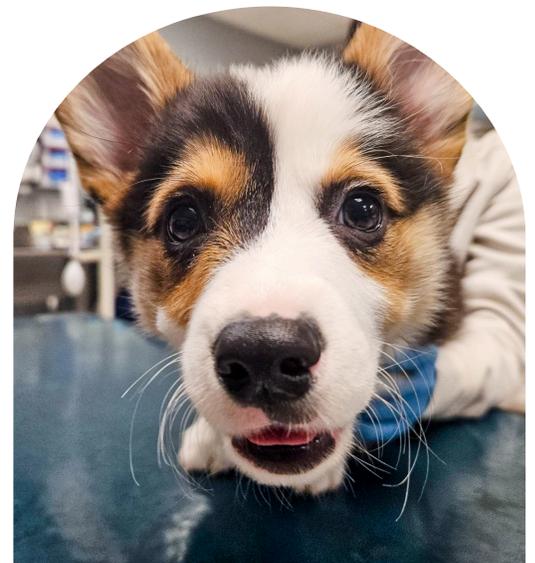
- Maintain full compliance with federal and state nonprofit requirements
- Establish and protect operating reserves and work toward establishing an endowment for the Foundation
- Provide transparent reporting of program vs. administrative expenses

## **Strategic Outcome for 2026**

Position the Foundation as a scalable, financially sustainable leader in emergency veterinary care assistance, delivering substantially greater impact while strengthening governance, operations, and long-term funding

# 2025 DONORS

- Aaron Mambrino
- Abbie Baker
- Alex Foulkes
- Alisheya Wheeler
- Alison Woodstock
- Amia DellaMura
- Amity Arscott
- Amy DePatie
- Anne Alstott
- April Ruiz
- Ashley Page
- Beth Lachance
- Bill Lump
- Bob Ruffolo
- Bonnie Makarewich
- Brian Hastings
- Carole and Robert Jefferies
- Caroline Damore
- Catarina Whitehouse
- Cheryl McGraw
- Cheryl Tafas
- Chris Little
- Christine Allaire
- Christine Mooney
- Claudia Holder
- Connie Day
- Cornelia Bischoff
- David Fiereck
- David Murphy
- David Rivard
- Dean Passanesi
- Dominic Orsini
- Donald DiVivo
- Dr. Ben Olson and  
Dr. Sarah Winzelberg
- Dr. Rob Olson and  
Dr. Virginia Nunez Olson
- Eden Goss
- Elaine Francke
- Elisa Medeiros
- Elise DeRego
- Elizabeth Brantley
- Ellenmary Valvo
- Erin Ambrosino
- Faye Bates
- G David Dorian
- Gabrielle Edman
- Gail Reynolds
- George Thoma
- Irene Joas
- James Ezold
- James Hammond
- Jamie Yates-Yee
- Jane Raithel
- Jean Vossler
- Jeanne Shoneck
- Jeff Clarke
- Jennifer Cavaliere
- Jennifer Kelley
- Jennifer Stambovsky
- Jennifer Sullivan
- Jessica Doheny
- Jill Schiavo
- Jillian Remsen
- John Baker and Tessa Olson
- John Valeri
- Jonathan Gerolami
- Joseph Bordieri
- Joyce Dunlavy
- Judith Henderson
- Julia Faraci
- Julianne Roth
- Julie Dinges
- Kalli Arbour
- Karen Forrest
- Karen Nisbet
- Katherine Fiore
- Kathleen Holgerson
- Kathleen Labun
- Laura Berman
- Ken Wilhelm
- Kevin Donovan
- Kimberly Taylor
- KR Sweeney
- Leon Ambo
- Loren Evarts
- Lorraine Brown
- Luis Etherington
- Lynn Richardson
- Maciej Konferowicz
- Marie Dudley
- Marilyn Pearson
- Mary Alyson Pilagin
- Mary Baran
- Mary Cowenhoven
- Mary Hanlon
- Mary Paprocki
- Maryellen Pugliese
- Maureen K. McCarthy
- Michael Martin
- Michael Oneglia
- Michele Spence
- Michelle Metzler
- Nancy Coombe-Smith
- Nancy Thompson
- Nathaniel Green
- Olga Cherkasova
- Pamela Christensen
- Pamela McKeown
- Paulette Whipple
- Pawel Fedyk
- Philip Shapiro
- Robert Picozzi
- Robin Zubretsky
- Rogers T. Pylant
- Rosemary Helveston
- Sainath Kesavan
- Sally Katz
- Sam Pantano
- Sandra Lira
- Sharon Dykas
- Sheri Ziccardi-Rhoades
- Spencer Fry and Annie Maguire
- Stephen Scuderi
- Steven Schmidt
- Steven Wernicki
- Sue Cotter
- Susan Boutiette
- Susan E. Richmond
- Todd Dykas
- Traci Marquis-Eydman
- Valeria Calafiore
- Vanessa Taylor
- Victor Lye
- Vincent Ferraiolo
- Wendy Galovich



# SUPPORT THE FOUNDATION

## 1. Donate Through PayPal

- If you would like to donate through PayPal, [PAYPAL.COM/DONATE/?HOSTED\\_BUTTON\\_ID=P427QP24NM725](https://www.paypal.com/donate/?hosted_button_id=P427QP24NM725)
- Use our QR Code to donate;



## 2. Give by Check

- If you would like to give by check or money order, please make it payable to Pieper Olson Foundation and mail checks to; Pieper Olson Foundation, 282 Main Street Ext, Building C, 1<sup>st</sup> Floor, Middletown, CT 06457.

## 3. Donate Stock

- Donating stock is a powerful way to give. By transferring appreciated stock directly to a nonprofit, you can avoid paying capital gains taxes while still receiving a charitable deduction for the fair market value. Contact us at [info@pieperolsonfoundation.pet](mailto:info@pieperolsonfoundation.pet) for transfer details.

## 4. Donor Advised Fund

- If you have a Donor Advised Fund with a community foundation, investment firm, or another organization, you can recommend a grant to the Pieper Olson Foundation

## 5. Consider Becoming a Recurring Donor

- Becoming a monthly donor is one of the most impactful ways to give. Your steady support provides reliable funding that allows us to plan ahead, respond quickly to urgent needs, and sustain our programs year-round.

## 6. Consider Becoming a Corporate Sponsor

- Becoming a corporate sponsor is a meaningful way for businesses to give back while also strengthening their brand. Sponsorship demonstrates a company's commitment to the community, builds goodwill with customers and employees, and creates positive visibility through association with a trusted cause.

## 7. Become a Pieper Olson Foundation Ambassador

- Being an ambassador for an organization you love does not have to be formal—it is really just about sharing your enthusiasm and helping others see why it matters to you. By talking about our mission, sharing stories, or spreading the word on social media, you are helping more people learn about the great work being done. Follow us on Facebook - <https://www.facebook.com/pieperolsonfoundation>, and Instagram - <https://www.instagram.com/pieperolsonfoundation/>

## 8. Consider Adding Planned Giving to Your Estate Plan

- Planned Giving is a thoughtful way to make a lasting impact beyond your lifetime while ensuring the causes you care about continue to thrive. By including our organization in your estate plans—through a bequest, trust, retirement plan, or other gift—you can create a legacy of compassion that helps pets and families in need for generations to come. If you are considering this giving option, please consult with your attorney, accountant, or other financial advisor.