



MISSION
ANIMAL HOSPITAL



The Social Return on Investing in
Veterinary Care for Pets in Need

SEE OUR IMPACT →

United Nations Sustainable Development Goals
addressed with this program:



3.4, 3.8



10.3



11.3

THE SOCIAL IMPACT OF MISSION ANIMAL HOSPITAL

This impact value map shows the contributed revenue required to deliver the Mission Program in 2020, and the projected benefits generated by Mission Program clients served.

Projected Social Return on Investment

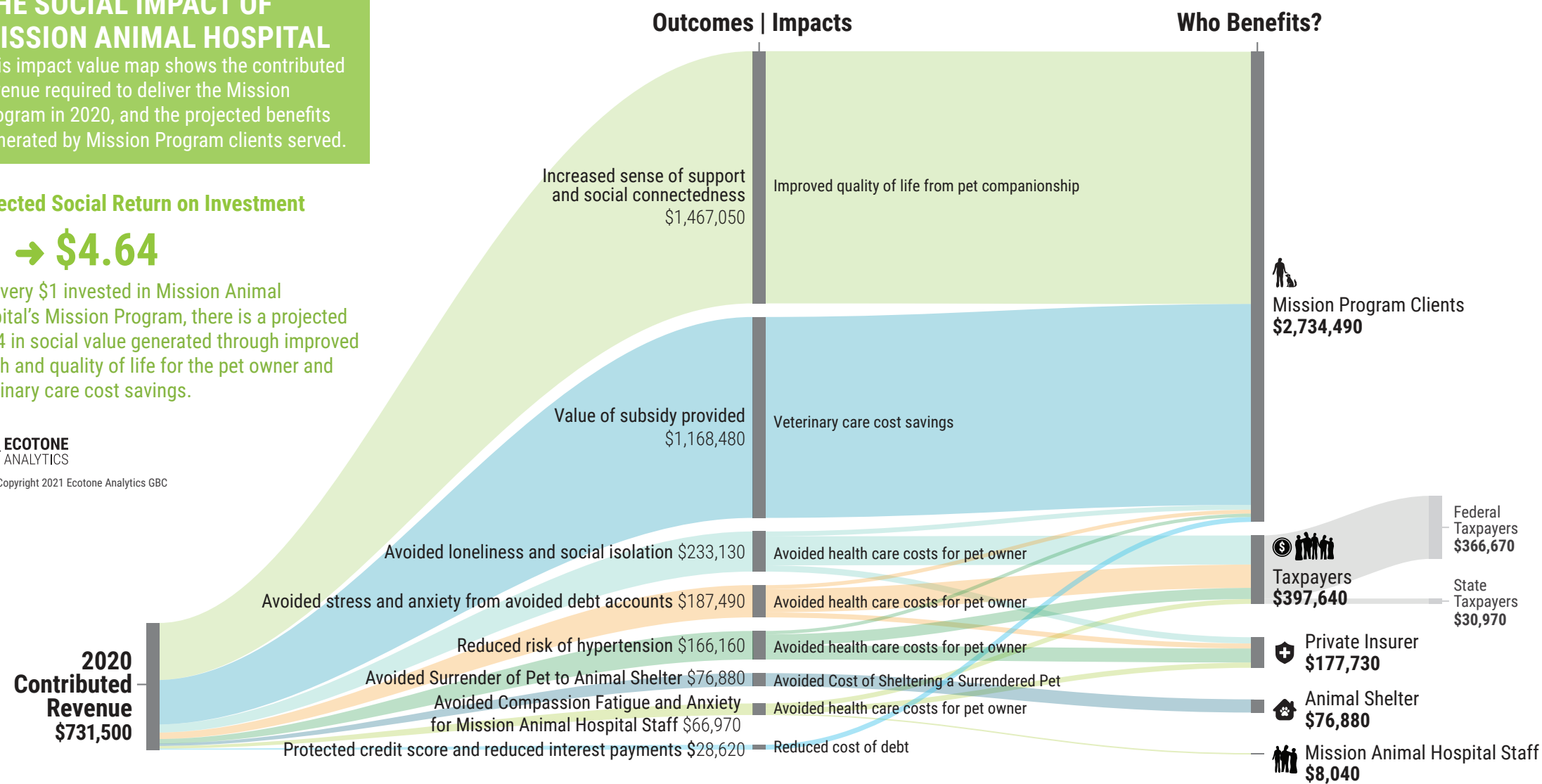
\$1 → \$4.64

For every \$1 invested in Mission Animal Hospital's Mission Program, there is a projected \$4.64 in social value generated through improved health and quality of life for the pet owner and veterinary care cost savings.



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Estimated Return on Investment \$3,394,780



LOGIC MODEL

THEORY OF CHANGE:

Providing affordable, professional, spectrum of care veterinary services can help pet owners and their pets stay together, and be healthier and happier.

INPUTS	ACTIVITIES	2020 OUTPUTS	SHORT TERM OUTCOMES	INTERMEDIATE OUTCOMES	LONG TERM OUTCOMES	IMPACTS
<ul style="list-style-type: none"> Mission team (vets, vet techs, admin staff, etc.) Full service diagnostic equipment (x-rays, ultrasound, surgery, in-house labs) Earned, contributed and in-kind revenue Clients Community Partnerships 	<ul style="list-style-type: none"> Spectrum of Care: offering pet owner all the available options in diagnostic and treatment plans and working within their means to select the option that works best for them. Services: wellness care, urgent care, general and advanced surgery, and phone triage Mission Program: income-based subsidized care Mission Assistance Funds: mini-grants for life-saving care 	<ul style="list-style-type: none"> 24,989 pet visits 7,756 families served 75% of families and 69% of pets qualified for Mission Program 523 pet surrenders and euthanasias prevented 	<ul style="list-style-type: none"> ↓ Barriers to care ↑ Access to and use of appropriate level of care required ↑ Pet owner education and knowledge 	<ul style="list-style-type: none"> ↑ Use and affordability of care ↓ Rate of relinquishment due to cost burden ↑ Receipt of needed and appropriate care ↑ Ability to meet client need and protect human-pet bond ↑ Awareness of the spectrum of care 	<ul style="list-style-type: none"> ↓ Financial stress ↑ Physical activity ↑ Sense of self-worth and self-esteem ↑↑ Quality of life ↓ Compassion fatigue ↑ Spectrum of care training in vet medicine ↑ Resources and capacity to support clients and pets 	<ul style="list-style-type: none"> ↑ Mental and physical health ↑ Quality of life ↑ Financial health ↑ Community Connection ↑ Equity

2020 Contributed Revenue: \$731,500

Projected Benefits per Mission Client served: \$3.4 million

↑ All Stakeholders ↑ Pet Owner ↑ Pet ↑ Mission Staff ↑ Veterinary, animal welfare and society

MISSION ANIMAL HOSPITAL FIVE DIMENSIONS OF IMPACT



- WHAT:** Affordable and subsidized veterinary services, practicing the spectrum of care, protecting the human-pet bond, and supporting the health and well-being of pet owners.
- WHO:** Pet owners in Minnesota, particularly low-income pet owners and families with limited access to alternative veterinary care, and veterinarians with desire to provide compassionate spectrum of care services.
- HOW MUCH:** In 2020, Mission Animal Hospital served 10,626 pets and 7,756 families. Of these, 5,900 families and 7,373 pets were part of the Mission program. 65 Mission Animal Hospital team members benefit from reduced compassion fatigue for the duration of their employment/volunteer time.
- CONTRIBUTION:** There is a need for low-cost care and a range of affordable services as research illustrates the extent that financial barriers impact pet owners in relinquishment decisions and use of vet services. Veterinarians and staff suffer high rates of compassion fatigue and burnout, difficult to otherwise mitigate without the Mission Animal Hospital model.
- IMPACT RISK MITIGATION:** Practicing spectrum of care combined with subsidized services and flexible payment plans supports both continued access to care while creating a model that strengthens service delivery quality and efficiency, and is embedded into the organization, protecting long-term positive impact creation. Facility design and in-house equipment further strengthen the model by providing a complete range of services in a single space that clients and pets are familiar and comfortable with, supporting continued engagement.

KEY PERFORMANCE INDICATORS (KPIs)

Improvements in the following areas:

SCALE KPIs	CURRENT
# of families served	7,756
# of pets served	10,627
\$ of subsidized care provided	\$1,168,480

ADDITIONAL KPIS

Tracking and improvements in the following areas:

of referrals due to cost burdens
of educational interventions
% of Mission Animal Hospital staff reporting compassion fatigue

LETTER FROM THE DIRECTOR

Dear Community,

Change is a constant in our world and in our community. A world-wide pandemic, civil unrest and uncertain economic conditions are large and challenging issues to grapple with and have affected all of us in different ways. How does an animal welfare organization like Mission Animal Hospital fit into all of this? The record pet adoption rates and the historic increase in pet ownership in the last 15 months speak for themselves: pet owners view their pets as family members and credit their pets for their emotional and mental well being.

As we are seeing more families adopt new pets than ever before, veterinary care is becoming harder to access and remains out of reach for so many. When too many barriers to veterinary care exist and access is limited, pet owners are too often forced to make heart wrenching choices: forgoing treatment for their pet, or forgoing their own rent, medications, or food to ensure their pets get the care they need. No one should have to face decisions like these or have to live with the guilt and shame that accompanies not being able to care for a loved one.

As the only independent full service nonprofit veterinary hospital in the Midwest, Mission removes barriers to high-quality, compassionate veterinary care for low-income pet owners. We provide veterinary care for pets, but we are helping their people, families, and our entire community by helping families stay together and stay healthy. We know this impact runs deep, but before now, we weren't able to quantify that depth. We are proud to share this report that shows just how meaningful accessible veterinary care is to our community.

With gratitude,

DR SUSAN MILLER, Founder and Executive Director

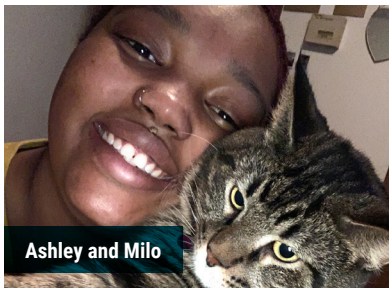


TESTIMONIALS



"Diamond has been there for me in so many ways. She is my companion, my therapy, and my joy all wrapped up in one special dog. When I brought Diamond to Mission's Urgent Care, they found a very large mass inside her, and she was in for critical surgery two days later. We didn't have much money to spend, but we said we'd spend what we could. I cried thinking I wasn't ready to lose her. Since the surgery, she is a renewed dog. Mission Animal Hospital saved Diamond's life. I will forever have deep gratitude for how they treated my Diamond."

CASSANDRA, Mission Client



"Milo would have died if he didn't get surgery. I could meet one million cats and would never find one as sweet and charming as my two cats Milo and Mellow. Mission made it possible to get Milo his surgery, medication and hospital stay. If they weren't there, I'm one hundred percent sure I would have put Milo down. I really had nowhere else to turn. Pets are family. I look forward to seeing them everyday just as much as anyone else in my family. You shouldn't have to say goodbye to them because you can't afford the care."

ASHLEY, Mission Client



"We brought Frannie to Mission for an emergency splenectomy, and Mission provided immediate, thoughtful care throughout the entire process. From check in, consultation, surgery and post ops, we can not express our gratitude and positive experience enough. Frannie is back to her old self."

JASON, Mission Client

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