

Strategic Plan 2025 - 2030

The challenge

Pets bring us joy, kinship and comfort. We love and care for our pets like we would any member of our family.

While many can save for and attain routine veterinary care, there may be times when pet owners are unable to afford veterinary care, particularly in emergency situations. In some cases, it may be possible for pet owners to apply for loans, subsidies and access payment plans, this is not possible in all situations, particularly for those who are unemployed, homeless or with low incomes.

We believe pet owners should not have to make a choice of life or death (e.g. economic euthanasia) purely on the basis they can't afford the veterinary care to keep their pet alive.

Our Vision - Pets in the ACT region have access to veterinary care.

Our Mission - To provide pet owners in need in the ACT region access to veterinary care through the Tiny Vet Clinic or assistance with urgent or life threatening medical conditions through veterinary clinics.

Our Values

Transparency: We are transparent, explaining what we do and why we do it, including about our financial approval processes and how funding is used in the accomplishment of our mission.

Compassion: We show kindness and empathy towards our clients, users and supporters and do our best to understand their needs.

Respect: We act authentically, and treat people with dignity and worth. We acknowledge the contributions and support of others as being critical to our success.

Knowledge: We make informed decisions, ensuing veterinary and other technical expertise is available for assessment of support requests.

Collaboration: We collaborate with businesses and other charities that align with our mission and vision.

Our Goals

1. Increase awareness of our charity in the community.
2. Increase awareness and understanding of our charity in the veterinary community.
3. Attract new donors and identify new fundraising initiatives to ensure ongoing viability of the charity.
4. Maintain clear processes and policies, so all applications for funding are consistent and transparent to ensure financial accountability.