

2014 A4A NEWSLETTER



ATHLETES
FOR
ANIMALS

SINCE OUR LAUNCH IN NOVEMBER OF 2013,

we have successfully connected athletes with a shared passion for animals, educated the public about responsible pet ownership, promoted pet adoption, and raised and distributed funds to help support best practices in pet adoption and care.

THE HOMELESS PET POPULATION HAS GROWN TO DISTURBING PROPORTIONS—TO THE POINT THAT THE NUMBER ONE CAUSE OF ANIMAL DEATH IS EUTHANASIA IN OVERCROWDED SHELTERS.



ATHLETES FOR ANIMALS was created to address the root of this problem and reduce the number of homeless pets THROUGH THE PLATFORM OF PROFESSIONAL ATHLETES.



CONNECTING ATHLETES

Gained the support of **16 Athlete Ambassadors** from the **Olympics, MLB, NFL, and NHL**. They have collectively volunteered over 100 hours promoting animal welfare groups and initiatives across North America.



PROMOTING PET ADOPTION

Collaborated with local St. Louis groups and with groups in ambassadors' cities to promote pet adoptions and spay/neuter initiatives through participation in adoption events, billboard campaigns, social media efforts, and nationwide educational and awareness campaigns and fundraisers.



EDUCATING THE PUBLIC

Shed light on the worldwide problem of homeless pets by rescuing two street dogs from the 2014 Winter Olympics in Sochi, Russia and gained attention of national media.

Partnered in the worldwide awareness effort known as "Remember Me Thursday," sharing the stories of shelter animals that have been euthanized waiting for homes. The effort was brought to an NHL preseason game in St. Louis and featured luminaries from the LA Kings, thanks to our dedicated ambassadors.

Partnered with local and national companies and organizations such as Project Blue Collar, Treats Unleashed, Grounds and Hounds Coffee, Barkbox, and Nature's Variety Pet Food to promote social change for homeless companion animals.



SUPPORTING BEST PRACTICES

Awarded more than \$65,000 in grants to organizations providing funding for Trap-Neuter-Return (TNR) programs, spay/neuter efforts, vaccination funding, community outreach, and educational endeavors.

Provided credibility to countless organizations through athlete appearances, interviews, and mentions.

ATHLETES FOR ANIMALS is working to increase respect for all companion animals, so that all decisions about pets—from adoption to spaying and neutering—lead to a manageable pet population. **But this is only the beginning.**

BE SURE TO FOLLOW A4A AND OUR NEWEST INITIATIVES
and visit our website at athletesforanimals.org



"We couldn't be more grateful for the support A4A has received in its first year as a nonprofit, which has allowed for the unification of athletes in pursuit of animal welfare worldwide. We look forward to the organization's continued impact on the lives of homeless pets in the years to come."

— David and Kelly Backes

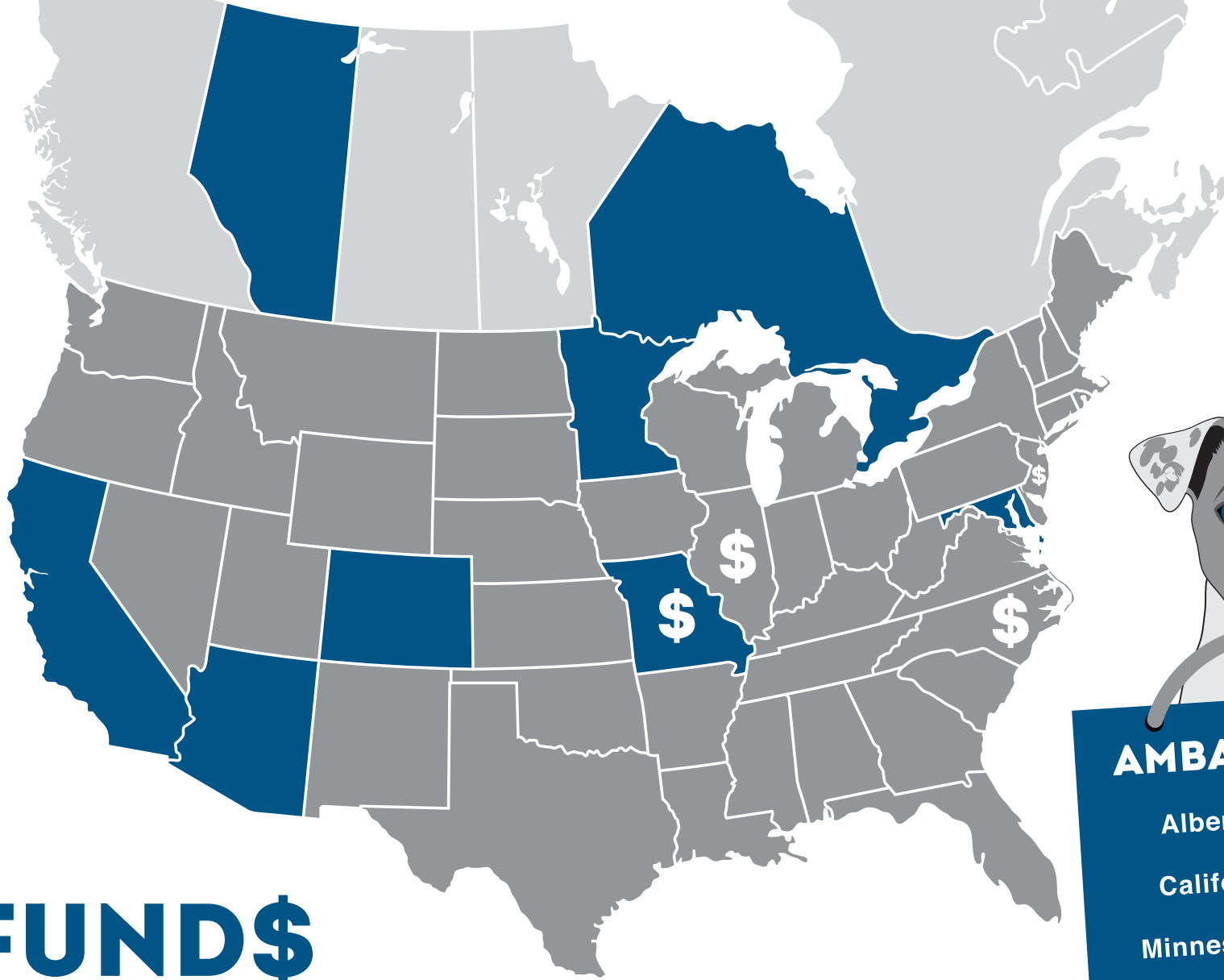
OUR UPCOMING GRANT CYCLE DEADLINE IS MARCH 2015.

If you know of an organization that could use our funding, we would love to hear from you: info@athletesforanimals.org



ATHLETES
FOR
ANIMALS

AMBASSADORS ACROSS NORTH AMERICA



FUNDS

Athletes for Animals has fulfilled grants to organizations in Illinois, Missouri, New Jersey, and North Carolina.



AMBASSADORS

Alberta, Arizona (2),
California, Colorado,
Minnesota, Missouri (8),
Ontario, Washington DC

JOIN US AND BE AN ALL-STAR OWNER

1



ADOPT

Choose to rescue your next pet—a special gift for both your new companion and yourself.

2



SPAY/NEUTER

Prevent further overpopulation of homeless animals.

3



CARE

Give your pet the best care possible for an enriched life.

4



SHARE

Pass along the message of responsible pet ownership to friends and family.

2014 A4A NEWSLETTER

100%

ATHLETE PLEDGES
+
PUBLIC DONATIONS



ANIMALS & THEIR WELFARE
CARE & EDUCATIONAL PROJECTS

FOUNDERS COVER ALL OPERATIONAL COSTS



ATHLETES
FOR
ANIMALS

PO Box 50345
St. Louis, Missouri 63105
AthletesforAnimals.org