



**IAAHPC**  
International Association for  
Animal Hospice and Palliative Care

# ANNUAL REPORT 2020

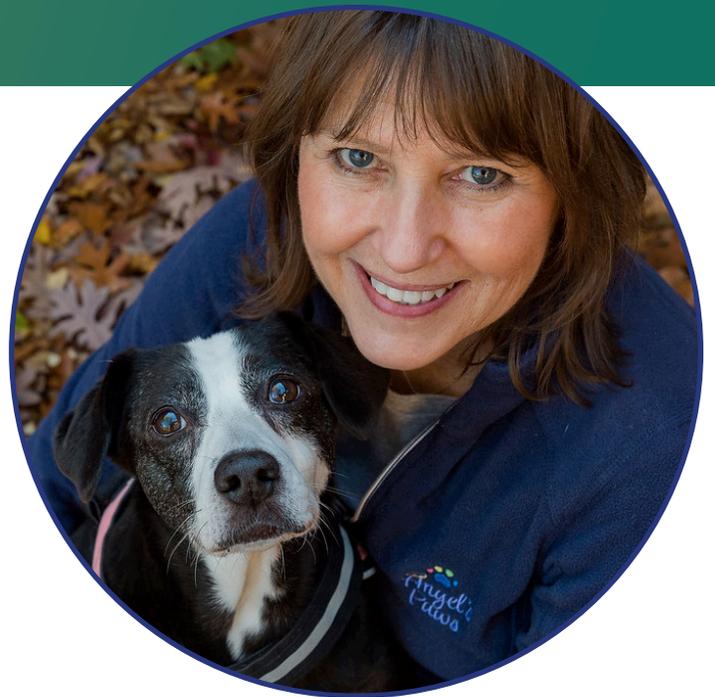
# Note From the President

**And after the storm...comes the rainbow!** Whew! The global pandemic of 2020 was certainly an unprecedented storm of a lifetime, and as president of the IAAHPC this year, I am happy to report that 2021 is providing our organization with brilliant rainbows to match!

Our organization is full of pioneers forging a trail to provide a different quality of end-of-life experiences for pet parents around the world. This is a group of leaders in the veterinary field who recognize some big changes underfoot. For example, pets today are often full fledge family members, and their caregivers prefer to call themselves pet parents rather than owners. There has been a subtle but huge transition from the doghouse in the backyard, to taking over the pet parents' bed, to the pet parent sleeping on the couch in the living room for a year just to be near an ailing pet who can no longer do the stairs. These are their companions and their children. They are important.

And the demand for the services of the IAAHPC membership was on a huge incline. But then, the pandemic hit. What would become of this pioneering group making their living going from home to home? There were so many questions, "would we be considered essential and allowed to continue providing services during the shelter in place?" "Would people even 'want' us to come to their home?" "Would there be enough PPE to allow us to function safely?" "Would our staff members be willing to work under these conditions?" "Would 'we ourselves' be willing to work under these conditions?" The answers to these questions varied widely among our membership, but because of this organization our members never had to go it alone.

In the early stages of the pandemic traditional veterinary clinics were no longer allowing pet parents to come into the building to be with



**Tammy Wynn, MHA, LISW, RVT, CHPT**

their pet during euthanasia. Out of necessity, pet parents began "discovering" the amazing service our membership was already providing in their community. Our members were the ones, creatively finding ways to socially distance and perform services outside so that the pet parent could snuggle their beloved pet while they were saying goodbye. It was a beautiful example of give and take. Our members had a ready-made group of people to tap for ideas of how to safely proceed and also to share their key learnings they were discovering along the way. To me, it was the year that made being a member of this organization absolutely the most valuable. We've all known that hardship can create some indelible bonds, and that is what I had the privilege of witnessing and being part of last year during the "storm."

But this year has proven to be even better. Because this year, we are reaping the “rainbows” from the storm that produced those indelible bonds. Our membership has grown. The pandemic helped awaken the public to know that an “at home end of life service” was even possible. This increase in demand helped colleagues who had been on the fence about starting this type of service to actually take the plunge and go for it. This year at our conference in Tampa, we are offering a business incubator to help members with brand new businesses as well as seasoned businesses looking to go to the next level. Our organization listens to the needs of its members and responds promptly.

Additionally, our organization is in excellent financial health. One rainbow we received last year when we had to quickly reassess conference, and go virtual, was a positive bottom line that was brought forward this year. Our membership flexed with the need to connect and thoroughly enjoyed the virtual conference as evidenced by the high attendance and positive evaluations. The leadership of the IAAHPC has long been committed to investing in the conference as an important member benefit that would yield cutting edge education as well as magnificent opportunities for members to network. We recognize that some of the most significant tidbits you will take back to your practice happen between the sessions. And while there was a remarkable amount of quality networking that happened at our first-time virtual conference last year, we are most excited about the high number of members already registered for our live conference in Tampa this September. This enthusiasm is most welcome and will help carry the financial health of the organization forward into 2022. And the conference will not disappoint. The conference team has been working diligently all year to create an event that will make that two year wait for all of us to get back together in person completely worth it!

Another rainbow of 2021 is the continued growth of our certification program. As one of the five original task force members who created the certification, it has delighted my heart to see how many of our members have sought out the higher education of the certification to enhance their practice. I’m also proud of the organizations commitment to help groom members of the interdisciplinary team through the offering of the Social Work Certificate. The goal is to help train mental health resources so they can be available in the communities where our current members practice. The on demand learning structure of the certification program and the Social Work Certificate will continue to provide easy access to even the busiest of practitioners.

Another rainbow of 2021 was the opportunity to continue to polish our governance policies and procedures and successfully recruit three new members to the board of directors. Attracting energetic members to volunteer leadership positions is absolutely essential for the continued growth of our organization. My hope is that our members find so much value in this organization that they will seek out a committee that interests them to volunteer some of their valuable time and skills. Getting involved at a committee level is a great way to build some closer relationships with other members who may have a business just like yours in a different locale. People who volunteer often say they get as much or more out of the time they give.

We were all so fortunate to have had the leadership of our phenomenal Executive Director, Coleen Ellis, at the helm again this year. With her guidance, and the tireless commitment of our dedicated volunteer members we came out of the storm strong.

I have been so honored to serve as your president this year and I look forward to continuing to watch this organization grow and thrive in the years to come. Now let’s go chase some more rainbows!!!



# Executive Director's Note

We survived 2020, so we know we got this! We are off and running in 2021 and keeping the trend of "success" happening with this trail-blazing group of members who only know how to do just that: be successful!

As every resilient organization and business had to do in 2020, we too pivoted strong, powerfully, and very strategically. Our 2020 virtual conference hit it out of the park and reversed an event trend for the enterprise and made money! We have always known the conference is necessary, yet not a huge positive financial element for the IAAHPC. Therefore, we learned something: it CAN have a positive financial impact on the numbers. This type of an event, now much more socially and professionally acceptable than ever before, will become an annual discussion and decision.

Certification continues to grow. This part of the association changed as well with the departure of the Certification Administrative Assistant, and another pivot moment happened. We learned we could streamline the duties from that role, and still have a wonderful student experience and successful completion of the learning journey. More on Certification: this year also saw the program approaching the time for freshening up and revisions made to keep the learning current and relevant. The Modules will continue to be reviewed for changes and necessary improvements.

Speaking of growth, membership is on the rise too. More and more professionals are taking a pause and really finding that element of their work that makes them tick and rock. A focus on the one part of life every pet lover will face end-of-life continues to rise to the top for various experts looking to join this incredible movement and aspect of care. Also helping in this area was the laser sharp eye for details and programming needed



**Coleen Ellis, CT, CPLP**

for our membership platform to not only grow membership but to know who and when renewals needed to happen! Thank you, Dr. Mary Craig, for hours of endless work on our platform and learning management systems to truly bring us exactly where we need to be!

While 2021 was a rebound year, it was also a reflective year to elevate what was learned in 2020, what some new and acceptable organization norms might look like, and to reset for a powerful year. Also, to be better future-ready positioned for sustainability with the group, and growth.

Lastly, and most importantly, NONE of this with the association could be possible without the hours of volunteer work from the Board of Directors. The tireless dedication to this profession and to IAAHPC is beyond powerful! Together with that group is the committee chairs and their committees. A HUGE shout out to everyone who keeps this ship afloat!

Pet hospice care is about more than helping animals die with dignity, it's about helping them live out life with love.

**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



# 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

Tammy Wynn, MHA, LISW, RVT, CHPT

### President- Elect

Diane Eigner, VMD,MBA,CVPM,CHPV

### Immediate Past President

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

### Treasurer

Sara Render Hopkins , DVM, CVA, CHPV

### Secretary

Sandra Soucheray, DVM, CHPV

### Board Members

Dr. Suzen Gregersen, DVM, MBA, MRCVS

Mary Craig, DVM, MBA, CHPV

Beth Marchitelli, DVM, MS

Nathaniel Cook, DVM, CVA, CVFT, CTPEP

Jessi Hurd, LVT, CHPT

### Founder & Honorary Advisor

Dr. Amir Shanan, DVM, CHPV

### Executive Director

Coleen Ellis, CT, CPLP



# 2020 Financial Report

**In the 2020 fiscal year,** the IAAHPC raised \$344,873 in gross revenue. Membership fees accounted for 16.7% of all funds raised at \$57,520. There was an increase in membership fees compared to 2018 and 2019 in large part because the new membership platform allowed better tracking for renewal. The Animal Hospice Certification Program raised 48.3% of total revenue with \$166,403. The 2020 IAAHPC Virtual Conference raised the remaining 28.7% of funds (\$96,986), including sponsorship and registration funds. Total expenses for the fiscal year totaled \$209,479 with a net gain of \$135,394 for the fiscal year.

The total change in net assets in 2020 was unprecedented for the organization. This is largely due to a decrease in expenses with a move from an in-person conference to a virtual conference. Historically, conference expenses have been significantly higher than conference revenue, and this has frequently resulted in an overall deficit for the IAAHPC at year's end. Taking this into consideration, the Board of Directors are working to balance future conference budgets by alternating in-person and virtual conferences year to year. The goal of this, along with fundraising efforts and reinvesting into the Animal Hospice Certification Program, is to continue the positive financial direction set forth by the IAAHPC in 2020.



# Looking Ahead

**Looking ahead for the 2021 fiscal year**, the association continues to stay laser-focused on the strategic plan set at the Board meeting in 2019 for the growth of the organization. While some of the initiatives have been executed and are currently an active part of the association's platform, other agreed upon tasks are on target for progress. The initiatives, completed and still in process, are:

- Smart Information Systems platforms updated for LMS and AMS: COMPLETED.
- Stronger focus on the financial health of the organization: Work in progress.
- Market research for both member and non-members: Work in progress.
- Plans for more transparent communication with the association: Continued work in progress.
- Leadership Excellence with plans to grow the skill level of board member, committee chairs and volunteers: An ongoing journey.
- Elevate conference and certification programming: Work in progress.
- Test market the IDT aspect of the association to better serve this need: Work in progress.

As you know, our association's volunteer efforts have been outstanding in the completion and focus on these important key elements of the business plan. While many of the strategic initiatives of the organization are for the immediate health, the majority of the initiatives are works in progress for foundational plans that will continue throughout the lifetime of the association, with necessary adjustments along the way.

Looking ahead, your association is strong and very well poised for a successful future. The membership base continues to grow, a testament to the elevation for market's needs for better end-of-life services for pets and those who care for them. Together, we will make a difference as we continue to create the leadership for animal hospice and palliative care experiences.



# Join IAAHPC



## Benefits of Membership –

- Free monthly CE webinars presented by animal hospice professionals (1-hour RACE approved)
- Free webinar library for access anytime
- Monthly member communications, including email newsletters with updates on the IAAHPC, animal hospice topics, events, and social links, etc.
- Free customizable animal hospice “Marketing Tool Kit” available for download
- Access to join monthly Business Circles meetings for business development peer mentorship
- Access to members-only Animal Hospice & Palliative Care Certification Program (Veterinarians and Veterinary Technicians) or Certificate Program (Social Workers)
- Networking opportunities for all members of the interdisciplinary field to share best practices, experiences, resources, and to find guidance
- Animal Hospice public relations advocacy on an international scale
- Opportunity to volunteer to further the IAAHPC mission and vision
- Discounted annual IAAHPC conference registration
- Discounted Pet Memorial card program

