



BANFIELD PET HOSPITAL

# 2015 Corporate Social Responsibility Report





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Vincent Bradley and Dr. Lilian Wong share a laugh during a preventive care clinic for pets of veterans in Portland, Oregon.

## DEAR BANFIELD CLIENTS, ASSOCIATES & STAKEHOLDERS,

At Banfield Pet Hospital, we strive every day to use our resources, reach and relationships to improve the well-being of pets, communities, our associates and the veterinary profession. I'm proud to share 2015 brought great gains in all of these areas across our growing network of 925 hospitals in the United States and Puerto Rico—and our support extends far beyond our hospital walls. As the largest veterinary hospital network in the world, we not only have a responsibility to the pets we serve, but also to the communities in which we practice, to the people who work in our hospitals and to the broader veterinary profession.

In our second Corporate Social Responsibility (CSR) report, we demonstrate our impact in 2015. While we couldn't share all the stories, we've highlighted programs that made a difference in the lives of pets and pet owners who are most in need of help.

In 2015 Banfield associates volunteered more than 7,500 hours across 49 cities, impacting the lives of more than 65,000 pets and people. We were also there for the unexpected, providing direct assistance in the wake of natural disasters like flooding in South Carolina and wildfires in California. This year

also brought the launch of the Banfield Foundation™, which distributed close to \$600,000 in grants toward programs that improve the well-being of pets and communities in its first four months as our charitable arm.

As we look ahead, we will continue to challenge ourselves to be the best possible corporate citizen, while ensuring the ongoing growth and success of our organization and living up to The Five Principles that guide us every day—Quality, Responsibility, Mutuality, Efficiency and Freedom. Future CSR reports will chart our ongoing progress as we build on our commitments and collective impact.

We believe together we are stronger and together we can create thriving communities of healthy pets, people and veterinary professionals.

We welcome your comments, suggestions and feedback on our report to help us improve and expand upon these efforts. You can email us at [CSR@banfield.net](mailto:CSR@banfield.net) and read more about Banfield's CSR commitments at [Banfield.com/community](http://Banfield.com/community).

Sincerely,

A handwritten signature in black ink, appearing to read "Vincent Bradley", with a long horizontal flourish extending to the right.

**Vincent Bradley**  
President and CEO



## ABOUT BANFIELD

At more than 925 hospitals strong—and growing—all of us at Banfield share a common goal: providing high-quality preventive health care for each pet, and partnering with every owner to ensure they have the resources to care for pets at home. This best-in-class preventive pet health care is made possible through a unique approach to veterinary medicine, partnership with pet

owners and ongoing investment in our technology and hospital facilities. At Banfield, we believe that together, we can create thriving communities of healthy pets, people and veterinary professionals, and we've organized our CSR priorities to align with those goals:

### CSR MISSION

To use our unique resources, reach and relationships to improve the well-being of pets, people and the veterinary profession.

### CSR VISION

Thriving communities of healthy pets, people and veterinary professionals.



#### WELLNESS OF PETS

Champion preventive care

Elevate the power of the pet-human bond

Provide disaster relief for pets



#### WELLNESS OF COMMUNITIES

Strengthen the pet welfare community

Promote environmentally responsible operations

Be a good neighbor



#### WELLNESS OF OUR PEOPLE AND OUR PROFESSION

Enhance the well-being of our Banfield community

Safeguard the future of the veterinary profession

Increase the overall quality of veterinary care

**FOUNDED**  
**1955**

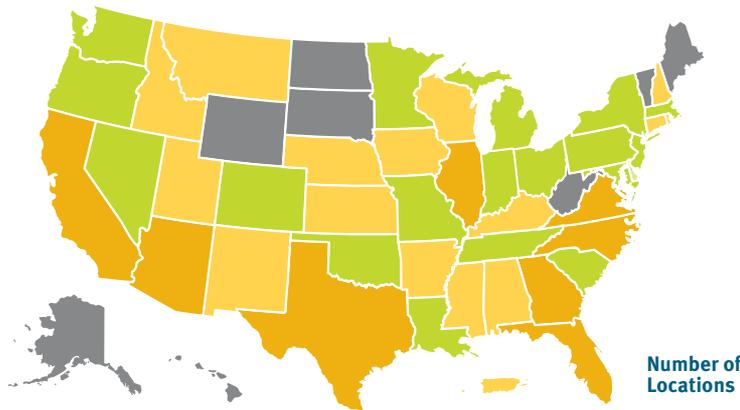
as a single, small  
companion animal  
veterinary practice in  
Portland, Oregon

Today, Banfield is the  
world's largest full-service  
companion animal  
veterinary practice



Our hospitals and  
associates see

**MORE THAN**  
**8M**  
pet visits  
annually



Banfield is part of Mars, Incorporated and has  
a strategic partnership with PetSmart®

**Number of  
Locations**

- 1-10
- 11-30
- 31+

**MORE THAN**  
**925**

hospitals in 42 states  
and Puerto Rico

**MORE THAN**  
**3,200**  
veterinarians

**MORE THAN**  
**15,000**  
associates

## Banfield Foundation™

In 2015, we were thrilled to launch the Banfield Foundation, a 501(c)(3) nonprofit organization that offers support for veterinary care and provides funding to pet-related nonprofits to keep pets healthy and in loving homes.

Banfield Foundation's focus directly aligns with Banfield's greater vision to improve the well-being of pets, communities and advance the science of veterinary medicine.

Last year, the foundation awarded nearly \$600,000 in funding to shelters, nonprofit partners and programs that help pets nationwide.

Read more about the Banfield Foundation on pages 40–45.



Practice Manager Sara Brenes welcomes a pet into our Augusta, Georgia, hospital.



When pets are well, their owners enjoy greater peace of mind, and that helps to build happier, healthier families and communities.

We work hard to educate pet owners on the importance of preventive pet care and responsible pet ownership, while supporting experiences that validate the power of the pet-human bond. We also do our part to help pet owners with the unexpected, dedicating time and resources to disaster preparedness and relief efforts.



Doctors Blaire Kraszeski and Karen McIntyre in Wake Forest, North Carolina, show their love to a patient.



Tiffany Purvis, senior coordinator tax and license, shares a smile during a preventive care clinic.



## FutureVet® Partners Across the Country

- Children's Museum of Denver
- Children's Museum of Houston
- Duke Energy Children's Museum at Cincinnati Museum Center\*
- Explorium of Lexington\*
- Kohl Children's Museum of Greater Chicago
- Lincoln Park Zoo
- Marbles Kids Museum\*
- Minnesota Children's Museum
- Minnesota Zoo®
- The New Children's Museum™
- Oregon Zoo
- Phoenix Zoo
- Portland Children's Museum\*

\*These museums have Banfield mini-hospital exhibits

## CHAMPION PREVENTIVE CARE THROUGH RESPONSIBLE PET OWNER EDUCATION

Banfield knows the foundation of pet health begins with good preventive care. We use responsible pet ownership programs to help pet owners properly maintain their pets' health and monitor for signs of disease or problems before they become chronic, serious or fatal. Through dedicated volunteer support like our Mars Ambassador Program and pet educational programs like FutureVet®, we help pet owners to make the best decisions they can to keep their pet family members healthy.

## INSPIRING A LIFELONG PASSION FOR PETS

Banfield empowers veterinarians to share their love of pet care with children and young adults. Through strategic partnerships with children's museums and zoos across the country, Banfield veterinarians give children the opportunity to meet furry friends and learn how to take care of them. Our associates use our FutureVet educational program to teach responsible pet ownership to thousands of kids each year and introduce the exciting world of veterinary medicine in an approachable way. Banfield also built mini-hospital exhibits inside four of the museums for additional hands-on learning opportunities. Last year, Banfield educated nearly 4,000 people through FutureVet.

*“The best way to learn is through hands-on exposure and making those lessons come to life. With Banfield’s help we’re able to make life science something that lives and breathes and wags its tail. As children learn about the care of living things, we inspire and educate them and may even create future veterinarians.”*

— **Tony Lawson**

Director of the Duke Energy Children's Museum  
at Cincinnati Museum Center



## Banfield's Children's Book Raised Money for Preventive Care

Banfield introduced our first-ever children's book to raise funds toward providing preventive care for pets in need. Titled "My Very, Very Busy Day," the book was written from the pet's perspective to educate and entertain children on what it means to be a responsible pet owner and what pets need to be happy and healthy.

The book, launched in 2014 and distributed in 2015, was available at every hospital for a suggested donation of \$10. One hundred percent of all donations from the books supported critical veterinary care for pets through the Banfield Foundation's "12 Days of Giving" campaign. See page 44 to learn about the local impact of contributed funds.

Our second children's book, "My Very, Very Smelly Breath," focused on dental health, launched in January 2016 to raise money for the Banfield Foundation and once again provide preventive and dental care for pets in need.

## MAKING OUR MARK ON THE MAP

The health and well-being of pets starts with owner education. Through the international Mars Ambassador Program (MAP), associates from across the globe convene for a dedicated week of serving the neediest pets through pet owner education and preventive care clinics.

### MAP IN ACTION:

## MAKING A BETTER WORLD FOR PETS IN PUERTO RICO

Banfield opened its first hospital in Puerto Rico, located in Guaynabo, in 2013. We are proud to currently operate four hospitals that help to keep the island's pets healthy. When organizing the third Puerto Rico MAP trip, we wanted to extend our volunteer efforts beyond preventive care and education to help renovate an amazing local shelter, Save A Sato, that was hampered by outdated facilities.

In addition to two full days of preventive care clinics and four school presentations about responsible pet ownership, three associates on our New Hospital Openings team offered to contribute their construction skill sets to pour a new concrete floor, build rows of new kennels, as well as install a drainage system and racks for organizing the shelter. Together, they were able to finish this major shelter renovation in only three days, and two of these associates even adopted puppies before returning home. Afterwards, the full team of MAP volunteers provided the shelter with organizational support, setting the operation up for greater efficiency and success.

EDUCATED

300

children on responsible pet ownership

PROVIDED  
much needed care to

230

pets at preventive care clinics

BENEFITTED

100

pets through shelter renovation



Mars ambassadors take a break from helping pets in Puerto Rico.

*“Thank you Banfield! This is just Christmas in November. We cannot expect anything more than this. This is just what we wanted. You have made everything for us this year.”*

— Lucy Ortiz

Local volunteer with Save A Sato

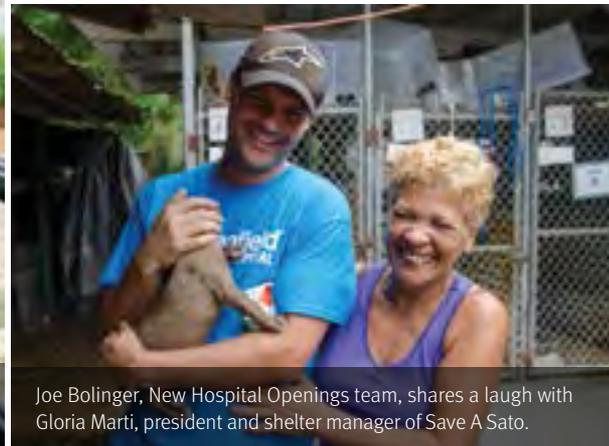
“What surprised me most ... was the instant bond that I felt with the team. We literally came from all across the world, but we came together for a common purpose—to make a better world for pets. We’re not just Mars associates volunteering together—we’re family.”

— Michele Cynova

Mars Petcare associate  
and 2015 MAP Ambassador  
(pictured at left)



Paul Fleck, New Hospital Openings team, assembles new shelves for Save A Sato.



Joe Bolinger, New Hospital Openings team, shares a laugh with Gloria Marti, president and shelter manager of Save A Sato.



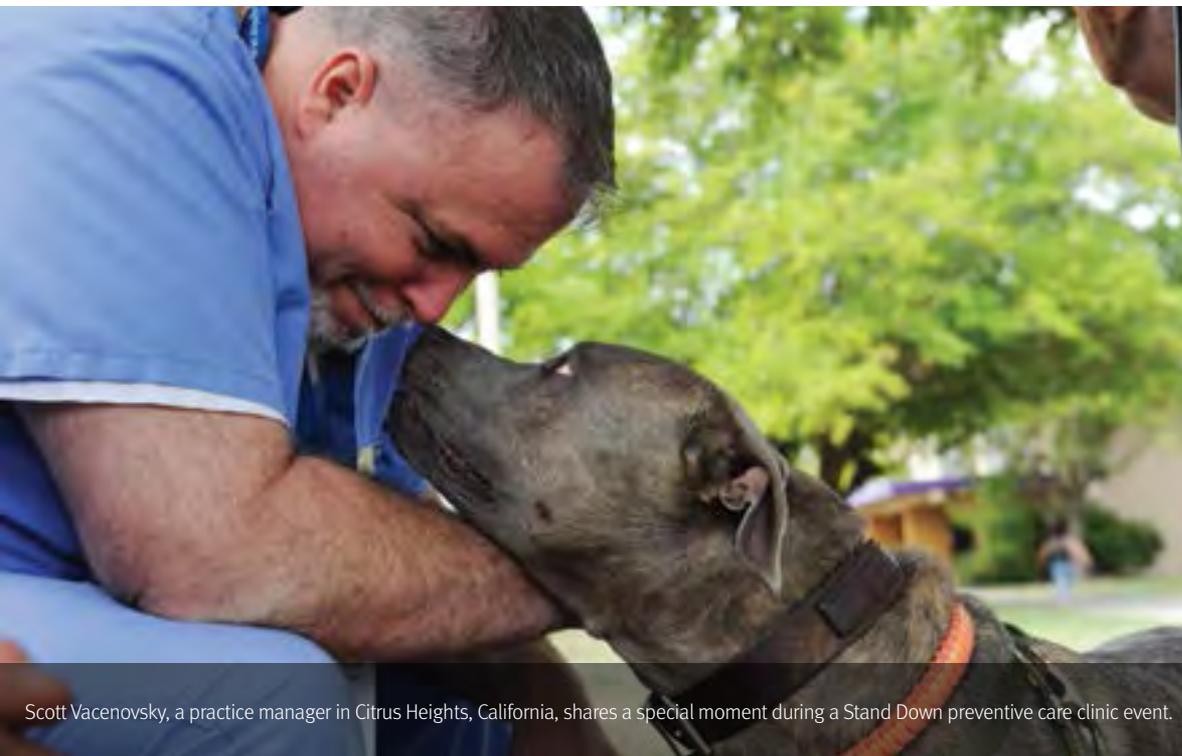
Mick Cobean, New Hospital Openings team, mixes cement for a brand new floor.



Dr. Erin O'Donnell in San Diego examines a veteran's dog during a Stand Down preventive care clinic event.

## PROTECTING THE HEALTH OF PETS IN NEED

At Banfield, we believe in the importance of preventive care for all pets. Each year, Banfield organizes preventive care clinics to serve vulnerable pet populations. Whether on our own or through partnerships with nonprofits, we help pet owners who need it most give their pets the care they deserve. In 2015, Banfield volunteers brought their skill, passion and expertise to help more than 2,000 pets through these preventive care clinics.



### Banfield Foundation Supports Preventive Care

Banfield Foundation also supports preventive care for pets in need through the funding of foundation Optimum Wellness Plans® (OWPs). With each donated foundation OWP, Banfield provides one year's worth of preventive care to the pet of someone experiencing financial challenges. These OWPs offer a full year of free preventive care, routine vaccinations and comprehensive exams—enabling more pets to receive the care they need to stay healthy. **In 2015, the foundation awarded 117 plans.**

## HELPING HEROES AT STAND DOWN EVENTS

Throughout 2015, Banfield supported Stand Down events, which offer an array of services to homeless and low-income veterans. These events are designed as grassroots, community-based interventions where vulnerable veterans are brought together in a single location to access community resources and supplies needed to begin rebuilding their lives. At Stand Down events in Oregon and California, Banfield volunteer teams hosted preventive care clinics for veterans and their pets. Associates spent time with veterans and provided care for their pets, including wellness exams, vaccines, ear cleanings, nail trims and more.

*“Having the ability to give a little back to our veterans and their pets is exactly what I feel I was placed on this earth for. I am a veteran myself and spent 16 years in the military and I have a huge passion for animal welfare outside of Banfield.”*

— **Scott Vacenovsky**  
Banfield practice manager  
Citrus Heights, California



## PREVENTIVE CARE CLINICS IN ACTION:

## VETS SUPPORTING VETS

Banfield associates marked the anniversary of the Sept. 11 tragedy by providing preventive care to the pets of vulnerable veterans in the Portland, Oregon, community. During the event, hosted at the Veterans Memorial Coliseum, we heard the same story from the veterans time and time again—how much their pets mean to them and how grateful they were to have Banfield there. We were honored to treat the pets of men and women who proudly served our country.





Some of the veterans' pets who benefitted from Banfield's involvement in Stand Down events.



*“This is the first time I have felt that a business really cares. Banfield has gone out of their way to help me and Freddy and that means a lot.”*

— Randy  
Army veteran

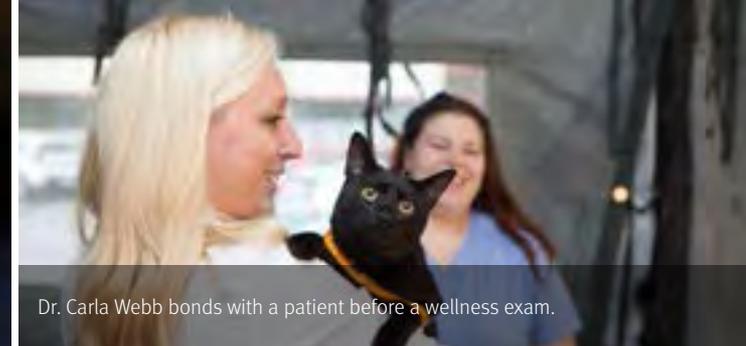


## A VETERAN AND HIS DOG

Like many pet owners, for our country's veterans, a pet can often offer more than companionship. The unconditional love and responsibility can be the lifeline needed to face everyday challenges, and such is the case for Randy and his beloved Chihuahua Freddy. After three years of service in the Army, Randy found himself in a new fight; this time against post-traumatic stress disorder, seizures and depression. It wasn't until the day that one of Randy's anti-seizure pills fell to the floor and was quickly gobbled up by Freddy that he realized just how important his four-legged friend was to his own well-being. Randy rushed Freddy to his nearest Banfield, where the quick-acting hospital team saved Freddy's life—and maybe Randy's as well. With the help of HOPE Funds (see page 15) and a Banfield Foundation OWP (see page 11), Randy can rest assured that Banfield will always be there as his partner in pet care. Randy and Freddy visited Banfield volunteers at the Stand Down preventive care clinic in Portland, Oregon, to share their mutual gratitude.



Dr. Amber Karwacki and Veterinary Assistant Amber Santos team up together during an exam in Woodbury, New Jersey.



Dr. Carla Webb bonds with a patient before a wellness exam.

## HABRI Research on Benefits of the Human—Animal Bond

The Human-Animal Bond Research Initiative (HABRI) Foundation is a nonprofit research and education organization dedicated to advancing scientific research that demonstrates the positive health impacts of companion animals on people. HABRI is an important industry leader that shares our common goal of helping people understand the mutually beneficial bond between us and our pets.

In a recent study conducted with family doctors and general practitioners, HABRI found that an overwhelming 97% of doctors believe there are health benefits linked to pet ownership.

The study also found that the majority of doctors have recommended a pet to a patient: 60 percent of doctors interviewed have recommended getting a pet to a patient; 43 percent recommended the pet to improve overall health; and, 17 percent made the recommendation for a specific condition.

## ELEVATE THE POWER OF THE PET-HUMAN BOND

Healthy pets enrich the lives of the people they touch. Companionship with our pets not only boosts our happiness, but also improves our health. And in turn, pets benefit from our care, socialization and support.

Banfield is committed to providing education and supporting experiences that validate how beneficial pets are to human lives through organizational support, partnerships and funding from the Banfield Foundation.

## GIVING HOPE TO FAMILIES AND THEIR PETS

Our Help Overcome Pet Emergencies (HOPE) Funds program delivers immediate help to pets with life-threatening conditions at our hospitals. For owners who can demonstrate financial need, HOPE Funds enable pets in need to receive medicine, supplies and life-saving emergency treatment for conditions like parvovirus, fractures and urethral obstruction. After launching the HOPE Funds program in September 2015, we funded more than 100 applications through the end of the year—that works out to funding one pet per day!

donated  
**\$72,000**

funded  
**102**  
applications

more than  
**117**  
participating  
hospitals

### HOPE FUNDS IN ACTION:

## SAVING CHARLIE

Charlie, a playful kitten in Portland, Oregon, had a history of eating things he shouldn't have. When one day Charlie's adventurous appetite got the best of him and he was clearly ill, his family brought Charlie to the Banfield in Portland, Oregon. Radiographs confirmed that Charlie had indeed eaten 35.5 inches of string, which had been wrapped around his tongue and was damaging his intestines. Unfortunately, his family could not afford the emergency surgery Charlie needed. Our Banfield team helped his family apply for HOPE Funds, and with \$1,000 approved, Charlie received life-saving surgery. Now, he has many string-free years ahead.



Charlie recovering after a life-saving surgery thanks to Banfield HOPE Funds in Portland, Oregon.

## ROLLING OUT THE RED CARPET

When Make-A-Wish® chapters across the country receive a pet-related wish from a child with a life-threatening medical condition, Banfield is there with in-kind donations to ensure the new pet family starts off on the right “paw.” In 2015, we were proud to make 11 pet-related wishes even more memorable by rolling out the red carpet (literally!) for the first wellness exam and donating a one-year OWP so the family can enjoy free preventive care, routine vaccinations and comprehensive exams—along with unlimited free office visits.

### A WISH IN ACTION:

## ROCKY MAKES LIFE LESS ROCKY

When 12-year-old Marshall was diagnosed with juvenile onset Huntington’s disease, the same disease that took the life of his father, Marshall and his mom had only one wish: a dog who could be trained as a service animal. Enter Rocky, a Labrador puppy who is learning to understand sign language to best assist his new best friend. Together they enjoyed walking the red carpet to their first wellness exam at the Banfield in Lake Oswego, Oregon, where they also met the team who will help ensure Rocky remains his healthiest.

*“It was very special to meet Marshall and Rocky and to be a part of this amazing day. It’s very clear they already have a powerful bond, and we look forward to partnering with them for a long time to come.”*

— Dr. Christopher Ryan  
Beaverton, Oregon



Marshall reacts to a kiss from his new best friend, Rocky.



Dr. Ryan looks on as Rocky learns to sit.

## DISASTER RELIEF FOR PETS

Disasters are unpredictable, and so is the impact on community resources, families and pets. Banfield is especially proud to partner with American Humane Association to help pet owners and their pets prepare to weather the storms ahead. We respond quickly with coordinated resources in the wake of a disaster, and help every pet owner appropriately plan ahead for an emergency with disaster preparedness tips and important information. We also are committed to making grants that help support those pets affected by disasters.



Banfield's Red Star® Rescue Vehicle is prepared to respond to disasters in the Northeast region.

In 2015, the Red Star® Rescue Vehicle traveled nearly 37,000 miles to bring much needed support to pets and families affected by emergencies

### DISASTER RELIEF IN ACTION:

## BANFIELD FOUNDATION SERVES VICTIMS OF CALIFORNIA VALLEY FIRE

Banfield Foundation is committed to caring for our pets—especially in the event of a natural disaster. Providing support to local nonprofits nationwide is one way we help keep pets safe and healthy in times of need while supporting the veterinary profession.

In September, the devastating California Valley Fire in Lake, Napa and Sonoma counties covered more than 73,000 acres and destroyed more than 500 homes. The town of Middletown, California, was nearly completely devastated by the fires—1,100 of the 1,900 residents lost their homes and everything they owned. Miraculously, Middletown Animal Hospital remained untouched—and treated all pets that were burned or injured at no charge. Banfield Foundation made a \$10,000 grant to the California Veterinary Medical Foundation to help this practice provide the ongoing care necessary to treat the hundreds of pets in the town with traumatic injuries and burns.

Thanks to the Red Star® Rescue Vehicle:

**862** animals helped

**Completed:**

**8** cruelty/disaster responses

**2** animal transports

**6** training events

**10** community events

## TAKING COMFORT ON THE ROAD WHEN COMMUNITIES NEED IT MOST

Through our partnership with American Humane Association, we provide a wide array of preparatory and emergency services for pets and families. During major natural disasters in 2015—such as severe flooding in South Carolina, the California wildfires, and more than 11 hurricanes across the Atlantic region—our teams were there to assist.

American Humane Association's 50-foot Red Star® Rescue Vehicle, sponsored by Banfield, provides shelter and rescue to hundreds of animals in need, giving them second chances at life. Based in New Jersey, the vehicle responds to disasters throughout the Northeast region. Staffed by certified and specially-trained responders, the vehicle carries supplies and equipment that enable it to shelter up to 100 animals and even bring animal-assisted therapy to children and families. With constant communication to high-risk counties and communities, the Red Star® Rescue Vehicle can respond quickly in times of need. Additionally, when not used for rescue operations, the vehicle is used as a resource for hosting training and community events.

*“American Humane Association is honored to have Banfield Pet Hospital support our legendary 100-year old Red Star® Rescue program. Time and time again, Banfield has generously deployed highly trained veterinary professionals with our team to provide critically needed care. We cannot thank them enough for their generosity and their powerful commitment to animals everywhere.”*

— **Dr. Robin Ganzert**  
American Humane Association  
president and CEO

## THE RED STAR® RESCUE VEHICLE IN ACTION:

# BANFIELD RESPONDS TO HURRICANE JOAQUIN FLOOD

In October, families in the Midlands and Low County of South Carolina were displaced by deadly floods from Hurricane Joaquin. In order to provide dogs and cats with critical rescue and shelter until they could be reunited with their family or find a new forever home, the Red Star® Rescue team responded with two of their 50-foot rescue vehicles to assist animal flood victims, including the Banfield-sponsored Red Star® Vehicle.





I give back  
because

it's important to help





Banfield recognizes pets can only thrive as well as the people, communities and environments that surround them.

As a result, we work to improve the wellness of our communities by strengthening pet welfare organizations, operating environmentally responsible hospitals and acting as a good neighbor to make a local impact.

We continually focus our efforts, decisions and resources to help the communities we serve be happier, healthier and more fulfilled.

## STRENGTHEN THE PET WELFARE COMMUNITY

Pet welfare organizations do important work for pets and families, but often struggle due to a lack of resources. To provide support, Banfield donates veterinary care services and funds that sustain critical pet care, advocacy and shelter services throughout local communities. This assistance helps these nonprofits to focus on what they do best—helping pets in need.

### HELPING PETS PREPARE FOR THEIR FOREVER HOMES

As part of every hospital grand opening, Banfield partners with a local shelter to provide free veterinary services to their pets. This allows our associates to help increase the chances of shelter pet adoption, while publicizing these organizations' worthy causes.

**543**  
pets helped

**31**  
shelters impacted

**1,782**  
hours volunteered

**\$200,200**  
value of veterinary services

*“It was a wonderful opportunity to help needy pets get ready for their forever homes! We were able to provide the best preventive care for each of them without concern for the financial impact to the rescue, which was a huge morale booster for the team.”*

— **Dr. Jill Kalman**  
Banfield chief of staff  
King of Prussia, Pennsylvania

### SHELTER SERVICES IN ACTION:

## BANFIELD PARTNERS WITH LOCAL RESCUE ORGANIZATION

Before the opening of our new hospital in King of Prussia, Pennsylvania, Banfield hosted a Shelter Services event with a local nonprofit, Finding Shelter Animal Rescue. From wellness exams to vaccines, dental procedures, spay and neuter surgeries, X-rays and more, our team provided medical and preventive care to more than 20 pets, totaling nearly \$12,000 in donated care.



Associates in the King of Prussia hospital pose with their new friends during Shelter Services.



## Banfield Foundation Grants Local Shelter Wishes

In 2015, the Banfield Foundation launched a “12 Days of Giving” campaign to grant the wishes of 12 shelters and nonprofits across the country. From the purchase of two years’ worth of flea and tick medications for unchained dogs in Durham, North Carolina, to new surgery equipment for an on-site clinic in Austin, Texas, our grants helped to increase the reach of care and support for pets and pet owners nationwide. In total, we awarded \$213,000 in funding across 10 states, enabling these hard-working organizations to make a big difference in their local communities.

See page 44 for more information about the campaign and recipient organizations.

# ENVIRONMENTALLY RESPONSIBLE OPERATIONS IN ACTION:

We are passionate about improving the wellness of our communities and that extends to the environment we share with the pets and people we serve. We've launched efforts at our corporate headquarters and across our hospital network to understand, measure and ultimately reduce our

environmental footprint. When we move to our new corporate headquarters in summer 2016, we'll proudly occupy a Leadership in Energy and Environmental Design (LEED)-certified building that features a number of innovative components limiting its environmental impact.

## ENVIRONMENTAL IMPROVEMENTS TO CENTRAL TEAM SUPPORT (CTS) HEADQUARTERS

### Current Location:



#### Saves Energy

As part of new construction in 2005, installed photocell controlled interior lighting; in 2013, upgraded parking lot lighting to Light Emitting Diode (LED), resulting in a 65% reduction in energy



#### Conserves Water

Installed low-flow faucet aerators



#### Makes Sustainable Choices

New all-green cleaning products and natural and organic fertilizer for interior plants



#### Uses Smart Landscaping

Bioswale landscape elements in our parking lot naturally filter hard surface and automobile contaminants from runoff water

### New Location Beginning June 2016:



#### Achieving Minimum of Gold LEED Certification

Meets standards of the U.S. Green Building Council



#### Reducing Water Use

Innovative wastewater technologies with rain water cistern reduces the quantity of potable water used for flush fixtures



#### Optimizing Energy Performance

A geothermal system with supplemental heat recovery chiller will utilize ground temperature as main source of heating/cooling



#### Leveraging Interior Lighting

LED lighting only in all interior lighting, with photocell-controlled daylight harvesting controls



#### Harnessing Renewable Energy

Solar thermal hot water system takes advantage of rooftop solar panels to heat kitchen and bathroom faucet water



#### Using Smart Landscaping

Bioswale landscape elements in our parking lot naturally filter hard surface and automobile contaminants from runoff water

## ENVIRONMENTAL IMPROVEMENTS AT OUR HOSPITALS BEGINNING 2015:



### Recycling and Reusing:

One of our medical suppliers, MWI Animal Health, implemented a pilot project, swapping the usual cardboard boxes used to deliver medicine for environmentally-friendly containers. Based on the results, as many as 473,000 boxes could be saved if applied to all our hospitals—saving between 42,000 and 296,000 pounds of cardboard every year.

Our hospitals recycled more than 29 tons of paper, helping to save nearly 500 trees, more than 11,000 gallons of oil and more than 200,000 gallons of water.

Through Banfield’s relamp lighting project, we recycle approximately 25,000 fluorescent light bulbs annually.



### Lighting the Way

Starting in 2015, we began installing energy-efficient LED light fixtures in all our new hospitals—we’ve hit 61 hospitals and counting!



### Going Digital

All of our X-ray machines are fully digital. Without fixer or developer, we have zero waste.



### Repurposing Waste

For all the “sharps” used in our hospitals, we partner with a vendor who collects and turns them into fuel pellets.



### Sustainable Flooring

We began converting the flooring of our hospitals from vinyl to ceramic tile, eliminating the need for wax and reducing the amount of floor cleaner required. More than 600 hospitals have been converted so far.

## BE A GOOD NEIGHBOR

It's our responsibility to assist organizations and families in communities where we live, work and play. We enable our associates to lend their time, energy and enthusiasm to local nonprofits through company-sponsored volunteer events during regular work hours. We also extend our support to veterans through the American Humane Association.



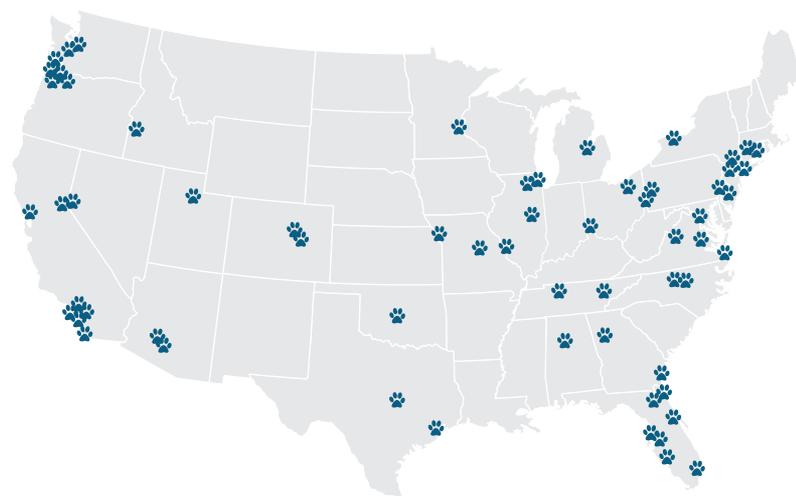
Teams of associates from across the country volunteered for MVP.



## ASSOCIATES GIVE TIME AND TALENT TO MAKE A LOCAL IMPACT

Banfield is proud to take part in the Mars Volunteer Program (MVP), a paid volunteer initiative that empowers our associates to make a positive impact on the community. We provide our associates with the time, resources and incentives to put their abilities to use in a meaningful way.

Through the MVP, our teams give their time and talent during the workday to volunteer with a wide range of nonprofits—from cleaning up city dog parks and painting local shelters, to packing pet food and everything in between.



**1,800**  
associate  
volunteers

**65,000**  
pets & people  
impacted

**7,500**  
hours  
volunteered

**49**  
U.S.  
cities



## STRONGER TOGETHER THROUGH DEDICATED MVP MONTH OF SERVICE

From cleaning shelters in Tennessee and washing dogs in Arizona, to socializing shelter dogs in Colorado, our associates made a meaningful impact on pets and communities across the country during the month of October.



A man is seen from behind, wearing a bright blue t-shirt. The t-shirt has white text printed on the back. The text is arranged in three lines: the first line says "I give back", the second line says "because", and the third line is a white rectangular patch with the words "OUR MISSION MATTERS" written in black, uppercase letters. The man is standing outdoors, and the background is a bright, slightly overcast sky with several birds in flight. There are some green leaves and branches visible in the lower part of the frame, suggesting a garden or park setting.

I give back  
because

OUR MISSION  
MATTERS

## MVP IN ACTION:

# TEACHING THE NEXT GENERATION OF PET OWNERS

Banfield associates volunteered at an event hosted by the Kingston Boys and Girls Club in Fountain Valley, California, to raise awareness about responsible pet ownership and help the next generation better understand how to properly care for pets. During the event, Banfield associates introduced more than 250 children to the world of veterinary medicine. The Banfield team also read Banfield's first children's book, "My Very, Very Busy Day" (see page 7 for details), to groups and jointly committed to taking the very best care of pets.

“The amazing Banfield staff volunteers were phenomenal. I cannot thank them enough. Their service truly has had a huge impact on the animals in our care.”

— **Amanda Panuline Dunlap**

Volunteer and community relations director in Waterford, Virginia, following a volunteer project at a local shelter



Dr. Ari Zabell shares Banfield's children's book during a special reading.

# PARTNERING WITH THE CLEVELAND ANIMAL PROTECTIVE LEAGUE

Banfield associates partnered with the Cleveland, Ohio, Animal Protective League to extend care and support to cats and dogs in need. Volunteering more than 150 hours of their time, associates provided veterinary services—including wellness exams and vaccines—in addition to bathing pets, making toys for cats and dogs, and organizing play groups to socialize pets. This Banfield team ultimately helped more than 300 pets.



Army Specialist Brent Grommet with military working dog, Matty, are one of the heroic duos enjoying the benefits of an OWP.

## Giving our Service Dogs the Respect They Deserve

After years of service, members of the military consider their military working dogs part of the family. American Humane Association has been working to reunite retired military dogs with their handlers upon retirement. To help these deserving pets and their pet owners, Banfield teamed up with American Humane Association to donate OWPs and provide one year of preventive veterinary care to 14 of these heroic military canines.

Additionally, the Banfield Foundation granted \$10,000 to American Humane Association to fund veterinary care so more military working dogs could receive the medical services they need and deserve.



Dr. Meaghan Gilhooly and Veterinary Assistant, Kristin White team up to examine a veteran's pet in Portland, Oregon.

## A strong veterinary profession is vital to the lives of pets and the people whose lives they touch.

Banfield has a unique opportunity to use our size and reach to help elevate the broader profession—whether it be through enhancing the well-being of our associates, safeguarding the future of the profession or increasing the quality of veterinary care. We also have a responsibility to our most valuable resources—our associates. We provide our associates with the tools and resources they need for personal and professional development.



Dr. Alena Abens in Chicago proves it does take two to tango.

## ENHANCE THE WELL-BEING OF OUR BANFIELD COMMUNITY

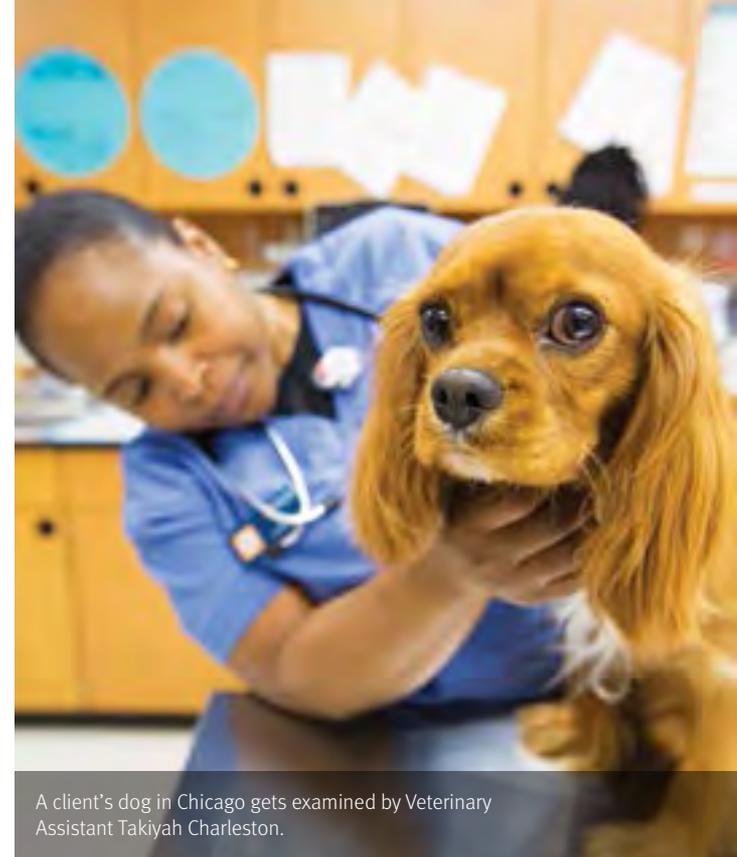
Engaged, inspired associates make everything we do for pets, pet owners, the community and the veterinary industry possible. We are committed to our associates' growth and learning potential and offer opportunities for continuing education, networking and access to Banfield veterinary research and resources that support a variety of career paths.

### HELPING OUR ASSOCIATES LEARN, GROW AND NETWORK

State Veterinary Medical Associations (VMAs) are vital resources, connecting veterinary professionals with high-quality continuing education, professional development and networking opportunities. In 2014, Banfield piloted a program where the practice paid for all Banfield doctors in two states to become state VMA members. Based on its success, we expanded the program to three additional states in 2015, bringing our total number of states to five. In 2016, we are adding five more states, working toward our goal to give all Banfield veterinarians practice-paid memberships to their state VMAs by 2019.

### LEVERAGING CONFERENCES FOR CONTINUING EDUCATION

Veterinary conferences connect veterinary professionals with the continuing education resources they need to provide quality care to pets. In 2015, we partnered with the North American Veterinary Conference (NAVC), the largest veterinary conference in North America, to make these educational opportunities more easily accessible to our associates. We sponsored a luncheon honoring NAVC's on-campus student representatives and also sponsored two half-day continuing education sessions to teach veterinarians and technicians about preventive dentistry. In addition to sponsoring events and continuing education resources, our partnership made it easy to communicate and provide a central experience for our associates.



A client's dog in Chicago gets examined by Veterinary Assistant Takiyah Charleston.

## SAFEGUARD THE FUTURE OF THE VETERINARY PROFESSION

For the veterinary profession to continue to thrive, industry leaders such as Banfield must continue to push the profession toward excellence in quality care. Banfield is committed to championing the value of preventive care and non-clinical competencies such as client communication skills and business acumen. We are proud to help safeguard the future of the profession through our sponsorship of student organizations, industry partnerships and close relationships with other veterinary profession stakeholders.

AVMF “OUR OATH IN ACTION”:

## BANFIELD FOUNDATION MAKES INAUGURAL DONATION

Banfield Foundation launched in September with an inaugural donation to the American Veterinary Medical Foundation (AVMF) as a demonstration of our deep support for Banfield’s larger goal of raising awareness for the importance of preventive care. To extend our commitment, the Banfield Foundation made an inaugural \$200,000 grant over three years to the AVMF, the charitable arm of the American Veterinary Medical Association (AVMA). The donation was in support of the AVMA’s “Our Oath in Action” initiative, which connects members of the veterinary profession with volunteer opportunities in communities across the country. This program gives veterinarians, technicians, assistants and staff members the opportunity to reach out and connect to the animal-loving public outside of the veterinary hospital. We look forward to continuing our important work with the AVMA through this grant—and providing other support—in the years to come.



## INDUSTRY PARTNERSHIPS

At Banfield, we are fortunate to not only care for pets on a daily basis in our hospitals, but also to impact the future of the profession by inspiring veterinary students to make a better world for pets. We partner with organizations such as the Student American Veterinary Medical Association (SAVMA) and Veterinary Business Management Association (VBMA) to educate the future of the veterinary profession on the importance of preventive care and client communication.

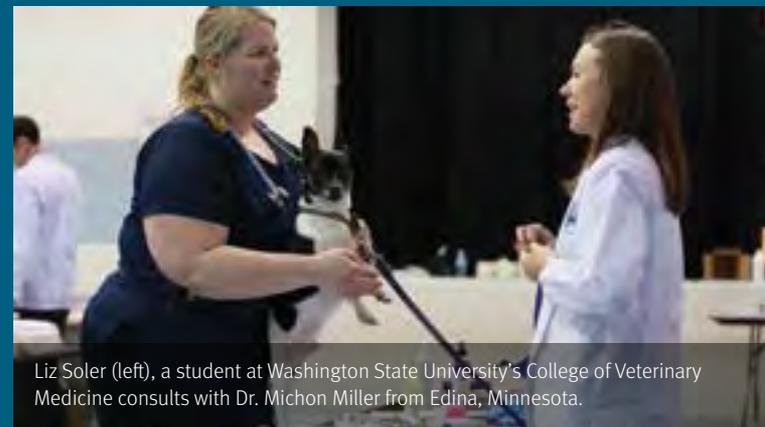
## HUMAN ANIMAL BOND RESEARCH INITIATIVE FOUNDATION

Banfield is a strong supporter of the Human Animal Bond Research Initiative (HABRI), a nonprofit focused on elevating the importance of the human-pet bond through research and public policy. HABRI recently commissioned a study to examine the healthcare cost savings associated with pet ownership. Its research found that pet ownership saves \$11.7 billion in health care costs. At Banfield, we are thrilled to see research commissioned that scientifically proved what we as a company already intrinsically know: pets are good for people, and promoting healthy pets and pet ownership supports healthy families as well.

### INDUSTRY PARTNERSHIP IN ACTION:

## BANFIELD CONNECTS DOCTORS AND STUDENTS WITH SAVMA

For the second year in a row, Banfield organized a unique opportunity for veterinary students from across the United States to provide preventive care to vulnerable pets. In conjunction with the annual SAVMA Symposium in St. Paul, Minnesota, the participating students partnered with Banfield associates to gain hands-on experience by providing preventive services such as wellness exams, vaccines, nail trims and much more. In total, Banfield doctors and aspiring veterinarians helped more than 60 pets in need.



Liz Soler (left), a student at Washington State University's College of Veterinary Medicine consults with Dr. Michon Miller from Edina, Minnesota.



## CONVENING LEADERS TO ADVANCE THE VETERINARY PROFESSION

Banfield is the convener and host of the Pet Healthcare Industry Summit, an annual gathering of leaders from all facets of the veterinary industry who come together to discuss the future of the profession. For the past 14 years, this event has provided a venue to address opportunities and obstacles facing the profession. Previous topics have included doctor well-being, supply/demand of veterinarians and generational change in the workplace and marketplace. Conversations at the Pet Healthcare Industry Summit have led to industry-wide initiatives including Partners for Healthy Pets, which was born out of the 2007 summit. Over the past two years, Banfield has also sponsored veterinary student leaders to attend the summit, enabling the next generation of veterinary professionals to add their voices to the larger discussion.

In 2015, we focused on a concept called Design Thinking. John Ravitch, partner at global design firm IDEO, led guests in an exploration of the concept. Together, we discussed how this problem-solving methodology could address one of the largest issues facing our profession: the disconnect between pet owners and veterinarians. We started the conversation by debuting our 2015 *State of Pet Health Report*, which focused on the gap between how pet owners and veterinarians perceive preventive care. We then took our newly acquired Design Thinking understanding and applied it to this problem in a thought-provoking and collaborative exercise. We compiled the great ideas that came out of the discussion and shared them back with attendees to keep the momentum going well beyond the event.



Veterinary professionals gather in Portland, Oregon for the annual Pet Healthcare Industry Summit.

## INCREASE THE OVERALL QUALITY OF VETERINARY CARE

With our legacy of experience and access to data, we are in a unique position to shape the future of veterinary care. Particular emphasis is given to the importance of preventive care and increasing the overall quality of veterinary care within and beyond our hospital network. We are helping to elevate the profession by creating platforms for sharing expertise and innovations among veterinarians across geographies and practice groups.

## UNIQUE ACCESS TO DATA ILLUMINATES TRENDS

We marked the fifth year of Banfield's annual *State of Pet Health Report* in 2015. The only report of its kind, it analyzes the data of almost 2.8 million pets seen at Banfield hospitals across the United States. Our Banfield Applied Research and Knowledge (BARK) team analyzes data from nearly 2.4 million dogs and 480,000 cats in order to provide pet owners with the latest information to make the best health decisions for their pets.

The *State of Pet Health Report* includes information on areas such as common conditions, chronic conditions and infectious diseases. Our BARK team aggregates and analyzes data and shares findings, allowing us to stay on top of trends and needs in pet health care—and share them with our communities. Learn more about the *State of Pet Health Report* at [StateofPetHealth.com](http://StateofPetHealth.com).

Our 2015 report focused on the differences between how veterinarians and pet owners perceive preventive care and what that means for pet health. We reviewed more than two million online conversations posted to blogs, forums and other social communities for more than a year to learn what pet owners say to each other, and where veterinarians may be able to help.

**BRIDGING THE GAP**  
HELPING PET OWNERS UNDERSTAND PET WELLNESS

**BASED ON OUR ONLINE RESEARCH, PET OWNERS MOST COMMONLY LOOK FOR MORE INFORMATION ON:**

- BEHAVIOR
- HEALTH CONCERNS
- BREEDS & GENETICS
- FOOD, NUTRITION & DIET

**VETERINARIANS HAVE AN OPPORTUNITY TO LISTEN.**  
We want a seat at the table—preferably at the head of the table—with other trusted sources like breeders, trainers and groomers so we can partner with them to ensure that pets are getting the care they need.

*IN THEIR OWN WORDS:*  
**“AS A PET OWNER, I WANT A VETERINARIAN WHO . . .**

- “Puts my pet first.”
- “Goes the extra mile.”
- “Respects me.”
- “Advises me, but lets me make decisions.”

Excerpt from 2015 *State of Pet Health Report*

Dr. Clinton Wayland and Client Service Coordinator Sara Miner take a closer look during a preventive care clinic.



CONTINUING OUR COMMITMENT WITH  
THE NEW BANFIELD FOUNDATION



From Banfield's start as a single hospital in 1955 to our presence today with more than 925 hospitals across the country and Puerto Rico, we have been committed to giving back.

Whether through dedicated work time for associates to volunteer or disaster relief for pets, Banfield is proud to serve the community at large. In September 2015, we founded the Banfield Foundation, a 501(c)(3) nonprofit organization committed to improving the well-being of pets and communities by:

- Elevating the power of the pet-human bond
- Strengthening the pet welfare community
- Providing disaster relief for pets
- Advancing the science of veterinary medicine through fostering innovation and education



Dr. Juan Domínguez gives an exam at a preventive care clinic in Puerto Rico.

Shelter Wish Grants  
**\$213,000**

Veterinary Assistance Grants  
**\$180,000**

Foundation Optimum Wellness Plans  
**117**

Inaugural American Veterinary Medical Foundation Grant  
**\$200,000**

Since September 2015, the Banfield Foundation has awarded nearly \$600,000 in funding to shelters, nonprofits and programs that enhance the profession and lives of pets. Our funding has not only helped thousands of pets nationwide, but has also supported and furthered our overarching corporate commitments to enhance the wellness of pets and communities. The foundation also awarded 117 OWPs to provide a year's worth of preventive care to the pet of someone experiencing financial hardship (see page 11 to learn more).

In 2015, the foundation's initial focus was on growing its Veterinary Assistance Grants. These grants fund nonprofits and programs aimed to support struggling pet owners in covering the cost of all aspects of veterinary care as well as medications. In 2016, the foundation will also focus on growing its Pet Advocacy Grants.

## VETERINARY ASSISTANCE GRANTS

Our Veterinary Assistance Grants provide financial assistance to deserving nonprofits to cover the cost of all aspects of veterinary care as well as medications for qualifying pet owners. We're proud to help nonprofits that, in turn, support vulnerable pet owners such as veterans, senior citizens on a fixed income or individuals with disabilities, ensuring their beloved pets get the care they need.

Awarded  
**26**  
Veterinary  
Assistance  
Grants

Donated  
**\$180,000**

Helped nearly  
**2,000**  
pets



Dr. Beatriz Vivanco-Fuentes examines a dog's eyes during a preventive care clinic.

## Preview: 2016 Pet Advocacy Grants

Our Pet Advocacy Grants are designed to support nonprofits that keep pets healthy and together with their owners in loving homes. In 2016, our grants will support:

- Domestic violence shelters that incorporate kennels so survivors can escape with their pets
- Nonprofits that house the pets of military members during deployment
- Shelters with telephone help lines so pet owners in need always have a resource to call

## GRANTS IN ACTION:

# SNAPSHOT OF SUPPORT PROVIDED TO NONPROFITS AND PETS NATIONWIDE

### THE PET FUND:

The Pet Fund in Sacramento, California, is one of the largest national nonprofits that provides veterinary care assistance for struggling pet owners. In 2015, the Banfield Foundation donated \$10,000 to help assist those in their Seniors and People with Disabilities program with the cost of pet treatment for chronic conditions like cancer, diabetes and heart disease across the country.

### HUMANE SOCIETY OF SOUTHERN ARIZONA:

The Humane Society of Southern Arizona in Tucson, Arizona, provides routine pet care services from their onsite clinic to low-income pet owners through their Indigent Care program. Our grant of \$10,000 will support much-needed veterinary medical supplies such as vaccines, testing, deworming and medications.

### SAM'S HOPE:

This organization in Wyndmoor, Pennsylvania, received their nonprofit status in 2013 with a goal of helping keep pets with their families by providing veterinary care and pet food assistance to struggling pet owners in Southeastern Pennsylvania. Because of our recent grant of \$10,000, they will be able to expand and offer emergency veterinary care services.



## PROGRAM SUPPORT

In partnership with Banfield and its hospitals, the foundation focuses on programs that support the science of veterinary medicine, as well as disaster relief in local communities.

### PROGRAM SUPPORT IN ACTION:

## MAKING HOLIDAY WISHES COME TRUE ACROSS THE COUNTRY

Through our “12 Days of Giving” campaign, we granted the unique wishes of 12 hard-working shelters and nonprofits across the United States to make a big impact in local communities.

We partnered with these organizations to expand upon their great work in providing critical care for pets and their pet owners. By enabling these organizations to purchase new state-of-the-art medical equipment—such as a digital radiography system—and machinery, expand their programming, purchase microchips and more, our grants increased the reach of care and support for pets in need.

Of the funds donated, \$80,000 were raised from Banfield’s first children’s book (see page 7 for more information about the book). The remaining funds were donated by Banfield vendors with the intent of enabling preventive care for pets in need.

## 12 Days of Giving Campaign

- Humane Society of Tampa Bay—Tampa, Florida:  
Microchips for nearly 2,000 pets
- Coalition to Unchain Dogs—Durham, North Carolina:  
Two years’ worth of flea and tick medication
- San Diego Humane Society—Escondido, California:  
Digital radiography system, autoclave and portable dental machine and cart
- PetAid Colorado—Denver, Colorado:  
Digital radiography system
- Virginia Beach SPCA—Virginia Beach, Virginia:  
Funding for humane education program
- Austin Pets Alive—Austin, Texas:  
Equipment for their medical clinic
- Humane Society for Southwest Washington—Vancouver, Washington:  
Digital radiography system
- North Shore Animal League America—Port Washington, New York:  
Equipment for special recovery center
- California Veterinary Medical Foundation—Sacramento, California:  
Ongoing care for pets impacted by California wildfires
- Chapman Partnership—Miami, Florida:  
Veterinary care for pets of the homeless
- Cornerstone Advocacy Service—Bloomington, Minnesota:  
Boarding costs for pets of women in domestic violence shelters
- Portland Animal Welfare Team—Portland, Oregon:  
Veterinary care for pets of the homeless



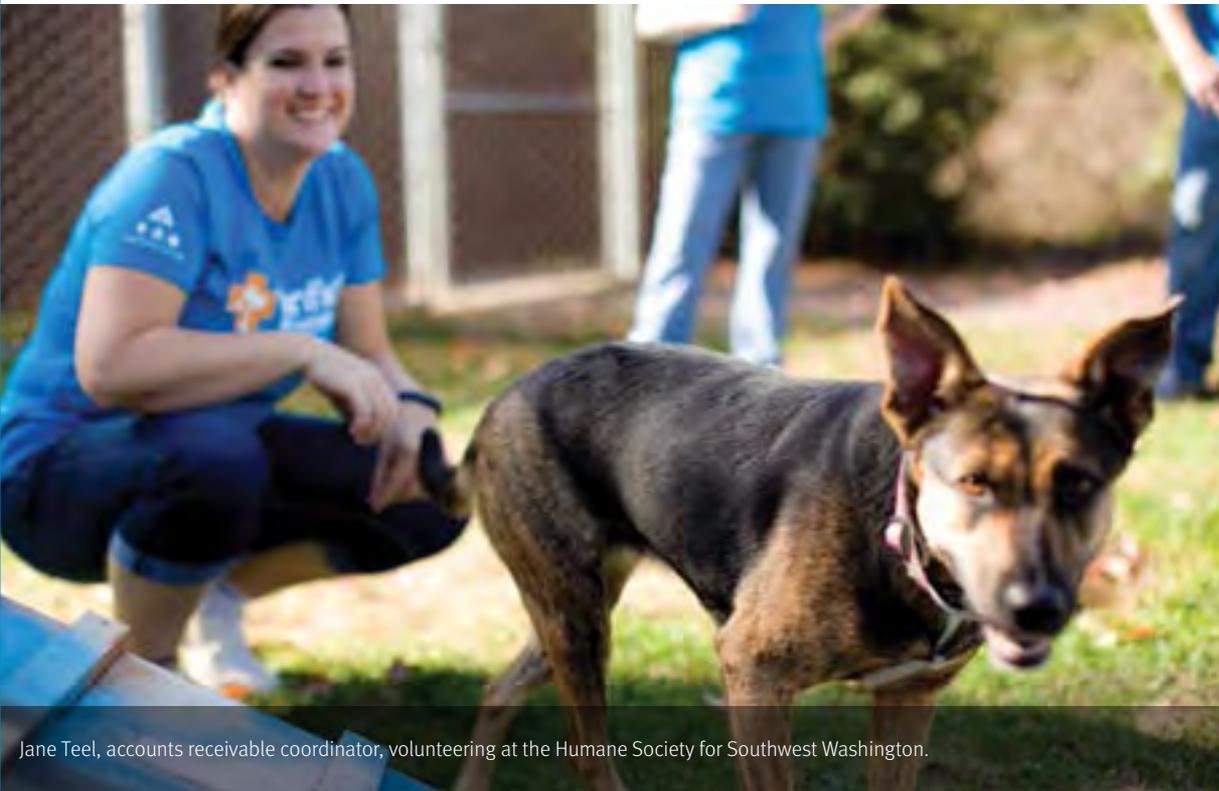
## BANFIELD FOUNDATION LEADERSHIP

To reflect the diverse interests and strengths that exist across our operations, the Banfield Foundation is led by Executive Director Lilisa Hall and governed by a board of directors comprised of Banfield leadership.

*“I am honored to be part of a charitable organization that is deeply-rooted in making a better world for pets, enriching the communities in which they live and play, and supporting the veterinarians who are passionate about their health and well-being.”*

— Lilisa Hall

Executive Director, Banfield Foundation



### Banfield Foundation Board of Directors

#### **PRESIDENT AND BOARD CHAIR:**

Marta Monetti, senior vice president, Corporate Affairs

#### **BOARD MEMBERS:**

Vincent Bradley, president and CEO

David Feitel, senior vice president and general counsel

Teresa Fox, Southeast regional vice president

Phil Freeman, senior vice president and chief financial officer

Tami Majer, senior vice president, People and Organization

Dr. George Melillo, Northeast regional medical director

Jane Teel, accounts receivable coordinator, volunteering at the Humane Society for Southwest Washington.

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