



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

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

**December 2011**

Dear Friends:

Last year we reported that we were emphasizing our smaller First Steps Grants (\$2500 and under) so that we could do more good in more communities with our limited resources. This year we have continued this emphasis and have refined our criteria so that we can focus on those smaller organizations that are seeking to achieve sustainability for the long haul.

Under our more focused criteria, we look to provide one-off grants for a particular purpose to help an organization achieve sustainability or to provide a long-term benefit, such as to set up an educational program, or to help purchase a particular piece of equipment that expands or perpetuates an organization's ability to perform its mission. What we try to avoid is to simply contribute to an organization's general operating budget. With this more focused criteria, we believe we are doing more good with our limited funds.

Saying no to any group that is trying hard to help animals in their community is hard, but we find that if we explain our criteria many groups have been able to refocus their requests to fit within our criteria. In these cases we have received expressions of gratitude for helping them look more seriously at their long term needs. We believe that these expressions of thanks are confirmation that our criteria are meaningful and helpful to small or new organizations.

Another area where we believe our First Steps grant program has benefited our animal rescue and habitat protection mission is the number of start-up groups that have indicated that they cannot get funding from larger, National sources because they do not have a "track record" of operations. This Catch-22 is not an issue for us if the applicant can show it has a viable plan for the future and is supported in its community.

From time to time we will be posting more details about the wonderful work of our grantees on our website, [www.binkyfoundation.org](http://www.binkyfoundation.org). If you have not visited our website, we encourage you to do so. We continue to be particularly proud of our Remembrance page as a means of honoring our lost but never forgotten animal friends and companions.

THE BINKY FOUNDATION, INC.

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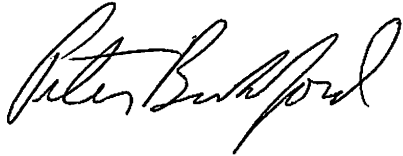
Many thanks for your interest in our efforts, and please know that we appreciate your continued support, 100% of which goes toward our small First Steps grant program.

Sincerely,

Michalina Bickford, President

A handwritten signature in cursive script that reads "Michalina Bickford".

Peter Bickford, Treasurer

A handwritten signature in cursive script that reads "Peter Bickford".