Pet Partners Leadership

President and CEO
C. Annie Peters

Our sincere thanks go to our Board of Directors for their volunteerism and leadership, particularly in the extraordinary circumstances of 2020.
2020. In a year like no other in our lifetime, we witnessed our world discover the extent of the positive impact of the human-animal bond. As millions entered lockdown and isolation during the COVID-19 pandemic, Pet Partners’ mission to improve human health and well-being through the power of the human-animal bond became even more relevant. And on behalf of the Board of Directors, thank you for your increased support in 2020 as volunteer teams and staff alike found new and creative ways to deliver the mission and help those in need.

As the pandemic worsened and therapy animal visits were restricted, Pet Partners began to pivot from traditional onsite visits to innovative online offerings, connecting facilities and people with direct-to-user virtual content from teams. From the We Are All Ears worldwide read to your pet initiative for children learning from home, to live social media events presented by volunteer teams, and even outdoor window-side visits to facilities, millions of people were touched by Pet Partners during the year.

Preserving the ability for our volunteer teams to return to in-person therapy animal visits as soon as restrictions lifted was a chief concern for the board, while at the same time maintaining the integrity of Pet Partners’ gold standard evaluation and registration approach. Kudos to Pet Partners’ leadership for immediately providing a free additional year of registration to every active team and creating a special provisional process to verify continued suitability. Thousands of handlers have been retained to continue the work so core to Pet Partners, and new online resources created to support them in this evolving environment.

2020 also drove increased interest in animal-assisted interactions (AAI) from professionals across multiple fields of human health and education. I’m pleased to report that the board approved further exploration and analysis into potential ways we can be of assistance to these professionals and ultimately the people they serve.

None of this groundbreaking and life-changing work is possible without the generous support you and our corporate and strategic partners provide. Farmers Insurance, Spectrum Brands, Intel, Elanco Animal Health, and Pet Food Institute continued as long time supporters with their contributions and partnership. Additionally, we welcomed some generous new partners including Purina® Cat Chow® and North Windham Veterinary Hospital. VCA and Blue Shield of California joined us to sponsor our most successful World’s Largest Pet Walk to date, and to promote the human health benefits of being active with our pets. Each of these partnerships help not only to provide the unconditional love that therapy animals offer, but also to raise awareness of the benefits of the human-animal bond.

As we look forward to emerging from pandemic restrictions, we continue to count on your support of the critical programs and initiatives Pet Partners and its volunteers provide. Thank you for your continued generosity. And thank you to the perseverance of our volunteers and their pets, the resilience of Pet Partners’ leadership and staff, and a dedicated board providing guidance in unprecedented times. Now—more than ever—the world needs the healing benefits of the human-animal bond delivered through Pet Partners.

Julie Lawless
Board Chair
Impact of COVID-19 on Program Functions

- In May 2020, we automatically gave all active therapy animal teams a one-year registration extension at no additional cost to the handler. 9,879 teams were impacted by this extension.
- We created new guidance and resources around infection control and COVID-19 safety for teams and facilities. This information was updated as circumstances evolved to ensure the most current information.
- Learning Experience staff provided webinars, instructional videos, and dedicated hours of support for our volunteer leaders.
- Program Operations staff expanded standard phone support time by an additional two and a half hours Tuesday through Friday.
- Program Operations staff also began providing personalized responses to program-related messages from Facebook and Instagram for the first time.

Virtual Mini Workshops

Pet Partners offers four mini workshops, which are optional and supplemental education available to both prospective and current handlers. In the past, these workshops were always taught by our volunteer leaders as in-person events because of their ability to connect people interested in the human-animal bond at the local level. That connection is still important, and we felt it was vital during pandemic restrictions for communities to still have the option to learn about Pet Partners and therapy animal volunteering. In March 2020, the mini workshops moved online.

- 86 scheduled, 40 completed
- 229 prospective or current handlers attended

Though I expected our audience would be people from Utah, I found out that people signed up from all over the U.S. and a couple of other countries. It was fun to meet other Pet Partners and people who loved animals and wanted to share them with others. I was proud of the information we had to share and the high standards and commitment to animal welfare that are part of the Pet Partners program.

— Deborah Carr with Pet Partners of Utah, on holding virtual mini workshops

Program Initiatives

Our program initiatives continue to provide opportunities for our teams to support our mission with these unique activities. While in-person visits surrounding these initiatives were limited, teams continued to participate in them to the extent possible. Many Read With Me teams conducted virtual reading visits. As we moved into summer and distanced outdoor activities were deemed low-risk, some Walk With Me teams held walking sessions in their communities.

- 3,378 Read With Me™ teams
- 2,382 Walk With Me™ teams
Virtual and Alternative Visits

The halt of in-person therapy animal visits in March 2020 due to COVID-19 was painful—not only for the clients, patients, and students accustomed to receiving visits, but also for the humans and animals dedicated to providing those visits. As more information developed about COVID-19 and the ways to reduce risk, Pet Partners teams adjusted their visiting and made different, but still important, connections. These alternative options for therapy animal interaction took several forms.

An early development was window visits, most often at residential care facilities. Teams would approach the building and stay in view of residents and offer engagement opportunities; animals would perform tricks, humans would carry signs, and residents would be able to enjoy a break from isolated situations.

In a similar vein, many teams performed parade-style visits, driving through parking lots of facilities.

Like the rest of the world, Pet Partners teams adopted a more virtual approach to their volunteering. Virtual visits, either pre-recorded or live, became the way for a significant number of teams to continue mission delivery, even if they couldn’t be there in person. Many facilities had standing appointments with their regular teams to visit live using online meeting platforms, giving staff and clients the chance to watch and speak to therapy animals and maintain connections.

Pre-recorded videos provided flexibility. Facilities and patients, clients, or students could view them when convenient. This was an especially popular choice for facilities to stay in touch with teams that visited pre-pandemic, but many teams made pre-recorded content that could be used by any facility in need of some animal-related engagement.

These videos were often shared via our Facebook group, launched in April 2020 as a central location for Pet Partners teams to share content featuring their therapy animals. The Facebook group has now evolved to be a more general community, but is still a place to share video content with others. In addition, the group allows volunteers to post directly and have conversations with each other, providing a community of support and knowledge. The Facebook group, Therapy Animal Volunteer Community, has now grown to more than 2,500 members.

Some teams organized letter-writing campaigns, updating their regular clients via writing and photos delivered each week, or engaged in other creative activities involving their therapy animals, such as painting, drawing, sewing, games, and other types of crafts.

Alternative and virtual visits became so widespread that we created guides to these activities for both volunteers and facilities, and offered online education to support volunteers in this change to their visits. 631 virtual visits were recorded in the Log a Visit function on our website. Because Log a Visit is used by fewer than 10% of volunteers, we believe the number of virtual visits was much higher than this.
About the Virtual Team Evaluator Training

Virtual team evaluator training (VTET) replaced the in-person practicum model when COVID-19 forced us to cancel five practicum events across the country. We revised the curriculum over six weeks in the early summer, national program educators (NPEs) were re-trained in late July, and the virtual training program launched in August.

The virtual model emphasizes effective communication and documentation by team evaluators during the evaluation, assessing their ability to provide clear, consistent, and accurate instructions to teams during an evaluation, as well as measuring their ability to accurately score and assess a team’s readiness and aptitude for therapy animal work. The course structure includes video conferences between NPEs and candidates, a five-week online discussion forum, and two assessments administered virtually. Training cohorts consist of between five and eight candidates and one NPE. We’ve structured the cohorts by time zone, so candidates and NPEs can easily coordinate video conferences.

With the understanding that this experience was driven by the fact that COVID-19 has upset everything we know as normal, I felt that the experience was very thorough, and the support was amazing. Both instructors were patient, knowledgeable, flexible, and extremely helpful. The high standard of Pet Partners was not sacrificed by being virtual.

— A team evaluator candidate who completed the virtual training

Volunteer Leaders

While the in-person events our volunteer leaders normally conduct weren’t an option for most of 2020, their presence and work remains important, and we dedicated significant effort to supporting them, offering options such as virtual mini workshops (see page 4), and training new volunteer leaders so that we’ll be prepared to recruit, educate, and evaluate teams in 2021.

533 licensed team evaluators

34 new team evaluators licensed
  - 5 at in-person practicums in February
  - 28 via virtual training (Aug-Dec)
  - 1 International via virtual training (Argentina)

148 licensed volunteer instructors

13 new volunteer instructors licensed

Recruitment for the volunteer instructor position was low, as the Handler Workshop is an eight-hour in-person offering and wasn’t feasible in 2020.
Animal-Assisted Crisis Response

With most therapy animal visits not possible in 2020 due to COVID-19, many Pet Partners teams chose to undertake animal-assisted crisis response (AACR) training to expand their skills and knowledge. Pet Partners AACR training provides handlers with valuable information about mental health first aid and how to support people who have experienced crisis and trauma. The pandemic presented an ongoing crisis for our society, particularly for healthcare workers, first responders, and others dealing with the care and management of people who became ill with COVID-19. Completing AACR training provided our teams with additional skills to support their communities and help address the high level of trauma so many people experienced.

Two deployments were conducted prior to COVID-19 restrictions:
- In response to the death of a young student in Minnesota.
- In response to a shooting at Texas A&M University. This was the second deployment to Texas A&M; a previous deployment took place in 2019.

Five deployments were COVID-19-related:
- One in support of the Colorado National Guard at the Denver Command Center.
- One in support of the North Dakota National Guard at the Fargo Command Center.
- Three requests at hospitals in support of healthcare workers:
  - Two at Peace Health in Oregon.
  - An ongoing deployment at St. Francis Emory Healthcare in Georgia.

As with other types of visits, COVID-19 restrictions greatly limited the ability of AACR teams to deploy. When deployment was possible, AACR teams followed strict infection control and safety protocols to minimize risk.

“[The AACR training] prepared me in how to be comfortable in stressful situations, when to walk away from a situation, and more important, what to say in different situations. It also made me feel comfortable in knowing how to protect myself and Sam.”

— Handler Angie Zapata, who along with her therapy dog Sam conducted an ongoing AACR deployment at St. Francis Emory Healthcare
When COVID-19 restrictions shut down in-person therapy animal visitation in most areas, we were presented with a challenge in continuing to provide the benefits of the human-animal bond to people in need. Our volunteers led the way in using virtual and alternative options to maintain connections with their clients. As an organization with a commitment to supporting our mission with data, we knew it was important to learn more about the effects of virtual visits and other interactions relating to animals.

We engaged in a thorough review of the existing research on this topic, and determined that there is measurable benefit to human well-being from these other types of interaction. With this information in hand, we launched a new initiative in support of these kinds of activities.

Dr. Taylor Chastain Griffin, Pet Partners’ National Director of AAI Advancement, created the term animal-related engagement (ARE) to describe these types of interactions. In April 2020, we published the first white paper on this subject.

This white paper served as a foundation for many facilities pursuing alternative options for connecting their clients with animals during COVID-19 restrictions.

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I am a hospital therapy dog program advisor and recent master’s in public health graduate. When the COVID-19 pandemic was declared, our program, like many others, was abruptly suspended. When volunteers contacted me about pivoting to virtual visits, the Pet Partners animal-related engagement white paper provided the foundation that the hospital built our virtual therapy dog program on, and which I centered my graduate practicum project on. This paper helped expand our understanding of human-animal connections and how they can inform innovative practice moving forward.

— Whitney Romine

Our work in promoting AAI advancement in 2019 showed that there was strong interest among professionals working in AAI for greater opportunities in professional development, including resources and networking. When COVID-19 shut down most in-person AAI work in 2020, this provided us with a unique opportunity to focus and increase our efforts to support professionals who bring therapy animals into vocational practice.

Starting from the data we collected at our Professional Summit in 2019, we engaged in developmental research to determine the needs and priorities of AAI professionals and how Pet Partners can serve them. This research led to the process of creating educational courses specifically targeted to professionals. This is an initial step in our plan to provide services for professionals who wish to work with therapy animals.

We launched an AAI for Professionals newsletter in February 2020 to provide information about our efforts, as well as research opportunities, networking, and news in the field of AAI. By the end of the year, there were more than 1,500 subscribers.
Throughout 2020, we conducted a series of live educational events on Facebook focused on professionals in AAI. This effort began as a way to offer informal education to professionals who were not only experiencing the stress of the COVID-19 pandemic, but were also some of the first responders working so hard to help others. We had some experts join us to talk about how they were maintaining and transitioning their AAI services given the circumstances. We also wanted to help raise awareness about the potential of ARE in professionalized contexts. What was originally going to be a few events over one or two months expanded into an ongoing series addressing multiple avenues of AAI practice and expertise. Recordings of these events are available on our YouTube channel for continuing education.

The value of this effort has been apparent in the continued interest shown in these events. Many professionals reach out to us when they have news that they would like to be shared within this network. We plan to continue these efforts as long as there is audience interest and engagement.

### Meet the Leader in AAI Educational Series

- **6** Meet the Leader in AAI events
- **10** professionals featured
- **11,146** total views

**AAI Academic Support**

In addition to our other activities, we continued to provide support for academic efforts and research in the field, and to offer guidance and opportunities for students pursuing AAI careers.

- Provided expert content review for 11 academic publications.
- Worked with 4 student interns.

### Diversity, Equity, & Inclusion

As we watched the nationwide events and cultural conversations around race, discrimination, and bias in spring and summer 2020, Pet Partners recognized that we need to be actively involved in responding to issues of diversity, equity, and inclusion (DEI). Our mission is to benefit human health and well-being, and these factors have major impacts on the health of people in our country. In order to better serve all people who can benefit from AAI, we must play a role in improving these factors. We have made a commitment to improving the diversity of our volunteer corps and our staff, and to implementing equity and inclusion procedures throughout our organization and programs.

On December 3, Pet Partners staff underwent implicit bias training hosted by Nonprofit HR. This training is designed to help organizations understand how implicit bias among staff affects decisions and activities, and promote conversations about how to consciously change these biases and begin making organizational changes.

Shortly after this training, staff formed a DEI committee to create a plan of work around DEI activities and metrics for gauging progress. These metrics will be reported to show our accountability for the work we are doing, but there will not be a point of being “finished.” The work itself will be ongoing. Promoting and implementing DEI is a conscious, active process that has no end.
COVID-19 had a significant impact on advocacy activities in 2020. Many state legislatures ended their sessions early. Federal legislation was limited due to focus on COVID-19 management and federal elections. And in-person events were not an option. We engaged in advocacy to the extent possible under these limitations, including encouraging a focus on state-level actions.

We had to postpone our Meet the Pets events on Capitol Hill, which had been planned for April and November. We are hopeful we will be able to return to the Hill in fall 2021.

Pet Night on Capitol Hill was held virtually. Pet Partners was invited to participate with virtual visits from some of our therapy animal teams. We appreciate our long standing invitation from HABRI to be part of this event.

In legislative updates, we worked with lawmakers in Maryland to adjust the language in HB 186, a state bill about courthouse dogs, to be inclusive of therapy dogs. While the legislative session ended early in 2020 and the bill did not proceed at the time, we are happy to report that the bill passed in 2021.

Federally, we continued to support the Pet and Women Safety Act through our participation in the PAWS Act Coalition, advocating for funding through the act to make domestic violence shelters pet friendly.

In 2020, there were 78 associated local groups and 6 new local groups. Local volunteer groups continue to be an important part of Pet Partners. Their presence and connection with their communities was especially important during COVID-19 restrictions, and will be vital in recruiting new therapy animal teams as we recover from the pandemic.

Intending to build on the momentum from the meeting with our local groups at our 2019 conference, we had planned a Community Partner Town Hall to take place in Dallas for May 2020. As with so many other plans, COVID-19 forced us to cancel the event.

To make up for this loss, we held a series of virtual meetings to keep our local leaders apprised of all the changes happening due to COVID-19. These sessions focused on topics such as the registration extension offered to all Pet Partners teams, outdoor evaluations, and the why and how of continuing to recruit teams during the pandemic.

We also hosted Community Partner listening sessions. Pet Partners leadership staff were available to hear about what was happening with our groups and teams in the field and the unique challenges posed by COVID-19. Through these discussions, Pet Partners staff were able to better understand the obstacles faced by local groups in terms of offering evaluations and staying connected with both local teams and facilities. These sessions also provided opportunity to share ideas around continued offering of alternative visit options, like window visits, parking lot/courtyard visits, and parade visits.
**Corporate Supporters**

**Spectrum Brands: Matching Giving Tuesday Gifts, Dollar for Dollar**

Pet Partners received an incredible outpouring of support from our community on Giving Tuesday in 2020, thanks to the generosity of many individual donors as well as our corporate partner Spectrum Brands. With the matched funds from our friends at Spectrum Brands, a total of $52,132 was raised for Pet Partners on Giving Tuesday. We are so grateful to all who donated and supported us during this difficult year.

Spectrum Brands, a leading worldwide supplier of pet products for dogs, cats, birds, fish, and small animals, has supported Pet Partners since 2015, leading many successful Double Up Challenges such as our 2020 Giving Tuesday campaign. Giving Tuesday is an important one-day giving movement in the U.S., held each year on the Tuesday after Thanksgiving.

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**Farmers Insurance & Pet Partners: Helping People after Natural Disasters**

Pet Partners continues to team up with our friends at Farmers Insurance to help people affected by natural disasters such as hurricanes, tornadoes, and wildfires. Our dedicated Pet Partners teams provide the comforting presence of therapy animals in the wake of disasters. Farmers also invites our teams to some high-profile events to help spread the word about how we work together.

Several Pet Partners teams again took part in the Farmers Insurance Open in January 2020 to meet and greet PGA players and take part in media interviews. This was an important opportunity for Pet Partners to educate and bring awareness to the vital role therapy animals play in supporting people who have been affected by disasters.

While our ability to serve alongside Farmers Insurance was limited in 2020 by the pandemic, we maintain our commitment to joining Farmers in these efforts. Thank you to Farmers Insurance for their continued annual support, and to our wonderful therapy animal teams for working together to positively impact communities during such difficult times.

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**Purina Cat Chow Celebrates Therapy Cats**

Purina Cat Chow teamed up with Pet Partners in 2020 to help increase awareness and advocacy for the therapeutic benefits of cats. To help fund the recruitment and registration of therapy cat teams, Purina Cat Chow donated $30,000 to Pet Partners.

Purina Cat Chow recognizes the benefits of cats as therapy animals and, like Pet Partners, wants to improve human health and well-being through the human-animal bond. Because of Purina Cat Chow’s generous support of Pet Partners, a special registration discount was available for all new therapy cat teams for a limited time.

21 new therapy cat teams benefitted from the funding provided by Purina Cat Chow.

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Purina Cat Chow celebrated the story of Tommy the therapy cat and his handler Christy Santoro.

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The impact of COVID-19 had financial ramifications, from our ability to register new teams to the ability to execute on our community-based fundraising and programmatic expansion strategy. Staff extended therapy animal team registrations and introduced new programming concepts like virtual visits to keep volunteers engaged.

The conceptualization and publication of a white paper introducing animal-related engagement saw immediate and extensive traction with leaders in the field referencing the importance of pet-related thoughts and activities when pets could not be present.

The four chapters that had been established in 2019 were closed over a period of months once it became evident that we could no longer gather to support Pet Partners’ mission. Limited community-based fundraising activity took place through the World’s Largest Pet Walk, an already established self-guided activity that was safe to do individually or with a small group.

Our Workplace Well-being program, both a mission delivery activity and source of financial support, was significantly impacted by the pandemic. As partner corporations across the country unexpectedly became focused on supporting their newly remote workforces, we experienced a significant disruption in animal-assisted workplace well-being activities. Our Sponsored Visit program, which focuses on therapy animal visits at large events, conferences, and expos, was also halted throughout the majority of 2020.

Other noted societal impacts of COVID-19 that also affected our mission delivery were the impact on mental health and the limited ability of children to receive in-person education. We Are All Ears, a global read with pets initiative, was launched and promoted with support from Elanco. We also provided support for facilities seeking virtual interactions for their clients and staff with the creation of a Facebook group and a social media campaign to share therapy animal content.

Pet Partners began to expand the audience it serves by creating education that could support professionals looking to practice animal-assisted interventions (AAI). Focus group work was conducted to determine what other services professionals were looking for that would align with Pet Partners’ mission. A $150,000 loan was granted to a new 501(c)6 organization with IRS registration pending to create the first certification exam in the field.

Due to the limitations on therapy animal visits imposed by the pandemic, Programs revenue dropped from 20% to only 10% of Pet Partners’ total income. Revenue associated with the Therapy Animal

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**Operating Support & Revenue**

- **Donations**: 81%
- **Program Revenue**: 10%
- **Investment & Other**: 9%

**Operating Expenses**

- **Program Service**: 77%
- **Fundraising**: 11%
- **Management and General**: 12%
Program from registration fees, course revenue, and the online store, while never expected to cover the entirety of the program costs, totaled $417,932, while total program expenses were $4,067,998. Like most nonprofit organizations, expenses incurred delivering on the mission must be made possible by philanthropic support.

Fortunately, the thoughtful investment of Pet Partners’ rainy-day funds and long-term investments resulted in good performance, and we recorded nearly $1.4 million in investment revenue in 2020. This represented 9.3% of our total income, although only a portion of it is unrestricted and available to support operations. We were also the recipient of over $1.7 million in bequests from individuals who chose to leave a lasting legacy by remembering Pet Partners in their wills.

In 2020, we completed transitioning information systems from on-premises based servers and networks to cloud-based services. This allows Pet Partners to continue to provide flexible work options for enhanced employee safety and business continuity, and it allows us to take advantage of scale-level services and security while reducing costs. This ongoing strategy was a major contributor to Pet Partners maintaining viable work capabilities during 2020. Additionally, we continued to plan and design for current and future technical systems and solutions to support Pet Partners’ programs and the new association.

### OPERATING SUPPORT & REVENUE

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<td>Donations (incl. Net Assets released from Restriction)</td>
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<td>Program Revenue</td>
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<td><strong>Total Operating Support &amp; Revenue</strong></td>
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### OPERATING EXPENSES

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### NON-OPERATING ACTIVITIES

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<td>Change in Net Assets from Non-Operating Activities</td>
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### ASSETS

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### LIABILITIES

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### NET ASSETS

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<td><strong>Total Liabilities &amp; Net Assets</strong></td>
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Peer to Peer Events

Treats & Sweets Day

Bakers from around the world joined the sweetest fundraiser of the year to bake a difference for Treats & Sweets Day in honor of National Therapy Animal Day on April 30. While the effects of the COVID-19 pandemic meant that events had to be adjusted, bakers still made a strong showing in supporting Pet Partners through their baking efforts.

Top Bakers:
- Elizabeth Lynch
- Maritza Miller
- Morgan Lucy

Top Teams:
- Pet Partners of Arizona
- Frisco and Friends
- Love Dog Adventures LV

Top Walking Teams
- Pet Partners of AZ Team
- Team Abbey
- The Therapy Animal Space Team
- Pet Partners of Illinois
- Pet Partners of Greater Cincinnati

Top Individual Walkers
- Jonathan Wright
- Ashley Drew
- Roslyn Lindeman
- Shirley Lieb
- Tenney the Doodle

The 3rd Annual World’s Largest Pet Walk, sponsored by VCA, brought animal lovers from around the world together in a common purpose despite the pandemic on Saturday, September 26.

Hundreds of walkers from 44 states & 2 countries hosted socially distanced walk events to support Pet Partners. Eight of the nine Pet Partners registered species participated, including:
- Dogs
- Cats
- Mini horses
- And even guinea pigs!

The walk raised more than $73,000, thanks to hundreds of generous supporters, walkers, and our sponsors:

VCA
Blue Shield of California

Create Your Own Fundraisers

Honor. Remember. Celebrate. These are the ways to share the power of the human-animal bond while also supporting Pet Partners through a Create Your Own fundraiser. We refocused and renamed this fundraising option in 2020 to provide supporters with new opportunities for donating.

Rev. Rhonda Rogers was inspired by the work of a friend and colleague who is a therapy animal team with her dog. As a way to celebrate their work, Rev. Rogers created a fundraiser in honor of Rev. Lisa Cressman. This dedicated fundraising celebration raised more than $1,300 in support of Pet Partners. Rev. Cressman was overcome with joy and truly humbled by the love shown for the work she and her therapy dog Phoenix do.
At Pet Partners, our Therapy Animal Program is at the heart of our mission and we are dedicated to improving people’s health and well-being through the human animal bond. In a typical year, our volunteer therapy animal teams make over 3 million in-person visits, but I think we can all agree this past year has been anything but typical. It has been an unusual circumstance where what is best for people’s health during a pandemic is in direct conflict with how we operate to improve health and well-being. But now more than ever, people need joy, comfort, and uplifting, and these wonderful therapy animals have found new ways to bring the power of pets to those in need.

— This quote from Elisabeth Van Every, senior communications specialist at Pet Partners, featured in an article on Today.com, sums up our communications focus this past year.

### Media and Engagement

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— This quote from Elisabeth Van Every, senior communications specialist at Pet Partners, featured in an article on Today.com, sums up our communications focus this past year.

### Social Media

- **Twitter followers**: 5,581
- **Facebook fans**: 33.5k
- **Instagram followers**: 11.9k
- **Instagram engagements**: 65.4k
- **Twitter followers**
- **Facebook followers**
- **Instagram followers**
- **Engagements**

### Media Coverage

Pet Partners continued to receive significant media coverage, particularly around our virtual and alternative visits, and support for first responders. High-profile outlets included the following:

- CNN
- dogster
- Houston Chronicle
- L.A. Parent
- ModernDog
- Newsday
- Popsugar
- Stanford Medicine
- TODAY
- Yahoo!

### Take The Lead Blog

Our blog remained a source of detailed information for our audience, with a strong focus on COVID-19-related education and program information, as well as highlights of our events, and a series for prospective handlers on preparing for therapy animal work.

- **23 blog posts** published in 2020
- **22,690** total page views
Annual giving at all levels is important and every gift is vital to our success. Thank you for your support and the positive impact your contribution has made to those in need.

$500–$999
- Neil Alexander*
- Pat Bartlow
- Judith Bin-Nun, PhD
- Judith Bradford
- Daryl Brewster
- Dana Brooks*
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Pet Partners acknowledges the thoughtfulness of the many individuals who have made a commitment to support our organization by including Pet Partners in their estate plan. It is through their generosity that Pet Partners continues to thrive and bring animal-assisted interventions to individuals who benefit from the human-animal bond. We thank these Caring Community members for their decision to leave a legacy to Pet Partners.

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We thank our monthly donors for making a commitment to continuously support Pet Partners throughout the year. Monthly gifts sustain our program, and allow Pet Partners to focus on expansion of the Therapy Animal Program, high-quality handler education, and support for our teams. If you would like to become a monthly donor, please visit petpartners.org/donate or call 425-679-5503. The process is quick and easy, and your donation is automatically deducted from your account each month. Even a donation of $5 per month can make an impact on our therapy animal teams and delivery of our mission.

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