

ANNUAL REPORT 2019



IAAHPC

International Association for
Animal Hospice and Palliative Care

NOTE FROM THE PRESIDENT

Dear IAAHPC Members and Supporters,
On behalf of the Board of Directors, I introduce our 2019 Annual Report, proudly presenting our accomplishments during the IAAHPC's 10th Anniversary Year. Our inaugural conference in 2011 started by "Paving the Way to the Future" in Fort Worth, Texas, in 2014 we zoomed "Full Speed Ahead" in Indianapolis, Indiana, and in 2019 we came full circle to "Honoring our Past, Celebrating our Future" in 2019 in our birthplace of Chicago, Illinois. We have much to celebrate!

We can proudly say we achieved our overarching objective of the year and have taken very deliberate steps toward our fiscal health. We stand poised with a solid strategic plan through 2020. With a minimal number of paid staff and strong volunteer power, we once again ensured the success of our two most impactful programs: Certification and Conference. The popular online Business Circles program was already well in place before society's need to increasingly adapt to online learning formats. In keeping with this direction, the Board of Directors made a bold strategic decision to pivot to a virtualized conference for October 2020.

It was my great privilege to have served on the board for 6 years and then as your President. I join you, fellow members, in applauding the achievements and growth of IAAHPC to 2020 and beyond.

With gratitude,

michelle nichols

2019 IAAHPC PRESIDENT



FROM THE EXECUTIVE DIRECTOR

2019 ended with a bang! With the association celebrating 10 years, it became clear that the organization was no longer a small fledgling group, but a group with a huge passion for end-of-life care. A group of trailblazers, with a foundation that was strong and ready to grow.

As the year ended, plans began to be put into place to get the enterprise future ready. While visionary conversations were swirling, it wasn't until the 2020 IAAHPC Board of Director's Strategic retreat in January that the elements of the exciting three-year plan were formalized and ready for action. The retreat, led by the IAAHPC's friend and colleague Rich Morris, was an action-packed 2-day meeting prior to the VMX Conference in Orlando. Exiting the meeting, these pillars became the work plan for the next three years to fully plant the association on a path poised for growth in revenue, members, and as continued experts in the end-of-life space for pets throughout the world. These initiatives are strong and exciting, keeping the association sustainable and in a position for growth and completely being future-ready to continue to stay cutting edge.

Your Board of Directors is amazing! The support from the Committee Chairs is top-notch! And, the association is full of members who have taken the leap within their own communities to embrace a new way of end-of-life care. The future is ours! We're in this together, so let's do this together!

coleen ellis

2020 EXECUTIVE DIRECTOR



"LEADERSHIP IN THE FIELD OF ANIMAL HOSPICE AND PALLIATIVE CARE."

MISSION: The IAAHPC promotes comfort care that addresses the physical, psychological, and social needs of animals with chronic and/or life-limiting diseases. We promote physical, emotional, and spiritual support for caregivers. We also educate professionals and advance research in the field of animal hospice and palliative care.

VISION: The IAAHPC strives to create a world in which animal hospice and palliative care services are widely available to animals and their caregivers. We want hospice and palliative care to be broadly recognized by veterinarians, veterinary nurses/technicians, and mental health/spiritual care professionals worldwide as an integral part of quality care.

VALUES: The IAAHPC is committed to:

- Innovation
- Respect
- Teamwork
- Integrity
- Commitment
- Inclusivity



2019 BOARD OF DIRECTORS

All board members are dedicated to fulfilling the IAAPC's mission of being at the forefront of the emerging field of animal hospice and palliative care. In addition to providing individual benefits of membership, the IAAHPC conducts outreach, advocacy and public relations efforts that promote the animal hospice community at-large.

Executive Committee

President

Michelle Nichols, MS, CGRS

President- Elect

Dr. Tyler Carmack, DVM, CVA, CVFT, CHPV

Immediate Past President

Dr. Shea Cox, DVM, CVPP, CPLP, CHPV

Treasurer

Dr. Mary Craig, DVM, MBA, CHPV

Secretary

Tammy Wynn, RN, CVT, CHPT

Board Members

Dr. Suzen Gregersen, DVM, MBA, MRCVS

Dr. Lianna Titcombe, DVM

Founder & Honorary Advisor

Dr. Amir Shanan, DVM, CHPV

Executive Director

Kathryn Jennings, CPLP, CPFE

Coleen Ellis, CT, CPLP

Conference Administrator

Erin Mc Nerney

Certification Program Administrator

Stephanie Jones



2019 ADVISORY BOARD

The IAAHPC has the esteemed honor of having the leaders in the field of animal hospice and palliative care join us on our advisory. Our advisory board members are comprised of veterinarians, veterinary nurses, business and marketing professionals, and those in pet loss and grief support. No matter which specialty they possess, they call we called to join us because of their continued dedication and commitment to providing awareness to the veterinary community of the expectations involved in an end-of-life experience for beloved pets and their families.

Martha Jo Atkins

Dr. Marty Becker

Dr. Kathleen Cooney

Karen Donovan

Dr. Robin Downing

Gail Pope

Rebecca Rose

Dr. Amir Shanan

Dr. Alice Villalobos

Coleen Ellis



2019 FINANCIAL REPORT

In the 2019 fiscal year, the IAAHPC raised \$412,624.25 in gross revenue. Membership fees accounted for 10.5% of all funds raised at \$43,435.18. The Animal Hospice Certification Program raised 53% of total revenue with \$216,798.15. The 2019 IAAHPC Conference raised the remaining 36.5% of funds (\$135,367.45), including sponsorship and registration funds. Total expenses for the fiscal year totaled \$421,467.18 with a net loss of \$8,842.93 for the fiscal year.

The 2018 and 2019 profit/loss statements indicate an increase in both revenue and expenses with a smaller deficit to what was posted in 2018 (-\$34,575). The approved 2020 budget is frozen and is a reflection of the Board of Directors working diligently to balance the organizational budget, boost fundraising efforts, and steer the IAAHPC in a positive financial direction.



Dear _____,

In honor of the life and love you shared with your beloved _____, a donation has been made to the International Association for Animal Hospice and Palliative Care by _____.

This thoughtful donation supports the IAAHPC's mission in promoting comfort care which addresses the physical, psychological, and social needs of animals with chronic and/or life-limiting diseases. Even more, this donation will also enhance the work done to physically, emotionally and spiritually support caregivers like yourself, and continue the work in educating professionals and advanced research in the field of animal hospice and palliative care.

The love you shared with your beloved pet was obvious, and this gift allows the work for the IAAHPC to continue in honor of your journey together. We would love to pay tribute to the life you shared. Please share a photo, video, or memory with us at HonoringMyPet@IAAHPC.org so we can include your pet in our annual Honoring Ceremony Tribute Video and with our community of pet lovers.

Warmly, *The IAAHPC Leadership Team*


IAAHPC.org

Updated Pet Memorial Cards are now available for all members at a discounted price at www.iaahpc.org.

2019 HIGHLIGHTS

Historical 10^{YR.} Timeline

2009 IAAHPC IS BORN
FOUNDER: AMIR SHANAN, DVM

2010 PRESIDENT: AMIR SHANAN, DVM, CHPV
BOD EXPANDED: AMIR SHANAN DVM; TINA ELLENBOGEN DVM; TAMI SHEARER, DVM, CVPP, CVA, CCRP; ELLA BITTEL AVCA, IVAS

2011 PRESIDENT: AMIR SHANAN, DVM, CHPV
Veterinary Clinics North America Journal Published; Editor, Tami Shearer
1st Annual Conference (44 Attendees) Paving the Way to the Future. | Ft. Worth, TX

2012 PRESIDENT: ANTHONY SMITH, DVM
2nd Annual Conference, GPS Guide to Pet Hospice Success. | Denver, CO

2013 PRESIDENT: ROBIN KESNOW, RVT
IAAHPC Practice Guidelines Written
3rd Annual Conference, The Future is Today! | Denver, CO

2014 PRESIDENT: COLEEN A. ELLIS, CT, CPLP
International Committee Established; Lianna Titcombe, DVM (Canada)
4th Annual Conference, Full Speed Ahead! | Indianapolis, IN

2015 PRESIDENT: KATHY COONEY, DVM, MS, CHPV, CCFP
Volunteer Relations Program Established; Michelle Nichols, MS, CGRS
5th Annual Conference, It Starts with Us! | San Diego, CA

2016 PRESIDENT: LIANNA TITCOMBE, DVM (First IAAHPC International President)
IAAHPC Animal Hospice & Palliative Care (AHPC) Certification Program Launched
Business Circles Program Established
6th Annual Conference, Supporting YOU! | Tysons, VA

2017 PRESIDENT: JESSICA PIERCE, PHD, MTS
Kathryn Jennings, CPFE, CPLP becomes IAAHPC's First Executive Director
IAAHPC Advisory Board Developed
Hospice and Palliative Care for Companion Animals Textbook Published; Editors: Amir Shanan, Jessica Pierce, Tami Shearer
7th Annual Conference, Synergy in Seattle! | Seattle, WA

2018 PRESIDENT: SHEA COX, DVM, CVPP, CPLP, CHPV
Animal Hospice and Palliative Care (AHPC) Social Work Certificate Program Launched
8th Annual Conference (250+ Attendees) Live the Mission. Share the Vision! | Tempe, AZ

2019 PRESIDENT: MICHELLE NICHOLS, MS, CGRS
First Ever IAAHPC Veterinary Course! at U of Penn; Developed by Diane Eigner, VMD, CHPV, MBA, CVPM
9th Annual Conference, Honoring the Past, Celebrating our Future. | Chicago, IL

Spreading our wings the next 10 years and beyond.

IAAHPC 9TH ANNUAL CONFERENCE | OCTOBER 2019 | CHICAGO

Honoring the Past, Celebrating Our Future.

*Credential obtained at a later date

Conference: The 2019 conference in Chicago was our 10th Anniversary celebration and by all accounts it was a smashing success. Being able to share in "Honoring the Past, Celebrating our Future" was a priceless opportunity!

Membership: The IAAHPC has steadily grown in members. We continue to offer Business Circles as a member benefit, which has over 80 subscribers! As we transition to a new membership database system, we look to improve member experience and further expand member benefits!

2019 HIGHLIGHTS

Certification: The certification program enrolled 58 veterinary and veterinary technician candidates in 2019, who will be completing their certification in 2020. The Social Work Certificate program launched in 2018 and now has 6 graduates! Enrollment is ongoing for the next Certificate Program class. The University of Pennsylvania School of Vet Medicine presented Module 1 as an elective to nearly 100 vet students!

International: The IAAHPC now has brochures translated in Spanish, Serbian, Hungarian, Swedish, Chinese, French, Portuguese, and German available on our website. We have 7 country representatives participating in the committee and we are planning to have an IAAHPC presence at the First International Conference on Animal Hospice/Palliative Care hosted by the Italian Animal Vet Association.

Governance: The IAAHPC is continually working to add transparency and due process to the organization's management. The Governance committee has added a firm structure to the Board of Directors recruitment and election process/timeline.



做臨終關懷
和教育
的前鋒

今天加入IAAHPC

動物臨終關懷和舒緩治療的領域日益增長和變化!

IAAHPC.org

國際動物臨終關懷
和舒緩治療協會

IAAHPC 

2019 HIGHLIGHTS

Fund Development: The memorial donation card program debuted in 2019 and has gotten rave reviews from members and families alike. One memorial card inspired a pet owner to start her own fundraising campaign for the IAAHPC, raising over \$5,600. New cards will be launched in 2020 with the new IAAHPC branding!

Volunteer Relations: The Volunteer Relations committee began honoring a Volunteer of the Month in 2019 to honor our wonderful volunteers.

VOLUNTEERS OF THE MONTH 2019:

April: Rebecca McComas
May: Jennifer Minich
June: Tiffany Ma
July: Kyle Ann Stevenson
August: Casey Hill
September: Tina Ellenbogen
October: Coleen Ellis
November: Laurie Brush
December: Michelle Nichols

VOLUNTEER OF THE YEAR 2019:

Dr. Rebecca McComas



LOOKING FORWARD

We have so much to look forward to as we enter the second quarter of 2020. Even with the interruption of COVID-19, the Board of Directors and the Leadership Team have been hard at work and are laying wonderful groundwork for our best year yet! We now have a virtual conference being planned for 2020 and we will continue to work on our Tampa conference in 2021, which should end up being a wonderful celebration.

We have a brand-new committee focused on member benefits and they are actively engaging our membership to see how we can better serve our membership and deliver the content and programming they desire. We also have two new committees working with our certification program- a programming committee dedicated to elevating our academic program and an integration committee dedicated to sharing our program with professional schools around the world. We will be launching a "State of the IAAHPC" member presentation at this year's conference as part of our commitment to more transparent communication with the association. We are also committed to developing leadership excellence with training plans to grow the skill level as board members and committee chairs.

We are also reaching out to you to connect with us more than ever! Please join us on [Facebook](#), in our private [Facebook groups](#), on [Instagram](#), and on [LinkedIn](#).



LOOKING FORWARD

Strategic Planning Initiatives for 2020-2023 include:

- Smart Information Systems platforms updated: LMS and AMS
- Stronger focus on the financial health of the organization
- Market Research: Members and Non-Members
- Plans for more transparent communication with the association
- Leadership Excellence: plans to grow the skill level of board members, committee chairs, and volunteers
- Elevate conference and certification programming
- Test marketing the IDT aspect of the association to better serve



SUPPORT THE IAAHPC

Pets depend on us humans to care for them through all stages of their lives. End-of-life is no exception in fact that is when they may need us most of all. Providing pets and their families true hospice care and services and ultimately with a peace-filled and compassion end-of-life experience is paramount to our work.

You can make a difference in the lives of pets and their families by being a supporter of the IAAHPC.

For more information, please visit our website at www.iaahpc.org or email info@iaahpc.org.

**International Association for
Animal Hospice & Palliative Care**
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