



*All Pets Eat Well*  
**IN ACTION**

CORPORATE GIVING REPORT 2018



WHERE  
**HEALTHY**  
BEGINS

## Pets fill our homes with energy and joy.

They make our lives better – and we believe their food should do the same for them. Getting the right nutrition at home makes our pets healthier and happier throughout every stage of their life.

At Chicken Soup for the Soul Pet Food, we make complete, balanced meals created with solid nutrition and trusted ingredients. We keep it simple: Real food, served with real love.

And we believe in helping every pet eat well – because a healthy, happy pet is a key ingredient to a healthy, happy home.

## A NAME YOU KNOW AND TRUST

We're the same Chicken Soup for the Soul you've known for decades. Everything we do is centered around one purpose: to fill your home with inspiration and joy. We know pets have the power to do just that, which is why we're as dedicated to pets as we are to the people who love them.

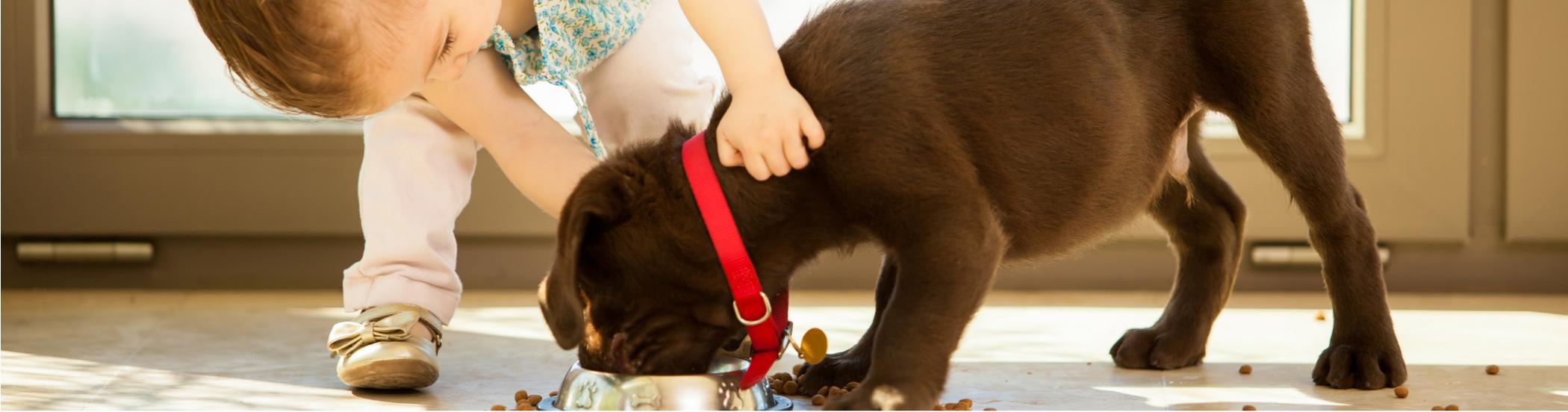
## ACCESSIBLE NUTRITION

At Chicken Soup for the Soul Pet Food, we asked ourselves: What good is great nutrition if it's out of reach? We make it easy and affordable for pet lovers everywhere to bring home simple, delicious, healthy food made from high quality ingredients. Because pets fill our lives with energy and joy, we believe in filling their bellies with goodness and love.

## FOR ALL PETS

Chicken Soup for the Soul Pet Food believes every pet should enjoy the benefits of premium nutrition – no matter their circumstances. That's why we work with our employees, communities, retail partners, and others to develop programs that provide healthy nutrition to pets in need.





# All Pets Eat Well

To make the world a better place where all dogs and cats have access to the premium nutrition they need to thrive.

## LIVING OUR PURPOSE

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- 1** Partner with organizations that can increase the distribution of food to pets in need
- 2** Maintain premium nutrition in all recipes
- 3** Engage employees, end-consumers, retail partners and wholesale partners as part of our purpose



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**OUR GOAL IS TO DONATE  
OVER 1,000,000 MEALS  
ANNUALLY TO SHELTER  
ANIMALS WAITING FOR  
THEIR FOREVER HOMES.**

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# programs

## AND PARTNERS

### FILL A BOWL...FEED A SOUL

We partner with retailers and consumers to deliver on our mission to feed one million meals to shelter pets each year by donating one pound of food for every item purchased.



### MARLEY'S MUTTS

We donate tens of thousands of meals each year to Marley's Mutts, an organization that rescues, rehabilitates, trains and re-homes dogs from high-kill animal shelters.

### PAWSITIVE CHANGE

We are the canine nutritional sponsors for this progressive and intensive rehabilitation program which matches high-risk shelter dogs with inmates inside California State Prisons. The goal is to reduce inmate recidivism while saving dogs' lives.

### AMERICAN HUMANE

We partner with American Humane to provide food as a first response for pets in need during and after natural disasters.

### BISSELL PET FOUNDATION

Through our partnership with Bissell Pet Foundation, we support Empty the Shelters campaigns nationwide.



# IN 2018



**302,675 LBS** of food donated



**1,210,700** meals donated



**29 DIRECT SHELTER AND RESCUE DONATIONS**

due to partnerships with American Humane and Bissell Foundation, our donations were dispersed to many other organizations in need of support. The power of these partnerships is in their ability to increase our reach and the support we offer to smaller communities.



**WE PARTNERED WITH SEVERAL RETAILERS**

Premier Pets in Livonia and Beverly Hills MI  
Savvy Dog, OH  
Pet Stop, WA  
Bark Avenue Healthy Pets, FL



**MARLEY'S MUTTS** - 23,240 meals

**PAWSITIVE CHANGE** - 34,080 meals

**WE PROVIDED FOOD TO PETS IN NEED DURING:**

Hurricane Michael | Hurricane Florence | California wildfires

# a word

## FROM OUR PARTNERS

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### **Michael, Owner of Premier Pet, Beverly Hills, MI**

“What a wonderful opportunity. We’re so proud to be partnered with such a generous partner. It makes me proud to say that we brought Chicken Soup in at its inception over 15 years ago. Stan has done a fantastic job solidifying our partnership on the ground floor over here. We’re going to be able to do a lot of good for a lot of animals in need in the metro Detroit area. Thank you a million times!”

### **David, Owner of Pet Stop, Bellingham, WA**

“It is very exciting to be a part of this generous gesture from Chicken Soup for the Soul Pet Food to the Whatcom Humane Society,” said David Dietzen, owner of Pet Stop in Bellingham. “We are thrilled to work with a company that shares our standards of animal care and health, as well as our passion for helping local organizations assist in providing access to great nutrition for pets in need.”



### **Kelly Wood, Owner of Bark Avenue Healthy Pets in Vero Beach, FL**

“We are so grateful to Chicken Soup For The Soul Pet Food for letting Bark Avenue Healthy Pets help many of the small forgotten local rescues. The “Big Boys” claim to donate millions of meals but small, local rescues never see any of it. These rescues rely entirely on donations for food, medical and foster parents. Because of their generous donation of nearly 30,000 pounds of pet food, we were able to help distribute food and lighten the load to the following rescues: Doberman Rescue of Lake Placid, The Cat Coalition of WPB, For The Love of Paws in Fellsmere, S.P.A.Y.L.E.E. in Ft. Meyers, Noah’s Ark in Ft. Meyers, Sebring Angles in Sebring, C.A.R.E.S Rescue in Brooksville, and Venice Doberman Rescue. These groups are volunteer run and do it for the love of pets. We love Chicken Soup for the Soul Pet Food and their commitment to the independents!”