

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

INSERT YOUR ORGANIZATION'S
LOGO HERE



NEWS RELEASE

DRAFT NOT For Immediate Release

<<ORGANIZATION NAME>> RECEIVES <<\$>> GRANT TO ADDRESS LACK OF ACCESSIBLE VETERINARY CARE IN INDIGENOUS COMMUNITIES WITH SUPPORT FROM PETSMART CHARITIES OF CANADA

Month XX, 2024 — CITY, PROVINCE – <<organization name>> has received an innovative grant from [PetSmart Charities of Canada](#)® 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. The Incubator grant program supports innovative and culturally relevant veterinary programs targeted toward Indigenous communities across Canada.

While 60% of Canadian households include pets, access to basic veterinary services has not kept pace. Pets are universally considered important family members and keeping them together with loving families requires resources that are often missing. This is particularly felt in many Indigenous communities where not only cost, but geography and historical exclusion from systems has left veterinary care beyond reach. Early in 2023, PetSmart Charities of Canada, the top funder of animal welfare in the country, committed \$18 million over five years toward improving access to veterinary care. The Incubator grants focus on historically excluded communities, many of which lack access to community supports, including veterinary services.

[ADD THIS SECTION IF YOUR ORGANIZATION IS ENTERING PHASE 1] <<Organization Name>> has been chosen as part of this year's Incubator grantees, designed to give veterinary organizations a one-year runway to build relationships with and deepen their understanding of their partner community. Tasked with enlisting support of local changemakers, the grantees agree to co-creating models of care alongside communities.

[ADD THIS SECTION IF YOUR ORGANIZATION IS ENTERING PHASE 2] Grantees such as <<Organization Name>> chosen in 2023 were given a one-year runway to identify and build relationships with local Indigenous communities in need of veterinary services. Tasked with enlisting support of local changemakers, the grantees agree to co-creating models of care alongside communities. The second installment of the multi-year grant was made to those who successfully met the challenge and are poised to begin supporting community veterinary care in 2024.

"Insert a quote here about what 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.>>

With the Truth and Reconciliation Commission Calls to Action integrated into the approach, grantees were asked to build relationships and assess specific needs first. This ensures that communities themselves are full participants in the care they need for their pets.

“Most people today consider pets family, yet nearly 1 in 5 Canadians face challenges in accessing even basic preventative care such as spay/neuter procedures, vaccinations and annual exams,” said Kate Atema, director of community grants & initiatives at PetSmart Charities of Canada. “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. We’re proud to be contributing to care 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 of Canada®

[PetSmart Charities of Canada](http://www.PetSmartCharities.ca) 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 country, PetSmart Charities of Canada helps thousands of pets connect with loving families each year. PetSmart Charities of Canada 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 emergency relief. Each year, thousands of generous supporters help pets in need by donating to PetSmart Charities of Canada directly at PetSmartCharities.ca, while shopping at PetSmart.ca, and by using the PIN pads at checkout registers inside PetSmart stores. In turn, PetSmart Charities of Canada efficiently uses more than 90 cents of every dollar donated to fulfill its role as the leading funder of animal welfare in Canada, granting more than \$35 million since its inception in 1999. Independent from PetSmart LLC, PetSmart Charities of Canada is a registered Canadian charity. To learn more visit www.PetSmartCharities.ca.

Media Contact:

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(Whom the media should call
if they want more information)
Phone Number
Email Address

24-Hour PetSmart Charities
Media Line: 623-587-2177

