REPORT TO THE AVMA HOD – July 2017

The American Veterinary Medical Foundation (AVMF), founded in 1963, is the charitable arm of the American Veterinary Medical Association (AVMA). The mission of the AVMF is to develop resources to advance the science and practice of veterinary medicine to improve animal and human health.

GIFTS IN ACTION
Through the generosity of donors, the Foundation has been able to help veterinarians help animals through a variety of education, service, advocacy, and research programs and activities.

Scholarships
By investing in the education of veterinary students, donors play a role in ensuring that future veterinarians have the skills and training necessary to treat our pets, safeguard our food supply, and protect public health.

Since January 2017 the Foundation has provided 67 scholarships for veterinary students in North America, the Caribbean, and abroad. We are pleased to continue our partnership with Merck Animal Health who has funded national and international student scholarships over the past three years. We recently received information that Merck will continue to fund this program in 2017 - 2018 with $300,000. The Auxiliary to the AVMA Legacy Endowment supported 33 scholarships for outstanding students. Future Auxiliary scholarships will be supported from the income from this permanent endowment. The Harold Wetterberg Foundation is also a major donor and has increased their support for scholarships.

Achieving, Leading and Learning (ALL) for Students
Student Chapters of the AVMA use this funding to provide programming in four key areas: Leadership, Wellness, Professional Development and Community Outreach. The AVMA, AVMA LIFE, AVMA PLIT, and SAVMA contribute to these programs for a combined donation of $336,000.

Research Support
The Foundation supports the following research scholarships and awards:
- Second Opportunity Research Scholarships – 5 were awarded in 2017
- Young Investigator Awards – 3 to be awarded in 2017
- 2017 AVMA Lifetime Excellence in Research Award
- 2017 AVMF/Winn Feline Foundation Research Award
The Foundation is pleased to announce a new collaboration with the Veterinary Pharmacology Research Foundation in support of veterinary pharmacology research grants. A maximum of two grants ($30,000 and $15,000) will be awarded in November this year. In addition, the AVMF will provide general support for the National Institutes of Health Research Scholars Symposium to be held later in the year.

AVMF Veterinary Care Charitable Fund®
The Veterinary Care Charitable Fund is a program created to provide veterinarians with a simple and effective way to offer charitable veterinary services to clients facing personal hardships, as well as a means to help animals rescued from abuse and neglect.

Through this program, donors make gifts to the AVMF in support of the charitable work of the practices enrolled. AVMA member veterinarians can then request a grant from those donated funds so they may be reimbursed for the charitable veterinary services they provide.

As of the end of May 2017, the Foundation was tracking the donations for nearly 800 practices enrolled in the program. New fundraising tools include digital “donate” buttons that practices can include on their websites, sample press releases, and sample emails for clients. In addition, direct mail and email campaigns to AVMA members to encourage enrollment are planned for the remainder of calendar year 2017.

AVMF Our Oath in Action™
Community service events took place in two states beginning in spring 2017. These events utilized the time, talents and skills of volunteers including veterinary students, faculty members, community veterinarians and those working in animal health and welfare. This year, activities included medical care for animals owned by homeless and low-income pet owners in Massachusetts and Ohio.

Partners for Healthy Pets
Led by the AVMA and the American Animal Hospital Association, Partners for Healthy Pets provides tools and resources that help communicate the value and benefit of preventive care. Resources for practices are freely available at www.partnersforhelathypets.org including information on a Lapsed Client program, Forward Booking, and internet marketing and social media. The initiative, in its seventh year, is supported through corporate contributions.

Websites and Social Media
The Foundation maintains two websites: www.AVMF.org for the Foundation and www.vccfund.org for the AVMF Veterinary Care Charitable Fund. The AVMF Facebook page has 25,809 total page “likes,” which shows an increase of 19% since June 2016.
Meetings and Conventions
The AVMF staff and volunteers delivered presentations and worked the AVMF exhibit booth at the following events:
AVMA Veterinary Leadership Conference in Chicago, IL
NAVC in Orlando, FL
WVC in Las Vegas, NV
SAVMA Symposium in College Station, Texas

We are deeply appreciative of the donors who help make all of these programs possible.

FOUNDATION OPERATIONS
The Foundation Board is comprised of veterinary and non-veterinary representatives from the AVMA Executive Board, AVMA HOD and the Auxiliary to the AVMA. Additionally, volunteers serve on the following committees: Executive, Grants/Awards, Finance Administration, Audit, Strategic Planning, Committee on the Board, and Partners for Healthy Pets.

A new online scholarship and research grant application system was developed to make it easier and more efficient for applicants and reviewers alike. In the area of Marketing and Communications, the Commemorative Giving program has been updated, plus videos on the Veterinary Care Charitable Fund, the Legacy Society, Scholarships, and Research were produced and made available online.

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