

Keeping Pets and Families
Together



OPTIONS

VETERINARY CARE

*You can help us create this critical resource
for pets in need in our community*



Our Mission

To provide quality, affordable, and accessible spay/neuter services and veterinary care options for pets and community cats to keep pets and families together and support a humane community.

Options Veterinary Care

775.720.8067

P.O. Box 60284, Reno, NV 89506

Why is Options Veterinary Care needed in the region?

You are probably among the 95% of Americans who consider their pet to be part of their family. And we bet you can imagine how upsetting it would be if you could not provide veterinary care for your beloved pet in their hour of need. Sadly, this is a reality for a growing number of Nevadans, especially for senior citizens and low-income families.

Today the high cost of spaying, neutering, and veterinary care can put these essential services for pets out of reach for many residents of Northern Nevada. Lack of accessible, affordable care results in beloved pets being surrendered to animal shelters, euthanasia for treatable conditions and, in some cases, the suffering of animals who go without treatment.

This is now a nationwide problem, often referred to as the "access to care" issue. It is exacerbated in Washoe County and surrounding areas by the rising cost of housing. Additionally, lack of transportation is a secondary challenge for some people in obtaining veterinary care for their pets, especially for senior citizens.

The solution is affordable care

There is a solution that has helped dramatically in other parts of the country, and we want to bring this solution to Northern Nevada.

Options Veterinary Care will be a resource to meet this crucial need for senior citizens and other low-income pet owners as well as those caring for community cats. It will also be a resource for existing veterinary businesses, animal shelters, the Veterans Resource Center, Washoe County Senior Services, and other social service agencies throughout Northern Nevada. Currently, these agencies struggle to find solutions for people who love their pets, but cannot afford spay/neuter surgery or veterinary care.

Working together with these other agencies, we can significantly decrease economic euthanasia and medical surrenders to animal shelters by providing families the opportunity to obtain needed vet care for their beloved pet. Options Veterinary Care will also recruit a team of volunteers to provide transportation as well as partner with existing resources such as animal services and rescue groups to overcome the transportation challenge.



*Options
Veterinary Care
will help to keep
pets with their
loving people —
benefitting both
animals and
humans.*

95%

of Americans consider their
pet to be part of the family

15,000

animals will benefit from affordable medical care

The Options Veterinary Care clinic is expected to serve more than 15,000 pets in its first year of operation, with the capacity to grow.



We need your support to make Options Veterinary Care a reality

Options Veterinary Care is seeking philanthropic support to create a clinic that will provide affordable spay/neuter and care to the pets of individuals and families who cannot otherwise afford veterinary care.

We have a variety of naming opportunities in the clinic for individuals or businesses that wish to make a substantial impact. A donation of any size will help make Options Veterinary Care a reality for animals in our community.

About the Options Clinic

The Options clinic will be located on Longley Lane in Reno where it will be easily accessible to all Northern Nevada residents in need of help.

The clinic will provide affordable spay/neuter and other services that a traditional veterinary clinic would — surgery, dental work, x-rays, diagnostics, and treatment — but it will target those who are unable to afford veterinary care otherwise. The clinic will also provide spay and neuter surgeries for nonprofit rescue groups, increasing the health and adoptability of homeless animals, and improve the welfare of community cats. In the future, services will be offered to nearby rural counties that have limited veterinary access.

Understanding the Need

In 2015, Americans spent more than \$60 billion on 218 million pets. However, for the estimated 25 million pets who live with families that are economically challenged, veterinary care is increasingly out of reach. These families love and depend on their pets and want to do the right thing, but cost and access often are insurmountable barriers.

A 2017 survey conducted by Wakefield Research showed the following:

- More than 50% of Nevadans who own a pet say they have not taken the pet to a vet because they cannot afford it.
- 62% of Nevadans report having had difficulty providing vet care for their pet because of the cost.

We believe that all pets deserve to live healthy, long lives with families who love them, and we will deliver care at an affordable rate. Sometimes care will be provided without charge, as appropriate.

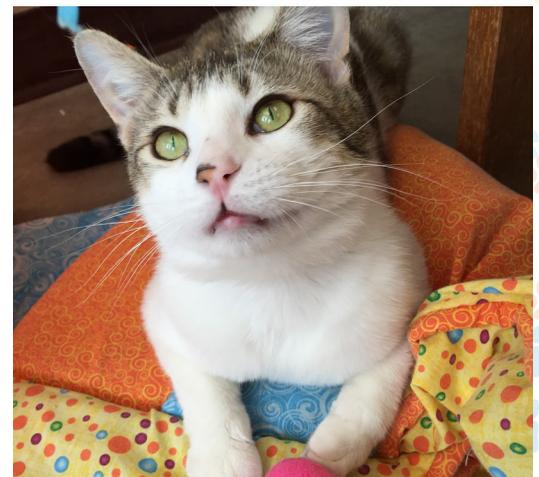
It's more than an animal welfare issue

Sharing your life with a dog or cat has been shown to have countless benefits for people. When we are able to keep pets in their loving homes, the animals benefit, but so do the humans. Here are just a few examples of research findings describing the benefits of having pets:

- People with pets live healthier, happier lives. Pet owners report fewer minor health problems and greater psychological well-being than their non-pet-owning peers.
- Pets decrease feelings of loneliness and isolation and reduce stress in the lives of their people.
- Pet owners have lower blood pressure and cholesterol levels. Pets reduce risk of a heart attack by nearly one third and increase survival rates after a heart attack by three percent. This may seem modest, but it translates into 30,000 lives saved annually.
- 70% of families reported an increase in family happiness and fun after adding a pet to the family.
- Pets enhance the positive self-esteem of children, and some experts claim that cognitive development can be enhanced by owning a pet.
- Studies have shown that children who own pets score significantly higher on empathy and prosocial orientation scales than non-owners.
- Pets help children weather stressful childhood experiences.
- Children who are exposed to pets during the first year of life have a lower risk of allergies and asthma.
- Pets in nursing homes are shown to increase social and verbal interaction between people, and seniors who own pets have been shown to cope better with stressful life events.
- Nursing home pets who are part of residents' daily lives resulted in a reduction in medication costs from \$3.80 per patient per day to \$1.18 per day.
- People who live with a dog report less fear of being a victim of crime.

70%

of families reported increased happiness and fun with a pet

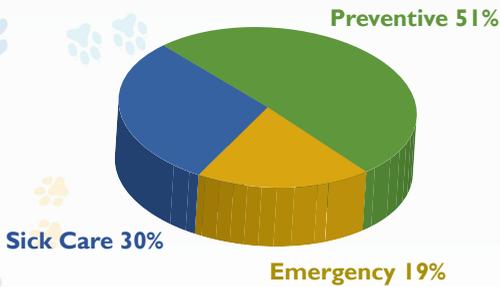


Options Veterinary Care will deliver high quality care for pets of economically distressed people, strengthen human-pet bonds, and improve the well-being of animals and people in Northern Nevada.

Common types of veterinary needs

Based on Maddie's Fund research, these are the most common types of care that Northern Nevada pet owners report not being able to afford.

Types of Care Needs



Who is behind Options Veterinary Care?

Options Veterinary Care is a program of Humane Network and an innovative partnership with Community Cats—both Reno-based nonprofit organizations.

The team behind this effort includes:

Denise Stevens, former COO of Nevada Humane Society and co-founder and director of Community Cats.



Diana Lucree, DVM, high-volume spay/neuter veterinarian and co-founder of Community Cats. She is the former director of veterinary services for Nevada Humane Society.

Cost to open Options Veterinary Care Clinic

We have a detailed budget and business plan for Options Veterinary Care. This is a brief summary of the costs to get the clinic up and running. Once the clinic is open, it will be funded by a combination of fees for service, donations, and grants.

Start-up Costs:

Building Renovations
\$215,000

Veterinary Equipment and Supplies
\$430,000

Operating funds
\$85,000

TOTAL
\$730,000

Bonney Brown, former CEO of Nevada Humane Society and president of Humane Network.



Diane Blankenburg, MBA, former development and programs director for Nevada Humane Society, CEO of Humane Network.

Mark Robison, former engagement editor of the Reno Gazette Journal, co-founder of CockadoodleMoo Farm Animal Sanctuary, and senior consultant for Humane Network.





How can you help?

Donations are needed to make Options Veterinary Care a reality for Northern Nevada.

For more information or if you may be able to help, please contact:

Denise Stevens, Clinic Director

Options Veterinary Care

dstevens@optionsveterinarycare.org

775.720.8067



With your help, Options Veterinary Care will provide a safety net for pets and their families and a support service for other animal welfare organizations

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