

# Housing Instability & Pet Rehoming: A Collaborative Analysis



**Pet-Inclusive  
Housing Initiative**

PRESENTED BY

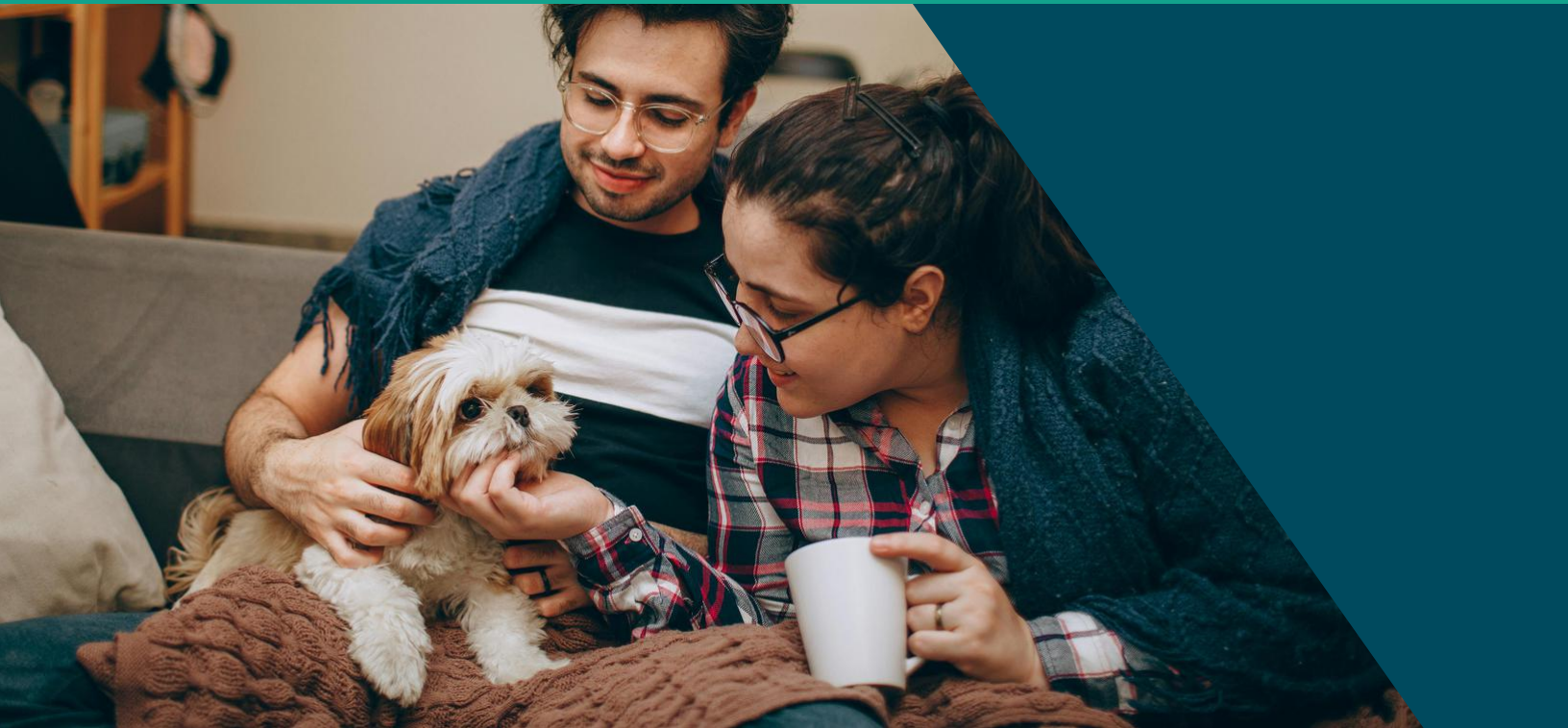
**Michelson Found Animals**



**Home To Home and Pet-Inclusive  
Housing Initiative Partnership**

2025 | IMPACT REPORT

# Executive Summary



In 2025, Home To Home and Pet-Inclusive Housing Initiative (PIHI) partnered to try to better understand one of the leading, and most preventable, drivers of pet relinquishment: housing barriers. Through targeted technology upgrades, automated resource delivery, and follow-up evaluation, this collaboration reached tens of thousands of pet families at a critical decision point.

Together, we demonstrated that early, targeted housing information can meaningfully support positive outcomes for pets and their people, while also generating rare, actionable data about how housing instability intersects with pet rehoming. This report transparently shares what we learned, what worked, and why partnerships like this matter.

# About Home To Home and Pet-Inclusive Housing Initiative

**Home To Home** is a shelter-founded nonprofit platform that supports shelter diversion by helping pets stay with their families whenever possible and facilitating direct community rehoming when needed. When pet guardians face challenges, they can create a listing describing their pet and situation and may be connected with resources such as housing guidance and behavior support that help them keep their pets.

Listings are shared with potential adopters in the community, allowing pets to move directly from one home to another. Since launching in 2017, Home To Home has partnered with shelters and rescue organizations across the United States and Canada to support community-based solutions that keep pets in homes and reduce the need for shelter intake.

**Pet-Inclusive Housing Initiative (PIHI)** is a program of **Michelson Philanthropies** that works to expand access to truly pet-inclusive housing so people and pets can stay together. PIHI commissions and conducts original research to understand pet-related housing challenges and uses those insights to create practical resources, partnerships, and tools for housing stakeholders.

We support housing providers, policymakers, pet owners, and animal welfare organizations by: focusing on people and pets in housing, providing exclusive data and insights for policymakers, and creating unique tools and resources for housing stakeholders.

# Why Housing Matters for Pet Retention

Across all pets listed on Home To Home in 2025, housing was the third most common reason for rehoming, accounting for 21% of all listings, behind only permanent life changes (27%) and no time/overwhelmed (23%). In total, more than 20,000 pets were at risk of losing their homes due to housing-related challenges.

## MOST COMMON REASON FOR REHOMING



**21%**  
Housing

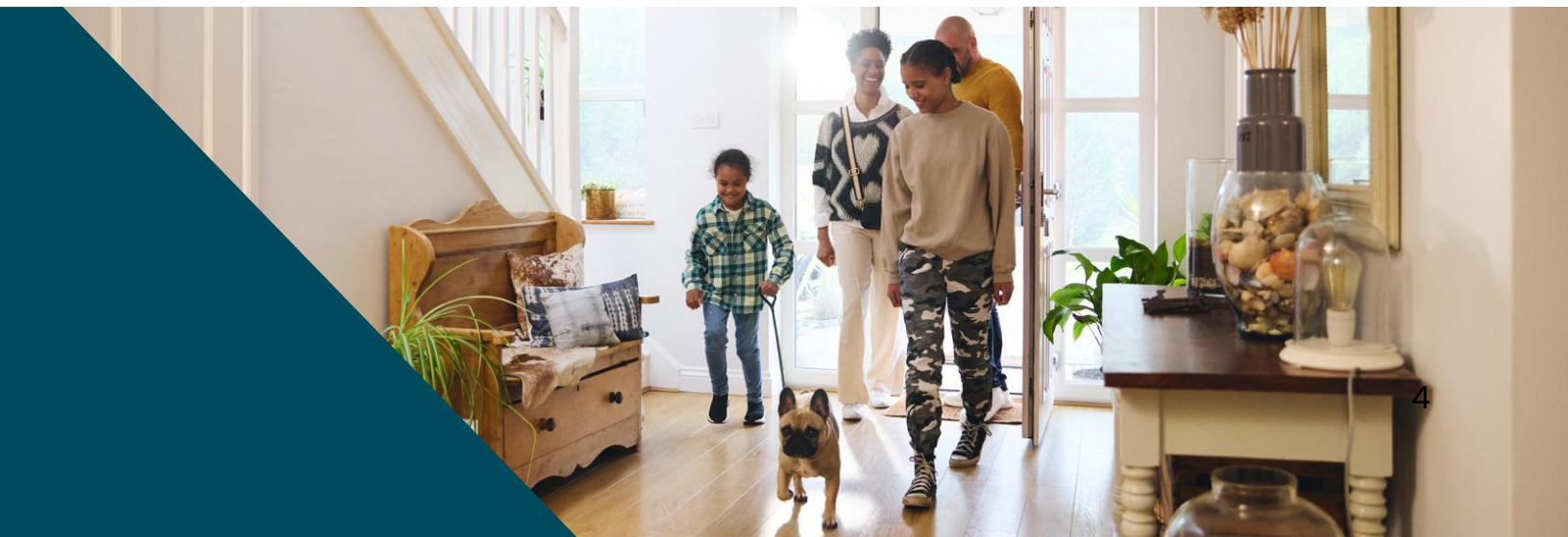


**27%**  
Life Changes



**23%**  
No Time

**+20,000** pets at risk due to housing challenges



# Why Housing Matters for Pet Retention

Among pets listed for housing-related reasons in 2025 (20,662 total), owners cited three main challenges:

## MAIN HOUSING CHALLENGES



Temporary  
loss of home

**27%**

5,597



Can't find housing  
that allows pet

**23%**

4,743



Restrictions on  
number of pets

**23%**

4,689

These challenges accounted for nearly three-quarters of housing-related rehoming risk, underscoring how limited pet-inclusive housing options, not pet behavior alone, drive many separations.

The data strongly suggest that housing-related pressures are often structural, not behavioral and that many are solvable with timely information, legal clarity, and supportive resources.

# What We Built Together

During the grant period (October 1, 2024 – December 31, 2025), Home To Home and PIHI implemented two core interventions:

## 1 Improved Data Collection

Home To Home expanded its pet profile builder to include more precise housing-related rehoming reasons, allowing for better tracking of:

- Temporary loss of housing
- Inability to find pet-inclusive housing
- Restrictions on the number of pets
- Breed and size restrictions
- Pet fees and housing affordability challenges

This enhancement created one of the most detailed datasets to date on housing-driven pet relinquishment.

## 2 Automated, Targeted Housing Resource Emails

Pet parents who selected a housing-related reason automatically received a tailored email with practical tools from Pet-Inclusive Housing Initiative, including:

- Pet Personality Profiles
- Fair Housing Act information
- ESA and accommodation request templates
- Links to additional [petsandhousing.org](https://petsandhousing.org) resources

# Outcomes: Housing Cases Perform as Well as Overall Rehoming

Housing-related cases achieved an **~85% successful outcome rate**, nearly identical to Home To Home's overall success rate.

A successful outcome includes adoption, fostering, or the pet remaining with their owner; unsuccessful outcomes include shelter surrender or euthanasia.

Success rates by housing subcategory ranged from 81% to 88%, demonstrating that even families facing serious housing barriers often find positive resolutions when supported.





# Email Engagement: Far Exceeding Sector Benchmarks

**The housing resources email campaign achieved exceptional engagement:**

- 19,405 emails sent
- 53–57% open rate (compared to a nonprofit average of ~28%)
- 10–14% click-through rate (vs. ~3% nonprofit average)
- More than 1,900 clicks were recorded, indicating strong demand for housing-related pet resources when delivered at the right moment.

# What Pet Parents Told Us

Responses from a small group of pet parents who replied to our survey about the impact of the resources and the information provided reflect the complexity of housing crises:

- When asked which resource was most helpful, most selected [petsandhousing.org](https://petsandhousing.org), citing clear explanations, new information, and ready-to-use templates, and others said the PIHI resources helped them keep their pet.
- Others reported gaining important information for future housing stability.
- Some were already past the point where housing solutions could change the outcome.
- Even when resources could not immediately prevent rehoming, many respondents emphasized reduced stress, better understanding of rights, and increased confidence.

*"The resources provided helped me have the information I need in the future when renting to ensure my pets and I can find a place to live."*

— Anna

*"It made it easier so I wasn't as stressed or worried about my pets."*

— Morgan

*"It didn't help my situation, but I did get information that was important. It would definitely help others."*

— Leyna

# Why This Partnership Model Matters

Most grantor–grantee relationships do critical work behind the scenes, but rarely share how impact happens or what is learned along the way.

## **This partnership shows that:**

- Early intervention works: Pet families actively seeking help are highly engaged.
- Data transparency strengthens advocacy: Detailed housing data supports policy, systems change, and housing-sector engagement.
- Information is a form of prevention: Legal clarity and practical tools can keep families together.
- With over 170 Home To Home shelter partners amplifying reach, this collaboration demonstrates what's possible when funders and implementers co-design solutions.





# Conclusion

Housing instability remains one of the most urgent and addressable threats to keeping pets with their families. In 2025, Home To Home and Pet-Inclusive Housing Initiative demonstrated that shared data, shared strategy, and shared accountability can turn information into impact.



We hope this report encourages more transparent, collaborative partnerships so fewer families are forced to choose between housing and the pets they love.

*Draft prepared for discussion and refinement. All data derived from Home To Home 2025 grant reporting, internal dashboards, and follow-up surveys.*

# Contact



For more information about Home To Home, please contact:

## Home To Home Team

 [info@home-home.org](mailto:info@home-home.org)  
 [www.home-home.org](http://www.home-home.org)

For more information about Pet-Inclusive Housing Initiative, please contact:

## Pet-Inclusive Housing Initiative

 [info@petsandhousing.org](mailto:info@petsandhousing.org)  
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