

A black and tan dog, possibly a Rottweiler mix, is shown in profile, looking upwards and to the left. The dog has a red collar. The background is a blurred outdoor setting with trees and foliage, suggesting a park or natural area. The lighting is soft and natural, likely from sunlight filtering through the trees.

**2020** Banfield  
Foundation

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**Impact Report**



photo credit: Seth Casteel  
cover photo credit: Seth Casteel

## Five Year Banfield Foundation Impact

<b>1,701</b>	<b>\$10,809,012</b>	<b>5,068,503</b>
Total Grants	Awarded	Pets Helped



photo credit: Danielle Krause



photo credit: Cameron Browne

## 2020 Banfield Foundation Impact

**649**  
Total Grants

**\$2,209,381**  
Awarded

**458,723**  
Pets Helped

## Letter from **Kim Van Syoc** and **Jeannine Taaffe**

### Dear Banfield Foundation Donors, Banfield Clients and Associates,

As we look back on everything the foundation has accomplished in 2020, we are struck by the fact that the people and pets whose lives have been changed by our grants ultimately have you to thank. We will remember 2020 as a year of unanticipated challenges; but despite those challenges, the year still provided many opportunities to increase access to veterinary care, enable disaster relief and temporary shelter, all in service of our purpose: A BETTER WORLD FOR PETS. The unique circumstances posed by the pandemic increased the need for support funded by the Banfield Foundation. Fortunately, we are built to step in and provide that support when economic hardship and access to care is more challenging for pet owners.

Our resilience and adaptability allowed us to increase grants in areas of critical need due to COVID-19. What's more, our experience in crises, and existing relationships with capable partners, meant we were able to help pets who went without basic veterinary care, including spay and neuter, because of the impact of the pandemic. We also found the demand to adopt pets was high in places with low supply, while other areas faced the opposite challenge of a surplus of available pets but low demand for adoption. Not only was the Banfield Foundation positioned to help ensure pets got the care they needed, but, working with partners, we also helped transport 1,850 pets to areas where they could find homes.

This past year also marked our fifth anniversary and provided the opportunity to reflect on highlights from our journey, reminding us that new challenges have not changed our ability to transform the lives of people and pets. In 2016, we enabled care for military working dogs, pets belonging to the homeless, elderly and disabled, and pets displaced by catastrophic flooding in Louisiana.

In 2017, we helped pets displaced or injured as a result of California wildfires and those impacted by Hurricanes Harvey, Irma and Maria. In 2018, we funded the Spayathon™ for Puerto Rico initiative, providing vaccines to more than 55,000 owned pets to help the community recover from Hurricane Maria. In 2019, we established the Safer Together™ initiative, a \$1 million commitment to provide help and hope to people and pets seeking shelter from domestic violence together. This year, we set aside our typical grant programs, replacing them with COVID-19 Respond and Rebuild grants designed to help address the significant and wide-ranging challenges affecting partners — through these grants we helped 119,283 pets throughout the year.

If there's one thing we've learned from 2020, it's that we can't wait for a perfect world to create the world that pets deserve. We are more confident today than ever that no matter what the future holds, we can use our resources to change the lives of pets who need us — and the lives of the people who love and rely on them.

Kim Van Syoc  
Executive Director,  
Banfield Foundation

Jeannine Taaffe  
Outgoing President and Chairman  
of the Board, Banfield Foundation  
(2018 - 2020)



A local resident visits the One Health Michigan clinic and receives access to free veterinary care.  
photo credit: Michigan Humane Society

## Responding to and Rebuilding Our Communities Together

When the pandemic started, there were countless unknowns, including how organizations that care for pets in need would be impacted. To identify the most pressing and immediate needs, in March, the Banfield Foundation conducted a survey of 232 of its partners. Specifically, the research sought to understand the level of foundation partners' current operations, their greatest pain points, any concerns they were hearing from pet owners and the expected future impact of COVID-19 on operations.

With these findings, we recognized there was an immediate need for a new grant program that addressed many of the pressing issues. In response, the Banfield Foundation launched a multi-phased COVID-19 Respond and Rebuild Grant program. Together with our partners, we were able to distribute \$524,041 in grants to help 119,283 pets, ensuring pets still had access to critical care and shelters were able to keep their veterinary teams and community programs in place.

## Stories of Impact



photo credit: Michigan Humane Society

### “One Health Michigan” Treating Pets in Michigan

In August, Michigan Humane hosted a free preventive care and spay/neuter clinic to help critically low-income pet owners. Over two weekends, more than 1,500 pets in the greater Detroit area received access to critical veterinary care and pet food. Banfield Foundation, with support from partners, Elanco, IDEXX and Merck, provided medical supplies, vaccinations, heartworm testing and prevention, flea prevention, microchips and more.

### A New Way to Serve in New Orleans

When The Inner Pup in New Orleans, Louisiana, was faced with the challenge of how to treat pets during the pandemic, they adapted by hosting drive-through clinics that provided preventive care to 6,260 pets. Additionally, Banfield Foundation awarded the organization more than \$32,000 in First Shield flea products for pets in the New Orleans area.



photo credit: Jeanette Althans



photo credit: Brother Wolf Animal Rescue

### Helping Neighbors in North Carolina

When many other shelters were forced to close, Brother Wolf Animal Rescue in Asheville, North Carolina, was able to stay open. This meant that many neighboring shelters relied and leaned on Brother Wolf to take in animals. With the support of a grant and medication from the Banfield Foundation, Brother Wolf was able to confidently extend a helping hand to both area shelters and pet owners in need, ultimately helping 1,130 pets.

# Going Farther Together

There's an African proverb that says, "If you want to go fast, go alone. If you want to go far, go together." In 2020, we went far, fast — and it was all thanks to our partners. Banfield Foundation is only able to help so many pets because of partners who help us to increase our reach and impact. Partners are our eyes and ears in local communities, identifying needs that we may not be aware of. They serve as a voice for pets that need us, and we would not have the same impact without them — especially in 2020 when we had to find new ways of delivering veterinary care to the pets that needed it most.



The Arizona Humane Society Veterinary Mobile Unit will bring preventive and emergency care to vulnerable pets in communities throughout the state.

photo credit: Arizona Humane Society



photo credit: Greater Good Charities

## Providing care, homes and hope to more than 1,200 pets in Louisiana, Oklahoma and Texas...

Banfield Foundation, PEDIGREE Foundation and VCA Charities, all nonprofit organizations connected to Mars Petcare and Mars Veterinary Health, collectively funded the preventive care and transport for 1,250 pets at risk of being euthanized from at-capacity shelters. Together with the Humane Society of Tulsa and its HUB transfer program, these pets were moved to shelters — and into loving homes.

## ...and 600 more in Hawaii

Banfield Foundation, in partnership with Royal Canin, VCA Charities and PEDIGREE Foundation, jointly funded "Paws Across the Pacific," the largest animal rescue flight in history. Impacted by COVID-19, Greater Good Charities and Wings of Rescue chartered a C-130 Hercules and transported more than 500 dogs and 100 cats from overcrowded shelters in Hawaii. Banfield Foundation funded 100 percent of the preventive care for these 600 pets.

## 50,000 pets spayed & neutered in 8 states

Because of the pandemic, there was a cessation in many states of non-emergency veterinary services such as spay/neuter surgeries, which created a backlog of unaltered shelter and owned pets. Banfield Foundation partnered with the Humane Society of the United States and 25 other organizations including PetSmart Charities, Greater Good Charities, and IDEXX, among others, in the historic SpayTogether Coalition. This "stimulus fund" provided more than \$2.1 million to 100 animal shelters and spay/neuter clinics in hard-hit states to perform 50,000 lifesaving spay/neuter surgeries between June and August.

## Tackling animal welfare issues in New Jersey

In August, the Humane Society of the United States brought its "Humane State" program to New Jersey with the help of the Banfield Foundation. This program is a three-year training focused on progressive animal care, increasing animal welfare standards and community-oriented education all while offering free services to remove economic and geographic barriers to veterinary care. In its first year, trainings reached 38 different law enforcement agencies, as well as 136 shelter/rescue agencies and professionals, throughout the state.



photo credit: Arizona Humane Society Veterinary Mobile Unit

## Reaching more communities with the Arizona Humane Society Veterinary Mobile Unit

In many cases, low-income pet owners are faced with barriers such as unreliable transportation and financial inability to pay for basic medical care. In fact, as of 2018, nearly 18 percent of Arizona residents were living below the federal poverty line. In partnership with the Arizona Humane Society, a new Banfield Foundation-funded mobile veterinary vehicle will make veterinary services more accessible to pet owners facing financial restrictions and unreliable transportation, providing free and low-cost preventive care impacting an estimated 6,500 pets annually in underserved communities in the Phoenix-Metro area.



Liz Baker receives love from her new dog, Hilo, one of the dogs from the “Paws Across the Pacific” rescue flight.

photo credit: Greater Good Charities

## Non-Profit Partner Q&A: Greater Good Charities

Banfield Foundation Executive Director Kim Van Syoc connected with Greater Good Charities’ CEO, Liz Baker, to talk about how their organizations stayed on mission — and partnered in entirely new ways — to deliver care during a global pandemic.

**Liz:** This year scrambled a lot of plans. What did you set out to do in 2020, and what did you end up doing?

**Kim:** Before 2020, our focus was on sustaining and expanding partnerships so we could work together to help as many pets as possible. That mission didn’t change because of the pandemic. If you look back at 2020 with perfect hindsight, you could say that our mission — not just helping pets but working with partners to find new ways of doing so — was well-suited to everything this year threw at us. Despite it all, we ended up doing exactly what we set out to do, albeit under very different circumstances. In fact, because our operating model relies so much on partners, we were able to adapt quickly to the needs on the ground to deliver help where and when it was needed most.

**Liz:** You spoke about looking back with perfect hindsight. Banfield Foundation has been at it for five years. When you think about the past five years, what experiences prepared you to meet the unprecedented challenges of 2020?

**Kim:** One thing 2020 made clear is that pets are a downstream indicator of things going wrong. Whether you are evacuating people from a natural disaster or getting away from an abusive partner, what to do with or for a pet is a question that often comes up in crisis. We build levees in anticipation of floods and shelters to protect us from future tornadoes. But what to do about pets most often comes up after people have experienced or responded to a crisis. A good example is the unintended impact of restricting preventive care and spay/neuter surgeries at the onset of the pandemic — we fully understood the need to divert resources to fight the spread of the virus, but many shelters and communities are now faced with a significant backlog of important care — something we are actively working with incredible partners (like you) to address.

Because of this, over the past five years, the Banfield Foundation built the muscles that are critically needed in a crisis. We’ve become really good at adapting to the sudden and acute needs of pets in crisis. And if there’s one thing that was true about 2020, it is that we did not lack for opportunities to help pets and pet owners in need.

**Kim:** Speaking of meeting unprecedented challenges, Greater Good Charities developed the nationwide #StayHomeAndFoster program, which took pets out of shelters and put them in loving foster homes. How were you able to pivot so quickly to pair pets with foster families, and how do you see this changing the future of fostering for shelter pets?

**Liz:** We believe pets belong in homes. And when the stay-at-home orders went into effect in March, almost overnight, a barrier to foster and adoption had been removed. I also think people felt somewhat helpless and wanted to help. So we asked people through geo-targeted marketing campaigns if they would foster. We created a simple sign-up system that connected fosters with adopters in their area and people responded in force. More than 80,000 people signed up! Over half of the foster sign-ups had never fostered before and had never really considered it. We provided information and were a conduit for fostering in local communities. We have since followed up with content, supplies and the like for fosters. We hope this will impact the future of sheltering and we see an opportunity to train specialized fosters for situations like disaster response, dogs with behavior issues, domestic violence situations, etc.

**Kim:** You also coordinated a huge and historic pet transportation effort, Paws Across the Pacific, which brought 600 pets from overcrowded shelters across five islands in Hawaii to the U.S. to be placed in forever homes. What are you most proud of when you reflect on Paws Across the Pacific?

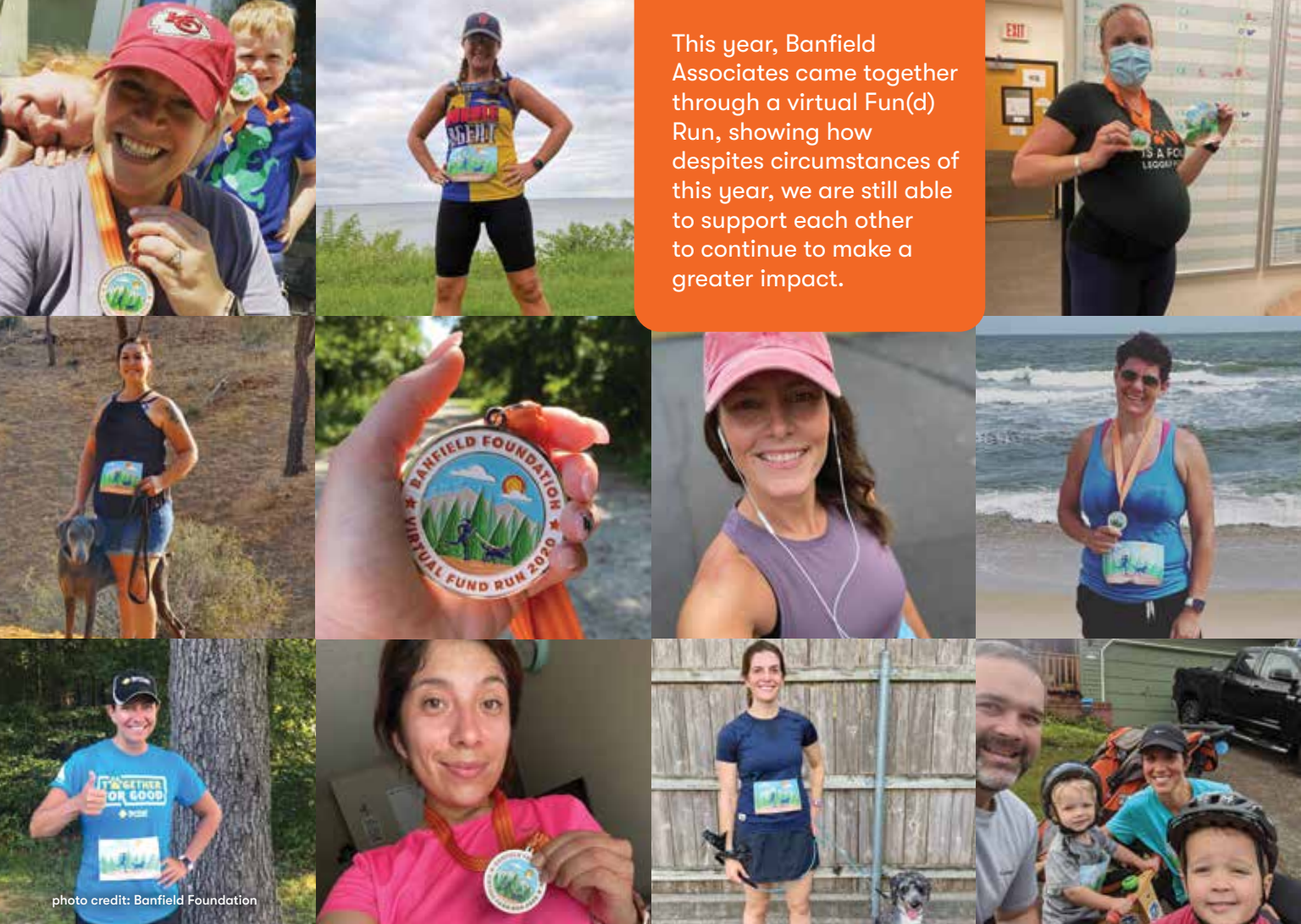
**Liz:** There is so much to be proud of when I think about Paws Across the Pacific. The sheer level of coordination from our partners was staggering. It took corporate and foundation partners (like you), sending shelters, receiving shelters, medical professionals, state and emergency management professionals and aviation partners to pull it off. There were well over 50 partners that helped coordinate the transport of those 600 pets. They all arrived safely and are all now in loving homes (one is sitting at my feet right now). It’s a real testament to teamwork and we are looking at options for other large scale transport flights in the future.



photo credit: Danielle Krause

**Kim:** Stay-at-home orders really shone a light on the challenges victims of domestic abuse face in finding shelter when they leave their abusers — especially when they’re seeking shelter for their pets, as well. Through your Rescue Rebuild partnerships and specialized fosters you recently expanded to provide more resources to people and pets seeking shelter together. What inspires you to continue building out these important resources?

**Liz:** Years ago we helped fund a study that showed nearly 60% of victims of domestic violence won’t leave their abuser if they can’t bring their pets with them. And with good reason — when a victim does flee, the pet is typically the next target of abuse. Pets are family members, and they provide emotional support that is crucially needed in these types of traumatic situations. COVID-19 has only exacerbated the problem. As couples and families have been locked down together in many places, new domestic violence incidences have increased. Meanwhile, existing domestic violence victims have a harder time escaping, as their abuser is less likely to leave them alone. Our Rescue Rebuild program has retrofitted domestic violence shelters to be pet friendly across the country for a couple of years now, but to respond to the increased need we have begun to look at leveraging shelters as boarding facilities and expanding foster resources — much of this possible because of a grant from the Banfield Foundation. We also offer virtual trainings in partnership with Red Rover for animal shelters, domestic violence shelters, and other agencies interested in working together to help victims in their community. The more we do, the more we see that needs to be done — and that inspires us to go deeper.



# Celebrating 5 Years of Impact

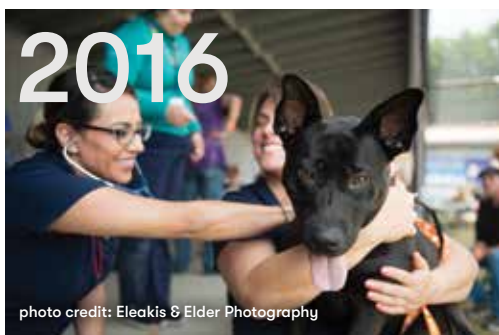


photo credit: Eleakis & Elder Photography

## Preventive Care for Communities in Need

In 2016, Banfield Foundation teamed up with Banfield Pet Hospital to launch annual preventive care clinics throughout the country. Together we partner with nonprofit organizations to help vulnerable human populations, providing free, comprehensive preventive care for the pets belonging to those who are homeless, transitioning off the streets, or otherwise disadvantaged. Through these clinics and other preventive care initiatives, more than 95,000 pets have received care to date. Since its inception, more than \$750,000 has been invested in this initiative.



photo credit: TAMU VET

## Preparing for Veterinary Emergencies

In 2017, Banfield Foundation partnered with Texas A&M University's Veterinary Emergency Team (TAMU VET), the leading veterinary school disaster response team in the United States, to provide funds to custom-build a mobile veterinary emergency response vehicle. The rescue truck, which includes a surgical suite, wet table and room for enough supplies to support a 48-hour deployment, serves communities in need of emergency veterinary support, such as helping reunite lost or missing animals with their families. In 2019, the foundation provided a second grant to TAMU VET in order to purchase an additional response vehicle for their disaster fleet.

## Partnering for Puerto Rico

After learning about the increasing number of homeless and abandoned pets in Puerto Rico, particularly in the wake of Hurricane Maria in 2017, we knew the Banfield Foundation had to step in to help. Along with 26 other organizations and led by the Humane Society of the United States, the foundation joined the Spayathon™ for Puerto Rico coalition. With a commitment to spaying/neutering and providing free veterinary care and medications for owned pets on the island, as of October 2020, this initiative has helped more than 55,251 pets. Each year, the Banfield Foundation donates 100 percent of vaccines and medical supplies to help keep the pets of Puerto Rico healthy and in homes. This initiative is slated to continue through 2021 working towards the ultimate goal of caring for 145,000 dogs and cats.



photo credit: Dennis M. Rivera



photo credit: Stephen Brashear/AP

## Safer Together™

Banfield Foundation believes no one should have to choose between their own safety and the safety of their loved ones, including pets. That's why in 2019, the Safer Together™ initiative was created, in order to raise awareness of the link between domestic violence and animal abuse. This multi-faceted initiative includes a commitment of \$1 million through a grant program, continuing education for the veterinary profession and a public awareness campaign with professional football champion and pet advocate, Russell Wilson and his dog, Naomi.

## Providing COVID-19 Relief

Through a comprehensive national survey and in-depth discussion with 232 partners, we identified what hurt, what helped and what was needed in order to keep shelters open, veterinary teams employed and pets and families together. Through our COVID-19 Respond and Rebuild Grants, we committed more than \$500,000 to shelters or qualifying nonprofits to enable low-cost veterinary care for pets who are owned by those who are critically low-income or recently unemployed due to COVID-19.



photo credit: Seattle Area Feline Rescue

# 2020 Grant Programs Overview



Jasmine, a dog who received life-saving surgery with support from the HOPE Funds program, receives some pets from her owner.

photo credit: Fletcher Wold

Banfield Foundation offers an array of grants to qualifying nonprofit organizations to enable quality veterinary care and temporary shelter as well as disaster relief for pets in need. In a typical year, the foundation provides funding through various grant programs — however, given the challenges of 2020, the foundation created a COVID-19 Respond and Rebuild Grant program that directed more than \$500,000 in funding to nonprofit partners. As such, funding to other grant programs was significantly reduced.

## Safer Together™ Grants

Safer Together™ Grants help provide access to resources for people and pets affected by domestic violence. Through these grants, the foundation seeks to create a world where people never have to choose between their own safety and the safety of their pets.

**9 grants**  
**\$111,200 awarded**  
**896 pets helped**

## Disaster Relief Grants

Disaster Relief Grants support organizations that help people and pets impacted by natural and man-made disasters.

**14 grants**  
**\$104,004 awarded**  
**12,125 pets helped**

## Veterinary Medical Equipment Grants

Veterinary Medical Equipment Grants enable nonprofit or government organizations providing direct care to pets in need to purchase medical equipment that replaces older tools or adds new veterinary capabilities.

**10 grants**  
**\$98,113 awarded**  
**178,270 pets helped**



photo credit: Seth Casteel

## HOPE Funds

HOPE Funds are available to qualifying pet owners who can't afford the cost of lifesaving emergency care for their pets.

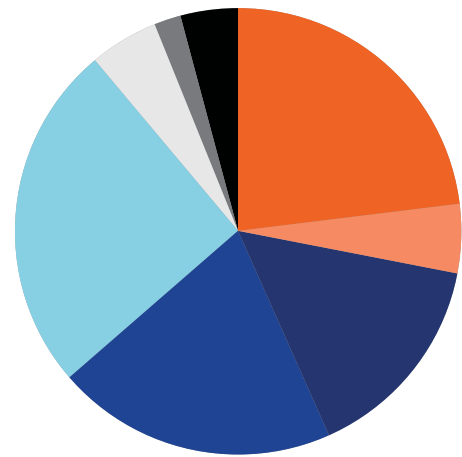
**442 grants**  
**\$339,066 awarded**  
**442 pets helped**

## Veterinary Assistance Grants

Veterinary Assistance Grants provide funds to shelters, nonprofit organizations and state and local agencies that support pet owners who would not be able to afford the cost of critical veterinary care for pets in need.

**6 grants**  
**\$54,500 awarded**  
**1,198 pets helped**

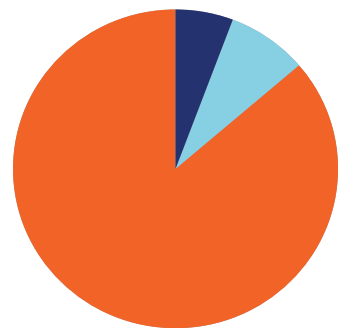
# 2020 Financials



## Your Dollars At Work

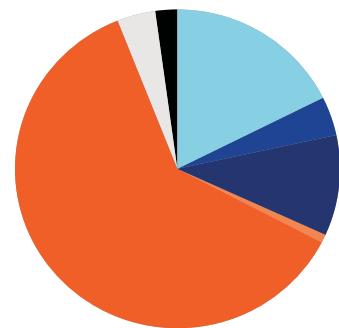
It goes without saying that the events of 2020 presented unprecedented challenges that required the foundation to take a unique approach to supporting grantees. In past years, we have offered a range of grants designed to meet specific needs in the animal welfare community. This year, we streamlined our grant programs and extended the application windows to be able to provide urgent support to organizations in need during these unprecedented times.

<b>\$524,041</b>	COVID-19 Respond and Rebuild Grants
<b>\$104,004</b>	Disaster Relief Grants
<b>\$339,066</b>	HOPE Funds
<b>\$454,206</b>	Other grants
<b>\$562,367</b>	Preventive Care Clinics
<b>\$111,200</b>	Safer Together™ Grants
<b>\$54,500</b>	Veterinary Assistance Grants
<b>\$98,113</b>	Veterinary Medical Equipment Grants



## How Dollars Are Spent

<b>\$284,876</b>	Fundraising
<b>\$186,075</b>	Management
<b>\$2,978,424</b>	Programs



## Where Dollars Come From

<b>\$826,617</b>	Corporate Foundations
<b>\$198,211</b>	Fee for Service
<b>\$75,000</b>	Individual
<b>\$430,711</b>	In-Kind
<b>\$3,564</b>	Interest
<b>\$2,817,490</b>	PIN Pad

In addition to Banfield Foundation donors and Banfield Pet Hospital associates and clients who make our funding possible, we also want to thank our corporate partners for their leadership and support in our work to help vulnerable pets and the people who love them: Banfield Pet Hospital, CEVA, Elanco, IDEXX and Merck.

\* Please note the 2020 financial information provided in these charts represents year-end data that has not yet been independently audited.

# Board of Directors

**Jeannine Taaffe**  
President and Chairman of the Board; Vice President, Digital Health at Kinship

**Anthony Guerrieri**  
Secretary; Senior Vice President, Corporate Affairs, Banfield Pet Hospital

**Jeff Irving, CPA**  
Treasurer; Vice President, Operational Finance, Banfield Pet Hospital

**Brian Garish**  
President, Banfield Pet Hospital

**Julie. L Lawless**  
Senior Vice President, Corporate Affairs; Office of the CEO, Elanco Animal Health

**Brent Mayabb, DVM**  
Chief Medical Officer, Royal Canin

**Hannah Peters**  
Senior Vice President and U.S. Better Impact Practice Leader, Hill+Knowlton Strategies

**Charlotte A. Rossetter**  
Mars Family Volunteer

**Jacque Schrock, DVM**  
Director of Veterinary Quality, Banfield Pet Hospital

**Kimberly-Ann Therrien, DVM**  
Vice President of Veterinary Quality, Banfield Pet Hospital

**Winson Wong**  
Co-founder, Peppercorn

# Banfield Foundation Associates

**Kim Van Syoc**  
Executive Director

**Alison Benninger**  
Director of Finance

**Steve Kenton**  
Community Programs Manager

**Paula Little**  
Director of Strategic Initiatives and Fundraising

**Lane Murphy**  
Community Programs Specialist

## How you can help

Banfield Foundation relies on the support of generous donors to help us achieve our mission of providing vulnerable pets access to veterinary care, temporary shelter and disaster relief.

### Supporting the foundation is easy:

Go to [BanfieldFoundation.org/Donate](https://BanfieldFoundation.org/Donate) to make a tax-deductible contribution that can help change the lives of pets and the people who love them.





To learn more, visit us online at:  
[BANFIELDFOUNDATION.ORG](http://BANFIELDFOUNDATION.ORG)



**@BanfieldFoundation**

