

PROJECT ★ K-9 HERO

FROM THE FOUNDER

Thanks to you, 2022 was a remarkable year at Project K-9 Hero. We could not have accomplished all that we did without your dedicated support.

Dear PK9H Family,

I want to personally express my sincere gratitude to all of our Project K-9 Hero donors, supporters, partners, staff, and volunteers. We, as an organization, could not have accomplished everything in this annual report without your belief in our mission and continued dedication.

For 2022, we set a goal of admitting 52 new members into our program. We average one new deserving K-9 Hero a week, and we are very proud to report that we achieved that high standard. We closed out the calendar year with 213 lifetime members to whom we provided medical care, food, rehabilitation, rehoming, or death benefit assistance. Our team worked hard to ensure that 88% of our donations were spent on program services for our mission, and we raised a record \$4.4 million dollars, all while maintaining just 6% in administrative costs and 6% in fundraising efforts.

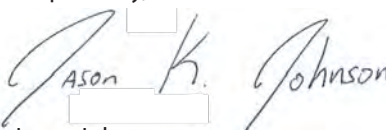
We added several new employees in response to our growth, while providing only the highest level of care for our Program Members. These additions include an Administrative Assistant, a Graphic Designer, a Rehabilitation Trainer, a part-time Director of Fundraising and Corporate Engagement, and a Kennel Assistant. As our presence is spreading throughout the nation, our additional staff is necessary to help support our Program Members' needs and our growing facility space. We have now had dogs in all but four states across the country, and this year we took in our first international member from Canada.

We made tremendous progress at our Rehabilitation and Rehoming Facility in Tennessee by adding a large, fenced-in area for the dogs to exercise. We also made progress breaking ground for the future facility, and are seeking corporate sponsors who would like to partner with us for those plans. Our grooming and medical building is already underway, thanks to

the generous donations from our existing corporate sponsors. I invite anyone who may be interested in supporting this progress to get in touch with me to see how we can work together to get our facility finished for our K-9 Heroes.

In 2023, we will be working towards diversifying our initiatives across all verticals of fundraising to continue our growth rate and to help even more deserving retired working dogs. I can't thank you, our supporters, enough for making 2022 a successful year for our nonprofit organization. These K-9 Heroes spent their entire career protecting us, so I will spend the rest of mine protecting them.

Respectfully,



Jason Johnson
Founder and CEO
Project K-9 Hero



Jason Johnson, Founder/CEO and K-9 Flash, the Inspiration for Project K-9 Hero

SIGNIFICANT MEDICAL PROCEDURES



K-9 LUNA

Program Member 190

\$17,535 Emergency Surgery Costs

As a retired U.S. Coast Guard K-9, nine-year-old Luna enjoyed hiking and exploring her home in San Diego, CA with her handler, Elliott. All of this came to a sudden halt in August of 2022 when Luna began suffering from various symptoms including nausea, weight loss, and decreased appetite. Luna was seen by the doctors at Veterinary Specialty Hospital in San Marcos, CA, where they discovered an obstruction in her gastrointestinal tract. The necessary surgery was in a high-risk category because of Luna's developing pneumonia, high blood pressure, and other physiological risks.

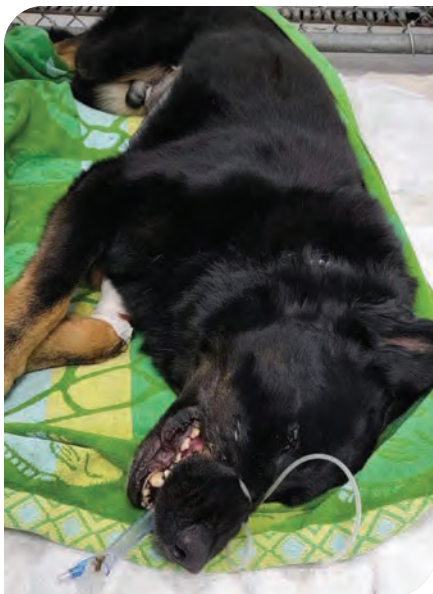
The costs began to add up, which placed tremendous strain on Elliott to cover the bills out-of-pocket. He reached out to us at Project K-9 Hero. Without hesitation, we stepped in and covered the entire cost and our Founder, Jason

Johnson, assured Elliott that, as part of the Pack, he would ensure that every available asset would be committed to providing Luna with the best care possible.

Luna had a successful surgery and was cleared of the obstruction in her gastrointestinal tract. She remained in the hospital for three days to make sure she was healing properly.

"I would encourage anyone who wants to support the welfare of these amazing dogs that diligently served our country to reach out to Project K-9 Hero and donate or volunteer to make a lasting impact for our four-legged Heroes." -Elliott

Today, Luna is back to being happy and full of life. She is a completely new dog, full of energy (and appetite), living the best retired life possible. Luna's surgery cost totaled \$17,535, and was completely covered by Project K-9 Hero, thanks to the generous donations of our supporters.



K-9 MATTIS

Program Member 145

\$6,240 Emergency Surgery and Follow-up Costs

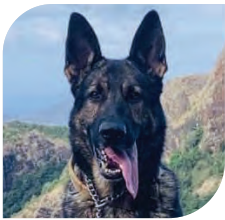
K-9 Mattis, known across the world from his TikTok video fame, is one of our beloved Program Members. He often appears at events and festivals alongside our staff to help spread awareness of our mission. Mattis' friendly nature and wonderful ability to win over a crowd makes him an amazing advocate for our cause, and his close relationship with his handler, Mark Tappan, delights people who see them together, in person or through their videos. Prior to his retirement, Mattis served for six years as a Dual-Purpose Police K-9, specializing in Patrol Apprehension, Tracking, and Narcotics Detection. During his career, Mattis received the Officer of the Year and Director's Awards, making him the most decorated dog in the history of his department.

He received a Purple Heart after suffering a lacerated liver and internal bleeding when he was injured in a 30-foot fall during a criminal apprehension. He has been a Program Member since August of 2021.

In May 2022, our Founder, Jason Johnson, got a call from Mark that Mattis was suffering from bloat, a typically deadly illness that can strike large-breed dogs. Known as Gastric Dilatation-Volvulus (GDV) Complex in the medical world, the illness comes on when the dog's stomach fills with gas, fluid, or food, and then twists. It is an emergency situation and requires immediate surgery. When Mark called, Jason immediately approved all charges necessary to save Mattis' life. Although the doctor initially told Mark that Mattis would likely die, the surgery went well, and Mattis recovered.

"I rushed Mattis to the emergency vet because he had bloat. The first words out of the vet's mouth to me were, 'it's going to be expensive and he's probably going to die!' I fell to the floor and I called Jason from Project K- Hero, and he said he didn't care how much it cost, Project K-9 Hero would take care of it." - Mark

Today, K-9 Mattis is back to his usual self. He celebrated his 10th birthday in May of 2023 and he continues to make people smile. We are honored to serve Mattis in his retirement.



MWD RENO #163

flew from Honolulu, HI to seek assistance at our Rehabilitation

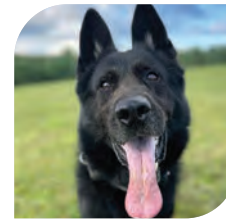
and Rehoming Facility in Whitwell, TN. His handler lived in the military barracks and was unable to have her partner retire with her there due to military regulations. She reached out to PK9H because she stated that, "He will be put down if I can't find somewhere that will take him in." Reno is now living his best life in retirement in Utah.



K-9 MACI #170

found himself surrendered to the Cecil County Animal Services

due to an unfortunate circumstance. He had escaped from his handler's home, and had a bite incident with the citizen who tried to restrain him. Due to local laws, he was slated for euthanasia unless we took him in. We modified our kennels so he couldn't escape and brought him back for rehabilitation.



MWD BLEK #172

served in the U.S. Air Force for six years as a Dual-Purpose

Patrol/Explosives Detection K-9, until a severe aggression issue cut his career short. After his fifth bite incident, no departments would accept him and the veterinarian serving his case said that she was "prepared to euthanize him." We took him into our facility and worked hard to rehabilitate MWD Blek. We have found the perfect place for him and will be announcing it in late 2023.



K-9 BICO #180

served as a Dual-Purpose Patrol/Narcotics Detection K-9 until

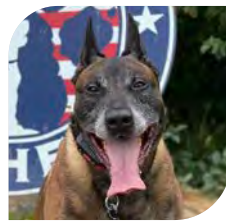
a severe behavioral issue forced him into an early retirement at just four years old. Bico had no other options and was facing euthanasia, if we were unable to accept him into our program. K-9 Bico has found his new fur-ever home with a U.S. Army Veteran and retired South Carolina Law Enforcement Officer, who was a Bomb Technician and K-9 Handler.



K-9 RICK #186

served as a Dual-Purpose Patrol/Narcotics Detection K-9

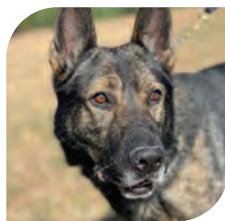
until a history of aggression toward his handlers during times of high stress forced him into retirement. K-9 Rick was instrumental in saving multiple lives by engaging a dangerous suspect, for which he was awarded a Medal of Valor by the North American Police Work Dog Association. After several months with our staff in Whitwell, TN, Rick was adopted.



K-9 ROOK #187

served as a Dual-Purpose Patrol/Narcotics Detection K-9

until a change with his handler's employment forced him into retirement, and a change in the family environment left him needing a new home. K-9 Rook and his handler drove to our facility and worked one-on-one with our staff to transition K-9 Rook into our care, so we could help this Hero get the assistance he needed.



K-9 BLITZ #205

is our very first dog from outside the United States. Blitz hails from

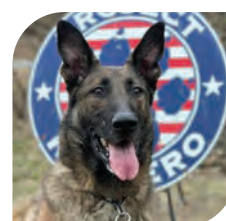
Vancouver, British Columbia, Canada, where he was a Patrol Apprehension K-9 with a stellar career until social issues in his home led him to an early retirement. He is SWAT certified and had over 200 criminal captures/surrenders during his time, and has no medical issues. He has spent time at our facility working with our team and seeking a new job back in service.



K-9 BARNEY #211

was entrusted to our organization by Harris County Precinct 8

Constable's Office in Texas. Barney served as a Dual-Purpose Patrol/Explosives Detection K-9, who was on his way to a very successful career until behavioral and aggression issues led to an early retirement. He has been working with our staff since December of 2022 to rehabilitate him for a life of retirement.

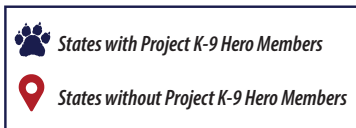


MWD QQUANAH #212

served as a Dual-Purpose Patrol/Explosives Detection MWD.

He has had multiple unwarranted bites that have resulted in hospitalizations to handlers, kennel staff, and others. He was labeled by the government as "not suitable" for adoption. If we had not worked directly with the leadership of the 513th MWD Detachment to bring Qquanah to our facility in Tennessee, euthanasia was his only other option.

Heroes in all 50 States



We added 52 new Heroes to our program in 2022, and now have Program Members in 46 states and the District of Columbia. We added five more states and hope to achieve having one member from each state in the country by the end of 2023. We also added one member from Canada (K-9 Blitz, #205) who entered our Rehoming Facility and has been undergoing rehabilitation while we make efforts to place him back into service.

Year	Revenue
2017	\$500 K
2018	\$1.5 M
2019	\$2 M
2020	\$2.5 M
2021	\$3.8 M
2022	\$4.4 M



We have a Platinum Transparency rating from GuideStar. We've also earned a 100%, Four-Star rating from Charity Navigator for our work in 2022, something only 1/10th of one percent of nonprofits achieve. That means you can trust that your donations are going to their intended beneficiaries: the K-9 Heroes in our program.

Year	Projected Increase (in \$K)
2017	8
2018	15
2019	19
2020	25
2021	35
2022	40

Our organization raised \$4.4 Million in 2022, thanks to our generous donors. Our main sources of donations come from direct mail campaigns, online fundraising, corporate sponsor gifts, in-person events, and we raise a significant amount through sales in our store. We have a small team, and while we are making efforts to reach out to more donors individually to say thank you, we can't always get to everyone. However, we want you to know that we are truly grateful for every donation you have made to support our K-9 Heroes.



\$4.4M RAISED IN 2022

Total number of gross donations raised across all platforms in 2022; an increase of \$600K from 2021.

88% PROGRAM SERVICES

Our main focus is always raising awareness and providing retired K-9 Heroes with medical care, food, rehabilitation, rehoming and end of duty services.

135K+ TOTAL DONORS

Total donors since our inception in 2016; they come from direct mail, online giving, social media, online store, and events.

6% ADMIN COSTS

We added several new team members this year to expand the services we can provide.

6% FUNDRAISING

We decreased our fundraising expenses by 1% compared to 2021.

\$698K

Raised through our online platforms from 8.1K donors and new customers.



FACILITY PROGRESS



THANKS TO OUR SUPPORTERS, WE ACHIEVED SEVERAL OF OUR PRIMARY GOALS!

In 2022, we achieved our goal of creating a 22,000 square-foot play yard to safely exercise the retired Heroes residing in our facility. Thanks to a generous donation by Andy and Jane Eaton, the play yard is complete and our resident Heroes spend time in it daily, exercising and going through their rehabilitation sessions. Additionally, we installed a geo grid filled with gravel for all of the kennel outdoor areas in order to help keep our K-9 Heroes' areas clean, safe, and well-drained.

We'd like to recognize the hard work of our staff: Bill Bolyard, Contract Construction Consultant; Roger Haller, Facilities Manager; Amanda Bolyard, Director of Facilities; and Sheena Haller, Director of Operations, for all of their hard work in furthering the site preparation for our future building efforts, including our Vet Check/Grooming Building. We would also like to thank Paragon School of Pet Grooming for their donation of the stainless steel wash tub and all necessary grooming equipment for our Heroes.



MWD Blek



GOAL ACHIEVED!

PLAY YARD

22,000 sq. ft. play yard completed. The dogs now have a great place to exercise!



GOAL ACHIEVED!

GEO GRID INSTALLATION

Gravel over geo grid installed to keep our kennel areas cleaner and safer for our Heroes.



GOAL ACHIEVED!

PURCHASED A TRACTOR

Thanks to our supporters, we were able to purchase a tractor for maintaining the dogs' walking trails and grading our roads.



K-9 Blitz exercising in the PK9H play yard.

Help Us Finish Our Plans!

Visit our website to learn more about our Capital Campaign and donate to help our Heroes.



GOALS FOR 2023

GOAL 1

TEMPORARY KENNEL

Temporary kennel for visiting dogs and last-minute admissions to help save more Heroes from euthanasia.

GOAL 2

DOG MOBILITY RAMP

Custom-built ramp to make it easier for our retired Heroes with mobility issues to enter/exit the office.

GOAL 3

GROOMING BUILDING

A dedicated space to assist our kennel staff in maintaining the highest levels of hygiene for our K-9 Heroes.