



*The Binky Foundation*  
*"Helping People Help Animals"*

## **REPORT TO FRIENDS OF THE BINKY FOUNDATION**

**December 2012**

Dear Friends:

We all receive seemingly endless mail solicitations from all kinds of groups. Our responses to these solicitations are often based less on what we really know about the organization than on the emotional and marketing value of the solicitation. Seldom do we know the answers to questions like: Are they well run? Are they successfully and efficiently accomplishing their goals? Are they spending a disproportionate amount of their support to solicit contributions than on actually fulfilling their mission? Are we being taken in by guilt inducing gifts or photos rather than on the value provided by the organization?

One of the incentives behind establishing The Binky Foundation was to try to know more about the groups we were supporting. There are literally thousands of animal shelters, sanctuaries, rescue groups, clinics and programs nationwide. Although most are very passionate about helping animals, we have learned that some are far better at effectively managing an organization, achieving their mission and maximizing the benefit for the animals.

Through our application process we are able to learn a lot about grant applicants so that we can focus on those groups that we believe are best able to accomplish their goals and best help the animals on a sustainable, long term basis. And even for those organizations that do not fit our criteria, in many cases we have been able to offer suggestions and alternatives to help them improve their ability to fulfill their mission. With our emphasis on smaller grants through our First Steps Grant Program we continue to be inspired by how often a small, targeted grant can make an immeasurable difference for an organization and the animals they seek to protect. For 2012, we received over 90 First Steps Grant applications, from which we have awarded 31 grants to organizations in 14 states totaling almost \$60,000.

As we have done for the past few years, we will post details about the wonderful work of our 2012 grantees on our website, [www.binkyfoundation.org](http://www.binkyfoundation.org) after the New Year. While checking our website, do not forget our Remembrance page, which continues to be very

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popular as a means of honoring our lost but never forgotten animal friends and companions.

Many thanks for your interest in our efforts, and please know that we sincerely appreciate your continued support, 100% of which is used in support of our First Steps Grant Program.

Sincerely,



Michalina Bickford



Kathleen Bickford Berzock



Peter Bickford