

Template News Release for Recipients of Improving Access to Care Incubator Grants

INSERT YOUR ORGANIZATION'S
LOGO HERE



NEWS RELEASE

DRAFT NOT For Immediate Release

<<ORGANIZATION NAME>> TO ADDRESS LACK OF ACCESSIBLE VETERINARY CARE IN HISTORICALLY EXCLUDED COMMUNITY WITH SUPPORT FROM PETSMART CHARITIES

Latino communities make up the initial cohort for the trailblazing grant program

Month XX, 2023— **CITY, STATE** – <<organization name>> has received a grant from [PetSmart Charities](#)[®] in the amount of <<\$>> to address challenges in accessing veterinary care in <<describe the local community/population you will serve.>>

Rising costs combined with geographical and cultural barriers have left many communities out of the veterinary care system altogether. This grant program supports innovative and culturally relevant veterinary programs.

Early in 2023, PetSmart Charities, the top funder of animal welfare in the US, announced a \$100 million commitment over the next five years toward improving access to veterinary care. One of these visionary new grant programs focuses on historically excluded communities, many of which lack access to food, housing, transportation, education and veterinary services. Latino communities were selected to comprise the first cohort of grantee emphasis.

“Insert a quote here about how your program/initiative will mean to your organization and those you serve,” <<insert title and organization name here>>. <<Your quote should provide information about why providing affordable care is important to your region /organization/mission.>>

While 70 % of American homes feature pets, access to basic veterinary services has not kept pace. This is particularly felt in communities that have additional barriers beyond cost, including language barriers and a lack of veterinary clinics in the vicinity. While 62 % of Latino house-holds own pets, accessing resources to keep them healthy and in their homes can be challenging.

Instead of taking pre-planned solutions into selected communities, grantees will build relationships and assess specific needs, first. This ensures that communities that have been left out are deliberately included in deciding how and when they will access the healthcare they need for their pets. <<describe the ways in which the funding will help pets and people thrive. >>

“While most people today consider pets family, 50 million pets in the U.S. struggle to access even basic preventative care such as spay/neuter procedures, vaccinations and annual exams,” said Kate Atema, director of community grants and initiatives at PetSmart Charities. “While this issue affects families in nearly every community, those who have been historically excluded from human social services are most in need of pet services, too. We’re proud to support this innovative approach that meets the unique needs identified by those living in the communities themselves.”

<<Optional: Add an impact story and image about a local pet/family you’ve served. Insert how members of the community can find out more information about your basic pet care services>>.

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About <<Organization Name>>

Insert a short paragraph here about your organization, its mission, and be sure to include your website and social media channels.

About PetSmart Charities®

PetSmart Charities is committed to making the world a better place for pets and all who love them. Through its in-store adoption program in all PetSmart® stores across the U.S. and Puerto Rico, PetSmart Charities helps up to 400,000 pets connect with loving families each year. PetSmart Charities also provides grant funding to support organizations that advocate and care for the well-being of all pets and their families. Our grants and efforts connect pets with loving homes through adoption, improve access to affordable veterinary care and support families in times of crisis with access to food, shelter and disaster response. Each year, millions of generous supporters help pets in need by donating to PetSmart Charities directly at PetSmartCharities.org, while shopping at PetSmart.com, and by using the PIN pads at checkout registers inside PetSmart® stores. In turn, PetSmart Charities efficiently uses more than 90 cents of every dollar donated to fulfill its role as the leading funder of animal welfare in North America, granting more than \$500 million since its inception in 1994. Independent from PetSmart LLC, PetSmart Charities is a 501(c)(3) organization that has received the Four-Star Rating from Charity Navigator for the past 18 years in a row – placing it among the top one percent of rated charities. To learn more visit www.petsmartcharities.org.

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Media Contact:

Insert Your Organization's
contact information here
(Whom the media should call
if they want more information)

Phone Number

Email Address

24-Hour PetSmart Charities

Media Line: 623-587-2177