Our vision
To be the trusted leader in protecting, promoting, and advancing a strong, unified veterinary profession that meets the needs of society.

Our mission
To lead the profession by advocating for its members and advancing the science and practice of veterinary medicine to improve animal and human health.

Our core values
Our core values drive the AVMA to be:

• ETHICAL: We act with integrity, honesty and respect.

• INCLUSIVE: We represent and support a diverse community of veterinarians with unique perspectives.

• SCIENCE-BASED: We lead with science, providing trusted and evidence-based information, and promote research to improve the health and wellbeing of animals and humans.

• ANIMAL-FOCUSED: We support veterinarians in their stewardship of animal health and welfare and their role in promoting public health.

• MEMBER-CENTRIC: We are accountable to the needs of our members.

• SUPPORTIVE: We invest in the development of our staff and volunteer leaders.

• FISCALLY RESPONSIBLE: We practice prudent financial decision-making and accountability.

• EFFICIENT: We continuously assess and improve our delivery of products and services.

• INNOVATIVE: We promote creativity and embrace change.
Service is what veterinary medicine is all about.

Defined as the action of helping or doing work for others, service defined us in 2020—the year that we confronted the global COVID-19 pandemic.

Together, we all stepped up to support those we serve and each other. During what were extraordinary times, in a uniquely extraordinary year, you were there for those who needed you. And, the AVMA was there for you, providing breaking updates, interpreting legislative information, and creating tools you needed to maintain effective delivery of care in such challenging times—because that’s what we are here to do. You should all be extremely proud of your individual and collective efforts, and of the tremendous contributions you made to society and your communities during a truly unprecedented year.

Veterinarians across the profession helped their patients, their clients, and their communities. On a grander scale, veterinarians also answered when society called, playing a critical role in protecting animal and human health, safeguarding our food supply, and supporting research efforts related to COVID-19 testing, human vaccines, and more.

And even though veterinarians demonstrate our oath to benefit society every day in our work, what made this year—and your efforts—so special was that you did all of this during a time of historic change. This year was one of quarantines, shutdowns, and physical distancing. Yet, 2020 was a year of so much more.

For us as a profession, it was a year of opportunity, adaptability, and resilience. It was a year of collaboration, cooperation, and generosity. It was a year of grace, patience, and strength.

It was a year of service.

The American Veterinary Medical Association could not be more humbled to serve the nearly 97,000 champions of animal and human health who power this association—and our profession. We thank you for your support—and for your service.

Fueled by actively engaged members, the AVMA is the only national veterinary organization with the reach, expertise, authority, and trust to unite the profession for the betterment of veterinarians and our patients. As an AVMA member, you are an important part of a diverse and committed community that protects, promotes, and advances a strong, unified veterinary profession that meets the needs of society. Each of our members contributes to our collective efforts, and the deeper your connection and engagement with the AVMA, the more our community can achieve together.

Beyond the heroic efforts that were taken to meet the challenges of COVID-19, we accomplished much more in 2020. The AVMA committed to serve as a champion for social justice and joined with the American Association of Veterinary Medical Colleges to create The Commission for a Diverse, Equitable, and Inclusive Veterinary Profession, with representatives from across veterinary medicine. The commission will lead a comprehensive effort to increase diversity and drive change and accountability throughout the profession.
The AVMA also remained focused on our members’ professional needs, providing career services and practice resources that made a positive impact in our members’ lives and supported our collective delivery of veterinary medicine and research to society.

These successes are all made possible through the visionary leadership of our Board of Directors, our House of Delegates, our entity volunteers, and our AVMA staff, all of whom are truly dedicated to serving our members and the entire veterinary community. For that, we are extremely proud.

This year’s annual report highlights these key achievements, focusing on the primary pillars of our ongoing AVMA strategy:

- **Driving** lifelong member value in the AVMA
- **Enhancing** professional development and lifelong learning
- **Innovating** through data management and business intelligence
- **Advancing** professional policy and practice
- **Leveraging** relationships and world-class advocacy efforts

These pillars help guide us in our service to our members. We are focused on strategic planning, on listening to member needs, on delivering the value you seek, and on ensuring we have the plans and budget in place to support you.

We continue to work each day to empower our members and help you thrive professionally and personally. We are here to serve you and will remain focused on your priorities.

Douglas Kratt, DVM
President

Janet Donlin, DVM, CAE
Executive Vice President/Chief Executive Officer
Our volunteers
Strengthening the veterinary community

Our volunteers are critical to the AVMA’s success and relevancy, and to helping us fulfill our mission. The AVMA’s activities and direction are driven by the insight and participation provided by our volunteer members. That’s because AVMA member interests and priorities define our work. They are at the heart of what we do.

From our Board of Directors to our House of Delegates and our dozens of councils, committees, task forces, panels, and working groups, our dedicated volunteers provide countless hours of effort. They are driven by a shared passion to ensure that the needs of nearly 97,000 members are met and that the veterinary profession remains strongly positioned to effect positive change.

These champions of animal and human health also champion organized veterinary medicine. Subject matter experts and leaders across the veterinary profession serve as AVMA volunteer speakers and presenters, sharing their knowledge with the greater veterinary community. Our members and other professionals provide their expertise and input as we develop resources, policies, and educational tools for the profession on issues as diverse as federal and state advocacy, veterinary economics, animal welfare, antimicrobial stewardship, compounding, animal transport, telemedicine, scope of practice, disaster response, diversity and wellbeing.

By working with the AVMA as a volunteer, you help set the profession’s priorities and guide the creation of resources that help veterinarians in day-to-day life and practice. Getting involved with the AVMA will empower you to influence issues that are important to you and your ability to practice veterinary medicine.

Our advocacy efforts are made stronger through the voices of our AVMA Congressional Advocacy Network (AVMA CAN). This community of more than 50,000 veterinarians, veterinary students, and friends of veterinary medicine is committed to protecting our profession. AVMA CAN members bolster our advocacy work by reaching out to lawmakers on legislation that impacts the practice of veterinary medicine and by sharing their personal stories on important issues.

To our volunteers both past and present—we thank you for all that you have done and continue to do. We are grateful to you for your service.
2020 membership at a glance

*The "No Information Provided" segments of the charts indicate that the AVMA is missing information in these areas. Please take a moment to help us gather this information by visiting the AVMA's online Member Center at avma.org/MyProfile and updating your member profile. Doing so ensures your access to relevant AVMA information and helps the AVMA compile and maintain the most complete picture of the profession.
Confronting the Coronavirus
Joining forces in the fight against COVID-19

In its severity and scope, the COVID-19 pandemic posed a challenge without precedent to the nation’s veterinary community. The rapidly evolving crisis presented dangers across the profession, including the safety of the nation’s food supply and tens of millions of animals.

Many veterinary practices faced the same severe operational and financial challenges as in other professions; how to keep themselves, their staffs, and clients safe, while providing high-quality care for their patients and service to their clients. In the face of this historic threat, the veterinary profession needed innovative approaches and real-time guidance.

With COVID-19 likely a zoonotic disease, the knowledge of AVMA members and leadership was critical in formulating a One Health response and coordinating with the scientific community and federal and state health officials across the country. The veterinary profession mobilized to meet the new challenge, and we did so in innovative and impactful ways.

For instance, we saw practices adopt new ways of delivering service, including an increase in practices’ use of telehealth, including telemedicine. Companion animal practices shifted to providing care curbside, moved patient follow-up visits to virtual check-ins, and created or further developed online stores to accommodate refills of medication and therapeutic diets, all of which helped keep people and practices safe while providing animals and pets the veterinary care they needed. Food animal and equine practitioners similarly implemented additional safety precautions as they delivered services on the farm, and food animal practitioners worked closely with their clients to minimize impacts on their patients as market disruptions impacted the food supply chain. Overall, practices found new ways to deliver services safely and more efficiently, taking the opportunity to leverage veterinary technicians and other staff members in ways they may not have considered before.

It was truly remarkable to see the great strides practices took to adapt to the pandemic, keep animals healthy, and maintain the health and safety of staff, patients, and clients.

Our efforts also stretched beyond practices and business settings. Our colleagues in academia quickly acted to help ensure consistent, quality education for our veterinary students and redirected some research programs to support the COVID-19 response. Veterinarians and veterinary institutions around the country donated personal protective equipment, ventilators, and other desperately needed resources to help address the incredible demands placed on human health care. Our veterinary diagnostic laboratories quickly adapted to contribute to COVID-19 testing for both animals and people, and veterinarians in various types of public health practice saw greater recognition of One Health and the importance of their roles.

You all rose to the occasion and answered when society called.

Associations like your AVMA also adapted. With a commitment to our members and the wellbeing of the veterinary profession driving our collective efforts, the AVMA demonstrated innovation and agility while leveraging the expertise of volunteers and staff to provide significant support to our members, the veterinary profession, industry partners, regulatory bodies, and the general public.
AVMA volunteers and staff worked tirelessly to provide timely, useful, and credible COVID-19 information and resources to support our members and the profession we serve.

Our online resource center, avma.org/Coronavirus, went live on February 28, 2020, and evolved with the latest COVID-19 information, veterinary practice resources, business guidance, wellbeing support, and detailed summaries of legislation and stimulus relief programs interpreted specifically for veterinarians. Nearly two million people turned to these resources, and they have been recognized as crucial for supporting our members, the entire veterinary profession, and the public. The AVMA's content and resources also were leveraged and cited by the veterinary industry, educational institutions, and federal and state agencies, including the Centers for Disease Control and Prevention, the U.S. Food and Drug Administration, and the U.S. Department of Agriculture.

Throughout the crisis, we leveraged all our social media channels to amplify breaking news and information. We produced hundreds of materials, including an ongoing member email campaign, free live and on-demand webinars, podcasts, regular blog posts, news releases, sharable social media FAQs on pet health and safety, videos shared via social media pointing to new COVID-19 information, interactive maps to track COVID-19's impact, and client education materials.

The AVMA's advocacy efforts ensured veterinary medicine was designated as essential and engaged federal lawmakers to help shape COVID-19 legislation to meet the needs of veterinarians and veterinary practices. Our federal advocacy efforts meant that veterinarians benefited from the Paycheck Protection Program and that veterinary students could take advantage of suspension of student loan principal and interest payments. We also worked collaboratively at the national level to help key federal agencies understand the importance of veterinary services and the need for early veterinary access to COVID-19 vaccines. It was welcome news in January 2021 that our successful efforts resulted in the CDC indicating that “veterinary services” should be included in Phase I-b of the vaccine rollout.

We also adapted so that we could continue to support our veterinary students. After the decision was made to cancel the 2020 Student AVMA Symposium, a collaborative effort between AVMA, SAVMA, and the administration at the Cornell University College of Veterinary Medicine allowed for all student registrants to receive refunds and guidance on canceling hotel and flight arrangements in a timely fashion. With no time to spare, AVMA staff transitioned the event to a virtual platform and worked with vendors and sponsors so that there was no financial loss to SAVMA.

The AVMA also transitioned the AVMA House of Delegates summer session and our Annual Convention to a virtual, on-demand experience. The AVMA was able to successfully present a user-friendly Annual Convention and continuing education platform, coordinate a mechanism for the HOD to vote and carry on business, offer 160 hours of online CE, and work with partners and exhibitors to host an interactive event for more than 4,200 registrants.

In addition to our convention, we also transitioned the Economic Summit, Animal Welfare Assessment Contest, and the 2021 Veterinary Leadership Conference to virtual events, enabling ongoing member and veterinary student access and expanding our reach and attendance for these events.

We all carried a heavy load, but we worked together to share the weight. As veterinarians, we should all be proud to be part of such an incredible profession. Lessons are still being learned, and through it all, we continue to adapt and evolve. We invented new ways of doing things, and we will continue to do just that.

We see innovation all around us: from what we are doing in our practices, to how veterinary educators can best meet the needs of their students, and how we can ensure that veterinarians stay at the forefront of One Health issues, of which the COVID-19 pandemic is certainly one.
This will be a continuous process, and we are moving down the path by creating short-, medium-, and long-term goals to ensure progress toward sustained success. The profession is working to develop lasting structural solutions to increase diversity of the profession at all levels, and it will take a concerted effort. The AVMA moved forward with thoughtful actions to bring all parties together in this endeavor, for the greatest impact.

The AVMA and the American Association of Veterinary Medical Colleges (AAVMC) joined together to create a commission that is leading a coordinated and comprehensive effort to enhance diversity, equity, and inclusion throughout the profession. The Commission for a Diverse, Equitable, and Inclusive Veterinary Profession brings together veterinary organizations and individuals committed to increasing diversity and driving change and accountability throughout the profession.

The 16-member commission is co-chaired by Dr. Christine Jenkins, U.S. chief medical officer and vice president, veterinary medical services and outcomes research, U.S. operations at Zoetis Inc., and Dr. Ruby Perry, secretary of the AAVMC and dean of the Tuskegee University College of Veterinary Medicine. Other members include individuals committed to DEI who bring a variety of perspectives to the commission, including private practitioners, various species practices, veterinary students, veterinary technicians, hospital managers, association executives, and affinity organizations with a DEI focus, as well as academic institutions and leading corporations in the animal health industry.

**Coming together to build a more diverse, equitable, and inclusive veterinary profession**

Calls for racial and social justice echoed across our nation and around the world in 2020. Those calls also were heard in the veterinary profession.

The AVMA, along with many other veterinary associations and groups, is on a path to help the profession more closely reflect the diversity of the society we have all taken an oath to serve. We are committed to doing all that we can to achieve this, and we took significant steps in 2020 to address this important issue.
The commission is working to establish actionable goals that promote diversity, equity, and inclusion throughout the veterinary community. It is supported by a larger advisory group that will provide critical feedback, support the commission on specific topics, and serve on working groups.

The AVMA is confident that these dedicated volunteers will help us in our quest to create socially conscious educational and work environments—as well as remove barriers to equity and inclusion—through the energy, expertise, and excitement they bring to our collaborative efforts. You can learn more about the commission and its members by visiting avma.org/Diversity. The webpage also contains numerous tools and information to help veterinary professionals become better allies in support of equitable treatment for all.

Calls for racial and social justice echoed across our nation and around the world in 2020.

Our goal is to ensure an accessible, equitable, inviting, and supportive pathway toward a career in our great profession for everyone, and a positive and welcoming environment for all veterinarians, staff, and clients.

To that end, the AVMA took other important actions in 2020 and early 2021 to advance diversity, equity, and inclusion in the profession.

- The AVMA retained an experienced consultant to assist the commission and our organization with developing an overarching DEI strategy, focused on our priorities, resources, and programs. The consultant is advising the AVMA on several suggested initiatives and projects, including many raised by the affinity organizations with a DEI focus. These include areas of self-assessment; accessibility to join and grow within AVMA leadership; accountability and transparency; gathering and analyzing member data; expanding membership and organizational commitments; and considering additional financial and structural commitments to improve the state of DEI in veterinary medicine.

- To help explore the impact of stereotyping, unconscious bias, and workplace harassment, the AVMA launched a Brave Space Certificate Program on our digital education platform, AVMA Axon®. The program contains modules that provide practical tools and strategies for promoting healthier, safer, and more inclusive workplaces.

- The 2020 AVMA Convention featured a session titled “Diversity and Inclusion: Past, Present, and Future,” as well as a networking event to promote DEI in the veterinary profession.

- Hill’s Pet Nutrition and the American Veterinary Medical Foundation launched a new scholarship program for students at Tuskegee University’s renowned College of Veterinary Medicine. A $45,000 endowment from Hill’s will fund the program at Tuskegee, the alma mater of 20 percent of Black veterinarians practicing in the United States. Tuskegee’s veterinary scholarship committee will identify the award winners annually, starting with the 2021-2022 academic year, based upon criteria developed by the college and the Foundation.

- The AVMA Council on Education formed a working group charged with identifying areas for improvement to the diversity and inclusion language in its Standards of Accreditation of Veterinary Medical Colleges, benchmarking the standards to other health professional programs, and assessing the potential for including specific language regarding pipeline programs.

Ensuring a diverse, equitable, and inclusive profession is essential to meeting the needs of an evolving and changing world, so that everyone feels welcome, respected, and valued. Working together, we can serve our patients, clients, and communities even more effectively and enhance what we do every day in making a positive, lasting impact on our society as a whole.
Driving lifelong member value in the AVMA

Every veterinarian has a home in the AVMA community. It’s a place where veterinarians from all facets of the profession can access valuable products and services at all stages of their career and life. We’re working every day to develop practical tools and resources that members can utilize to improve their practices, careers, and lives.

Wellbeing

Action:
As the world changed quickly to address the COVID-19 pandemic, the wellbeing of our veterinary colleagues and friends remained a constant area of AVMA focus. The AVMA created a variety of resources to promote wellbeing during the most challenging times, including new content on the AVMA website with suggested activities, audio files for guided meditation, as well as video and podcast interviews.

Impact:
This new content provided helpful and practical tips that could be immediately implemented by our members, reflecting the AVMA’s continued focus on prioritizing wellbeing of all veterinary professionals.

Action:
In collaboration with the Association for Suicide Prevention, the AVMA created a resource to assist veterinary practices after losing a team member to suicide. “After a Suicide: A Guide for Veterinary Workplaces” can be downloaded at avma.org/Wellbeing by any veterinary professional and utilized within their practice.

Impact:
Dealing with the aftereffects of the loss of a team member is challenging. This resource offers sequential action steps that can be taken to ensure the safety and wellbeing of the entire team, as well as providing resources and next steps that a clinic can take to begin the healing process together.

Action:
The AVMA created the Wellbeing Educator Train the Trainer Program. This program, which will fully launch in 2021, will prepare attendees to become wellbeing educators and provide them with the materials to present wellbeing modules that contain useful, timely, and research-based information.

Impact:
Graduates of this program will be trained to present wellbeing modules that were created by wellbeing experts. This will lead to tremendous growth in the ability to deliver research-based wellbeing materials to the veterinary profession.
Veterinary economics

**Action:**
The 2020 AVMA Economic Summit witnessed major changes due to COVID-19 by going completely virtual. The summit attracted a record-breaking 404 attendees, nearly doubling 2018 attendance.

**Impact:**
The summit’s virtual environment allowed for more veterinary practice owners and associates to participate and engage with speakers from different industries and their peers. Speakers included experts from academia and research consultancies, as well as a global economist. Attendees could ask questions in the live chat feature and enjoy drinks and discussion in various Zoom meeting rooms.

**Action:**
The AVMA quickly responded to the changing business and economic environment of COVID-19 by surveying members on how they were being impacted and utilizing the responses to develop interactive maps and dashboards that tracked and assessed the impacts on the veterinary industry.

**Impact:**
The COVID-19 response tools allowed for members to see where COVID-19 hot spots were and how that could affect their practices. The resources allowed them to make more informed business decisions. The tools also helped practice owners understand what their peers were doing to work more effectively with their teams and their clients to stay healthy and safe while maintaining efficiency and profitability in their practices.

**Action:**
The AVMA partnered with a language and behavior strategy firm to take a deep dive into the consumer mindset to provide insights on navigating veterinarian visits and how to discuss wellness and payment.

**Impact:**
The research project spanned several months to interview consumers and present data and ended with members of the strategy firm team presenting the final results and findings at the AVMA Economic Summit. Attendees were given examples of what consumers do not like to hear from veterinary practices and what conversations they want to engage in, including various treatment options and payment options that fit their lifestyle and budget. The AVMA will continue to engage with the strategy firm in 2021 to develop tools for AVMA members to utilize in their practices.
Veterinary student and early career initiatives

**Action:**
The AVMA ALL for Students Program continued to provide extracurricular funding to students in the 37 domestic and international Student AVMA Chapters through generous sponsorship from the Student AVMA, AVMA, and the AVMA Trust. A total of 313 events were held in 2020, an increase over 2019 despite the transition to virtual learning in March. Students explored creative ways to promote wellbeing, including virtual trivia, paint nights, and cooking classes. Professional development funding provided financial relief for many students who incurred greater expenses for their off-campus experiences due to travel restrictions or for those who attended virtual conferences if unable to travel.

**Impact:**
The targeted, yet flexible, funding distribution of the program shone brightly during this challenging year. The access to ALL for Students resources granted by membership in SAVMA provided much-appreciated support to students outside of the classroom.

**Action:**
The AVMA embraced new, virtual ways to reach members with the launch of a new series of membership benefit videos on the SAVMA YouTube channel and the release of the first digital Early Career Survival Guide.

**Action:**
The student- and early career-focused programming at this year's virtual conferences received overwhelmingly positive member feedback, from Early Career sessions at AVMA Convention like “Having it All: Parenthood and Veterinary Medicine” to Dr. Kenita Rogers’ workshop on implicit bias and inclusion at the SAVMA Chapter Summit.

**Impact:**
By demonstrating consistently high content quality throughout the transition to virtual delivery, the AVMA reaffirmed our organization’s commitment to member value and our role as a trusted partner in uncertain times.

**Action:**
In its second year, the AVMA’s My Veterinary Life Podcast series hit a milestone of 100 weekly episodes published in 2020. That’s more than 100 guests interviewed, and stories shared. In addition, more than 100,000 episodes were downloaded, reflective of dramatic growth and broader reach for the show over the first year of production.

**Impact:**
The My Veterinary Life Podcast series helps the AVMA raise awareness of opportunities for veterinary professionals to utilize their skills and education in a variety of settings, many of which are often unexpected or overlooked. The podcast also provides a way to promote the vital role veterinarians play in everyday lives and helps emphasize the impact veterinary professionals have on society.
Journal of the American Veterinary Medical Association (JAVMA)

Action:
JAVMA leveraged capabilities of the new AVMA website (avma.org) to transition to a digital-first mindset for publication of JAVMA News stories. A total of 79 news stories were posted ahead of print during 2020, with some stories available online as much as 30 days ahead of print. Many of these stories related to the COVID-19 pandemic, providing members immediate access to vital information and resources. In addition, JAVMA was able to provide same-day and next-day coverage of the 2020 Veterinary Leadership Conference, the AVMA Annual Convention, and the AVMA Economic Summit. Overall, the JAVMA News pages on the AVMA website saw more than 1.2 million page views during 2020.

Impact:
JAVMA is committed to being the most trusted, credible, and authoritative source of news relevant to veterinarians and the veterinary profession. As part of this, JAVMA is committed to delivering news to AVMA members when, where, and how they need it. Along with the journal’s social media feeds and newsletters, these efforts to deliver news content digitally help keep members abreast of information vital to them, their businesses, and their careers.

Action:
During 2020, JAVMA devoted considerable efforts to publishing the latest research, reports, and commentaries on issues that impact veterinarians in every segment of the profession. Three topics in particular were featured in 2020: antimicrobial resistance, veterinarian wellness, and rabies infection.

- With regard to antimicrobial resistance, JAVMA published reports on antimicrobial susceptibility patterns of bacteria, production animal veterinarians’ prescription practices and attitudes toward antimicrobial resistance, and a method for creating antibiograms in companion animal private practice.
- Important reports on wellness included the executive summary of the Merck Animal Health Veterinarian Wellbeing Study II, studies on mental health outcomes among Canadian veterinarians and among LGBT veterinarians and veterinary students, and a study evaluating factors associated with resilience.
- Regarding rabies, JAVMA published the CDC’s annual report on rabies surveillance in the United States, as it has for many years, along with several studies on characterizing rabies virus variants.
- Other reports of note included results of the AVMA Veterinary Economics Division’s survey on employment, starting salaries, and educational indebtedness of year-2019 veterinary medical college graduates and results of a study by the AVMA Animal Welfare Division on the effects of participating in the annual Animal Welfare Assessment Contest.

Impact:
The JAVMA continues to be a leading forum for discussion of complex issues that impact the entire veterinary profession.

Action:
From news stories to advertisements to social media posts, JAVMA played a vital role in promoting the AVMA by letting members know about the work of the AVMA and providing exposure for AVMA policies, actions, products, and services.

Impact:
Through these efforts, AVMA members are able to learn about and find the wide variety of resources the association produces to assist them in their careers.
Taking AVMA media efforts to the next level

Protecting, promoting, and advancing veterinarians and the veterinary profession requires a robust media strategy, and the AVMA reached record levels of media exposure and social media engagement in 2020.

**Action:**
The AVMA established itself early on as an expert source for pet- and animal-related COVID-19 stories, which drove tremendous growth in our media and public relations efforts. With information and news changing by the second during the COVID-19 pandemic, AVMA’s social media and media outreach became key components of quickly delivering news and information to our membership and the public and driving traffic to the various AVMA resources that were developed.

**Impact:**
AVMA social media posts related to COVID-19 reached more than 8.5 million people and generated more than 115,500 clicks to the AVMA COVID-19 website—one of the top drivers of traffic to the AVMA website. In addition, more than 29,400 social media users shared AVMA’s COVID-19 content on social media, reaching an additional audience outside of our followers of more than 40 million. The AVMA’s media impressions rose from 9.5 billion in 2019 to more than 30 billion in 2020, expanding the reach of the good and valuable work done by AVMA members through high-profile media outlets including Good Morning America, the Today Show, CNN, New York Times, Washington Post, USA Today, Wall Street Journal, People Magazine, AP and many others.

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**SARS-CoV-2 infections in animals**

Since the initial outbreak of COVID-19, multiple countries have reported infections of SARS-CoV-2 in nonhuman animals, in addition to people. This is a global snapshot of the reported cases of naturally acquired SARS-CoV-2 infections in animals.

| 419 mink farms | 115 cats | 81 dogs | 27 captive big cats |
| 3 captive gorillas | 1 domestic ferret | 1 wild mink |

Enhancing professional development and lifelong learning

The AVMA continues to lead the profession in providing unparalleled resources that advance veterinarians’ skills and education, helping our members enjoy rewarding and profitable careers. Our focus is on delivering relevant, practical, and fun educational opportunities, and developing partnerships that further expand our support for the profession.

**AVMA Annual Convention**

**Action:**
With the health and safety of our members, partners, and staff foremost on our minds during the COVID-19 pandemic, the AVMA held its first-ever virtual convention in 2020. The convention offered more than 150 hours of continuing education sessions, including a record three keynote sessions culminating with a message from Dr. Anthony Fauci, director of the National Institute of Allergy and Infectious Diseases. The theme of the 2020 Convention was “Powered by You,” and the attendees truly brought those words to life.

**Impact:**
The convention attracted more than 4,000 attendees who joined us for the live event, with another 540 attendees registering for on-demand viewing. Our Virtual Exhibit Hall, the Live Life Love All Lip Sync Battle, and the Battle of the Bands II brought attendees together from across the country. Attendees gave rave reviews for the virtual convention, with the event receiving an Overall Satisfaction Rating of 91 percent.

**Veterinary Leadership Conference**

**Action:**
The first-ever virtual AVMA Veterinary Leadership Conference (VLC) was held in January 2021 and attracted more than 650 attendees interested in expanding and honing their leadership skills with a mix of continuing education sessions, AVMA governance meetings, and networking over the course of three days. The theme of this year’s VLC was “Leadership in Times of Change,” and some of the key events, including a mentor program and interactive virtual networking sessions, helped leaders in all phases of their careers establish new connections and strengthen existing relationships.

**Impact:**
The VLC equips veterinary professionals at all career stages to take on new challenges and leadership roles that benefit both the individual attendee and the veterinary profession.
AVMA Axon®: Online digital education

**Action:**
Since the launch of AVMA Axon® in 2019, our digital education catalog continues to grow. We've added a variety of CE courses that allow the entire veterinary team to transform learning into immediate action. AVMA members gained access to nine live Axon webinars and 32 on-demand webinars made available in 2020. Topics covered important and timely issues such as COVID-19, diversity, equity, and inclusion, veterinary economics and financial issues, career development and planning, wellbeing, cannabis, opioids, and clinical topics.

**Action:**
AVMA Axon® provided 12 “Best-of” on-demand sessions for members and non-members who were unable to attend AVMA meetings and events.

**Action:**
The popular AVMA Workplace Wellbeing Certificate Program added two additional components: a “Share Button,” which allows participants to share the program via LinkedIn, Facebook, and Twitter, and an additional one CE credit for completing the Question, Persuade, and Refer Assessment, which increased the total CE credit eligibility from four credits to five. In 2020, 954 participants downloaded the certificate program, resulting in a total of 2,055 program downloads since the 2019 launch.

**Action:**
The AVMA’s Brave Space Certificate Program, which launched in early 2021, is a self-paced learning curriculum that teaches participants how to gain deeper understandings of the people around us and create healthier, safer, more inclusive veterinary teams, practices, and organizations.

**Impact:**
Overall in 2020, AVMA members had access to more than 100 hours of CE credit, leading to more than 7,800 participants downloading nearly 21,000 Axon courses. Since the launch of AVMA Axon® in 2019, more than 11,000 participants have downloaded more than 30,000 Axon courses from more than 150 hours of available CE.
Advancing professional policy and practice

AVMA policies, guidance, continuing education, and collaborative activities support the ethical delivery of high-quality veterinary services that are responsive to the needs of patients, clients, and animal and public health. AVMA policy informs our advocacy efforts and guides our conversations with key stakeholders, while our informational resources and other products provide practical assistance to support members in the everyday practice of veterinary medicine.

Animal welfare education

Action:
10 hours of comprehensive animal welfare continuing education was provided during the 2020 AVMA Virtual Convention.

Action:
The Animal Welfare Assessment Contest™ was offered as a virtual event in November and was attended by more than 250 people, including veterinary and animal science students, graduate students, and practicing veterinarians. New for the 2020 event, members were able to earn five hours of continuing education credit.

Impact:
Continued coordination and delivery of high-quality animal welfare education enhances the professional development and lifelong learning of AVMA members.

Antimicrobial resistance

Action:
The AVMA's Antimicrobial Resistant Pathogens Affecting Animal Health in the United States report was released to the public in August 2020. Developed by the AVMA Committee on Antimicrobials, working in conjunction with more than 50 experts representing the various species-specific allied veterinary associations, the report is the culmination of more than two years of work. Through December 15, 2020, the report had been viewed 5,735 times by 5,344 individual users. The report was downloaded 1,772 times by 1,650 individual users.

Impact:
It is intended that this report, including the species “report cards,” will serve as a baseline for continued efforts to identify and monitor the impact of these bacterial pathogens on animal health. The Antimicrobial Resistant Pathogens Affecting Animal Health in the United States report:

• Highlights the growing importance of antimicrobial resistance in veterinary medicine.

• Cites specific bacteria responsible for animal disease that show evidence of resistance.

• Reinforces control measures that we can take as veterinarians to mitigate this risk.

• Serves as a resource for veterinarians in making informed antimicrobial stewardship decisions.
Cannabis in veterinary medicine

**Action:**
With the release of the Cannabis in Veterinary Medicine report in August 2020, AVMA members now have a comprehensive source of trusted scientific and regulatory information provided directly from subject-matter experts under the direction of the AVMA’s Council on Biologic and Therapeutic Agents and Clinical Practitioners Advisory Committee.

**Impact:**
AVMA Members can now use this resource when responding to clients’ questions about cannabis products and when encountering such products in their practice. The Cannabis in Veterinary Medicine report provides comprehensive and current information regarding:

- What is known about the potential therapeutic use of cannabis-derived products as indicated by the results of studies investigating orthopedic pain management and epilepsy.
- Adverse effects associated with a range of cannabis-derived products including hemp, marijuana, and synthetic cannabinoid products.
- Current standards of manufacturing quality of many cannabis derived products commercially available.
- Questions regarding liability and the current regulatory landscape surrounding cannabis-derived products.

Emotional support/Service animals

**Action:**
The AVMA collaborated with the U.S. Department of Transportation (DOT) and major U.S. airlines as a trusted convener to address concerns around the air transport of emotional support animals (ESA) in passenger cabins. The DOT released a new regulation under the Air Carrier Access Act that:

- Defines a service animal as a dog that has been trained to do work or perform tasks for the benefit of an individual with a disability (physical and psychiatric).
- Allows airlines to recognize ESA as pets, rather than service animals and limit the number of service animals per passenger to two.
- Requires completion of a standard form by the owner (rather than the veterinarian) that attests to the animal’s training, good behavior, and health.
- Requires that traveling service dogs be vaccinated against rabies.
- Requires the service animals be harnessed, leashed, or otherwise tethered on the aircraft.
- Does not allow discrimination against particular breeds of dogs as service animals.

**Impact:**
Responding directly to AVMA member requests, the AVMA was deeply engaged with the DOT and other stakeholders as the rule was developed and finalized and was highly influential in the drafting of many key provisions.
Humane endings

Action:
The AVMA published an interim update to the Guidelines for the Euthanasia of Animals in 2020. The work of the AVMA Panel on Euthanasia took place over a two-year period, and the guidelines were released in January 2020. Key updates to the guidelines included:

- Clarification on the distinction between sedation and anesthesia.
- A change in carbon dioxide flow range percentage for euthanasia of laboratory mice and rats.
- Changes to several euthanasia techniques for rabbits.
- Additional information covering euthanasia methods for American bison, water buffalo, and camels.
- New adjunctive methods for equids.
- An amended recommendation for when avian embryos achieve the potential for perception.
- A change in immersion time for finfish.
- Further detail about the proper use of magnesium salts or ethanol for euthanizing aquatic invertebrates.

Action:
A webinar was offered on AVMA Axon® to assist members in understanding the changes in the guidelines and how to appropriately implement them.

Impact:
Enhanced guidance is available to assist veterinarians in supporting end-of-life care. New resources are being developed to assist veterinarians in supporting mental health surrounding end-of-life decision making for animals in their care, and data is being gathered to inform the profession about current euthanasia practices and disposal of animal remains.
Telehealth

Action:
Completed in 2020 and released to our members in February 2021, the AVMA Guidelines for the Use of Telehealth in Veterinary Practice includes key definitions; ideas for potential service offerings; a heads-up on regulatory requirements and legal concerns; considerations for evaluating technology, providers, and workspace needs; staff utilization and training; client engagement and marketing; and monetization.

Impact:
This resource, which includes contributions from the AVMA’s Council on Veterinary Service, provides basic information and step-by-step guidance to help veterinary teams thoughtfully integrate telehealth into their practices, irrespective of species focus. Doing so supports better access to veterinary services, enhances the medical care provided for patients, and better supports and strengthens practices’ relationships with their clients.

Action:
Creation of the American Animal Hospital Association/AVMA Guidelines for Small-Animal Practice, a joint project between AAHA and the AVMA and supported by the work of the AAHA/AVMA Telehealth Guidelines Task Force.

Impact:
Designed as a companion animal practice-specific supplement to the AVMA Guidelines for the Use of Telehealth in Veterinary Practice, this is a how-to resource offering step-by-step, ready-to-implement recommendations to better integrate telehealth into small-animal practice. The guidelines include a look at how new technologies have the potential to improve patient outcomes and client relationships, determining needs and opportunities, developing service plans, designing workflows, considerations for technology and platform selection, and preparing the veterinary healthcare team and clients. Suggestions for identifying and supporting a practice telehealth champion, integrating technology and better utilizing staff to streamline workflow, and monetizing services are also provided.
**AVMA-African Small Companion Animal Network (AFSCAN) Pilot Clinic Twinning Program**

**Action:**
2020 was the second year of the pilot of the AVMA-AFSCAN program, and the U.S. clinics involved in the pilot, which are led by AVMA-member veterinarians, continued meeting virtually with small animal practices in Kenya, Namibia, and Nigeria, which are led by AFSCAN-member veterinarians. Planned monthly meetings were conducted as virtual rounds, where cases and diagnostic and treatment plans were shared as a learning experience for all involved. Virtual continuing education sessions between U.S. and Kenyan veterinarians and veterinary students were also hosted as part of the program.

**Impact:**
AVMA member veterinarians participating in the pilot program:

- Are developing sustained relationships and friendships with colleagues in various African countries.
- Have learned about diseases that are not typically seen in the U.S. (but may be as global travel expands again after the pandemic).
- Have joined a global learning community, which has built better understanding of the veterinary profession in another part of the world.

**Global Health Summit: 2020 AVMA Virtual Convention**

**Action:**
2020 was the 12th year that the Global Health Summit was part of the continuing education sessions at the AVMA Annual Convention. The summit provided four hours of CE on the global theme of Environmental Health and the Veterinary Profession, with specific lectures focused on the following:

- One Health: What Is It, What Should It Be?
- The Veterinarian’s Role in Sustainable Animal Agriculture.
- The Truth about Livestock and Methane Emissions.
- Planet in Peril: The Plastic Crisis.
- Honeybee Health.
- Veterinarians Leading Change to Improve Planetary Health.

**Impact:**
The Global Health Summit provided opportunities for attendees to:

- Learn more about the impact of environmental health on animal health and welfare and public health globally.
- Better understand how the pillars of One Health are interconnected.
- Gain insight into how individual veterinarians and veterinary clinics can help improve environmental health.
- Gain a better understanding of the scope and availability of job opportunities across the One Health platform that focus on environmental health, sustainability, and agriculture.
Leveraging relationships and world-class advocacy efforts

We advocate alongside our state veterinary medical associations and allied organizations to meet the needs of both individual veterinarians and the veterinary profession. Our influential governmental advocacy efforts, bolstered by the AVMA Political Action Committee, are second-to-none.

Federal advocacy: COVID relief legislation for veterinary small businesses

**Action:**
Our efforts resulted in the classification of veterinarians as “essential” businesses and ensured the provisions ultimately included in the various COVID-relief measures passed by Congress helped veterinarians and veterinary small businesses.

**Impact:**
Classifying veterinarians as “essential” enabled veterinary practices to remain open during the pandemic so they could continue to care for their patients.

- Approximately 56 percent of veterinary practices in the United States took Paycheck Protection Program (PPP) Loans with an estimated value of over $2.1 billion and an estimated 200,000 veterinary professional’s jobs saved.

- The streamlined loan forgiveness applications for loans less than $150,000 impacted more than 80 percent of the veterinary practices that took PPP loans.

- The COVID-relief legislation passed in December 2020 clarified that ordinary business expenses paid with PPP loans that are forgiven are fully deductible, which reversed an earlier unfavorable Internal Revenue Service ruling.

- The legislation also extended the Employee Retention Tax Credit and made additional changes beneficial to veterinary practices.

- The legislation also provided approximately $20 million to the U.S. Department of Agriculture to improve and maintain animal disease prevention and response capability.

Federal advocacy: Opposition to prescription mandates

**Action:**
The Fairness to Pet Owners Act failed to advance during the 116th Congress. The AVMA leveraged its Ambassador Program and Congressional Advocacy Network to ensure that legislators heard from their veterinarian constituents about the unintended consequences this legislation would have on their patients and practices. The AVMA aggressively lobbied members of Congress and their staffs in Washington, with the result of no new cosponsors in 2020.

**Impact:**
The aggressive lobbying stance against this legislation means AVMA members are not subjected to an unnecessary and burdensome law that could also compromise patient care.
Federal advocacy: AVMA priorities in fiscal year 2021 funding legislation

Action:
AVMA advocacy efforts helped ensure critical funding for the Veterinary Medicine Loan Repayment Program (VMLRP), Veterinary Services Grant Program (VSGP), and the Food Animal Residue Avoidance Databank (FARAD). The funding legislation also:

- Supported increases for the Horse Protection Act and Animal Welfare Act enforcement.
- Provided $55.5 million in funding to modernize the National Wildlife Health Center.
- Contained AVMA-led One Health report language that advances the AVMA’s One Health objectives and bolsters support for comprehensive One Health legislation in the new Congress.

Impact:
Key programs for the veterinary profession were funded at or above the Fiscal Year 2020 levels.

- The VMLRP and VSGP provide veterinary care in U.S. Department of Agriculture-designated veterinary shortage areas. Since 2010, the USDA has made 553 VMLRP awards of more than $52 million, helping reduce the debt burden of those who agree to practice in these areas.
- FARAD identifies, analyzes, and generates residue avoidance information to determine scientifically based drug or chemical withdrawal advice to food animal practitioners. In 2019, FARAD researchers directly assisted with more than 3,765 inquiries impacting at least 6.1 million animals representing dairy, beef, swine, poultry, and small ruminant production systems.
- The National Wildlife Health Center is the nation’s only federal Biosafety Level 3 facility exclusively dedicated to scientific investigation and research on wildlife diseases that threaten human, animal, and environmental health. The renovation supports the work of the Center and its important role in zoonotic research for detecting novel pathogens and emerging infectious diseases, developing rapid diagnostic tests, conducting disease surveillance, and designing vaccines used to control these diseases.

AVMA Political Action Committee

The AVMA Political Action Committee helps amplify our voice with members of Congress and helps support the issues important to veterinary medicine. AVMA PAC is funded by voluntary contributions from AVMA and Student AVMA members separate from member dues and is completely nonpartisan. Members can learn more by visiting pac.avma.org.

2020 AVMA PAC

Receipts: $271,499
(10% increase from 2019)

Contributors: 1,901
(4% increase over 2019)

Total disbursements: $480,000
(35% increase over 2019)

PAC-supported House of Representatives win rate: 92%

PAC-supported Senate win rate: 82%

Virtual town halls and roundtables with members of Congress hosted: 10
AVMA Ambassador Program

The AVMA Ambassador Program, which was established in 2018, set a record in 2020 for the number of events held with legislators. The program augments the AVMA’s federal lobbying efforts by utilizing veterinarian constituents to discuss issues with their members of Congress and educate them about how these issues will impact the veterinary profession.

**Action:**
In 2020, 71 ambassadors completed 76 events with 67 legislators across 34 states. Additionally, 227 veterinarians participated in AVMA town halls and round tables with members of congress.

**Impact:**
The strong interest in the AVMA Ambassador Program directly reflects AVMA member willingness to embrace the Ambassador Program and the organization’s recognition of how useful this program is to the AVMA’s advocacy efforts.

State advocacy

**Action:**
During the COVID-19 pandemic, the AVMA provided resource materials to state veterinary associations to support their efforts to have veterinary services designated as essential services and to remain open during the initial shutdowns. In coordination with state veterinary associations, the AVMA also sent letters directly to governors and other state policymakers in several states related to supporting veterinary businesses as essential, the need for providing full services, and supporting AVMA’s telemedicine/veterinarian-client-patient-relationship policies.

**Impact:**
Due to these collaborative efforts, veterinary businesses were deemed essential across the country, and veterinary businesses were able to remain open and provide critical services for their patients.

**Action:**
The AVMA disseminated more than 1,200 legislative and regulatory alerts to state and allied veterinary medical associations in 2020.

**Impact:**
This outreach helped keep state and allied VMAs informed about legislative and regulatory activities, strengthening the AVMA’s efforts in identifying important issues to the profession and developing resources to assist in efforts to effectively advocate at the state level. By coordinating and assisting state VMAs as they represented veterinarians at the state level, these efforts helped promote sound policies and prevented detrimental provisions from being passed.

**Action:**
The AVMA held weekly town halls with the executive directors of state and allied veterinary associations during the period of intense federal COVID legislation development and the complex implementation of programs, keeping the executive directors well-informed and providing them with resource materials to use in educating members.

**Impact:**
Educational outreach on COVID-relief legislation and guidance on its complex implementation helped veterinarians better understand the COVID-relief provisions and how to access them.
Innovating through data management and business intelligence

We are committed to learning more about the wants and needs of our members, partners, and other stakeholders, all while protecting their data and information. We’re focused on delivering customized member benefits, and tailored products and services. This means making sure the information we have about AVMA members is current and reflects career and life stages. It also means measuring and better understanding how members engage with the AVMA, in order to enhance the services we provide.

**Action:**
By establishing an enterprise-wide data management model that integrates and safeguards the quality, availability, integrity, and security of AVMA data, we have the potential to leverage evidence-based decision-making and strategically align AVMA’s resources to best meet the needs of members and the profession.

**Impact:**
The creation of a data management model included the creation and adoption of a data warehouse and modern business intelligence solution, and a clear analytics strategy and roadmap, helping us report our data with more clarity. We are also improving the timeliness of data analytics and standardized reporting, and our understanding of who our members are so we can better serve their needs and enhance our member communications.

**Action:**
Divisions across the AVMA identified and selected new vendors in 2020 to detail association needs and help gauge how each vendor would best meet those needs.

**Impact:**
These efforts resulted in a new vendor for the 2020 AVMA Virtual Convention, a new display advertising representative, and a new digital platform for the AVMA journals.

**Action:**
With cyber-attacks unfortunately becoming the norm, the AVMA continues to ensure the safety and security of our environments and those applications that store member information or are used to process transactions.

**Impact:**
By conducting regular vulnerability scans and penetration testing, the AVMA is able to identify vulnerabilities and ensure that cyber controls are working or need to be strengthened to protect our environments and data.

**Action:**
Keeping the infrastructure needed to run our daily business available when needed, safe from bad actors, and continuing to improve functionality may not be glamorous, but it is critical to the AVMA’s success.

**Impact:**
The AVMA continues to find a balance of maintaining and supporting our current systems while also allowing for the innovation and development of new processes to improve our end-user experience. We can quickly respond to changes, as evidenced by our ability to implement and support infrastructure improvements to support a fully remote workforce quickly and efficiently during the COVID-19 pandemic and its effect on our staff and volunteers.
The AVMA Family

Through ongoing, strategic collaboration, the AVMA Family—the AVMA, the AVMA Trust (AVMA LIFE and AVMA PLIT), the American Veterinary Medical Foundation (AVMF) and the AVMA Political Action Committee (See page 23)—leverages the unique aspects of each organization’s approach to member services, creating a comprehensive program of valuable products and services for all AVMA members.

The AVMA Trust

The AVMA Trust, through AVMA LIFE and AVMA PLIT, offers unparalleled insurance programs and other services available to AVMA member veterinarians. From business and professional insurance, to life insurance and disability, and now retirement planning and employee benefits, the Trust is here to protect and support veterinarians and their families at every stage of their personal and professional lives.

Action:
The Trust partnered with the AVMA to deliver COVID-related resources on business preparedness, risk mitigation, effective communications, cyber security, and more to help ensure veterinarians and veterinary practices could continue to serve the needs of their patients and clients safely during the pandemic. In addition, our life insurance carrier, New York Life, temporarily modified its underwriting policies to make it easier for members to purchase coverage without a medical exam.

Action:
Undaunted by COVID restrictions, the Trust found ways to continue our educational outreach to students and professional members by offering virtual seminars and presentations, expanding our social media footprint, and participating in key events at veterinary schools and veterinary meetings electronically.
Action:
The Trust reinforced its commitment to enhancing member value and supporting the veterinary practice by providing resources and information that highlight the full strength and range of coverages available through the AVMA LIFE, and AVMA PLIT programs. This outreach also included a unified strategy for participation in key veterinary events.

Action:
The Trust continued to provide risk-management resources for AVMA members, including our newest safety training video on Workplace Harassment Prevention, quarterly professional liability and business insurance newsletters, safety bulletins, and webinars. The Trust veterinarians also presented at veterinary meetings and began work on a sexual harassment prevention training module.

Impact:
The AVMA Trust reached more than 10,000 veterinary students and professionals in 2020, making 37 presentations at conventions and meetings, plus another 72 at veterinary schools; participating in six trade shows; and providing 17 webinars. The Trust veterinarians fielded 566 calls and reviewed over 3,300 claims, while the trust member advocate responded to over 250 calls. In addition to more than 50 COVID-related resources, the Trust published 11 newsletters on professional liability, business insurance, and risk management.

The AVMA family works together to provide our members the services and support they need.

The American Veterinary Medical Foundation
As the charitable arm of the AVMA, the American Veterinary Medical Foundation (AVMF) is your Foundation, providing veterinarians and veterinary students with resources and programs that advance the science and practice of veterinary medicine to improve animal and human health.

Action:
The AVMF provided $417,000 in veterinary student scholarships in 2020 to 142 recipients enrolled in U.S. and international AVMA-accredited colleges.

Impact:
Educational debt continues to be a significant challenge for those pursuing a career in veterinary medicine. AVMF student scholarships help provide financial support while recognizing and rewarding individuals who have made extraordinary accomplishments in their veterinary education.
Action:
In addition to individual disaster reimbursement grants, the AVMF donated $10,000 to Oregon State University Carlson College of Veterinary Medicine, the California Veterinary Medical Foundation, the Louisiana Veterinary Medical Association, the UC Davis Veterinary Emergency Response Team, the Western College of Veterinary Medicine, as well as $5,000 to the California North Valley Animal Disaster Group to help provide veterinary care for animal victims of hurricanes and wildfires.

Impact:
The AVMF Disaster Relief and Reimbursement grants support AVMA member veterinarians, veterinary students, and allied health organizations that provide veterinary medical care to animals and communities affected by disaster when needed most.

Action:
In 2020, the AVMF helped improve access to veterinary care by providing nearly $300,000 in reimbursements to enrolled veterinary practices, assisting more than 800 animals in need.

Impact:
The Veterinary Care Charitable Fund® provided veterinarians with a simple and effective way to offer charitable veterinary services to clients facing personal hardships and financial insecurity due to COVID-19, military veterans, and those impacted by domestic violence, as well as to support animals who are injured or rescued from abuse and neglect.

Action:
To provide immediate assistance to veterinarians, veterinary students, and veterinary technicians and assistants, the AVMF created COVID-19 Relief programs to assist those affected financially by the pandemic.

Impact:
Since 2020, the AVMF has funded 33 COVID-19 disaster grants in the amount of $500 each for those AVMA members who have experienced financial hardship as a direct result of the pandemic. The AVMF and its partners also funded more than 400 grants of $500 each to veterinary technicians and assistants facing financial instability due to COVID-19.

Action:
Through the partnership between the AVMF, the Veterinary Pharmacology Research Foundation, and the American College of Veterinary Clinical Pharmacology in 2020, three grants totaling nearly $65,000 were awarded. The AVMF also supports the Second Opportunity Summer Research Scholarship, the AVMF/Winn Feline Research Award, and the Early Stage Investigator awards.

Impact:
Animal health research is crucial to the future of veterinary medicine. The AVMF devotes its efforts to raising financial support for research projects that will help lead to improved prevention, diagnosis, and treatment of prevalent, life-threatening disease in animals.

Action:
In 2020, $100,000 in grant funding was received for a Train the Trainer certificate program focused on wellbeing. The scope of work includes development, implementation, and outcomes assessment phases and covers a proposed funding period of 2020 to 2021.

Impact:
The AVMF is supporting a critical AVMA priority to promote the wellbeing of the veterinary healthcare team, their clients, and animals.
AVMA financials at a glance

The year 2020 brought its own set of unique challenges, including the COVID-19 global pandemic and what was, at times, a volatile investment market. Through it all, the AVMA’s commitment to strong fiscal stewardship never wavered. Our fiscal discipline, adherence to our strategic plan, and prioritization of programs that provided member services and benefits allowed us to meet member needs during a time of turmoil. Our focus remained on our members and our ability to foster and enhance our valued relationships with all veterinarians at all stages of their careers. As a result, we continued our efforts to enhance member value by delivering useful and relevant products, services, and resources, while always looking for ways to expand and improve our existing programs.

AVMA financial information

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<tr>
<th></th>
<th>Assets</th>
<th>Liabilities</th>
<th>Net assets</th>
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<tbody>
<tr>
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<td>$82,161,777</td>
<td>$31,828,839</td>
<td>$50,332,938</td>
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Operating revenue = $42,961,230

Operating expense = $38,306,544

- Drive lifelong member value - Dues (8%)
- Enhancing professional development and lifelong learning (14%)
- Drive lifelong member value - AVMA Veterinary Career Center (12%)
- Drive lifelong member value - Other (67%)

- Lifelong learning (25%)
- Drive lifelong membership (12%)
- Advocacy (12%)
- Policy and practice (51%)