



# IMPACT REPORT 2023



# A WORD FROM THE FOUNDER

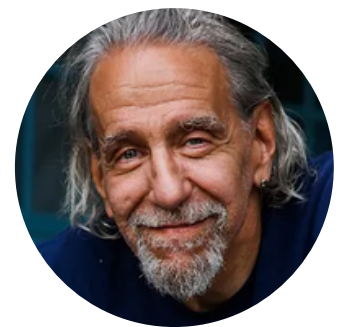
As we stand on the threshold of a new year, I reflect on the profound words of Gandhi, "Be the change you wish to see in this world." Born in the transformative era of the 1960s, my life's mission can be distilled into the simple yet powerful mantra, "Leave the world a better place than you found it." In the spirit of Gandhi's call to action, it is a plea for all of us to shoulder the responsibility of creating positive change.

And so, armed with our ideals and our first full year in existence, Compassion Animal Project went out to build a community of supporters, save as many pets as possible, and positively impact each pet owner we meet. The response is overwhelming and far exceeded our goals and expectations.

If you haven't heard the adage, "You are blessed with one 'great' dog in your life," it is one people often use. In 1988, my first dog and best friend, Beckett, a Belgian Sheepdog, was dying of stomach cancer. As he was nearing the end of his days, a labrador mix puppy was brought into the emergency room of the veterinary hospital where I was working. After being hit by a car, and with two broken legs and a broken pelvis, his owners didn't have the money needed to get the care he would need to recover. Instead of euthanizing him, they signed him over to me; I put him back together and found him a home. Or should I say, I found "us" a home? The woman who came in to adopt him became my wife two months later. Never underestimate the power of a dog and the families they can create!

It was an exhilarating year, and there is much more to come! I want to thank our small and mighty team and our board members who tirelessly give their all to help us save more pets. I am honored that our work receives such tremendous local support from Richmond companies like the Wilson Group and Holiday Barn Pet Resorts and nationwide support from partners like PetVet Care Centers, Lush Cosmetics, James Banks Foundation, Glide Foundation, and more.

I will leave you with the lyrics from the song Across the Universe, "Nothing's Gonna Change My World." In this song, John Lennon says he won't allow anything or anyone to get in the way of his vision of happiness and joy. So, with that in mind, I ask you to join us on our journey in 2024 to help make this world a better place for all pets and their families, where finances are never a determining factor for their future health, happiness, and joy.



RAND WACHSSTOCK, DVM  
FOUNDER & CEO

# SUPPORT FOR FAMILIES



The US has seen an increase in economic euthanasia and companion relinquishments.

With around **70%** of U.S. households owning at least one pet, more families than ever are facing the heartbreaking reality of losing their pets too soon due to financial hardships.

**46%** of pet owners have had to forego or delay veterinary procedures or treatments for their pet.

More than **20 million pets** are living with families below the poverty line, more than **3x** the number of pets entering shelters each year.

In one ASPCA study, **40%** of low-income pet owners surrendering an animal to a shelter said they would have kept their pet if they'd had access to affordable vet care, and **30%** said the same if they could have gotten free or low-cost pet food.

# SUPPORT FOR VETERINARY STAFF

Economic euthanasia can lead to significant emotional distress to the veterinary professionals involved.

Research shows **1 in 6** veterinarians have contemplated suicide, and more than **1 in 10** report significant professional stress to a level they would describe as 'suffering'.

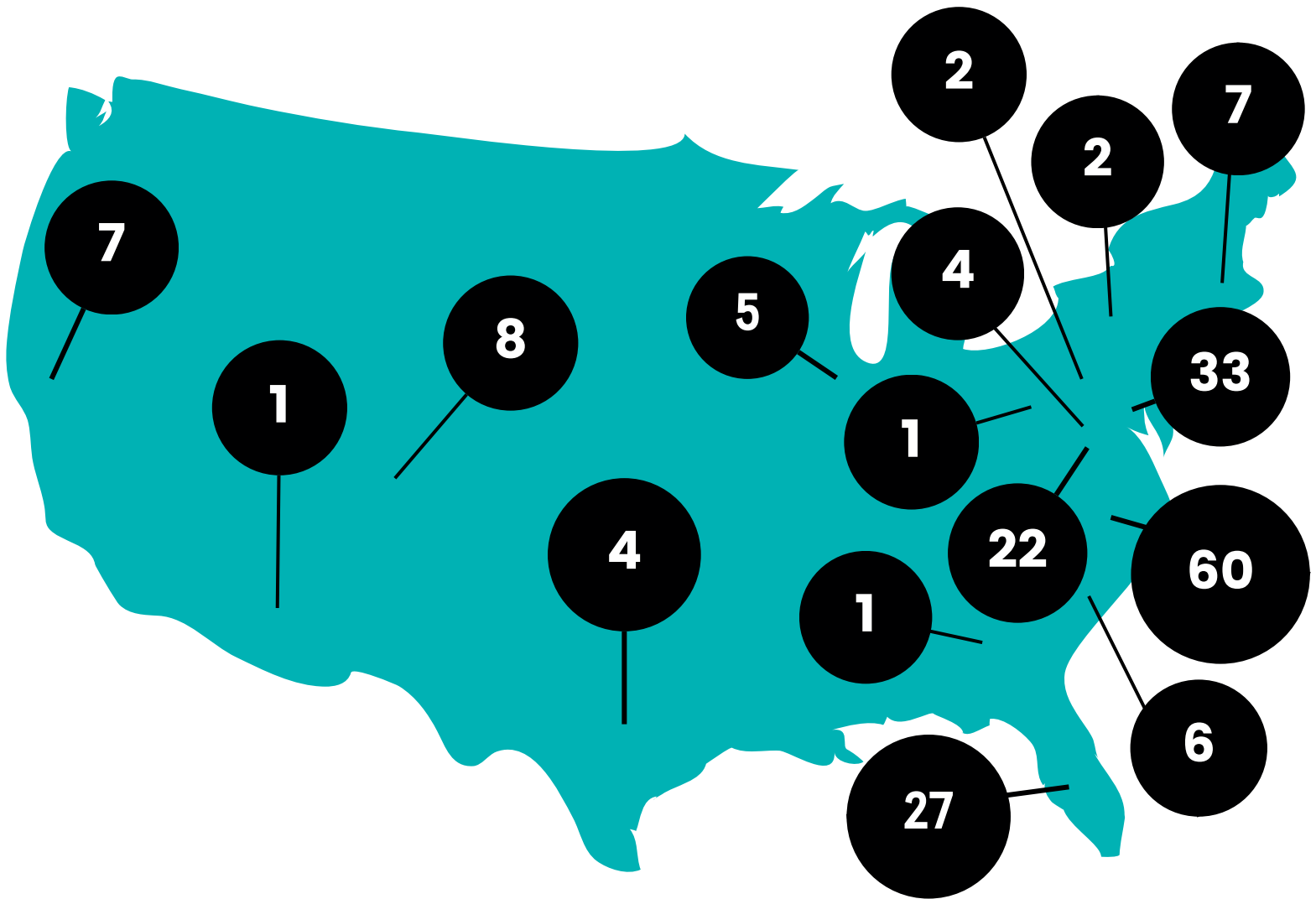
Veterinary medicine faces one of the most severe professional shortages, with up to **75 million pets** at risk of losing access to veterinary care by 2030.

Staff who regularly performed euthanasia for clients who could not afford care of their pets reported **higher burnout**.

**20%** of those cases were due to clients not being able to afford treatment.

According to surveys conducted by veterinarian and animal welfare advocate, Dr. Barry Kipperman, **75%** of veterinarians believe that greater financial support would reduce the rate of economic euthanasia.





## WHERE WE WORK

Pet parents anywhere in the U.S. whose incomes are less than **400%** of the federal poverty line are eligible to apply.

Our vet partners have proven high levels of care in veterinary medicine and share in our commitment to helping pet owners in need. For these reasons, we strongly recommend that applicants visit our vet partners whenever possible.

Click [here](#) to view the list of our partners.

# 2023 Pop-Up Pet Food Pantries



**700+  
CATS  
FED**



**650+  
DOGS  
FED**



**30,000+ LBS.  
OF FOOD  
PROVIDED**



**250+  
FAMILIES  
SUPPORTED**



# MEET THE PETS



## MEET NALA

Nala's mom had been working from home when she could hear her getting into something downstairs. Nala had devoured sugar-free gum. In less than 10 minutes, Nala started vomiting and collapsed.

After calling poison control, Nala's parents rushed her to the emergency vet. Thankfully, Nala's parents were introduced to us and were approved for a grant within minutes.

## MEET HONEY

As Honey, her two dog siblings, and their mom sat in the living room watching television Saturday evening, her mom saw blood running everywhere from her front leg. Honey's mom would later learn an upstairs neighbor had been cleaning their gun when it went off, passed through Honey's ceiling striking her in her front leg. Honey was rushed to our veterinary partner where it was determined that her best chance of recovery was to amputate her leg. Her family was quickly approved for a grant from CAP to cover the costs and help Honey recover.



## MEET STEVIE

Living in Central Texas, animals both domestic and wild can explore the outdoors all year round. One day while out on the prowl, Stevie was bitten by a snake in her front yard, resulting in scary and life-threatening internal and external injuries. While her mom would've been unable to pay the very high vet bill for the multiple procedures required to save her life, Stevie was provided funding by CAP and is currently safe, healthy, and happy at home!

# MORE OF THE 190 PETS WE HELPED IN 2023



Smokey, foreign body



Zoe, fractured tibia



Comet, caught in a dryer



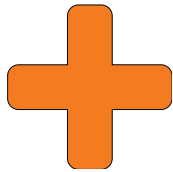
Butter, cruciate  
ligament rupture



Christopher Blue,  
nasal polyp



# DATA & EVALUATION



As part of our program, we leveraged our unique national reach and collaborated with a team of researchers at the Program for Pet Health Equity to develop a survey tool that measures the financial and emotional impact of our program on families and veterinary professionals.

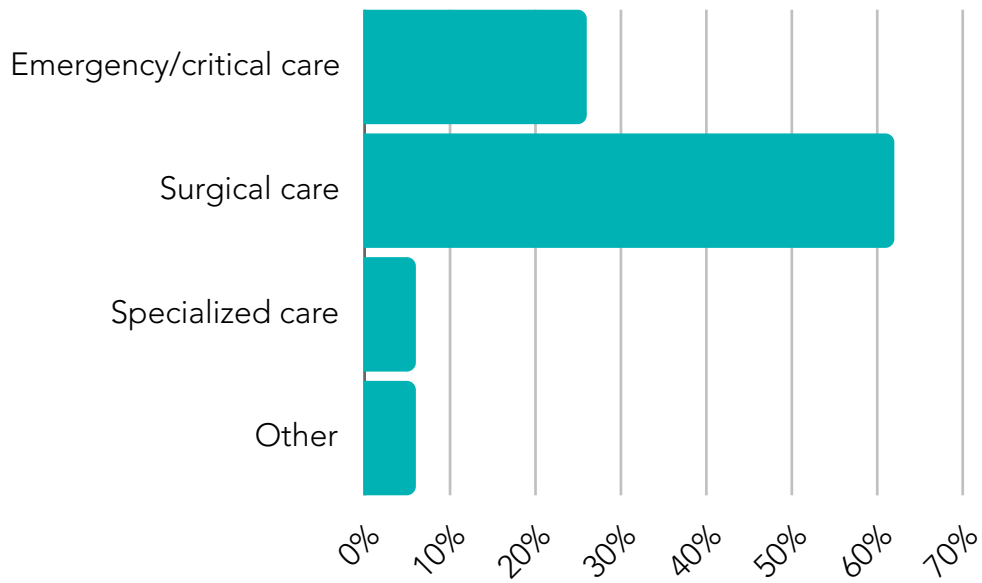
## After one year, these are our results:

*The Program for Pet Health Equity (PPHE) exists to improve access to veterinary care for pets and their families not adequately served by the current system. They promote and facilitate national collaborations and public policy development to remove barriers to veterinary care. Activities include education, service, and social and public health research.*

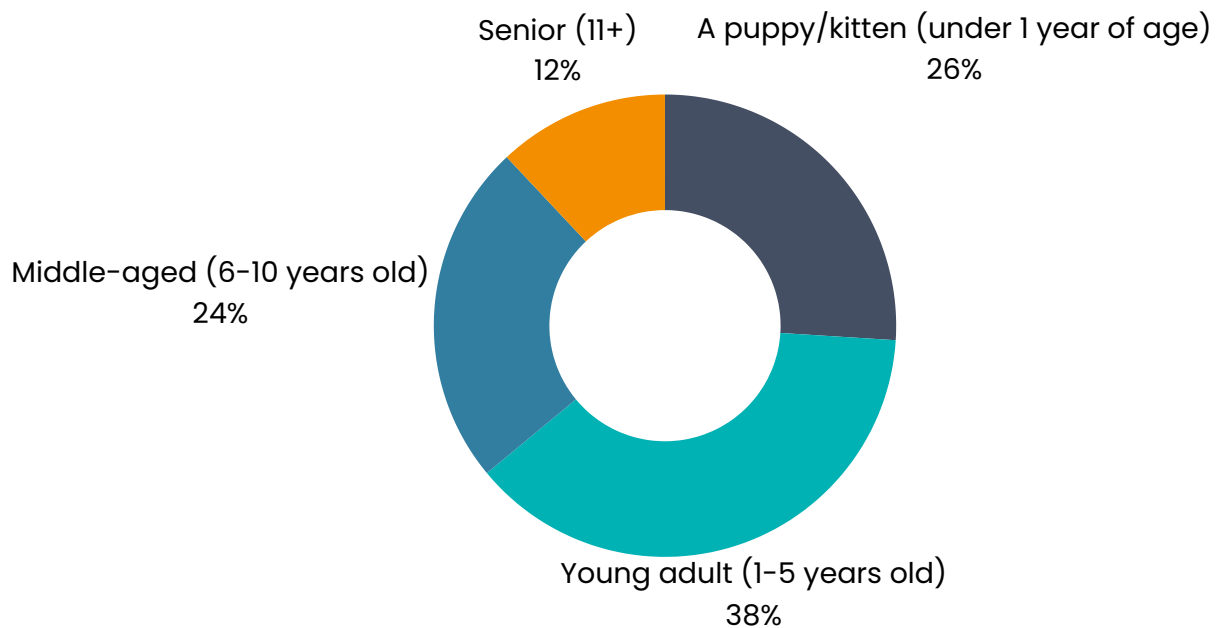
*Data was collected using qualitative and quantitative measures, including surveys, income verification, self-reporting, documents and records, and web tracking between 1/1/2023-12/31/2023.*

# ABOUT THE PETS

## TREATMENT TYPE

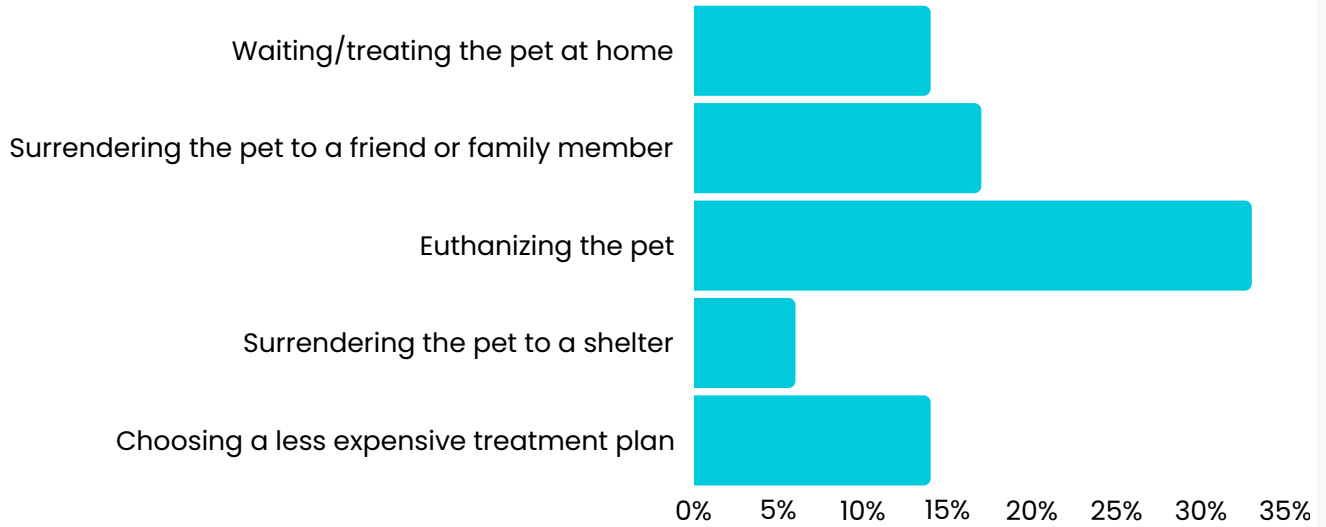


## PET AGE

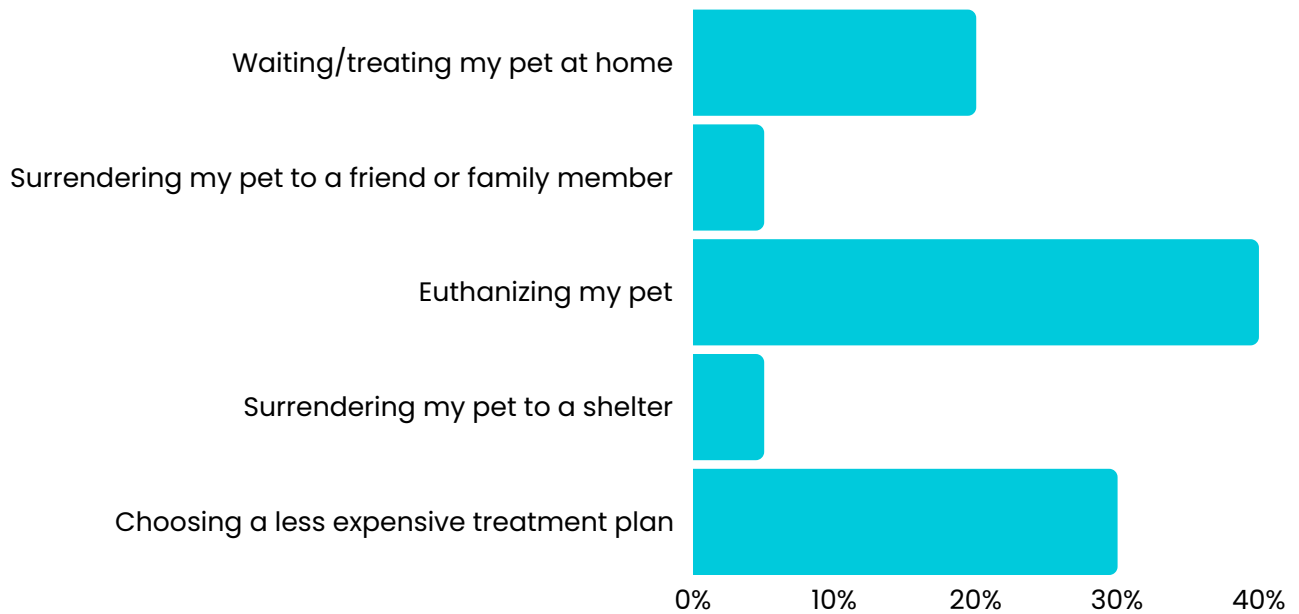


# ABOUT THE PETS

**If CAP funds had not been available, veterinary providers discussed these alternative options for the pet's care:**



**If CAP funds had not been available, applicants considered these alternative options for their pet's care:**





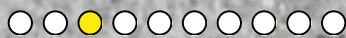
COMPARISON  
of pet care

# 94%

of respondents believe this grant was **critical** to saving their pet's life

# 97%

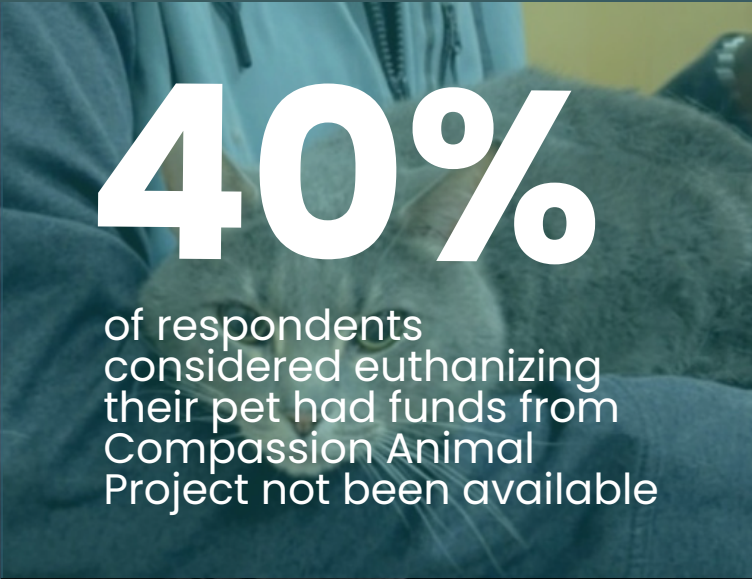
of respondents agree or strongly agree that prior to receiving the grant, they were **concerned** how their pet's care would be paid for





# 97%

of respondents agree or strongly agree once they received the grant, they felt relieved their pet's care would be paid for



# 40%

of respondents considered euthanizing their pet had funds from Compassion Animal Project not been available



# 95%

of respondents agree prior to receiving the grant, paying for their pet's care caused them to feel anxious/stressed



# 94%

of respondents agree that once they received the grant, they were able to focus on helping their pet get healthy



# 86%

of respondents agree or strongly agree that prior to receiving the grant, they were concerned their pet may not survive



# 86%

of respondents agree or strongly agree once they received the grant, they felt more financially stable in general



# FROM GRANT RECIPIENTS:

"I am beyond grateful. Things have been tough. I can't thank y'all enough for saving his life. He is quite the incredible cat. **He deserved to live.** My heart was breaking knowing I may have to put him to sleep for lack of funds."

"I am devoted to my dog. **I would have been devastated if he had died.**"

"The grant helped me keep my baby boy. I'm juggling a lot financially and with the stress of mental and physical health, work, current events, and my mom's recently diagnosed terminal brain cancer, **I was terrified of having to lose my pet too.**"

"**We would have just had to wait for our pet to die.** I am truly blessed that her procedure was covered."



# ABOUT THE VETS

More than 160 veterinary professionals impacted

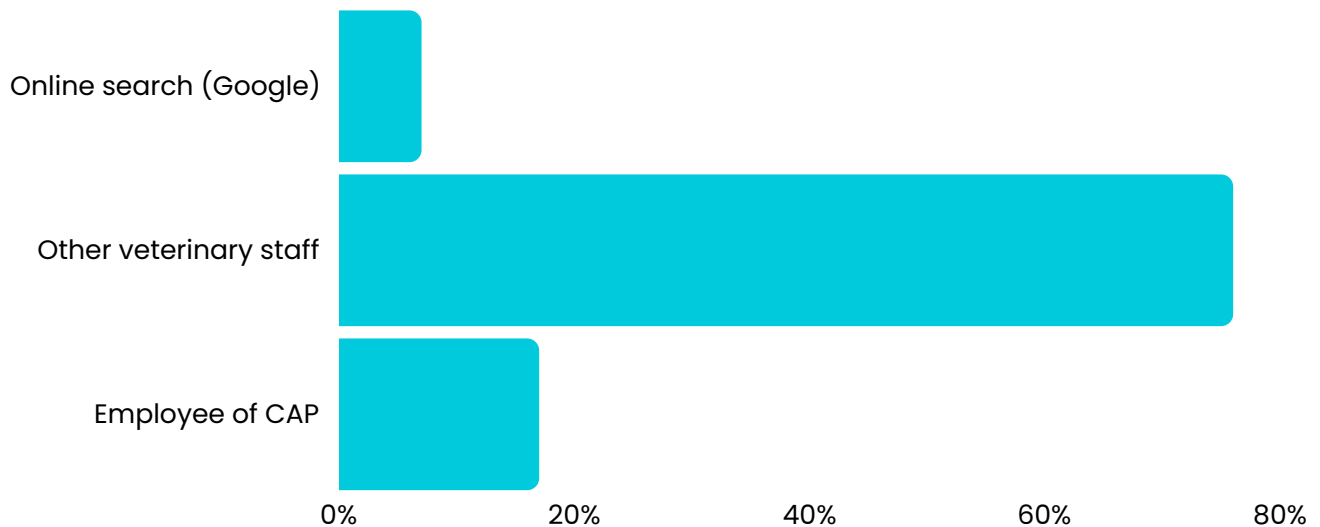
90%

agree pets positively influence an individual's mental and/or emotional health

87%

agree providing support for pets and families in need is critical to reducing burnout and/or compassion fatigue in veterinary medicine

## Veterinary partners heard about CAP from:



# From veterinary staff:

"Thanks again Compassion Animal Project for **helping us save lives!**"

"Our team is so happy to partner with CAP and pet parents so their **furbabies receive the necessary procedures and treatments they need.**"

"Reducing the frequency and one day, avoiding one of the **worst aspects of veterinary medicine**, when an animal loses its life due to economic reasons, will help preserve our love for the profession and the services we provide."

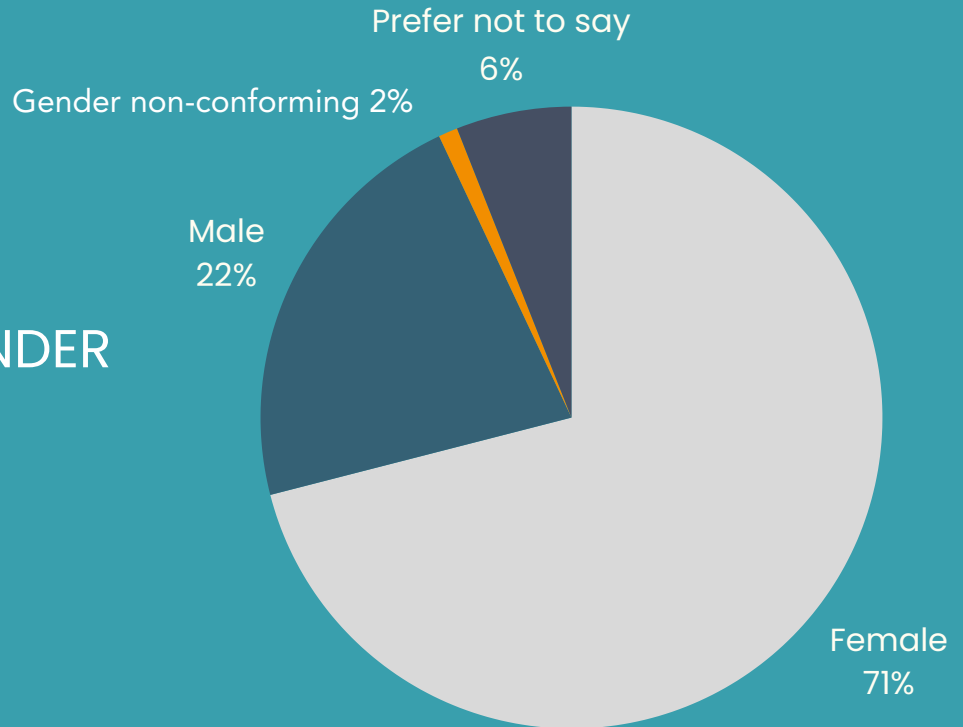
"Over the past month, our staff have experienced some pretty tough cases as well as an abundance of losses. We lose so many, but with the help of Compassion Animal Project, we are able to help families that are at risk of losing their animal due to finances. Since partnering, I know **the load I take home isn't as heavy.**"





# ABOUT THE FAMILIES

## APPLICANT GENDER



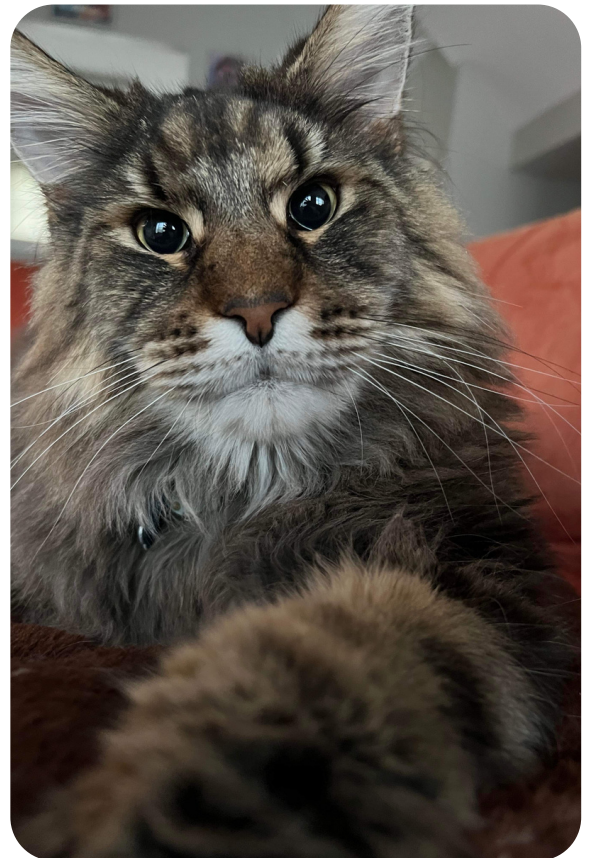
## GRANT INFORMATION

- average grant amount: **\$2,469**
- **80%** of applicants were approved
- up to **80%** of treatment costs were covered

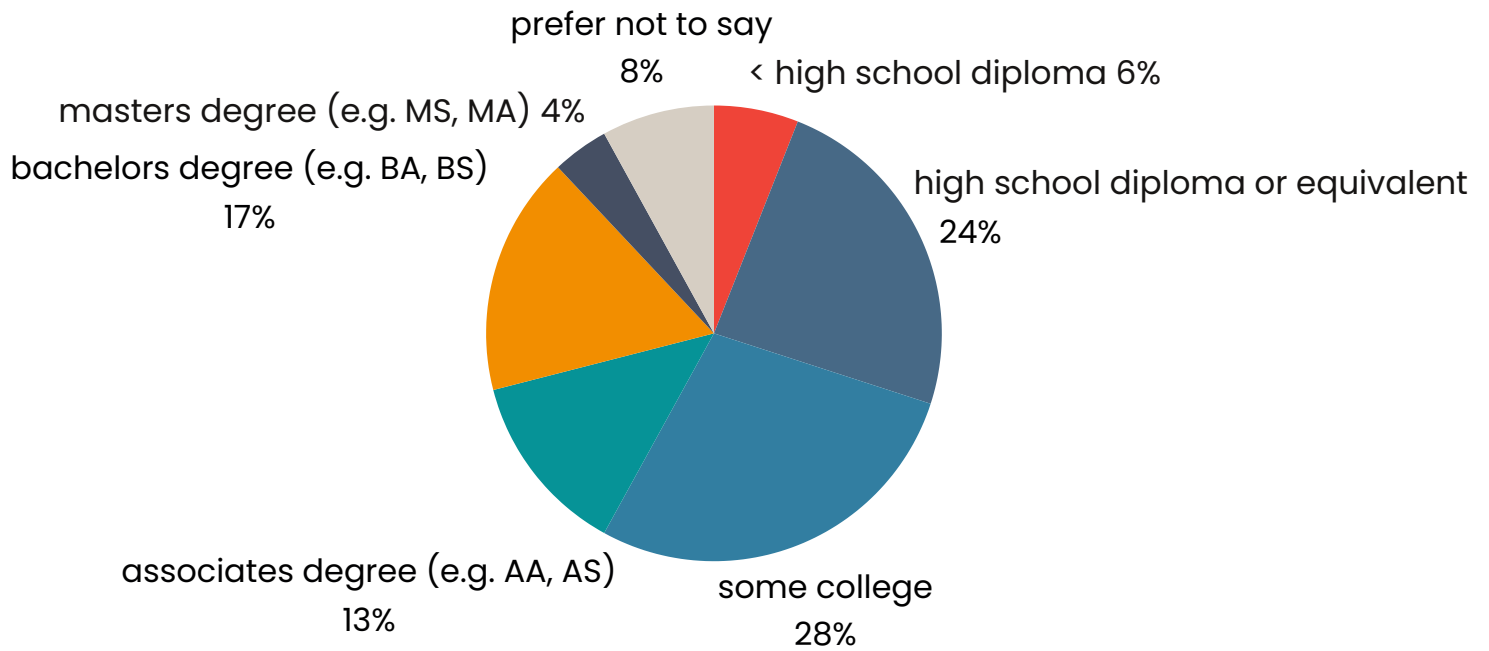
## THIS WORK SUPPORTED:



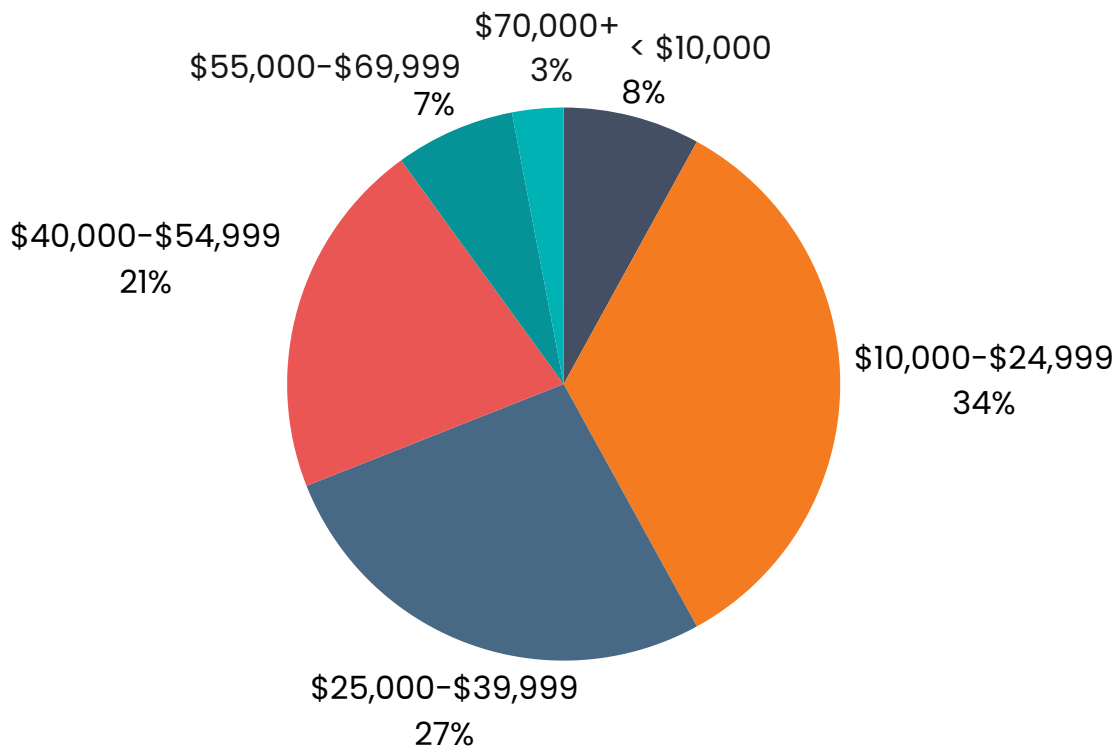
**374 adults**  
**175 children**



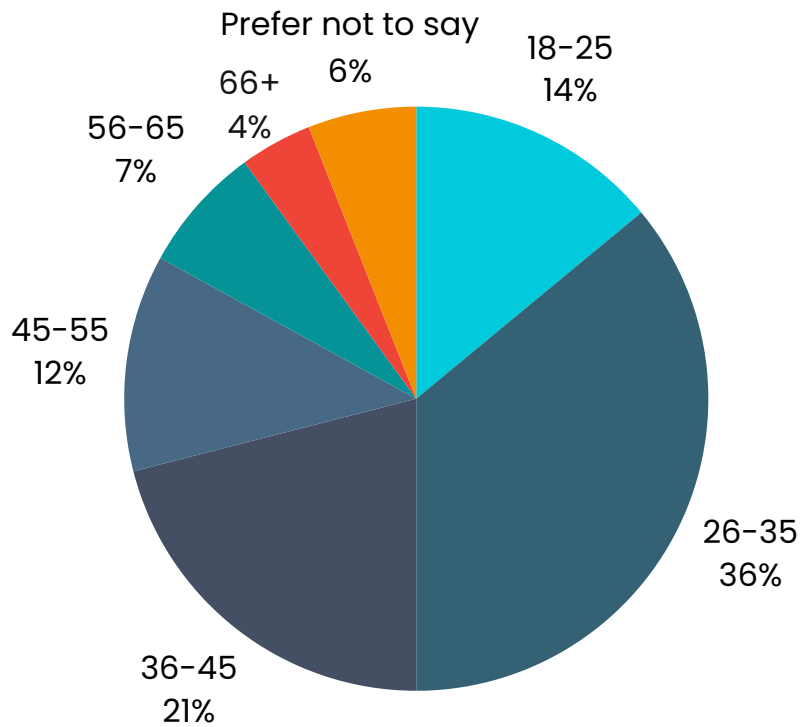
# GRANT RECIPIENT EDUCATION LEVELS



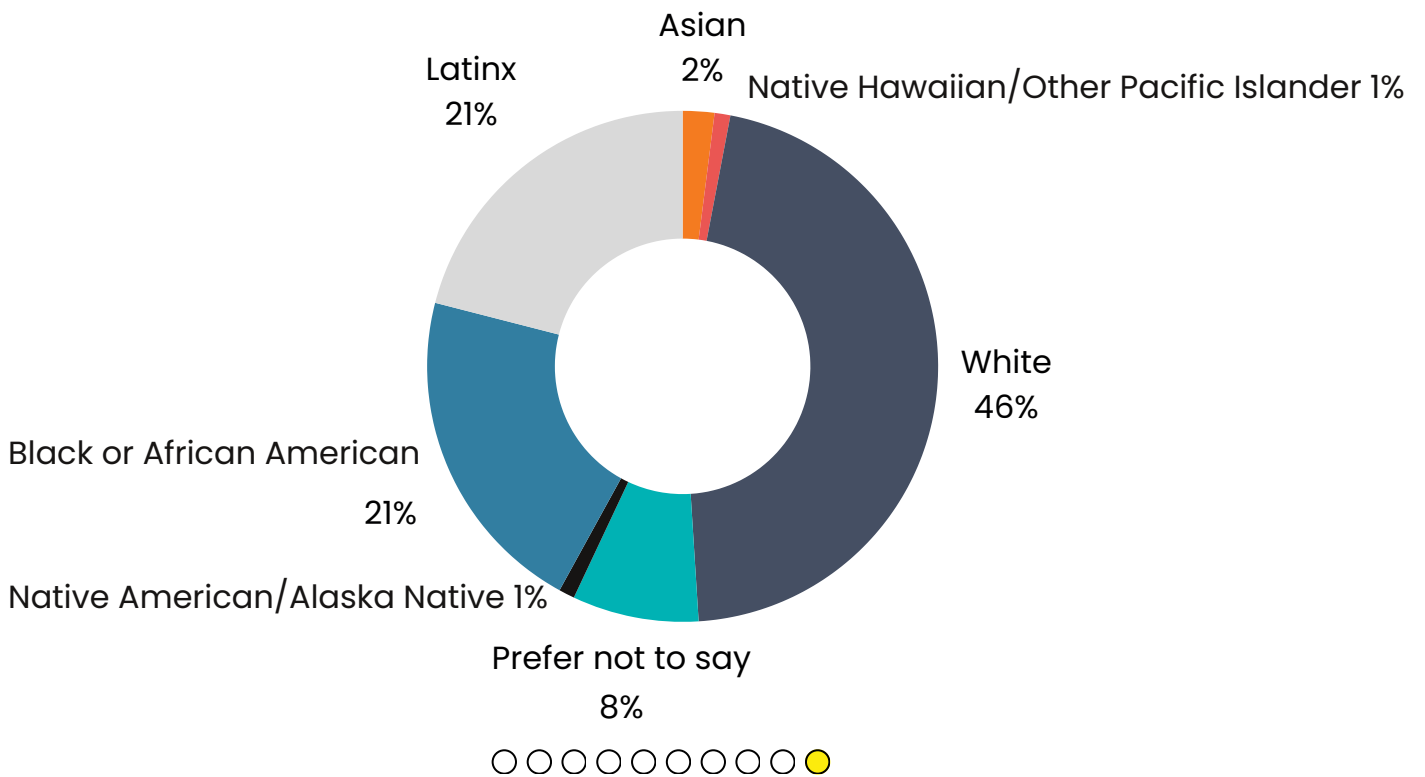
# GRANT RECIPIENT INCOME RANGES



# GRANT RECIPIENT AGE RANGES



# GRANT RECIPIENT ETHNICITY/RACE



# A SPECIAL THANKS TO ALL OUR FUNDERS AND SPONSORS



**PetVet Care**  
CENTERS

**LUSH**

FRESH HANDMADE COSMETICS

**Walmart** 



**James Banks Foundation**

Dedicated to American Canines and African Wildlife



**THE WILSON GROUP**



KEEPING FAMILIES T  GETHER



BRUTUS  
BONE  
BROTH

mau



northpoint  
REAL ESTATE



KEEPING FAMILIES TOGETHER