

# bhere beyond expectations

2020 Corporate Social  
Responsibility Report



# 2020

**was many things:**

Unforgettable.

Uncomfortable.

Unpredictable.

**but it also made us more:**

Adaptable.

Accountable.

Charitable.



At Banfield Pet Hospital, a proud part of Mars Veterinary Health, we worked together to **where** beyond expectations in 2020. More than 19,000 Banfield Pet Hospital associates in more than 1,000 hospitals across the country met each challenge with renewed passion, resiliency, and a commitment to serving our purpose:  
**A BETTER WORLD FOR PETS.**

# hindsight is 2020

**9 million+**  
pets seen

**260,000+**

Credentialed  
Veterinary Technician  
Appointments

**\$12 million**

invested in  
COVID-19 benefits to  
support associates

**58,000**

web chats  
with clients

**\$1 million**

commitment toward  
diversity efforts

**28,000+**

acts of kindness  
performed

**8,500+**

youth taught about  
careers in the  
veterinary profession

**150th**

pet-related wish  
celebrated with Make-  
A-Wish®

**\$570,000+**

from the Banfield  
Foundation to  
shelters impacted by  
COVID-19

“Banfield’s support is invaluable.”

– Countryside Animal Rescue

“To serve so many shelter pets with the level of professionalism and compassion your team showed is an inspiration.”

– PAWS San Diego

“Thank you, Banfield! The kennels you donated will help us save more lives!”

– Mary S. Roberts Adoption Center

“Thank you for helping us transform lives, one wish at a time.”

– Make-A-Wish®

“I cannot express enough gratitude to the Banfield team for such a generous donation, it will have a huge impact on so many deserving dogs!”

– Family Dogs New Life

“Community service is highly important to me and I appreciate that Banfield shares the same values.”

– Kelly, Banfield Veterinarian

“In a year with so much uncertainty, I’m proud of how Banfield associates remained committed to bhere for pets, clients, each other, communities, and society.”

– Brian Garish, Banfield President

# from setback to comeback



The veterinary profession was deemed an essential service at the onset of the global pandemic, and Banfield Pet Hospital created new ways of working so pets could continue to receive the care they need – and deserve.



Introduced curbside check-in procedures, minimizing the risk of exposure to our clients and associates.



Donated more than **\$570,000** from the Banfield Foundation to support its COVID-19 Respond and Rebuild Grant Program, benefiting nearly **120,000** pets.



Implemented supplemental COVID-19 paid sick leave and PTO policy, ensuring Banfield associates could prioritize their own health and wellbeing.



Expanded the Better Together Fund so Banfield, VCA and BluePearl associates impacted by COVID-19 could apply for financial assistance for short-term living expenses related to housing, food, or childcare. The fund granted more than **\$80,000** to associates in need.



Donated more than **\$600,000** in cash and pet-related services from Banfield for programs benefitting pet owners, shelters, and veterinary professionals impacted by COVID-19.

# making it count



During an unprecedented year, Banfield introduced the Caring Counts Challenge – a practice-wide effort to perform 10,000 acts of kindness.

We fostered pets,  
went supply shopping for pet shelters,  
wrote letters to the elderly,  
delivered food to neighbors,  
sent notes of encouragement  
to veterans,  
and much more.

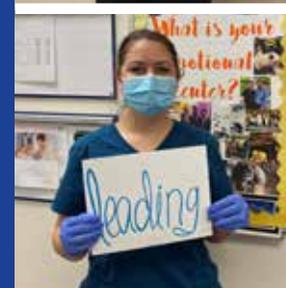
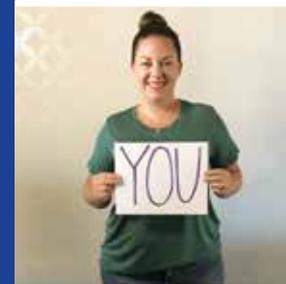
In all, our associates performed nearly  
30,000 total acts of kindness!



In addition to responding to and evolving with the challenges of 2020, Banfield's giving efforts continue to be guided by three strategic pillars: Wellness of our People and the Profession, Wellness of Pets, and Wellness of Communities.



# wellness of our people and the veterinary profession



## live and learn

A new study from Banfield revealed an estimated **75 million pets** in the U.S. may not have access to veterinary care by 2030, with an important factor being a critical shortage of veterinarians. Further, with nearly 90% of veterinary professionals identifying as white according to the Bureau of Labor Statistics, Banfield committed to the following initiatives to increase the pipeline of veterinary professionals and build a more diverse industry:

- Launch the Banfield and Royal Canin Student Support Fund with an initial **\$125,000 gift** to help Tuskegee veterinary students with financial need.
- Form the Diversify Veterinary Medicine (DVM) Coalition to ensure equity, inclusion, and diversity efforts among veterinary professionals are ongoing and industry wide.
- Launch the Banfield Educational Pathways Program through a partnership with InStride, enabling **26 Banfield paraprofessionals** to pursue a bachelor's degree with practice-paid tuition.
- Help Banfield veterinarians continue to teach aspiring students about careers in the veterinary profession by making Banfield Pet Academy available virtually. Presentations were recorded in new languages, including Spanish, Mandarin, Korean, and Farsi. More than **8,500 youth** had the opportunity to learn about future veterinary roles and responsible pet ownership.
- Contribute more than **\$5.4 million** toward helping our veterinarians pay off their student loans.



## from allyship to activism

In addition to a global pandemic, 2020 raised new opportunities and challenges in the fight for racial equality, equity, and social justice. At Banfield, we aim to foster an inclusive culture that celebrates diversity of thought and experiences – and be a true beacon for how companies ought to behave and operate. Inclusion is a choice, and one we make every day by putting our people first.



Committed **\$1 million** over the next year toward equity, inclusion, and diversity efforts.



Added pronouns to name badges, supporting inclusive language in our hospitals.

Added our sixth Diversity Resource Group (DRG), focused on Asian and Pacific Islander associates. Additional DRG's include associate communities committed to supporting Black, LGBTQ+, Latinx, women, and Generation Z efforts and opportunities.

 **ASIAN & PACIFIC ISLANDER**



# wellness of pets and communities



**Best Wishes** Through an in-kind partnership with Make-A-Wish®, Banfield donates a one-year Optimum Wellness Plan for each pet-related wish made by a child with a critical illness. We awarded 91 wishes in 2020 and celebrated our 150th overall wish with 10-year-old Aurora and her new four-legged best friend, Milo!



**Foster to Forever** As a record number of people opted to foster pets while in quarantine, Banfield, the Banfield Foundation, and Mars Petcare partnered to create **1,000 fostering support kits** to inspire foster families to consider permanent adoption.



**Handle with Care** Because all pets, regardless of circumstance, deserve access to preventive care, the Banfield Foundation awarded nearly **\$2.2 million in grants**, impacting more than **475,000 pets** across the country.



**Keeping it Green** Last year we launched the GoGreener initiative, providing Banfield clients the opportunity to receive electronic invoices and checkout paperwork instead of printed receipts. 2020 has seen a 34% reduction in paper use as a result, saving nearly **50 million sheets of paper**. Banfield also partnered with CarbonFund.org to offset nearly **300 metric tons of carbon emissions** generated by travel to our National Field Leadership Conference in February.



**To Shelters, with Love** With each new hospital opening, Banfield donates three days of free veterinary care to shelter pets awaiting adoption. In 2020, more than **\$100,000 in veterinary services** was provided. And, as part of Banfield's annual Mars Volunteer Program, select hospitals shopped at PetSmart on behalf of nearly **50 local shelters**, providing much needed food, treats, blankets, and enrichment toys.

# five for five



Banfield's charitable arm, the Banfield Foundation, celebrated its **fifth anniversary** this year and shares our purpose: A BETTER WORLD FOR PETS. The foundation scales this important work by awarding grants to other nonprofit organizations across the country and tax-deductible donations fund the important work featured here – and more!

## Pandemic Response

The foundation's COVID-19 Respond and Rebuild Grant Program helped nonprofit and animal shelter partners meet the realities of the pandemic so they could continue to do what they do best – care for pets in need. Beginning in April, the foundation awarded **\$574,041 in relief** through 68 grants, ultimately helping **119,883 pets**.

## Giving Back in the Grand Canyon State

Arizona Humane Society launched a new mobile veterinary clinic, funded by the Banfield Foundation and poised to provide preventive care to more than **6,500 pets** each year in underserved communities in the Phoenix-Metro area.

## Spay Together

The #SpayTogether Coalition, comprised of 25 national organizations including the Banfield Foundation, awarded more than **\$2.3 million** to shelters, clinics, rescue organizations, and animal protection groups ensuring more than **50,000 dogs and cats** had access to spay/neuters, microchips, and vaccines.

## Paws Across the Pacific

In what was named the largest pet rescue flight in history, the Banfield Foundation funded the preventive care for **600 adoptable pets** being flown on a chartered Hercules C-130 from Hawaii to Seattle, Washington. The effort was a collaboration with VCA Charities, PEDIGREE Foundation, Royal Canin, Greater Good Charities, and Wings of Rescue, among other nonprofits.

## Total Impact

In five years, and with the generous support of Banfield clients, associates, and corporate donors, the Banfield Foundation has helped more than **5 million pets** and granted more than **\$10 million**. In 2020 alone, the foundation awarded **\$10,790,778**, impacting **5,086,900 pets** in need through grants including Respond and Rebuild, in 46 states, and Puerto Rico.

To view the Banfield Foundation's complete 2020 Impact Report, please visit [BanfieldFoundation.org](https://www.banfieldfoundation.org)



Photo Credit: Seth Casteel



We are **Team Banfield.**

Here for people, pets, communities, and the veterinary profession.

In the best and worst of times.

Here for preventive care and our purpose:

**A BETTER WORLD FOR PETS.**

**b**here with us.

