

embrace™
PET INSURANCE

Who We Are

2022 Community Impact Report



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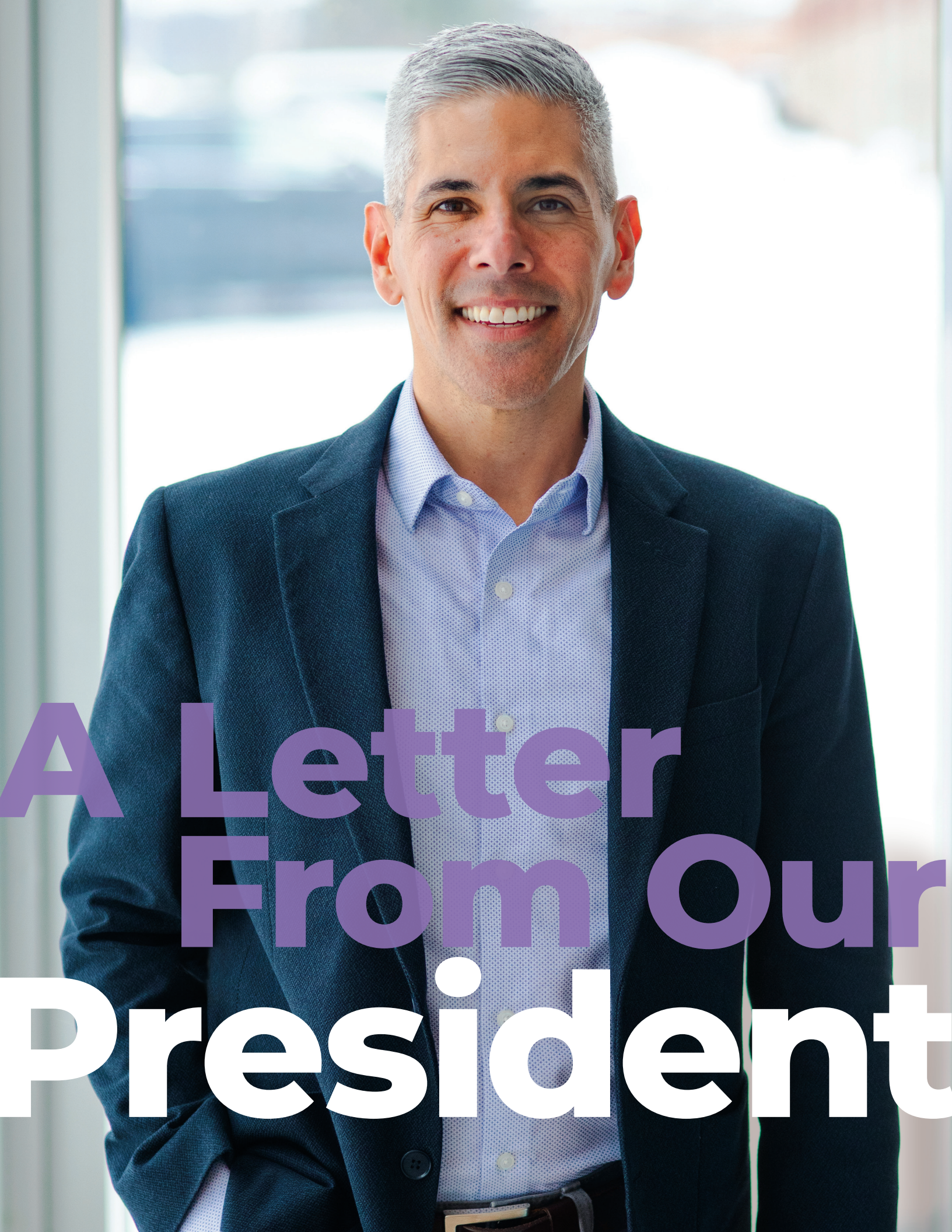
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A Letter From Our President

It is my belief that when you do well, you have to do good. At Embrace, we recognize our role in corporate citizenship, and as we grow our business, we make it our goal to prioritize giving back. Our duty is to serve all stakeholders in the business – not only our shareholders and the pet parents we serve, but also our team members and the communities in which we live, work, and play. As a testament to that, we generated over $600,000 in support to charitable efforts in 2022.

A few things are certain about our Embrace team members – they are kind, generous, and passionate about giving back. We want to support our team members and the causes they care deeply about, and that is why we match, dollar for dollar, employee donations to the charitable initiatives of their choice. Whether it be animal welfare, civil rights, LBGTQ+, child services, veteran support, or countless other causes, the diversity of our giving matches the diversity of our team.

We are proud to share our 2022 Community Impact Report highlighting our diverse community engagement initiatives, volunteerism, and charitable giving. I invite you to read more about the impact we are making through the eyes of our team members as well as the individuals and organizations who are impacted by these efforts. In 2023, we look forward to continuing our commitment to create a positive impact in the world that lasts far beyond our own lifetimes.

Brian Macias
President, Embrace Pet Insurance

2022 in Review







At Embrace, we combine philanthropy, workplace giving, and employee volunteerism to make a powerful impact. We focus on making a difference not just in our local communities, but across the nation.

In 2022, we displayed this culture of giving back by providing support to animal rescue organizations, LGBTQIA+ initiatives, child welfare services, veteran support programs, and many more.

Over

$600,000

Generated for Nonprofits in 2022

130

Nonprofits Benefited

Community Driven

Pride in the CLE

2022 Pride March – June 4, 2022

The annual parade organized by the LGBT Community Center of Greater Cleveland is held to honor the history that makes Pride unique and to support the LGBTQ+ community while promoting equality for everyone. 14 Embracers marched in the parade to show our support for the LGBT+ community.

2022 Pride in the CLE Pride Ride – October 8, 2022

Embrace was proud to be a sponsor of the 2022 Pride in the CLE Pride Ride on October 8, 2022, presented by The LGBT Community Center of Greater Cleveland and the City of Cleveland.





EmbraceCLE
CHALLENGE2022

Our Signature Community Fundraiser

"We call it the EmbraceCLE community Challenge because it really is about building and supporting our community. These organizations are what make our region great. We love providing a platform to raise awareness of these amazing nonprofits and help them generate much-needed financial support."

– Brian Macias, President, Embrace Pet Insurance

2022 Embrace CLE Winners

Small But Mighty

1st: Friends of City Dogs Cleveland

2nd: Neighborhood Pets

3rd: Geauga Mama Dogs and Pups

The Big Dogs

1st: Red Oak Camp

2nd: One of a Kind Pets

3rd: The LGBT Community Center of Greater Cleveland





Almost

$610k

Total Raised for EmbraceCLE Charities since 2020

$217,000

Total Raised for Charities in 2022

52

Charities Supported since 2020





Friendship Focused

Neighborhood Pets

“Thanks to generous support from Embrace Pet Insurance we are able to support the human-animal bond through access to equitable pet wellness care for families in need and keep families together in spite of financial hardship.”

– Neighborhood Pets



$20,000

Donated in 2022

100+

Hours of Volunteer Work



Best Friends Animal Society

In November and December, Embrace covered the adoption fees of 2,129 homeless animals throughout 8 Best Friends Animal Society locations.

In December, we experienced these efforts firsthand when we traveled to the New York City Best Friends Lifesaving Center. We watched homeless animals find their forever families, while sharing our mission.















1,715
Cats

372
Dogs

42
Other Species

106%
of Goal

2,129
Total Adoptions

Teamwork Powered

Featuring Employee Volunteers

Giving back is important to our employees, too. Embracers are not only passionate about pets, they're also very generous. In the spirit of giving back, Embrace matches all employee donations 100% — whether they are to a pet-related charity or not.



2,000+
Employee Volunteer Hours Logged

$14,000
Employee Donations

55
Organizations

$28,000
Embrace Match Total Donations



$10,000

Raised During
May 2022

American Heart Association.

Field Day Week

Throughout the week, Embracers participated in various activities, both virtual and in-person, to raise money for the American Heart Association. Activities included corn hole, a water balloon toss competition, and our favorite — “Hounding the Pavement.”

Disaster Relief Training

In August 2022, a group of Embrace Claims Adjusters, who are also veterinary technicians, participated in American Humane's 2-day animal emergency services disaster relief training. In 2023, 5 of these claims adjusters deployed to assist in American Humane's disaster relief efforts in Georgia after tornadoes devastated the area.





Michigan Parvo Clinic

In response to the devastating parvovirus outbreak in Michigan, we deployed a team of veterinary technicians to come to the aid of the community's dogs. We teamed up with the Otsego County Animal Shelter to offer free parvo vaccines in drive-thru vaccination clinics, throughout the month of September. Our team staffed a total of 5 clinics and dedicated over 75 hours of time to this initiative.

Honoring Those Who Served

Veteran's Day Flash Donation Competition

On Veteran's Day, our President, Brian Macias, challenged our NSM corporate team and Collector Car Division to a friendly fundraising competition for organizations supporting our veterans. What started as an impromptu effort grew into something extraordinary, as we collectively raised over $19,000 for our veterans in just a few short hours. This certainly was one powerful showing of the impact we can make in a small amount of time.



$7,305

Total Raised by Embrace Employees and Matched

Over $19,000

Total Employee Donations, Company Match & Executive Donations



Our Story Continues

Other Charities Supported in 2022

The efforts featured in our community impact report are just some of our initiatives, but they certainly weren't all we supported. Below are other efforts we supported to make an impact in 2022.

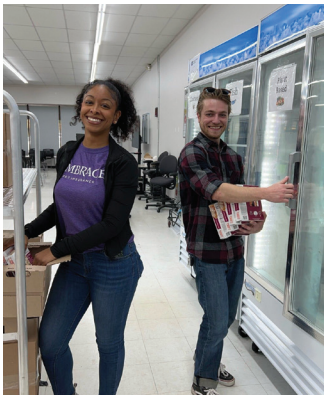
- KodiakCare
- KOA
- Make-A-Wish Ohio, Kentucky & Indiana
- Ronald McDonald House Charities - Fire Pit Nights
- Greater Cleveland Food Bank
- Cleveland Animal Protective League
- Fostering Hope
- Junior Achievement
- Golden Endings Rescue
- Seville-Guilford Fire Department
- City Dogs Cleveland
- Suburban Dog Walking League
- Rescue Village
- Wags 4 Kids
- Helen Woodward Animal Center
- Summit Humane













We'd like to thank all of our staff and partners for their generous support!

Collectively, Embrace and our employees generated more than ***$600,000 for 130 organizations, and our staff volunteered over 2,000 hours.*** We look forward to continuing our community efforts and expanding our reach for 2023!

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www.EmbracePetInsurance.com