Bideawee, which means “stay awhile,” a Scottish phrase, celebrated its 110th anniversary in 2013 and is one of the country’s oldest and most respected animal welfare and pet adoption organizations. Founded in 1903 by Mrs. Flora D’Auby Kibbe, Bideawee has been a recognized leader in providing shelter, care and compassion to homeless animals while finding their forever homes.
Dear Bideawee Family, Friends and Volunteers:

The challenges that the entire Bideawee family overcame and the celebration that we subsequently enjoyed in 2013 were unprecedented in the organization’s history.

Today, in our 110th year, the essence of Flora Kibbe’s original vision thrives thanks to the staff and volunteers that make Bideawee such a special community. The staff that has defined commitment and resilience in the face of great challenges is simply the very best in the business. Their allegiance to the organization’s mission, the animals, pet-lovers and each other are why Bideawee occupies a leadership position in the animal welfare world.

Our volunteers are the embodiment of commitment and caring. Without each of them turning their love of pets into action by volunteering, Bideawee wouldn’t have the ability to provide the vast array of programs and services that pet-lovers have relied upon for 110 years. In 2013, more than 700 volunteers contributed more than 27,000 hours helping pets and the people who love them!

Our donors also deserve a very special thank you; it is their belief in and unwavering support of Bideawee’s life-changing mission that allows the organization to have a life-altering impact on more members of the New York metropolitan area than ever before. Bideawee wouldn’t be able to continue Flora Kibbe’s 110 year old legacy without their support.

Bideawee’s Board of Directors provided unmatched leadership and insight that allowed the organization to face and overcome extreme obstacles. These individuals volunteered their time, expertise and experience so that Bideawee is financially, operationally and strategically positioned to remain a leader well into the next century.

After facing one of the largest challenges the organization has confronted in its history and coming through it a stronger, more effective and aligned organization, we can most assuredly state that Bideawee has been there for pet lovers yesterday, is there for pet lovers today and will be here for pet lovers tomorrow, proudly fulfilling Flora Kibbe’s vision.

With our sincere thanks,

Mary M. Luria, Esq.
Board Chair

Nancy Taylor
President & CEO

Letter From the Board Chair and President
1903
Bideawee was founded by Mrs. Flora D’Auby Jenkins Kibbe.
Bideawee was honored by Sigma Alpha Delta - Baruch College’s Honor Society - with its “Spirit of Altruism” award for our outstanding student group volunteer program.

Bideawee cultivates and supports the lifelong relationships between pets and the people who love them.

Bideawee was recognized by Better Business Bureau with its Seal of Approval for the fifth consecutive year in recognition of the organization’s achievement in meeting its twenty standards for charity accountability.
Mrs. Kibbe founded Bideawee in an apartment in Manhattan, New York as a way to protect and help animals in need in New York City. As the years passed, it became apparent that a need existed to extend the reach of Bideawee beyond a single location so that the greater New York metropolitan area and Long Island could benefit from the care and compassion that Bideawee provided to homeless animals. In 1915, Bideawee established a presence in Wantagh, NY that today is known as the Bideawee Campus for Pets and People to serve central Long Island. Bideawee extended its caring reach into eastern Long Island in 1956 with a parcel of land donated by the famed author and humorist P.G. Wodehouse. While the majority of the land remained wild, a portion was transformed to become Bideawee’s present day home in Westhampton, NY. Bideawee is proud to carry on the legacy of caring that started in Flora Kibbe’s small New York City apartment 110 years ago at these three modern facilities dedicated to serving pets and the people who love them across the metropolitan New York region.

Bideawee took some significant steps to strengthen the governance of the organization to ensure that Flora Kibbe’s vision remains viable and vital well into the future. To augment the skill-set represented by the Bideawee Board of Directors, two new Directors were welcomed to the Board during the past year. Leslie C. G. Campbell, retired Chief Procurement Officer for Reed Elsevier and recognized as one of the top 100 procurement professionals in the United States joined Bideawee’s Board. A highly decorated equestrian, Ms. Campbell has a lifelong love of animals and brings a unique perspective and unprecedented experience to Bideawee. Mr. David Fazio was also welcomed to the Bideawee Board of Directors. Mr. Fazio has a wealth of non-profit financial experience and served as the CFO for the Gay Men’s Health Crisis. Mr. Fazio has also been a long time member of Bideawee’s audit committee and the organization is fortunate to add Mr. Fazio’s background and depth of knowledge to chart Bideawee’s financial course for a successful future.

The formation of an Advisory Council provided another opportunity for the organization to access the experience and skill-set of individuals that come from diverse backgrounds. The Bideawee Advisory Council is a standing advisory body composed of highly recognized “advisors” who support Bideawee’s mission by providing their professional expertise, their diverse knowledge of constituent perspectives, their connections to local, national or international resources, colleagues and peers; and their philanthropic support or other forms of needed assistance.

The Advisory Council is comprised of Board members and non-Board members who have made a commitment to support Bideawee’s mission through a variety of efforts. The Council routinely helps the organization make connections within the business and social community, assists in elevating the profile of the organization and driving philanthropic participation from individual and corporations across the New York metropolitan community.

Bideawee is a not-for-profit 501(c)3 humane organization and 100% of Bideawee’s funding comes from private sources. For more information visit: www.bideawee.org
1912
Bideawee's first permanent home is established in New York City.
As October 2012 dawned there was no indication that in the span of one month Bideawee would face the organization’s largest challenge in its 110 year history. Hurricane Sandy, also known as Superstorm Sandy, slammed into the New York metropolitan area on October 29th causing unimaginable damage. Sandy was the largest Atlantic hurricane on record and caused $32 billion dollars of damage across New York State.

New York City and Long Island suffered unprecedented damage as a result of the storm. The perfect combination of factors converged off the coast of metropolitan New York causing major flooding of the East River and the NYC subway system and the closure of all but one tunnel into and out of Manhattan while causing power outages for up to three weeks across the region.

Fortunately, Bideawee had a disaster plan in place and the staff and volunteers helped execute the plan to perfection. The organization was able to successfully evacuate all of the pets from the Manhattan facility in advance of the storm to the Bideawee emergency preparedness center located at the Bideawee Campus for Pets and People in Wantagh. Even through extreme conditions - running on generator power that only lasted for approximately 4 weeks. The Westhampton campus experienced downed trees and roofing ripped from buildings, but despite that destruction the staff and volunteers had the organization’s east-end outpost operational within a week after the storm made landfall.

The storm had a dramatic impact on every part of Bideawee. Each of the organization’s business units had significant interruption in operations and caused hardship for many of the pets and pet lovers that rely on Bideawee for care and support in good and bad times. What helped Bideawee come through the storm’s resulting clean-up was the sense of true community that was showcased by the spirit and generosity of donors, staff and volunteers who demonstrated that the power of a committed group working together is awe-inspiring. The outpouring of support simply reinforced what Flora Kibble started 110 years ago, which has become a vital and irreplaceable part of the fabric of metropolitan New York.

There were many heroic stories that helped Bideawee face the adversity that only comes with dealing with a major natural disaster. Every day of the crisis the devotion of the staff and volunteers was undeterred by difficult conditions. They cared for animals by flashlight and wrapped them with blankets to ensure their warmth. They shared their resolve, laughter and created a special type of bond over communal lunches. The random acts of kindness from places outside of the metropolitan New York area were unexpected gifts that uplifted the spirits of the entire organization.

Upon learning of Bideawee’s situation, Maria Lucero and her son traveled from Virginia and delivered a huge van of supplies and food to the thankful staff and animals at the Bideawee Campus for Pets and People in Wantagh. Laurence Van Aften from International Animal Rescue collected donations of food and supplies from a host of shelters in Massachusetts and delivered them to Bideawee as we were entering our third week without power. Countless stories of kindness to animals seemed to come at the right time to buoy spirits and reaffirm a sense of mission in all of the individuals that sacrificed so much to help the animals.

Bideawee for care and support in good and bad times. What helped Bideawee come through the storm’s aftermath and clean-up, the pet safe coalition turned to Bideawee to house and provide medical care for the animals that were separated from their homes by the storm. The Town of Hempstead also turned to the protective confines of the Bideawee Campus for Pets and People as a way to provide shelter, security and relief to pets that were impacted by the devastation of Hurricane Sandy. In the worst of times, the organization, staff and volunteers’ commitment to caring and compassion for animals in need knew no bounds.

To help Bideawee recover from the financial devastation caused by the interruption in operations and the need to replace damaged equipment, the organization’s individual, corporate and foundation donors gave generously. It’s hard to comprehend the amount of lost revenue that occurs when operations cease for a month, but a fundraising campaign generated in excess of $100,000 that was critical in helping resume the care that Bideawee has provided to pets and pet lovers. To help replace the serious infrastructure damage that included remediating the catastrophic water damage to Manhattan and replacing the loss of the industrial generator at the organization’s disaster facility at the Campus for Pets and People in Wantagh, foundations generously provided grants to Bideawee to replace lost infrastructure and begin operations. The Wiederhold Foundation, Laura J. Niles Foundation, Humane Society of the U.S., Freed Foundation, Blanche T. Enders Trust and Emma Bannsley Foundation all made significant financial commitments that helped the organization return to a sense of normarcy after this unparalleled disaster.

The organization is fortunate that through preparedness, proactivity and the power and commitment of a group of extraordinary people Bideawee was able to overcome the largest threat to the organization’s well-being since its’ founding. Bideawee will be forever indebted to those that gave so much of themselves during the devastation to make sure that the organization could continue to cultivate and support the lifelong relationships between pets and the people who love them for another 110 years and beyond.
1905
Bideawee’s first adoption took place in New York, New York.
Flora Kibbe couldn’t have imagined that when she set out to help animals more than a century ago that the organization she founded would grow to become an indispensable part of the fabric of the New York metropolitan area. The Adoption Centers at Bideawee play a leading role in a long-running story of helping homeless pets find lasting and loving homes so they can enjoy the rest of their lives with the care and compassion they deserve. Bideawee’s Adoption Centers, positioned in the Kips Bay section of Manhattan between 1st Avenue and the East River, and within the confines of its 155-acre campus in Westhampton give the organization a foundation in the financial and cultural capital of the world and access to the world’s social elite.

The Adoption Centers at Bideawee are staffed by more than 30 adoption professionals that manage daily operations. They have an important role in developing the intake, animal assortment and customer service strategy for the most public-facing of Bideawee’s business units. The organization’s 110 year commitment to solidifying the bonds between pets in need and the people who have the generosity to love and care for them throughout the animal’s life have a strong influence on the adoption centers’ intake strategy. The strategy is informed by the belief that it is always better for an animal to find love, care and compassion in the arms of a loving family versus residing in an adoption center. Bideawee acquires animals from four distinct sources – “high kill” municipal shelters, owner surrenders, various shelters across the country, and local private rescue groups – and the entire Bideawee team embraces the founding philosophy that the Adoption Centers exist for the purpose of placing animals in loving homes. A critical component of the intake strategy is considering consumer preferences so each and every animal has the best chance of finding a loving forever home.

Bideawee’s innovative Prevention and Wellness Satellite (PAWS) was established in late FY12 to streamline the intake and medical evaluation process of new animals while preventing the spread of disease to the organization’s healthy animals. In the first full year of operation PAWS dramatically changed the way the organization intakes, examines, clears and distributes animals to the Adoption Centers in Manhattan and Westhampton. In FY13, PAWS conducted health screenings and behavior evaluations on more than 425 animals that ensured that healthy, well-adjusted animals entered into the Adoption Centers ready to find their forever homes.

Bideawee Matchmakers are given the responsibility of making the all-important connection between homeless pets and people and families who are looking to bring a pet into their lives. These Matchmakers work closely with the organization’s volunteers to ensure that each animal has the resources needed to make its stay at Bideawee a short one. The knowledge that each Matchmaker has about the behavior and personality of every pet that resides at Bideawee provides the organization with the unique ability to match pets with people for relationships that last a lifetime. Matchmakers are so adept at matching pets with people that the organization enjoys an incredibly low 3.8% return rate, when the industry norm consistently hovers around 20%.

To this day, the Adoption Centers at Bideawee continue to provide an environment that loves, nourishes and enriches homeless animals through the wide array of training, socialization, and veterinary care provided by the staff. Every animal residing at Bideawee has unlimited access to expert animal welfare professionals. The organization’s veterinarians oversee each animal’s health care that includes age-appropriate vaccinations, spaying/neutering, anti-flea/tick/fungal treatments, heartworm preventative and de-worming. Veterinary staff also microchip every animal prior to adoption. All animals also receive a complete behavioral evaluation and benefit from basic obedience training before being adopted into their forever home.

It’s Bideawee’s ability to seamlessly coordinate every element of animal care and socialization that provides the organization with animals that are physically, mentally and emotionally ready to find their forever home. The combination of the profound commitment and compassion that was started by Flora Kibbe 110 years ago lives on today through the dedication and devotion of the organization’s staff and volunteers and are what make the Bideawee experience and a Bideawee pet so unique.
Helping the organization fulfill Flora Kibbe’s progressive vision, the Second Start program continues to save the lives of dogs and cats that are facing imminent death in municipal shelters. Unfortunately, many municipal shelters do not possess the staffing, space or resources necessary to care for animals beyond a limited window of time and euthanizing animals for space remains a grim reality.

Bideawee’s Second Start program is an uncommon approach to saving the lives of homeless animals that have often been the victims of abuse, neglect and starvation. Without Bideawee intervening in the lives of these animals they wouldn’t survive. The organization saves these animals and attends to their physical, mental, emotional, and behavioral rehabilitation by coordinating the expertise of the organization’s veterinarians, behaviorists, and trainers. Often these animals need an incredible amount of support and dedication to reclaim the innocence lost during their darkest days. The individuals that support the Second Start program care deeply about the health and well-being of the forgotten members of the animal community. Their commitment to these animals combined with Bideawee expertise and compassion make the ultimate difference in the saving and giving them a Second Start at life.
1915
Bideawee’s first Pet Memorial Park opens in Wantagh, New York.
Bideawee dedicates its Pet Memorial Park in Westhampton in 1958.
Shortly after the organization’s founding Bideawee opened one of the first Pet Memorial Parks in the nation to give pet lovers an opportunity to pay tribute to and give a fitting memorial to beloved pets that have passed away. The Pet Memorial Parks at Bideawee are located in the organization’s campuses in Wantagh and Westhampton providing unparalleled access to these fitting final resting places for pets from throughout metropolitan New York. The Parks respectfully understated grounds and reverential environment are there to serve as the final resting place for more than 65,000 pets from across a wide cross section of society.

The Parks’ experienced and compassionate staff members are pet lovers that understand the joys of loving a pet and the sorrow that comes with losing one. From the people who handle the delicate task of intake, through the individuals who care for the sacred grounds of the Parks, all have a deep and everlasting commitment to pets and pet lovers. The Parks offer burials, individual or communal cremations and can accommodate special and religious requests to provide each pet a memorial that is representative of its life.

The past year brought about a significant change in one very important law that impacts pet cemeteries. New York State has ruled that human cremains, which have been processed in a human crematory, can now be buried alongside their beloved pet’s remains in a pet cemetery. Although pet cemeteries are not allowed to proactively market this new capability, the Pet Memorial Parks at Bideawee believe there is an opportunity to deepen the relationship with pet lovers by having the ability to offer this very personal service.

A strategic imperative for the Pet Memorial Parks at Bideawee in 2013 was to increase the number of customers taking advantage of the Parks’ perpetual maintenance plan. When pet lovers opt for a perpetual maintenance plan it gives them peace of mind knowing that their pet will be memorialized in perpetuity with one single payment. In January, the Parks developed and launched the first annual-to-perpetual maintenance program to incentivize current annual maintenance plan subscribers to upgrade to perpetual maintenance to secure their pet’s memorial. The results of the program were overwhelming with more than 150 pet lovers choosing to upgrade their maintenance plan.

One of the most popular enhancements at the Pet Memorial Parks at Bideawee are the seasonal flowers and greens, which have traditionally been offered in the spring to herald the coming of a new season and in the holiday season to celebrate the joy of a pet’s companionship. In 2013, the Parks added a fall flower program that was met with resounding success and provided pet lovers with another way to signify their everlasting connection to their pet.

The introduction of the Bideawee Memorial Brick Garden has provided pet lovers a special way to memorialize or pay tribute to beloved pets or friends of pets. The Memorial Brick Garden offers customized engraved bricks that are placed in a simple, yet elegant setting at the Bideawee Campus in Westhampton. These bricks serve to remind all pet lovers that the foundation that Bideawee is built upon is the love, compassion and generosity of people that know the indescribable feeling that exists when sharing a life with the unconditional love of a pet.

Since their inception, the Pet Memorial Parks at Bideawee adhere to regulations established by the State of New York regarding the treatment and interment of pets.
There is no greater testament to the love of a pet than an individual preparing for that pet’s care in the event that they can no longer provide for their pet. Giving pet lovers the ability to fulfill their commitment to their pets was the sole mission when Bideawee developed the Loving Legacy program. The program acknowledges what Bideawee has known for 110 years, that pets are family members to be cared for and treasured throughout their lives.

Bideawee’s Loving Legacy program has enjoyed robust growth since its inception and has doubled the number of enrollees in the program during the past year. Loving Legacy was also featured in a story in the New York Post about the options that pet lovers have to create a safety net for their pets. Bideawee is uniquely qualified to create and maintain a program, such as Loving Legacy, that can have such a dramatic impact on a pet’s life. Bideawee is fortunate to have all of the necessary expertise, from veterinary care through in-house training, and routinely creates customized programs that provide pet parents with every facet of care that a pet needs to live a long and healthy life in a warm, loving environment, similar to the one that a beloved pet currently enjoys.

Bereavement Counseling

All animal lovers know that eventually a beloved pet will pass away and that the pain of that loss will be immense. This knowledge doesn’t keep animal lovers from sharing their lives with a pet, but it can make dealing with the loss of a constant companion, a family member, difficult. To help pet lovers cope with a loss that touches each person in a very unique and significant manner the organization created the Bideawee Pet Loss Support Groups. The groups are staffed by volunteers trained as grief counselors who can help pet lovers manage their grief and the sense of loss that inevitably result when a member of the family passes. Pet Loss Support Groups are held in Manhattan, Wantagh and Westhampton and reinforce Bideawee’s belief that the love and relationship that people share with pets make an indelible mark on each of our lives that lasts forever. The willingness and desire to assist pet lovers at every stage of their lifelong journey with their pet is the very thing that differentiates Bideawee from others in the category.

Loving Legacy

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Animal healthcare is first practiced at Bideawee.
From the organization’s earliest days Flora Kibbe recognized the benefit and correlation between the amount of medical care that animals receive and their ability to reach their potential as loving, well-adjusted pets. It was this understanding that led Bideawee to make a commitment to the veterinary care of animals soon after organization was established. Recognizing that having the ability to care for resident animals and private client pets on site was a critical part of fulfilling the organization’s mission and the Animal Hospitals at Bideawee (AHAB) were born.

The Animal Hospitals at Bideawee serve pet lovers across metropolitan New York from locations in Manhattan and Westhampton. The highly trained professional staff of 6 veterinarians, 9 veterinary technicians, 15 veterinary assistants and support staff use Bideawee’s modern facilities and the latest medical equipment and technology to diagnose and treat veterinary health issues. Clients of the Animal Hospitals enjoy a commitment to consultative care that provides pet owners with an opportunity to actively participate in their pet’s health and well-being. The staff understands that pet owners have the benefit of living 24/7 with their pets and can provide context and perspective about an animal’s symptoms and overall health that might not be revealed during an office visit. This information combined with the decades of experience of the staff at the Animal Hospitals constitute the foundation of a diagnosis and treatment plan that returns or keeps a pet in good health.

The organization’s commitment to provide best-in-class customer service is epitomized by how the Animal Hospitals have modified their operational strategy to better serve the needs of pets and pet owners. The staff understands that a vast majority of pet lovers do not have discretionary free time Monday – Friday during normal business hours so the hospital has adopted early morning and late evening hours to make accessing care more convenient. The staff also provides personalized calls to pet owners after they’ve visited the Animal Hospitals to ensure that the treatment prescribed is effective. The entire organization believes strongly that having a pet in good health requires the active and ongoing participation of the pet owner and the professionals at the Animal Hospitals at Bideawee.

While the hospitals offer a wide range of services that address most pet health concerns (including wellness and preventative care, dental health, vaccinations, and a variety of surgical capabilities), there are occasions that warrant consulting specialty veterinarians. Animals that find themselves in the care of the Animal Hospitals are fortunate that Bideawee’s considerable in-house expertise is augmented by well-established professional alliances with some of the world’s foremost veterinarians, facilities and practices. Bideawee’s ability to reach out and bring the expertise and experience of the industry’s leading specialists to compliment the hospitals’ vast knowledge reserve make the Animal Hospitals at Bideawee uniquely equipped to handle everything from routine medical care to emergency situations.

In addition to caring for private clients’ pets, all of the resources of the Animal Hospitals at Bideawee are marshalled to care for more than 1,000 resident animals that pass through Bideawee’s doors each year as they await adoption and their forever homes. Every individual that works at the hospitals has a special appreciation for the responsibility that has been entrusted to them. Without their professional dedication and emotional investment these animals wouldn’t have a chance of finding the homes they deserve. It’s their commitment to the animals and the willingness to collaborate with the other parts of the organization that allow Bideawee to effectively fulfill Flora Kibbie’s original vision in today’s increasingly complex society.
Bideawee’s groundbreaking Veterinary Medical Assistance Fund (VMAF) is a progressive approach to providing care to economically disadvantaged individuals whose pets have catastrophic health issues. For 110 years, the organization has understood that financial well-being isn’t correlated with the amount of love and the depth of the bond between a pet and a person. The VMAF allows Bideawee to provide critical care to a pet when the owner doesn’t have the financial resources to acquire the needed health care. The ability of Bideawee to provide for these animals, through the VMAF, prevents owners from having to surrender or euthanize their beloved pets for economic reasons.

The ability to preserve and extend the bonds that pets and people share is at very heart of the organization’s mission. The VMAF program is yet another way that Bideawee fulfills the commitment to animals that Flora Kibbe made 110 years ago.
1982
Bideawee launches its Pet Therapy program.
Innovation and progressive thinking have been at the core of Bideawee from the very first day in 1903. Bideawee U personifies the organization’s commitment to lifelong learning through a continuing education curriculum specifically curated to serve all types of animal lovers. As a leader in continuing education, Bideawee understands that every pet and pet lover learn in different ways. Therefore, the organization offers traditional and non-traditional learning opportunities that help strengthen the bond that pets and people share.

Bideawee U programs take many forms, from in-house learning opportunities at any one of Bideawee’s three locations, to programs that bring the unconditional love and understanding of a pet into the communities the organization serves. During the organization’s 110 year history much has been learned about the role of pets providing life-altering therapy to humans. Pets aren’t simply companions, they are members of every pet lover’s family, and the ability for pets to share their special brand of care and compassion with humans enables them to live richer, fuller, healthier and longer lives. The passion every member of the organization has for improving the lives of pets and people can be witnessed in the variety and uniqueness of the programs that Bideawee U provides to the community. Be it Reading to Dogs, Doga, individual or group training classes, feline or offsite pet therapy programs, each program’s focus is to enhance an animal’s life and cement the relationship between pets and people.

From the beginning, Bideawee has recognized that pets have a unique ability to improve health and well-being in humans. It’s the unmistakable quality of a pet that brightens up a room by bringing smiles to everyone’s face coupled with the ability to provide innovative therapy that improves the quality of life of injured or ill people. Bideawee’s Pet Therapy program is an offshoot of the organization’s volunteer community comprised of individuals with pets that have met specific criteria and passed a series of exacting tests before they can become members of Bideawee’s elite pet therapy team.

The teams are paired with facilities across metropolitan New York that need the kind of care and compassion that only a trained therapy pet and the pet’s handler can provide. At some facilities the population’s needs are very specific, while at others the pet therapy visit is more socially driven. Adults and children that spend time in health care and special education facilities derive the benefits and positive impact on their quality of life through the effort and dedication of Bideawee’s pet therapy teams.

Partnering with the premier pet therapy accreditation organization in the world, Pet Partners, allows Bideawee access to a wide array of pet therapy resources. There are only 68 organizations in the United States that meet the Pet Partners’ criteria to become an affiliate or community partner. Bideawee’s continued affiliation with Pet Partners speaks volumes about the organization and its volunteers. This relationship signifies that all Bideawee pet therapy teams have met Pet Partners’ exacting standards and have the training, skill and ability required to make a difference in a person’s life through pet therapy.

The commitment that the organization has made to its Pet Therapy program has resulted in the number of certified pet therapy pairs growing by 40% since FY12, while the growth in the number of facilities served grew by 30% over the same time period. The dedication that the volunteers in the program demonstrate is a testament to the investment that they have made in fulfilling the very essence of Flora Kibbe’s desire when she founded Bideawee and recognized the great things that pets and people can accomplish when working together in a respectful and loving relationship.
Pet Behavior & Training
[ Developing understanding between pets and people ]

The foundation of any healthy relationship is the ability to communicate and understand audible and visual cues. This is especially true between pets and people where the ability to interpret and understand subtle changes and shifts in behavior can make the relationship with their pets more satisfying. Bideawee has a variety of training programs available to any pet lover so that they can find the one that suits their particular situation. In all three Bideawee locations the organization’s certified professional dog trainers routinely conduct individual, group and puppy training classes so that people and their pets can get the instruction and education needed to enjoy a happy lifelong relationship together.

Humane Education
[ The building blocks of the bond between pets and people ]

The organization has placed a premium on humane education since Flora Kibbe first founded Bideawee in the early 20th century. Advocating for and advancing humane education is a central part of Bideawee’s philosophy and is a critical component that informs how the organization cultivates and supports the relationships between pets and the people who love them. Bideawee’s commitment to forwarding the principles of humane education to future animal caretakers is reflected in the organization’s ability to create programs that help instill the desire to treat animals with care and compassion.

Bideawee’s allegiance to stewarding humane education is apparent through the dedication of the volunteers that help bring this idea into the communities that the organization serves. Socializing the message of caring, compassion and understanding to schools, libraries and area organizations helps create deep-seated emotional ties. Bideawee’s humane education programs address subjects covering pet safety, training, animal health, licensing and ethical animal treatment concerns. The aim of each of the humane education programs at Bideawee is to communicate the importance of the humane treatment of animals in a manner that will resonate with New York’s naturally diverse community of people who will be entrusted with shaping the future for pets and pet lovers.

Reading To Dogs
[ A revolutionary way to help children learn ]

For some children reading aloud in a classroom filled with peers is an anxiety and fear provoking experience. Bideawee’s Reading to Dogs program harnesses the unconditional love of a dog to help children that are struggling to read while achieving unprecedented success in reading skills and reading comprehension. The improvement in reading ability for children participating in this program not only increases their classroom participation and reading comprehension, it gives them the confidence to tackle new challenges and explore new horizons.

The success of this program has resulted in more than 100 schools and facilities actively participating in this groundbreaking program. Throughout the year, one of Bideawee’s trained volunteers in the Reading to Dogs program is out in the community at a school or educational facility demonstrating that allowing a child an opportunity to read to a non-judgmental dog has remarkable benefits in improving a child’s love of reading and literacy. The Bideawee Reading to Dogs program continues to break new ground in childhood learning and remains one of the organization’s most sought after programs.

Bideawee’s Doga is a way for pet lovers to connect with their dogs in a special way. Doga brings the healing and relaxing power of traditional yoga poses into the pet world by adapting them to be performed with a dog. These interactive group classes are conducted in the privacy of the organization’s Manhattan Learning Center and feature a trained Doga instructor working with pet and people to perfect the Doga poses.

Bideawee’s Doga classes can’t be found at any gym or fitness facility in the area and are centered on people and their dogs working out together as a unit. When people participate in Doga they have an opportunity to integrate their dog into a relaxing and soothing exercise regimen while being socialized to the organization’s mission and values. During a Doga class dogs and their owners workout side by side. Human participants go through a traditional yoga workout while bonding with their dogs as they help them through a unique workout consisting of healing massage, much-needed stretching and special yoga poses for dogs. This unconventional approach to building and strengthening the deep connection that can exist between pets and people is indicative of the progressive philosophy that Bideawee was founded on 110 years ago.
When Bideawee was in its infancy, friends of Flora D’Auby Kibbe were essential to helping the organization survive those early years. After 110 years, volunteers are as critical to the health and prosperity of Bideawee and the animals as ever before. The commitment and compassion of the Bideawee volunteer family is second to none and is demonstrated daily in a wide array of responsibilities entrusted to individual and corporate volunteers. From socializing animals in the Dog Park on sunny days, giving dogs much needed exercise in the streets of Manhattan on the coldest winter days or through helping the staff maintain the health and well-being of our resident animals during a once in a lifetime storm like Hurricane Sandy.

The generosity and dedication of Bideawee’s volunteer family is unprecedented and can be measured in every volunteer’s concern for the animals in the organization’s care. Continuing the volunteering legacy that began at Bideawee’s founding, the organization enjoys the support and dedication of more than 700 volunteers who have contributed more than 27,000 hours of support for pets and the people who love them in fiscal year 2013.

Corporate volunteers are an important segment of Bideawee’s volunteer family too. More than 30 companies from a diverse cross-section of industries provide the organization with access to a varied, unique and comprehensive set of resources and talent that can only be found in the halls of some of the world’s best known brands that call New York home. These corporate partners have tackled tasks ranging from developing adoption packets, crafting new furniture, repainting and brightening the interior and exterior of all three Bideawee locations and bringing happiness to all the animals that are awaiting forever families at Bideawee. Although our corporate volunteers come from vastly different industries all are bound by their unquestionable love of animals and their commitment to helping Bideawee care for pets that give back unconditionally.

Bideawee has also made a concerted effort to cultivate relationships with young animal lovers in FY13. The organization created meaningful relationships with 26 school and student groups throughout metropolitan New York. These groups range from local primary and secondary schools to four-year colleges and universities such as Baruch, Columbia, Fashion Institute of Technology, Juilliard, Fordham, New York University and NYIT. Bideawee even enjoyed a visit from a group of students from Castleton State College in Vermont who dedicated their spring break to help improve the grounds at the Bideawee Campus for Pet and People in Wantagh. Under the guidance of one of Bideawee’s long time adult volunteers, Bideawee in Westhampton now has 32 active teens who volunteer twice a month to give the animals awaiting forever homes the love and attention they deserve.

Bideawee is also committed to helping those who volunteer expand their knowledge base. The development and implementation of higher education workshops are a critical component in assisting the organization’s volunteers gain the skills necessary to take on increasingly important roles in caring for the animals. The rollout of these workshops has been a resounding success with more than 100 volunteers attending across all three Bideawee locations.

The contribution that Bideawee volunteers have made to the organization over the past 110 years is unimaginable. Each volunteer’s commitment is a critical part of the fabric that binds animal lovers together and enriches the collage that is the Bideawee community. Without the devotion of the organization’s volunteers, Bideawee would not have the ability to nurture such a deep-seated and lasting impact on the lives of pets and people.
2000
Bideawee launches its inaugural “Love on a Leash” walk.
As Bideawee celebrated 110 years of cultivating and supporting the relationships between pets and the people who love them, the organization’s commitment to participating in a wide variety of events was never greater. Bideawee understands the importance of leveraging events to connect the organization’s pets and people to the communities we serve. By routinely creating offsite events specifically designed to introduce pets in need of forever homes to individuals or families that are searching for the four-legged love of their life, Bideawee plays an ever-increasing role in creating lifelong relationships between the organization and pet lovers.

While the primary purpose of Bideawee’s events is to help pets get adopted, the organization’s event strategy also places a premium on showcasing the alignment of all its business units. Bideawee hosts a number of events each year at its locations in Manhattan, Wantagh and Westhampton as a compliment to the organization’s offsite event strategy, which demonstrates how Bideawee’s vertical integration benefits pets and people. Cultivated over 110 years, the organization’s ability to serve every facet of the pet/person relationship is one of the many features that set Bideawee apart from any other animal welfare organization in existence.

New York City
The organization partnered with 67 Wine for a wine tasting and adoption event in June. Bideawee’s branded adoption van cut a striking figure in the high traffic area at 67 Wine’s location at 68th and Columbus Avenue on Manhattan’s Upper West Side. In addition to the beautiful dogs and cats at the event, Bideawee created branded wine glasses for the event that were available for a donation to participate in the wine tasting.

An evening in June brought animal lovers throughout the metropolitan New York area together at the Bideawee Ball for the organization’s 110th birthday party. Held in the iconic, Roman inspired, Gotham Hall in Midtown Manhattan, more than 300 animal lovers joined to celebrate Bideawee’s commitment and service to animals. The evening celebrated Bideawee’s longevity and the tireless work of generations of volunteers and staff that have made a meaningful difference in the lives of homeless animals that pass through the organization’s doors. It’s because of their sacrifice and the care that the organization has given animals in need that Bideawee has occupied a special place in the hearts of New Yorkers for well over a century.

As guests arrived at the Bideawee Ball pets and people were ushered across the red carpet and through an array of photographers from newspapers, magazines, celebrity and social media outlets. Upon entering Gotham Hall’s magnificent main hall, framed by grand limestone columns, guests were treated to hors d’oeuvres and cocktails as they walked through Bideawee’s history presented through large format photos dating back to the founding of the organization through the present day. In addition, the much-anticipated silent auction items were on display and guests poured over the information of offerings such as a Suite for 10 at Brooklyn’s new sports landmark, the Barclay’s Center, tickets for a viewing of The Chew and a bespoke suit by Louis Purple.

Renowned equestrian, author and animal lover Georgina Bloomberg was the host to the most festive and celebratory birthday party the organization has ever witnessed. She welcomed guests to the Ball and spoke about the work that Bideawee has been doing and the critical role the organization has played in caring and providing for pets and the people who love them in the New York area. As guests settled into dinner, Nancy Taylor, Bideawee President & CEO, took the stage and presented Bideawee’s 2013 Founder’s Choice Award honoring people or groups that have made an indelible mark on the lives of homeless animals to Sara Gore and Jacque Reid. The co-hosts of the New York Live on NBC4 have demonstrated a relentless devotion to helping homeless animals find forever homes. They have used their powerful platform and their shared love of animals to actively promote pet adoption in the New York area and have made a lasting contribution to the lives of countless animals in need.
Goldman Sachs was honored with the Bideawee 2013 Outstanding Volunteer Award for its commitment to benefit animals in need at Bideawee. Julian Leone, Vice President of Goldman Sachs, accepted the award on behalf of the Goldman Sachs’ Community TeamWorks program that provides much needed volunteer support to Bideawee in Manhattan. Their continued devotion to providing the animals awaiting forever homes at Bideawee the care and attention critical to their well-being is an essential part of how the organization sets itself apart from other animal welfare organizations.

The organization reiterated its commitment to engaging young pet lovers by hosting the Art Expo at Bideawee. The organization collaborates with art teachers across school districts on the east end of Long Island to encourage young artists to express their relationship with and love for pets through original works of art. The 5th annual Art Expo enjoyed an unprecedented number of artwork submissions across a variety of media. The Art Expo was sponsored by Teachers Federal Credit Union and received more than 300 individual pieces of art from more than 15 schools. All artwork was displayed in and around the Bideawee Learning Center. For the first year, Bideawee leveraged the power of social media to help select the winner of “Best of Show” by a vote from Bideawee’s Facebook audience. This effort to tie events into multiple platforms represented a significant progression in implementing the strategy that makes Bideawee events have lasting relevance with pet lovers beyond the event day.

Bideawee celebrated St. Patrick’s Day for the second straight year with the more than 15,000 revelers that attend Westhampton’s fabled parade. The parade theme of “A Drive Through Time” seemed tailor-made for Bideawee’s 110th birthday celebration. The organization’s float was festooned with vintage photographs that chronicled Bideawee’s commitment to pets and the people who love them. Bideawee staff and volunteers manned the organization’s parade float and relished celebrating the organization’s contribution to the Westhampton community with all of the celebrants along the parade route.

The middle of summer saw Bideawee host its first ever Classic Car Show and Adoption Fair at Bideawee in Westhampton. Partnering with NY AutoFest the organization hosted more than 25 classic cars ranging from hot rods, muscle cars, customs and classics that came from all over Long Island to participate in this exceptional show. Under a clear blue sky the single day show drew more than 250 pet lovers and car enthusiasts to experience an incredible afternoon of cars, food, music and vendors. The Classic Car Show and Adoption Fair resulted in 8 dogs finding their forever homes while being driven around by the coolest cars on the block.

In late July, Bideawee hosted a movie night on the lawn at Bideawee in Westhampton. The organization welcomed animal lovers and their well-behaved pets to a summer evening screening of Disney’s Monsters, Inc. The crowd began gathering at 7PM for a social hour for dogs as the crowd awaited nightfall and the beginning of the movie. When the movie began at 8:30PM chairs and blankets were spread across the grounds, the smell of popcorn permeated the air and pets an people alike settled in for a one-of-a-kind evening experiencing the magic of Disney and Pixar through their computer animated masterpiece.

For the second consecutive year, Bideawee hosted a walk in Westhampton in August. The Bideawee Love On a Leash walk serves as the organization’s highest profile fund raising event on the east end of Long Island. The Walk was sponsored by the Petco Foundation, TD Bank, Stella & Chewy’s, Riverhead Building Supply and Setton Farms. These brands had opportunities to engage walkers before, during and after the walk and received significant cross channel publicity due to their involvement in the walk. Pet lovers and their pets walked proudly through Westhampton’s commercial district and adjoining neighborhoods with the knowledge that each of them played a critical role in helping Bideawee reach a new Walk donation record of $30,000. These funds allow the organization to continue to provide the life-altering services for pets and the people who love them that have been a hallmark of Bideawee for the past 110 years.

Bideawee began the year with the traditional Photos with Santa at the Adoption Center at Bideawee in Westhampton. This much anticipated event brings pet lovers from across Long Island to Bideawee to get their pet’s photo taken with Santa. This event represents a fun start to the holiday season and gives animal lovers from across Long Island an opportunity to gather in celebration of the life and love that they share with their pets.
2009
Dog Park at Bideawee opens in Westhampton, New York.
Although the world is in a state of constant change the one thing that has remained consistent throughout Bideawee’s 110 years is the undeniable truth that dogs like to run and play. The Dog Park at Bideawee is a membership-only facility located within the park-like setting of Bideawee’s Westhampton campus. This facility caters to dogs and dog lovers and has become a gathering point for a vibrant community of dog lovers on the East End of Long Island. The park welcomes dogs of all shapes and sizes. With 110 years of caring for dogs we know that sometimes small and large dogs want their own play spaces so the Dog Park has dedicated sections for large and small dogs. With membership options to suit every dog lover – either full-time or seasonal residents – the Dog Park at Bideawee looks forward to serving them and their pets well into the organization’s second century.
Bideawee celebrates its 110 year anniversary.
Using Contemporary Solutions to Solve Age-Old Challenges

Bideawee has witnessed remarkable changes in attitudes about pet adoption in the past 110 years. The intellectual capital and technology advancements that allow the organization to reach and connect with current and potential adopters is incredible. In most parts of the country adopting a pet is considered commonplace and the importance that adoption centers play in helping to alleviate the homeless pet population is well documented.

Bideawee continued to capitalize on the latest technology and utilized the organization’s digital assets to engage pet lovers. The organization’s website (www.bideawee.org) began employing user-generated profiles to tailor the experience for visitors based on their preferences and past behavior on the site so that each visit is more compelling. To make engaging with Bideawee online simple, the organization instituted a process that allows Facebook users to seamlessly create a profile using their Facebook account. The integration of tools that allow visitors to easily share individual animals and content from across Bideawee.org with others via social media has improved the organization’s reach and online footprint while reinforcing the organization’s leadership position in the industry.

The organization has also harnessed the power of social media to grow reach, expand influence and engage in conversations with pet lovers that forward Bideawee’s philosophy while helping to create lifelong brand fans. A focused strategy that clearly defines the type of content the organization shares and the cadence of communication on the various social media platforms has increased the relevance and resonance of Bideawee’s social media outlets to pet lovers. The organization’s Facebook page delivers topical stories relevant to pet lovers, adoption success stories, and unique opportunities to engage with the brand and share opinions via voting on topics and polls. The focus on proactively managing the Facebook conversation has resulted in Bideawee enjoying an engagement rate on Facebook that is double the industry average.

Bideawee expanded its influence across two new social media platforms whose core users closely align with Bideawee’s audience. Bideawee’s presence on Instagram is a way for the organization to take, transform and share behind-the-scenes photos with pet lovers. It also allows visual story telling at its finest – and can create an incredibly powerful connection between the organization and pet people. Creating a home on Pinterest – the world’s largest virtual scrapbooking site – allows Bideawee to collect, curate and share the things that pets and pet people love across a wide spectrum of topics, from pet cuisine to pet fashion and anything in between. Bideawee’s investment in telling individual pet stories and the story of the Bideawee brand across multiple platforms has deepened the ties that we have to the communities that we serve while continuing to satisfy Bideawee’s leadership role that has been cultivated over the past 110 years.

The advances in cross-platform integration have paid dividends for the organization’s fund raising efforts. Having the capability to easily orchestrate all of Bideawee’s digital assets to elevate awareness and action around the need to support the life-altering care that the organization provides to animals in need is critical to establishing a firm financial foundation. Bideawee’s development team continues to use traditional methods of donor engagement including direct mail and email to encourage individuals to financially support the organization. Utilizing Bideawee’s new social media tools and audience, the development team has been able to deliver compelling appeals to new audiences expanding the organization’s fund raising reach and success.

In a culture and society that puts a premium on convenience, the ability to break down perceived barriers is essential to success. Although Bideawee has two Adoption Centers that serve metropolitan New York and the east end of Long Island, the locations are not in high traffic areas. In an effort to combat these geographic hurdles the organization created the Bideawee Mobile Matchmaking Tour. This four utilizes a branded van and retail partners to bring adoptable animals into surrounding communities. The mobile marketing initiative was launched in May and conducted more than 40 events in Long Island and Manhattan. The initiative helped remove the geographic barrier that occasionally prevents pet lovers from adopting while elevating the awareness and profile the organization in metro New York communities.

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Bideawee is fortunate to count some of the nation’s most prestigious and respected brands as partners. Partnerships with Bideawee range from corporate volunteer days, donations of food and technical services to traditional event sponsorships. Without the organization’s corporate partners’ philanthropy, Bideawee would not be able to provide pets and pet lovers access to the life-altering array of products and service that the New York metropolitan area has relied on for 110 years.

CORPORATE PARTNERS
[ Partners in building the Bideawee community ]

Alexander Interactive
CFA Institute
Day Nine Consulting
E-Prize
Eli Lily
Goldman Sachs
Google
Hall Capital
IBM
Love and Care Pet Professionals
LUSH
Moody’s
Neuberger Berman
Niche Media
One Medical
Sovereign Global Advisors
Standard Chartered
Target
Titan
Travelocity
Viacom
Bideawee would like to thank our Major Donors for their loyalty and support. Bideawee depends solely on public support and your generosity enables us to carry out our mission of cultivating and supporting the lifelong relationships between pets and the people who love them.

**$500,000-999,999**
- Estate of Evelyn Lyon

**$100,000-499,999**
- Estate of Ann Anielewski
- Anonymous
- Estate of Barbara W. Westall
- Barrie and Deedee Wigmore

**$5,000-9,999**
- Anonymous
- Dean and Anna Backer

**$500,000-999,999**
- Estate of Veronica Curran
- Richard Brookshire
- Jerelyn J. Brofman, PhD
- C. A. L. Foundation
- Lenore Carasia
- Ralph Castina

**$100,000-499,999**
- Estate of Ann Anielewski
- Anonymous
- Estate of Doris Firestone
- Estate of Agnes Reich
- Estate of Ann Skavek
- Estate of Kenny Stephens
- John T. and Jane A. Wiederhold Foundation

**$50,000-99,999**
- Donna and Marvin Schwartz Foundation
- Frances Renzoula Trust
- Estate of Ruth Kennedy
- Estate of Anna M. Gruner

**$25,000-49,999**
- Anonymous
- Davis and Gilbert LLP
- Ruth Dunn
- Estate of Dorothy Ersfeld
- Estate of Johanna Fiedler
- Estate of Charlotte Goodwin
- Estate of Bella Hechler
- Estate of Alice Reissman
- Estate of Barbara J. Steadman
- Estate of Genevieve Suchara

**$2,500-4,999**
- Anonymous
- Davis and Gilbert LLP
- Ruth Dunn
- Estate of Dorothy Ersfeld
- Estate of Johanna Fiedler
- Estate of Charlotte Goodwin
- Estate of Bella Hechler
- Estate of Alice Reissman
- Estate of Barbara J. Steadman
- Estate of Genevieve Suchara

**$5,000-9,999**
- Anonymous
- Dean and Anna Backer
KIBBE SOCIETY
[ Providing for the next generation ]

On Bideawee’s 110th anniversary it is appropriate that The Flora Kibbe Society, named in honor of the organization’s founder, has experienced impressive growth. The Kibbe Society as it is better known, was developed to celebrate and recognize pet lovers that share the organization’s commitment to improving the lives of animals in need and have affirmed their commitment by including Bideawee in their estate plans through a bequest, beneficiary designation or gift of real estate.

In 2013, the Kibbe Society membership grew by 23% raising the total number of members in the Society to 135. These individuals and families have a profound connection to pets and share the organization’s unwavering commitment to fulfilling the promise of Flora Kibbe’s original vision that transformed the lives of countless pets for generations. The dedication and commitment of every Kibbe Society member is essential to ensuring that Bideawee has the opportunity to have a life-saving impact on pets in need for generations to come.
## FINANCIAL STATEMENTS

### Statement of Financial Position

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