

2007

GREATER
GOOD
CHARITIES

15

2022





A Message from Liz.

Across the globe, many people and their pets are struggling, and at times, some are even suffering. Over the past few years, we've all experienced unprecedented challenges, from a global pandemic to an increase in natural disasters, and this year all eyes were on Ukraine as an unprovoked war was waged against the Ukrainian people. Thanks to our donors, Greater Good Charities was able to respond with focused agility and creative solutions to these challenges.

2022 is a milestone year for Greater Good Charities. It is our 15th year in existence, and we released a new mission statement: Greater Good Charities works to help people, pets, and the planet by mobilizing in response to need and amplifying the good. We felt it was important to explicitly state that in moments of crisis, it is our responsibility to respond. Since our inception, we have invested over \$475 million in life-saving impact through grants and our own programming. And it's only possible because of you.

Here's to the next 15 years.

A handwritten signature in black ink, appearing to read 'Liz Baker', with a large, elegant flourish at the end.

Liz Baker, Chief Executive Officer

CONTENTS.

04-05

WHERE WE WORK

08-13

DISASTER

18-23

PETS

28-29

BOARD OF DIRECTORS

06-07

IMPACT

14-17

PEOPLE

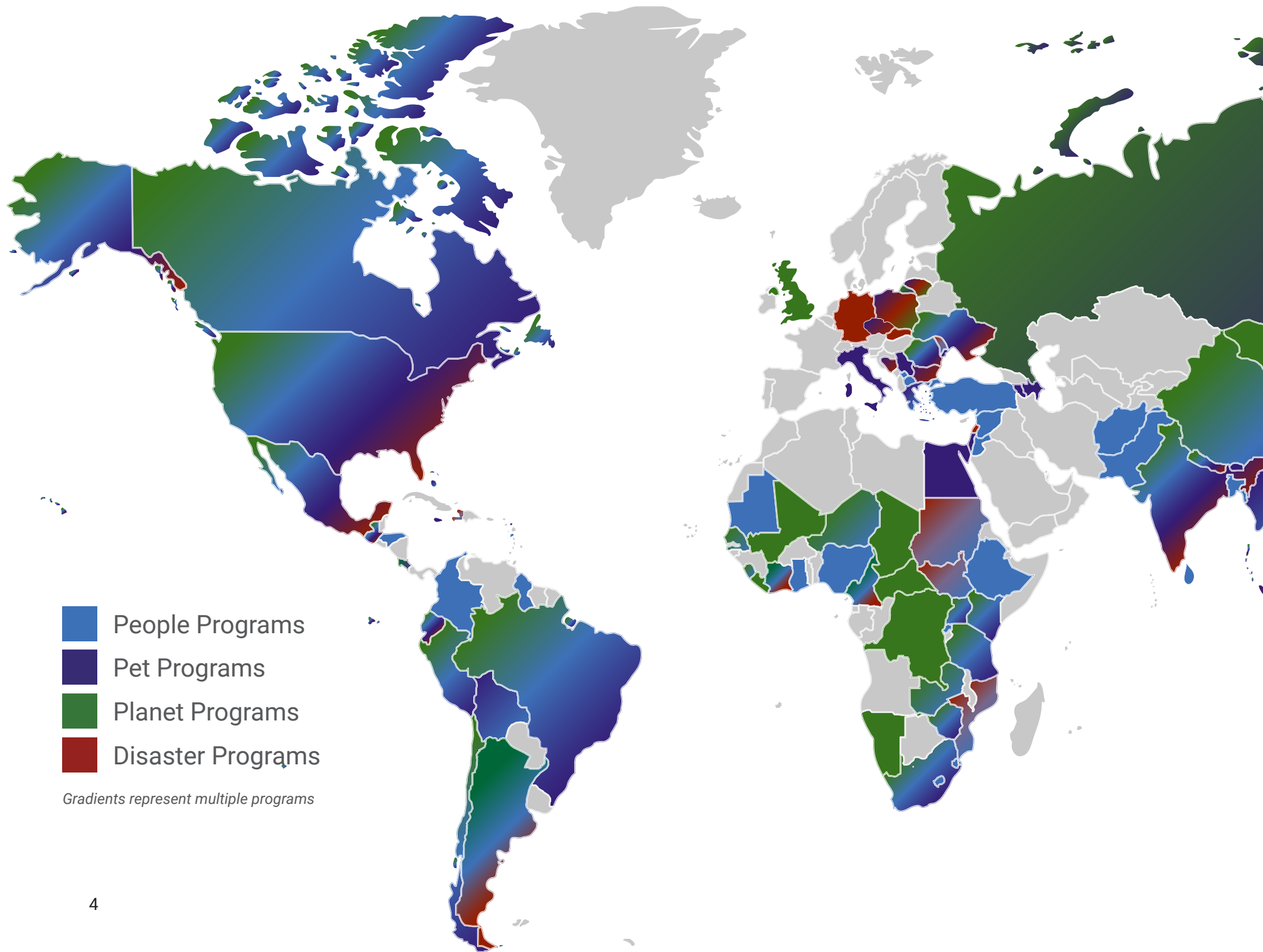
24-27

PLANET

30-31

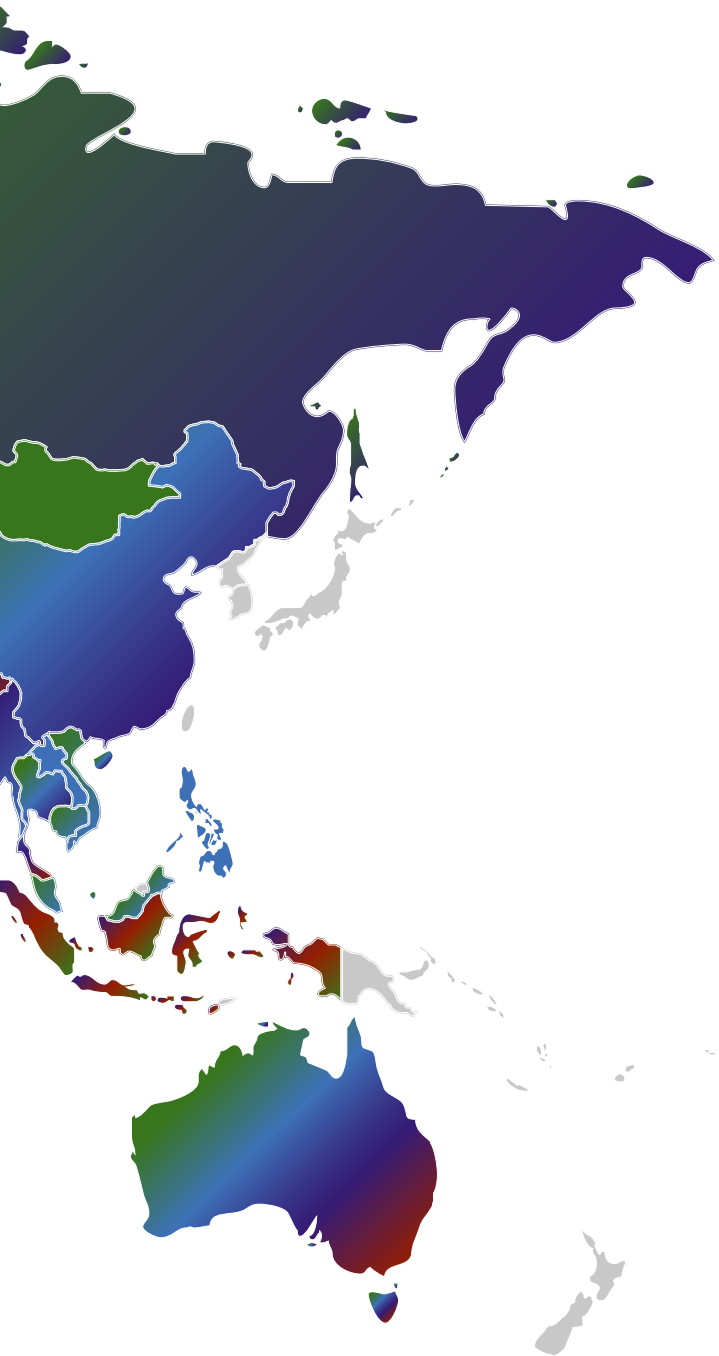
FINANCIALS





- People Programs
- Pet Programs
- Planet Programs
- Disaster Programs

Gradients represent multiple programs



WHERE WE WORK.

Making a World of Difference

Greater Good Charities amplifies the good for people, pets, and the planet. Our work extends across the globe with initiatives that include helping both people and pets through our emergency response programming to natural and man-made disasters, supporting the education of young women in 105 countries, leading biodiversity expeditions in the southwest United States, flying thousands of at-risk pets to new homes, and renovating animal shelters, domestic violence shelters, as well as homeless and veteran housing for those most in need.

15 YEARS OF IMPACT.

This year, Greater Good Charities celebrates 15 years of amplifying the good. Over the years, the trust and support from our community of donors has not only fueled our ability to support partner organizations, serving 121 countries around the globe, but also launched the creation and expansion of 20+ of our own innovative programs that resulted in profound impact in the lives of people and animals worldwide.



DISASTER RELIEF

- \$70MM+ in Disaster Relief Support
- 26 Countries Served
- 1.7MM+ People and Pets Directly Helped



PROTECTING PEOPLE

- 20MM+ Meals Provided to People in Need
- \$33MM+ Support to Help People in Need
- 66 Countries Served



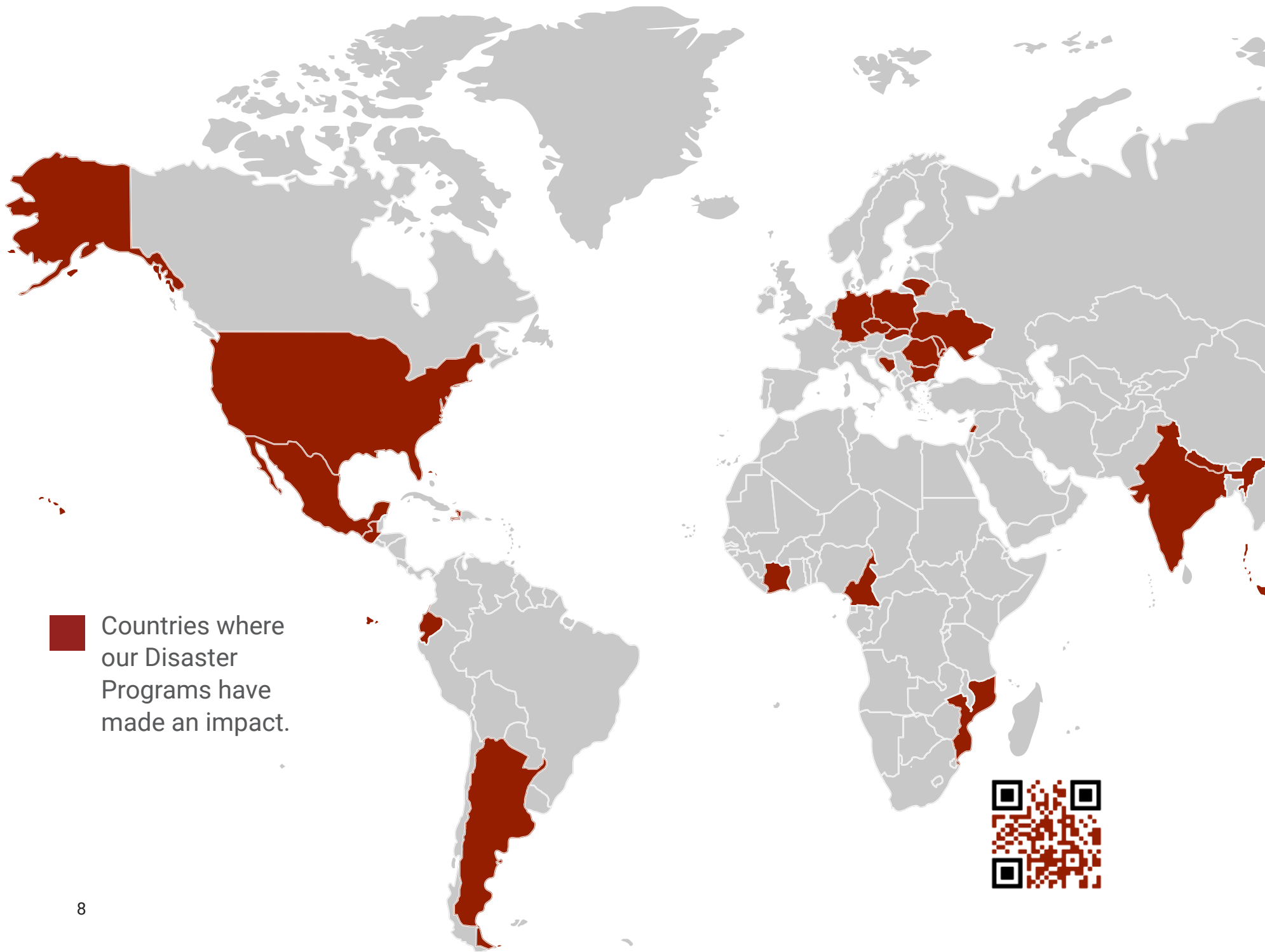
PROTECTING PETS


- 539MM+ Meals Provided to Pets in Need
- 4.5MM+ Pets Directly Supported
- 42 Countries Served



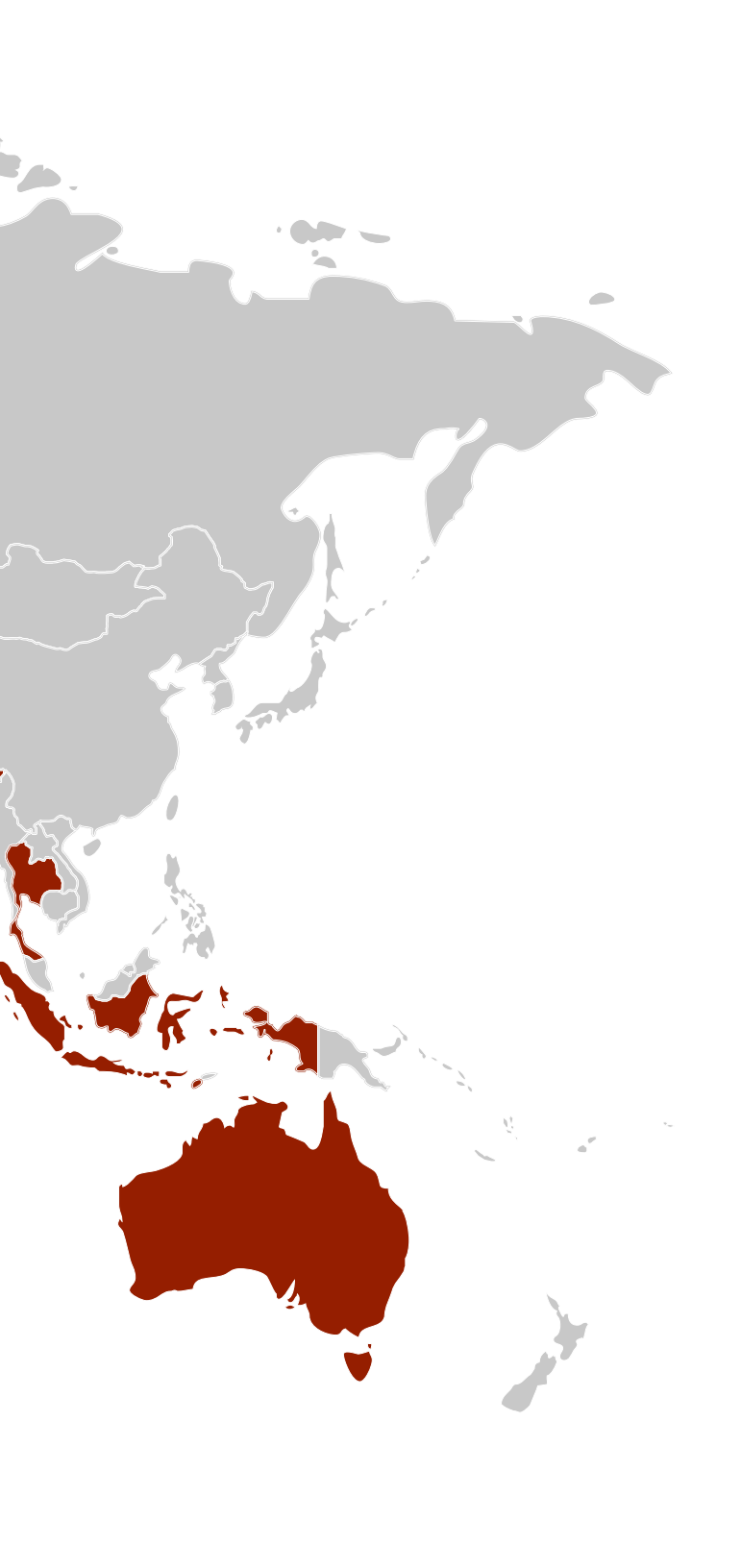
PROTECTING THE PLANET

- 1.28MM Acres Protected
- 20+ Endangered Species Helped
- 43 Countries Served



 Countries where our Disaster Programs have made an impact.





DISASTER.

Greater Good Charities provides on the ground assistance and funding to partners to maximize impact and relief for affected people and pets during and after disasters such as hurricanes, floods, and fires.



RAPID RESPONSE TO CRISIS IN UKRAINE.

At the beginning of 2022, Greater Good Charities had no way to anticipate the devastation that we now see in Ukraine, a country in crisis. The United Nations estimates that more than 7.8 million refugees from Ukraine were recorded across Europe while over 6.5 million are displaced inside war-torn Ukraine itself.

After the Russian invasion, Greater Good Charities responded quickly and provided much-needed cash assistance to humanitarian and animal welfare partners on the ground. We established warehouse distribution partners in Poland, Romania, Lithuania, Slovakia, and Moldova and secured our

own warehouse in Poland. Our team made incredible strides while on the ground during our initial response and is now working with our core partners to provide short- and long-term relief.

GREATER GOOD CHARITIES HAS AMPLIFIED THE GOOD BY PROVIDING OVER 9.5 MILLION MEALS TO MILLIONS OF DISPLACED PEOPLE THROUGH OUR LOCAL PARTNERS AND FOOD BANKS.

We help distribute nourishing

meals at border crossings for displaced Ukrainian people fleeing Ukraine and at shelters and camps for those who remain in the country. Additionally, Greater Good Charities has provided more than 31.6 million meals (and counting!) for the pets of Ukrainian people that are fleeing to neighboring countries, as well as support to struggling animal shelters in Ukraine. For those who are leaving, the journey is daunting - with many Ukrainian families and their pets traveling for days without food.

Almost a year later, we are one of the only international

NGOs that continues to work inside Ukraine. We've further cemented our dedication to the Ukrainian people with the opening of our new office in Poland so we are able to quickly respond to the rapidly changing crisis. On any given day our team is visiting and/or volunteering at local food banks, a border crossing, or a refugee center for women and children, or unloading pallets of pet food at animal shelters.

This is personal for us at Greater Good Charities, which is why our executive team was on the ground in October meeting with local partners to ensure we are meeting their exact needs. More recently, our Disaster Relief team distributed food, blankets and pet food to refugees in Verbivka in an effort to provide hope and a feeling of normalcy. These items offer comfort, stability, and hope

to those who have lost everything as they enter what may be the coldest winter of their lives.

Greater Goods Charities will stay true to its core promise that in

moments of crisis it is our responsibility to respond, and we will continue to support the people and pets of Ukraine until we are no longer needed.



Photo © Alina Smutko

HOW WE AMPLIFY THE GOOD.



Reaching Those that Need it Most

Greater Good Charities approaches disaster response in three complementary ways: thinking ahead and preparing communities for imminent natural disasters, responding during disasters by helping on the ground with supplies and relief work, and boosting recovery by directly aiding people and pets and helping to rebuild infrastructure.

Hurricane Response

On September 28, 2022, Hurricane Ian tore up the western coast of Florida as a Category 4 storm. With destructive winds of up to 155 miles per hour and torrential rain, it caused life threatening storm surges and massive amounts of flooding. We prepositioned supplies like pet food, supplies, humanitarian aid, and planned emergency Good Flights to move pets that were in shelters before the storm to make room for large numbers of incoming displaced pets.

DISASTER RESPONSE.

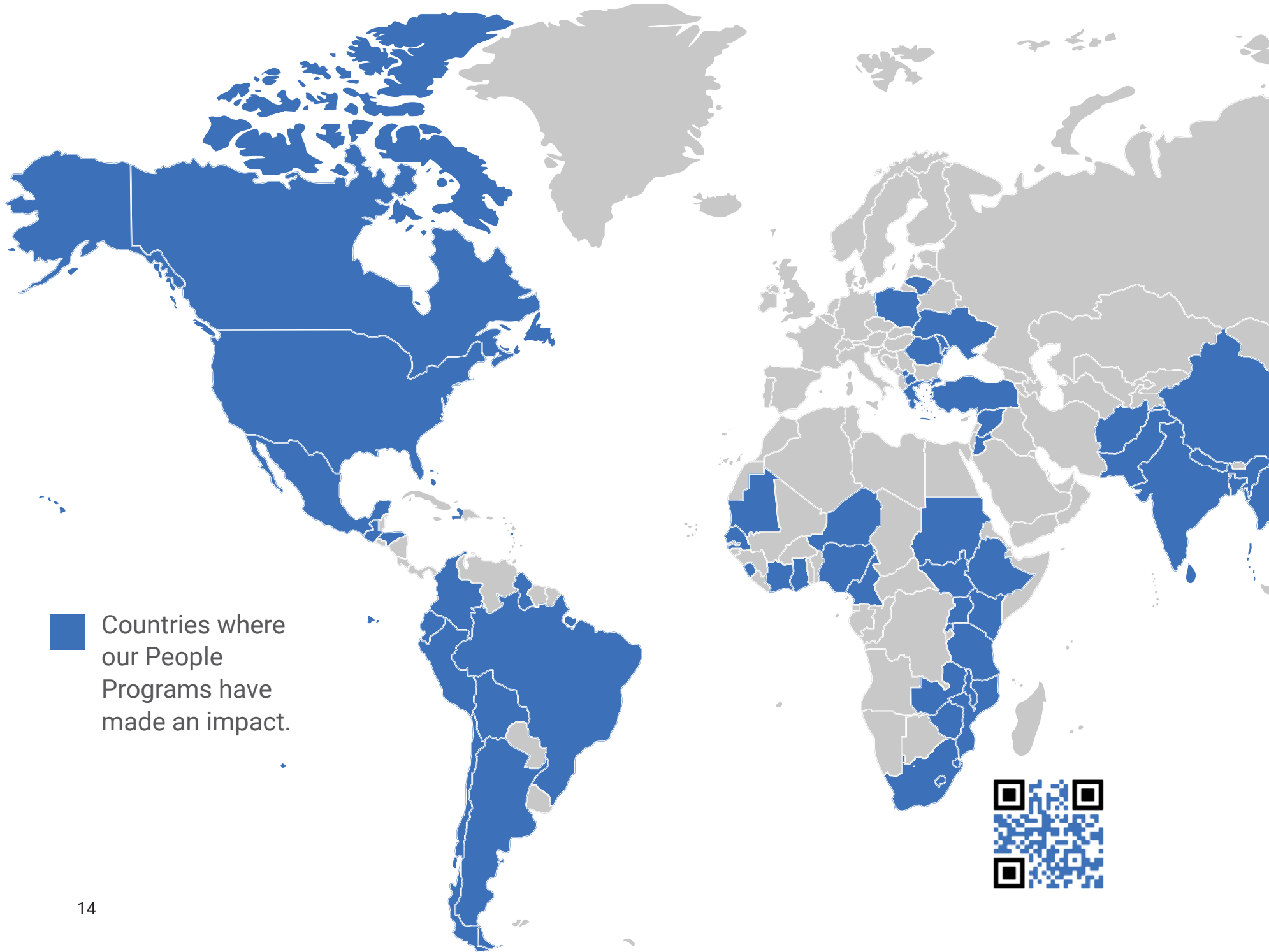
COVID-19 Response


During the COVID-19 pandemic, Greater Good Charities provided over 36 million meals to pets in need in 48 states, the District of Columbia and Puerto Rico. To help keep the animal-human bond intact, Greater Good Charities awarded dozens of grants to pet shelters across the U.S. to support families and pets facing economic hardships. Overall, we have provided \$30 million in COVID-19 disaster relief support.

Paws Across the Pacific

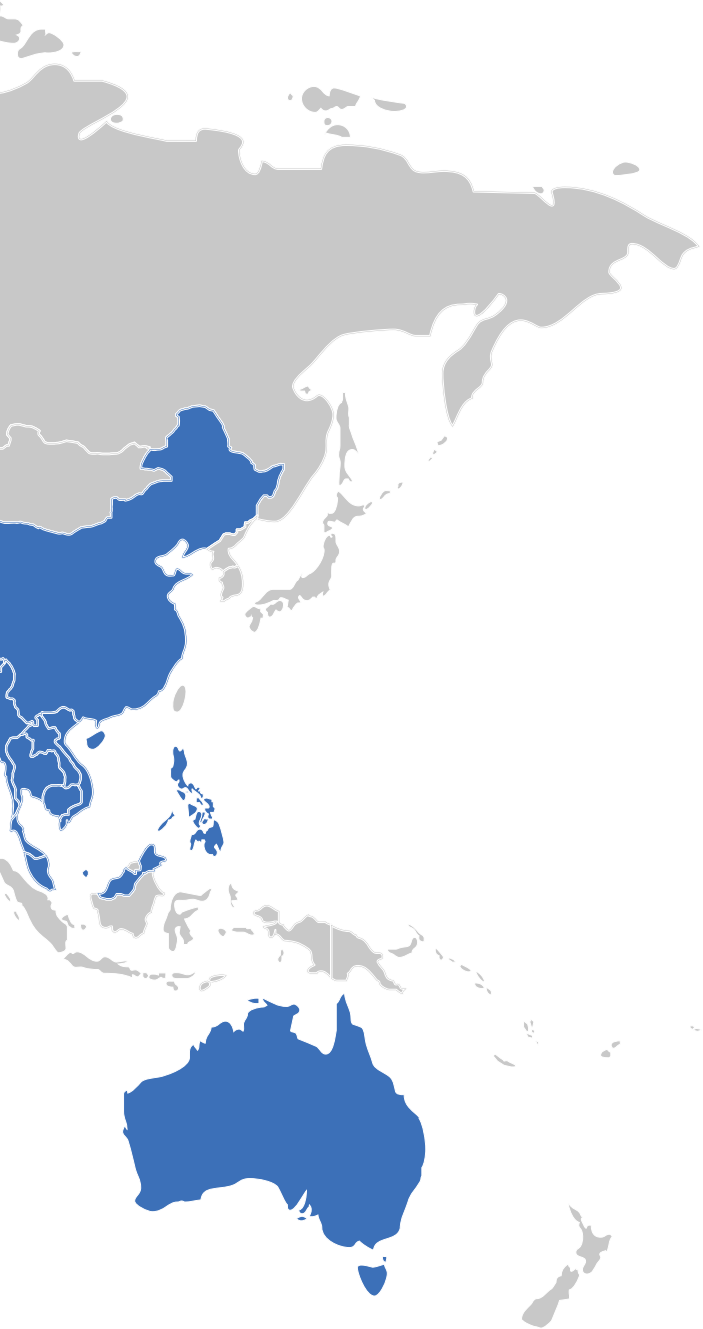
In Hawaii, the COVID-19 pandemic halted the ability to place pets. Some shelters urgently needed to make room for hundreds of new pets. The emergency response team in Hawaii contacted us and we quickly mobilized the single largest air evacuation flight of domestic animals on one plane. On October 28, 2020, we flew nearly 600 dogs and cats from 6 shelters on 5 Hawaiian islands to Seattle, WA, where they quickly found homes.





 Countries where our People Programs have made an impact.





PEOPLE.

We empower vulnerable populations around the world with food, education, and survival essentials.



HOW WE AMPLIFY THE GOOD.



Reaching Those Who Need it Most

Good Packs provides survival and comfort supplies to those in crisis, with modular backpacks to serve pets, children, disaster victims, military veterans, food insecure families, and those experiencing homelessness. More than 30,000 Good Packs and 25,000 Subpacks have been distributed across 76 cities around the globe.

Empowering Young Women Around the World

Girls' Voices ignites creativity, resilience, and leadership in girls through digital media storytelling and education. With 105 countries participating, Girls' Voices helped educate 2,000+ girls, with over 50% of these young women receiving scholarships.

PROGRAMS & INITIATIVES.

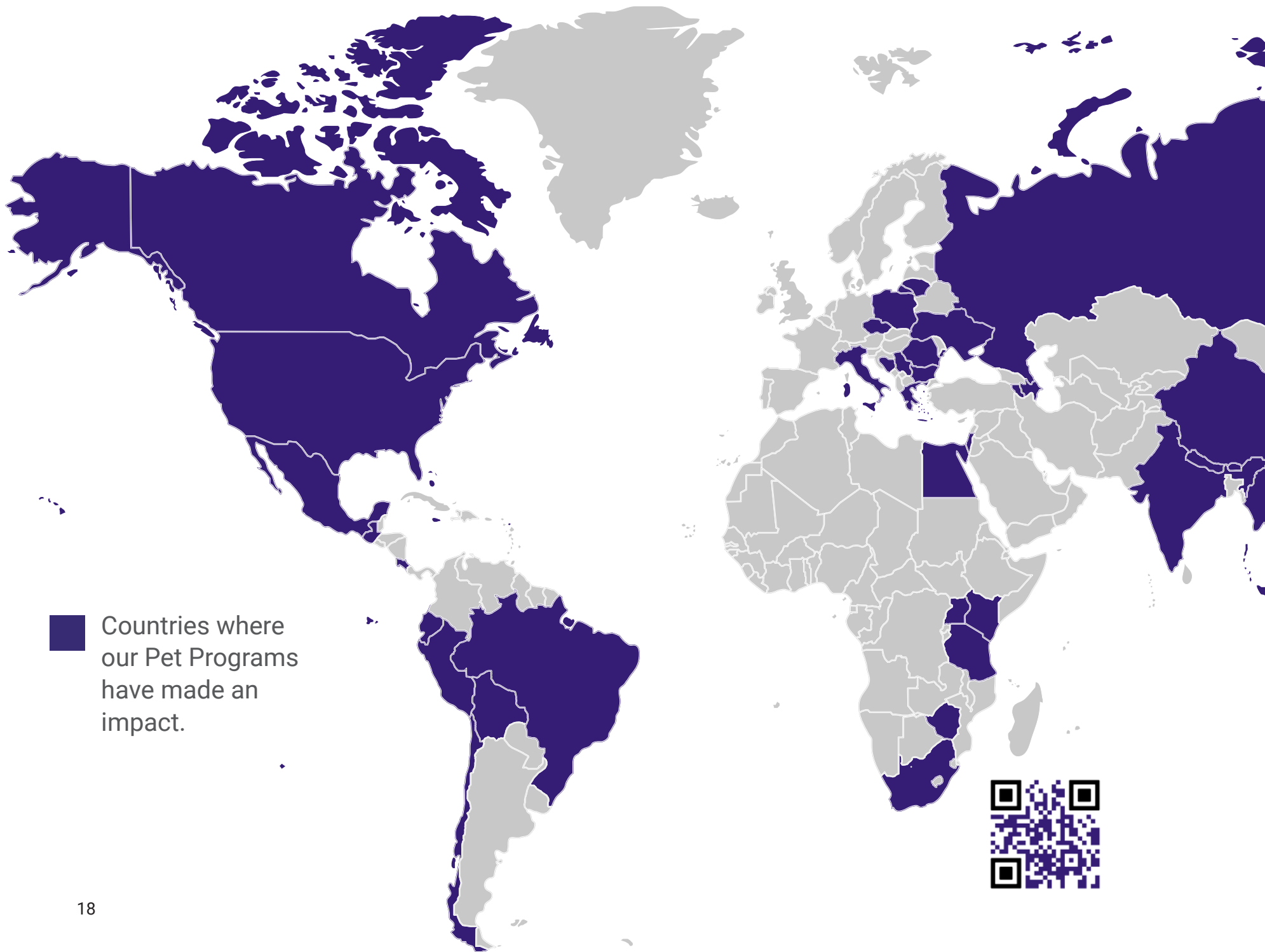
Building Homes in Haiti

Working with local partners, we quickly responded after the devastating 2021 earthquake in Haiti by donating food as well as building 15 homes that are big enough to house up to 6 people.

Feed Thy Neighbor

Food insecurity during the pandemic surged to levels not seen since the Great Depression. We worked with actor Chris Pratt and our partner 12 Tomatoes to support the Feed Thy Neighbor project, which provided 32.5 million meals to those who needed them most.





■ Countries where our Pet Programs have made an impact.





PETS.

Working with a network of shelters and rescues in the US, we renovate shelter spaces, provide critical food and supplies, medical support, training, transport, and more for pets nationwide.



HOW WE AMPLIFY THE GOOD.



Largest Distribution Network for GOOD

The GOODS Program distributes food, essential supplies, clothing, housewares, toys, and more to pets and people in need across the world. We've delivered nearly 540 million pet meals across 44 states and over \$10MM lifesaving pet medications. Helping more than 4.4 million pets, this included hard goods for people and pets in need with a value of \$30MM+.

Providing Safe Spaces for Pets and their People

Rescue Rebuild is our shelter renovation program that helps renovate animal shelters, as well as domestic violence shelters and homeless and veteran housing to accommodate animal residents. Rescue Rebuild has tackled 175 projects, through 150,000+ volunteer hours, helping more than 720,000 animals and 3,200 people.

PROGRAMS & INITIATIVES.

Bringing Down Pet Overpopulation

In 2021, Good Fix was launched with specially trained, high-quality, high-volume spay/neuter surgical teams and professional trapping teams to help control pet overpopulation. Good Fix has now spayed or neutered 50,000+ dogs and cats. In one 10-day clinic on Kauai, 1,700 animals were sterilized – that’s the equivalent of two years of normal sterilizations done on the island.

First Class Flight to a New Life

Good Flights recently completed its 100th life-saving airlift. In total, the program has transported more than 5,700 at-risk shelter pets, including treating many heartworm positive dogs. Additionally, the team has completed 32 ground transports. With 68 total partners (senders and receivers) covering more than 125,000 miles, including transport of food and humanitarian supplies, this program has truly touched lives.



HOW WE AMPLIFY THE GOOD.



Giving Cats a Second Chance

The Jackson Galaxy Project improves the health, quality of life and adoption outcomes for shelter cats and helps the people who care for them through innovative initiatives that educate, inspire, and empower staff, rescuers, and adopters. Since 2016, The Jackson Galaxy Project has helped 234 animal welfare organizations, shelter staff and volunteers enrich the lives of 3,100+ cats in shelters, thereby increasing adoptions.

Helping Animals Through Emergencies

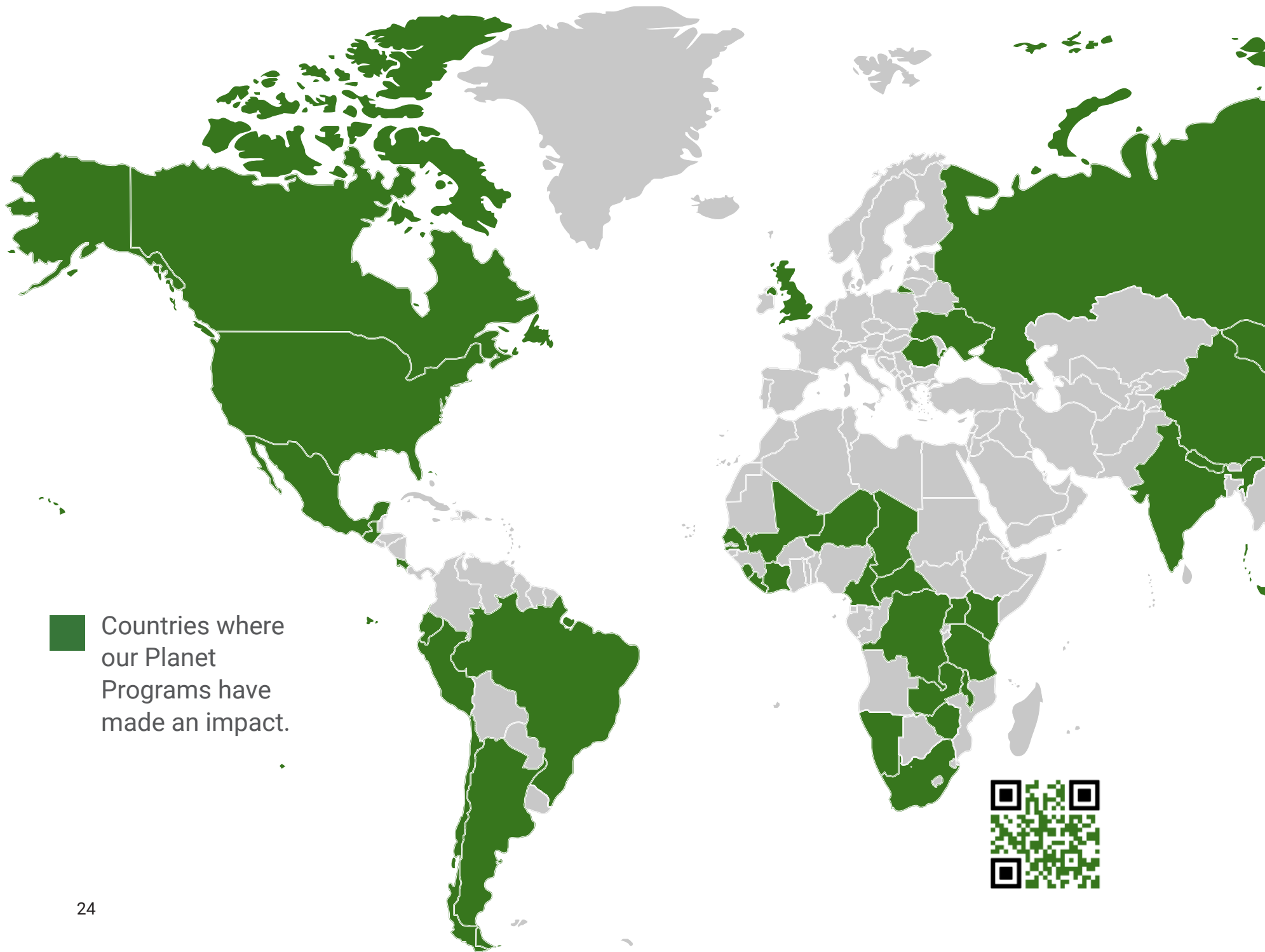
The Emergency Animal Medical program provides emergency funding for adoptable pets in need of medical intervention. Since 2015, EAM has granted \$1.7MM+ to help treat and save 875+ pets in 40 states and nine countries.


PROGRAMS & INITIATIVES.

Home Before Forever Home

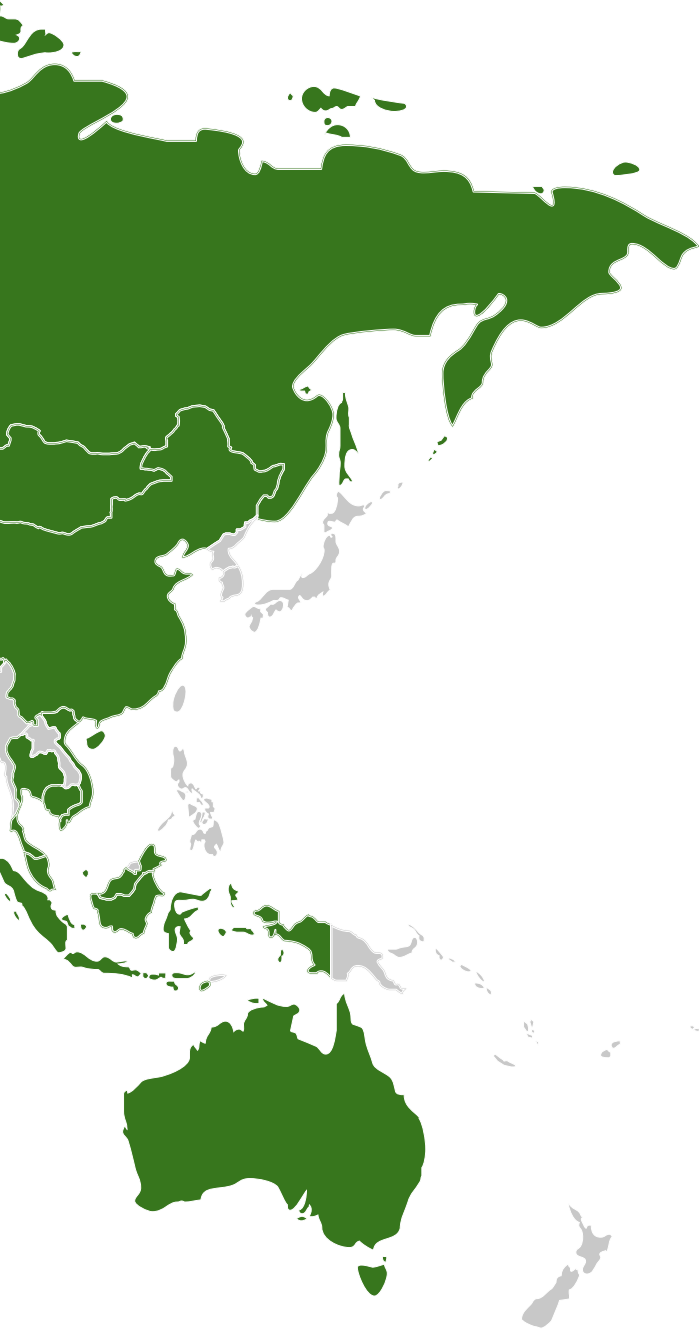
Good Home, a suite of foster programs that connects pets and people for the benefit of both, expands volunteer foster programs at overcrowded shelters in the US. With 1,400+ shelters registered with 92,000+ foster volunteers, this program seeks to help with shelter overcrowding nationwide.





 Countries where our Planet Programs have made an impact.





PLANET.

We support the conservation of plant and wildlife species around the globe threatened by extinction through habitat protection and community education to prevent biodiversity loss.



HOW WE AMPLIFY THE GOOD.



Protecting Remote Areas of the World

The Madrean Discovery Expeditions program focuses on exploring, studying, documenting, and protecting the Madrean Archipelago. MDE has conducted 32 expeditions across the Sky Islands, a series of unique ecosystems from New Mexico and Arizona to Mexico. The program has yielded over 58,000 plant and animal observations recorded in a publicly-available database, and various program findings have been included in 60 scientific publications.

Last Chance for Rare Species

Project Peril is dedicated to the conservation of species identified as in peril, threatened, endangered, or close to extinction throughout the world. Humans are one of more than 1 million species, yet our existence has marked our planet, leaving many species on the brink of extinction. Biodiversity is crucial to our planet's survival, and rapid loss rates endanger it and everything living within it.

PROGRAMS & INITIATIVES.

Project Wildcat

Project Wildcat, in partnership with Primero Conservation, works with the ranchers of Sonora to cohabitate peacefully with the majestic jaguar and other endangered species. The program's hands-on approach teaches ranchers enhanced cattle management techniques and provides related infrastructural improvements that limit the cattle's grazing range, like fencing and water systems.

The Future of Bees

Greater Good Charities is dedicated to saving bees as they are essential to our planet, our food system and our future. Historically, we've worked with partners to restore the bees' habitat as well as quickly reacting after the destruction of Hurricane Ian to feed local bees by providing 500,000+ pounds of emergency syrup and 113,000 pounds of pollen substitute directly to partners in Florida.



BOARD OF DIRECTORS.

This past year has been a profound journey of growth and impact for the organization. Our progress would not be possible without the wisdom, guidance, and dedication of our board.



**JAM
STEWART**

Board
Chair



**DR. JULIE
RYAN-JOHNSON**

Board Vice
Chair



**JOHN
GEHRT**

Board
Treasurer



**JULIA
CHRISTOPHERSON**

Board
Secretary



**DAVID
YASKULKA**

Board
Member



**DAVID
SAMUELSON**

Board
Member



**JACKSON
GALAXY**

Board
Member



**GREG
HESTERBERG**

Board
Member



**KIMBERLY
KLINTWORTH**

Board
Member

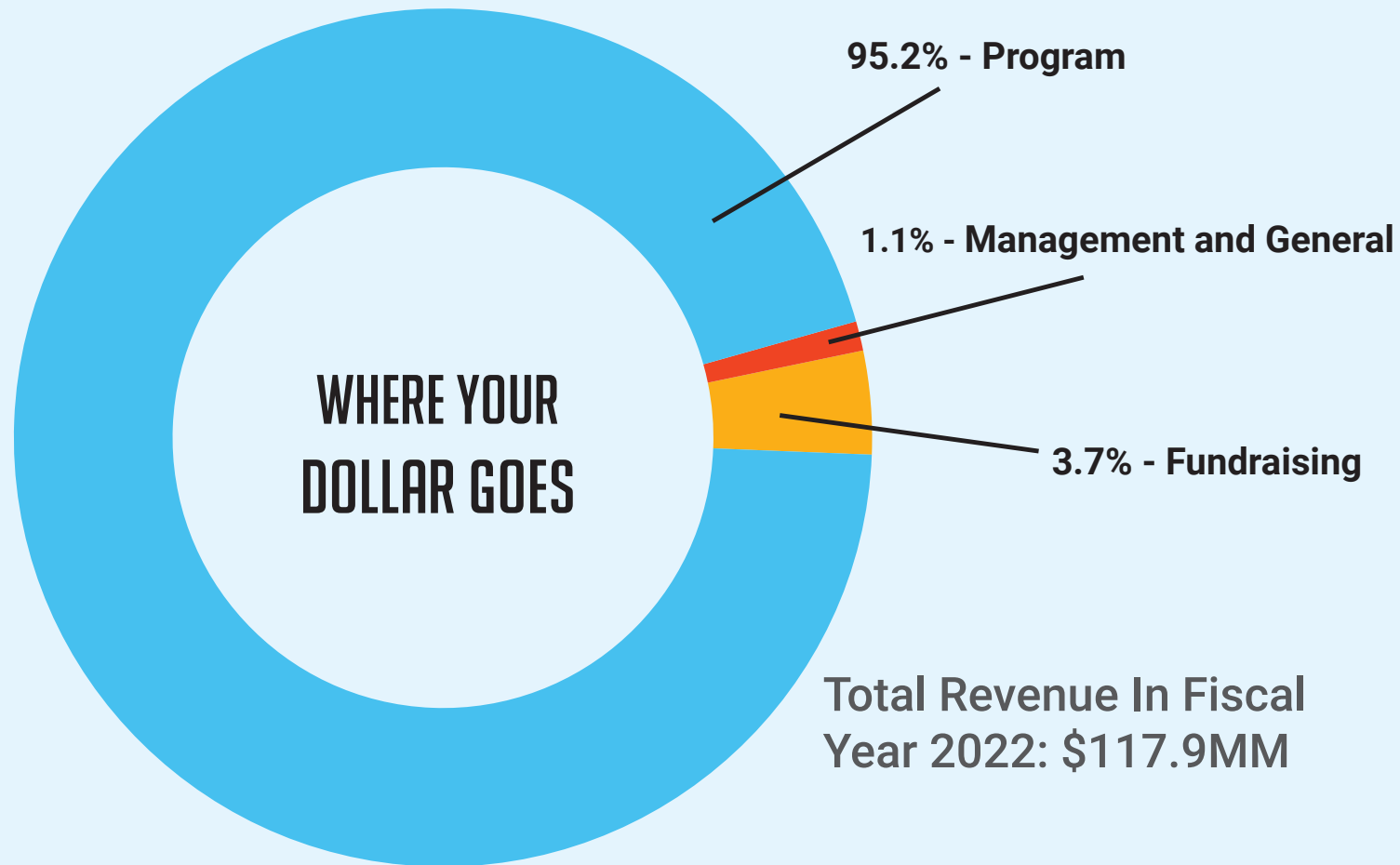


**JEFFERY R.
ZUBA, D.V.M.**

Board
Member

FINANCIALS.

Thanks to the hard work and dedication of so many, 2022 has been our most impactful year.



Greater Good Charities has been rated 100 out of 100 by Charity Navigator and received a Platinum rating on GuideStar for our dedication to transparency and positive impact.

JOIN US FOR THE NEXT CHAPTER.

Greater Good Charities has rapidly grown over the past several years, making strategic decisions and investments to quickly respond to emergency situations. Before Hurricane Ian hit Florida, we pre-positioned supplies and team members to ensure we were there when needed. When the war in Ukraine became a large-scale humanitarian crisis, we quickly partnered with local organizations working on the frontlines and sent experienced field staff to offer aid to those who need it

the most.

Today, our reach goes even farther across the US and the world, thanks to our incredible donors and partners. This year, we also surpassed a fundraising milestone of securing over \$100MM in cash and in-kind products. We are empowered by the dedication and resilience of our partner organizations, staff, and individuals we serve. And we are even more determined to Amplify the Good for the next 15 Years.





Greater Good Charities

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