

2019



ANNUAL REPORT

SUPPORTING BOTH ENDS OF THE LEASH SINCE 2006



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The Military Working Dog Team Support Association, Inc. is an all-volunteer 501(c)(3) nonprofit organization founded in 2006. We are dedicated to supporting military working dog teams serving with the U.S. Military (Army, Navy, Air Force, Marine Corps, and Coast Guard).

During 2019, our 13th year, MWDTSA achieved two significant milestones:

1. We sent over 1,000 care packages to deployed teams in a single year.
2. The total retail value of care packages assembled since our unassuming start in 2006 surpassed \$1 million.

Dogs have long been recognized as “force multipliers” and “sensor systems” by military fighting forces around the world. A “team” is a dog and a handler whose missions include force protection—explosives and weapons detection, search and rescue, tracking, patrol, security and drug detection. These dogs and their handlers are deployed worldwide to participate in offensive operations and to help safeguard military bases and service members.

During the past 13 years, with no paid staff or fundraising companies, MWDTSA has provided 6,885 care packages to deployed MWD teams, comprising \$1,017,598 in purchased and donated goods and costing over \$105,377 in postage. We also have visited 88 home station kennels to distribute \$70,461 in comfort and morale-boosting goods, and have conducted over 100 recognition/public education events.

We carried out these missions while averaging an Administrative/Fundraising Ratio of 2.3% of expenses. Historically, nearly 98% of all donated funds have gone directly to our core missions.

CARE PACKAGES

Our charter objective when first established, and our most important mission, is to send care packages of morale-boosting gifts to MWD teams deployed in global combat zones. In 2019, MWDTSA sent quarterly care packages to 1,082 teams, costing \$21,617 in postage and containing an average retail value of \$212 in goods for “both ends of the leash.” Each care package includes necessities and comfort items for the handlers and their K9 partners, donated by individuals and companies or purchased with donated funds by MWDTSA.

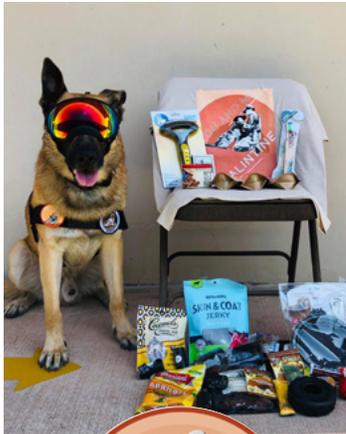


CARE PACKAGES

Our core mission is to send cartons of “thank you’s” to deployed MWD teams. They have always been packed with thoughtfulness and a determination to ensure the teams know that we honor the sacrifices they and their families endure due to their service commitment. Our first year, 2006, we sent 55 packages and over time our volunteers have elevated them to an art form that handlers have come to look forward to each quarter. They collect the various theme items and send us photos of themselves and their K9s sporting many of the bandanas and patches.

Each quarter has a theme for the boxes

The volunteers responsible for the quarter’s packages exhibit imagination when deciding the theme, and our volunteer designer makes it come to life with a memorable logo. We then feature that logo on tactical patches, shirts, and other items, and we look for products that reinforce the theme.



Q1’s “You and me, Malintine” celebrated Valentine’s Day and honored one of the main breeds in the military, the Belgian Malinois (also known “maligators” and “fur missiles” in MWD circles).



Q2 highlighted the military working dogs who often “walk point” on missions outside the wire or are first to enter an enemy compound. They detect explosives or insurgents in order to protect the troops behind them. We printed “Paws Before Boots” on hats, t-shirts, custom tactical patches, and FIFTY/FIFTY bottles.



Q3 care packages, with an Old West theme, included bandanas for the dogs, t-shirts for the handlers, and a FIFTY/FIFTY insulated bottle with the adage “Don’t squat with your spurs on.”



Q4 played off the James Bond movie dynasty. With permission of long-time MWDTSA sponsor KONG Company, the logo featured the outline of a KONG Classic toy and a suave MWD. Each care package included black bow ties for the dogs, along with a themed t-shirt and insulated coffee cup for the handlers.

Special Requests

This year, we also responded to an increased number of special requests from deployed teams, over and above the regular quarterly care packages. Requested items ranged from harnesses, cooling vests, dog boots, and Rex Specs for the K9 to a communication headset that protects hearing while allowing the handler to communicate effectively with his inter-service team during missions.

Community Effort

A wide range of individuals and groups assisted in acquiring and packing these gifts. A Boy Scout Troop. Kohl’s department store employees. Truckers for Troops. Pet stores and veterinary clinics. Rex Specs. Local police and fire departments provided space for packing our quarterly boxes. Schools supplied student art.

Almost half our donations come from individuals, and we continue to rely on that personal support to help fill our care packages.

We maintain an Amazon Wish List, which shows items currently needed. Potential donors can find an array of opportunities by visiting <https://www.mwdtsa.org/donations/>.

KENNEL VISITS

In 2019, MWDTSA volunteers visited 14 military kennels in 11 U.S. states, delivering \$18,836 gifts to 140 dogs and 161 handlers.

During these visits, volunteers provide breakfast or lunch and distribute dog toys, shirts, coffee, and tactical patches. Board members and volunteers who undertake these trips do so without reimbursement of their expenses.

Visiting stateside military kennels helps MWDTSA volunteers understand the roles and lives of the handlers and dogs we support. We hear about their deployments and the challenges they face. We learn how they train and prepare for dangerous missions. Most important, we receive valuable input on how we can support them and what care package items are most helpful.

In 2019, MWDTSA received an invitation to provide information packets for the USAF Military Working Dog Kennel Master Workshop. This was a chance to let all Air Force Kennel Masters from around the globe know more about the types of support MWDTSA provides. We supplied 100 bags for this event, each containing a custom MWDTSA portfolio with a legal pad, as well as product samples, information, and discount pricing from MWDTSA sponsors KennelSol and Banixx. Ruffwear, manufacturer of GripTrex boots and Gnawt-A-Cone toys, also offered discount pricing.



MAJOR SPONSORS 2019

Over two-thirds of the in-kind care package donations come from sponsoring companies, and we are indebted to them for their steadfast support for our MWD teams. The following organizations provided \$1,000 or more in monetary grants or in-kind support during 2019:

A+ DOG TRAINING

ALPHA COFFEE

ALPHA TECH PET

BAG BALM

BANIXX

BENEBONE

THE BETSY ROSS FOUNDATION

BIO-GROOM

BLACK RIFLE COFFEE COMPANY

BOWSER BEER

BUCKLEY PET

COFFEE.ORG

COMBAT WIPES

CONDOR OUTDOOR

D.A.V. CHAPTER 15, GOSHEN, IN

DARN TOUGH

DRIPDROP

DUKE CANNON

FIFTY/FIFTY BOTTLES

5280 MAGAZINE

FLUID SPORTS NUTRITION

INTERNATIONAL VETERINARY SCIENCES

THE KONG COMPANY

KURGO

MARIANI PACKING COMPANY

MUSHERS SECRET

NUTRISOURCE

ONETIGRIS

OODA | TRUCKERS FOR TROOPS

PALE HORSE COFFEE

THE PETCO FOUNDATION

PRIMA PETS

RETIRED POLICE CANINE FOUNDATION

REXSPECS

SODAPUP | USA-K9

SOFFE

SOLEDIER SOCKS

STRIKE FORCE

SURVIVEWEAR

TACTIPUP

TRIKOS SUPPLEMENTS

VERMINTS

VETRISCIENCE

VITALYTE

WALKING POINT

WHITSTONE FARM

ZESTY PAWS

RETIRED MILITARY DOGS & VETERAN SUPPORT

To celebrate K9 Veterans Day on March 13, we sent 58 "Honor Boxes" to retired MWDs with a value of \$238 each. These care packages differ from our normal boxes because they have goodies for senior dogs, such as joint supplements and softer toys for these older warriors. In many cases, prior handlers adopt retired K9s and provide them a "forever" home.

MWD TSA has also helped honor K9s who have passed by financially supporting euthanasia and cremation for retired MWDs.



EDUCATIONAL SERVICES & EVENTS

 Chuck & Don's Pet Food & Supplies in Longmont, Colo., part of a regional chain, has hosted a MWD TSA information table staffed by MWD TSA volunteers once a month since August 2016. During 2019 alone, their customers purchased and donated 482 items to MWD TSA, with a value of \$4,140. Chuck and Don's has been a constant supporter of our missions. In 2019, three of their staff helped with Q1 care package assembly.



 On October 12, MWD TSA volunteers staffed information tables inside 15 Petco stores across the nation in connection with The Petco Foundation's annual Helping Heroes campaign. This fundraiser has provided ongoing support of MWD TSA's missions. It was an honor to be able to talk with their customers about the roles of military working dogs in keeping our nation safe. At eight of the locations, customers got to meet retired military working dogs.

OUR VOLUNTEERS

MWD TSA is a small but growing organization with 61 volunteers in 28 states and 3 overseas countries who donated 7,003 hours to help accomplish missions. They solicit donations, pack care packages, visit stateside MWD kennels, conduct educational events, attend memorials, maintain and improve our website and social media presence, write grant requests, and design materials such as this annual report—all on their own time. Without their dedication and efforts, MWD TSA couldn't exist.

61

VOLUNTEERS

28

STATES

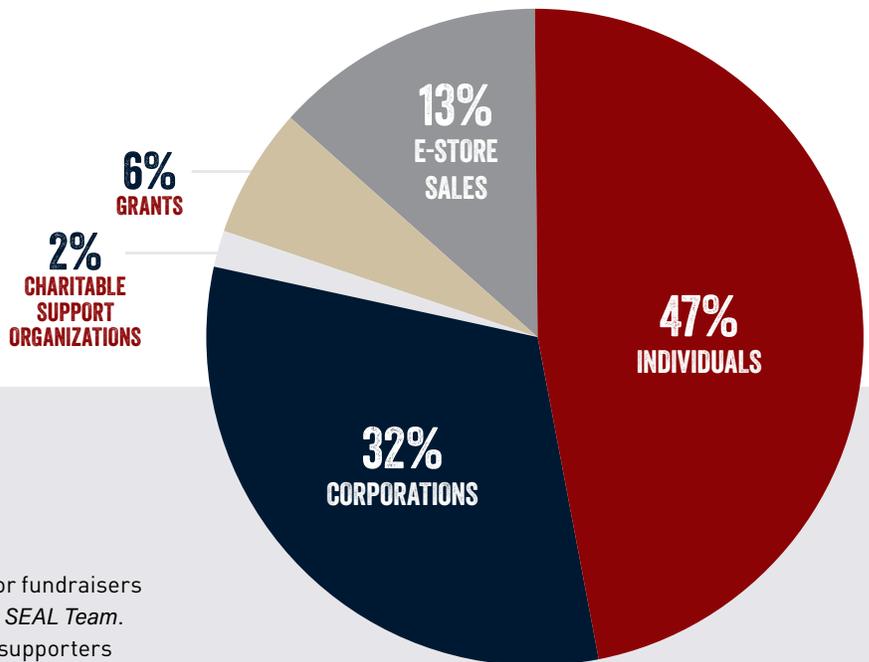
7,003

VOLUNTEER HOURS

2019 METRICS

SOURCES OF SUPPORT

CASH AND IN-KIND



HERE ARE A FEW HIGHLIGHTS...

Dita's Donation Drop and USA-K9

MWDTSA was honored to be the beneficiary of two major fundraisers by Justin Melnick and his dog Dita, stars in the TV show *SEAL Team*. During the February "Dita's Donation Drop" campaign, supporters donated 332 toys, valued at \$4,648. USA-K9/SodaPup matched these one-for-one, for a total of 664 toys. We shipped these to 18 Marine Corps kennels and 13 Navy kennels around the globe.

In a November/December campaign, Justin and Dita inspired 900 toy donations with a value of \$12,600. USA-K9/SodaPup matched these two-for-one, yielding a total of 2,700 sturdy rubber toys. Of these, we mailed more than 1,400 to 138 U.S. military kennels around the globe for the 2019 holiday season. MWDTSA will utilize the remainder for 2020 care packages and kennel visits.



"First Bite" Coffee

Year-round, Pale Horse Coffee offers 12 oz. bags of "First Bite" Coffee at \$10 per bag and ships it to us for our care packages. We were able to acquire over 200 bags during 2019. Additionally, they sell this special blend roasted just for MWDTSA on their website and donate \$3 per pound to MWDTSA. We encourage you to support this great coffee company, owned and operated by veterans.

KONG Company

Our annual KONGS 4 K-9s fundraiser had another successful year. Between August 1 and December 31, participating retailers and veterinary clinics collected 227 KONG toy donations. KONG Company matched each with a second toy, yielding 454 toys for care packages and kennel visits.

RexSpecs

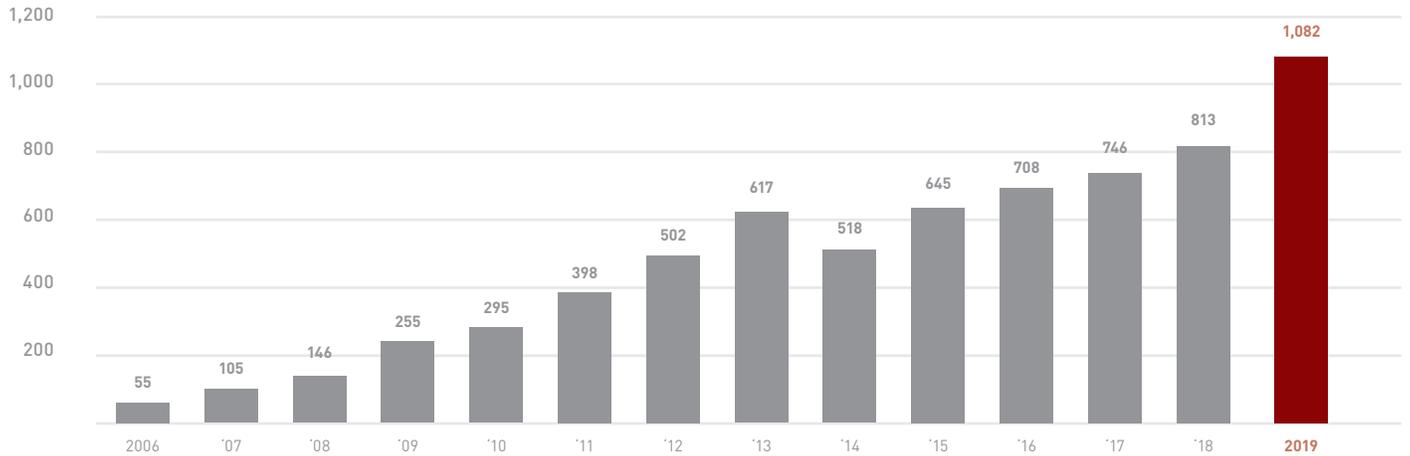
RexSpecs supported us with a year-end special discount price for individuals to purchase and donate pairs of RexSpecs to MWDTSA (\$45, instead of the \$80 retail price). Donors purchased 147 pairs of goggles costing \$6,570, which will be going out in our 2020 care packages.

Fundraisers

In addition to direct donations during 2019, supporters on Facebook created more than 60 small fundraisers that contributed almost \$17,000 to MWDTSA. Additional funds were received from clubs, churches, schools and service organizations, and via such online platforms as Amazon Smile and Wish List, Benevity, Charity Choice, Charity Gift Certificates, Chewy.com, Donate Well, Giving Tuesday, Giving Assistant, iGive, Network for Good, PayPal Giving Fund, and Wells Fargo Giving Fund. Numerous clubs, service organizations, churches, and schools also contributed significantly to our missions, and we thank them all for their support.

2019 METRICS

CARE PACKAGES SENT



97.7% OF EXPENSES ARE SPENT ON
CORE MISSIONS

Total administrative expenses (office supplies, printing, website, insurance and bank fees) were 2.3% of expenses. MWDTSA pays no salaries nor fundraisers and does not reimburse officers, board members or volunteers for their travel expenses on behalf of the organization.



ONLINE & SOCIAL MEDIA PRESENCE



MILITARY WORKING DOG TEAM SUPPORT ASSOCIATION, INC.
**26,470 FOLLOWERS &
66,650 AVG. POST REACH**



MWDTSA.ORG
**30,057 VISITORS &
66,650 PAGES VIEWED**



@MWDTSA
4,478 FOLLOWERS



@MWDTSA
19,700 FOLLOWERS