OVC PET TRUST

BE BOLD
Strategic Plan 2022-2027

UNIVERSITY OF GUELPH
Improve Life.
Since its inception OVC Pet Trust has lived up to its promise to support the rich history of the Ontario Veterinary College (OVC) by enabling discovery in companion animal medicine, investing in infrastructure to create state-of-the-art healthcare facilities and providing support for advanced training and specialty services.

OVC Pet Trust is a differentiating factor for OVC. As the bridge that connects pet owners, industry, and veterinary professionals with the forefront of care, we continually push the boundaries in veterinary medicine to achieve excellence in innovation, education and healthcare.

Investments in companion animal clinical research and discovery through OVC Pet Trust directly contribute to our college’s leadership position in veterinary science and our institutional ranking as first in Canada, third in North America and fifth in the world.

The landscape of veterinary medicine is changing, and we recognize we have many challenges ahead of us. The demand for complex veterinary care is dramatically increasing. Pet ownership is growing at a rapid rate creating new pressures in the fields of veterinary medicine and animal welfare. And, as the value of the human-animal bond and the key role animals play in our own well-being is more widely accepted and understood, social justice issues related to diversity, inclusion and access to care must be addressed.

As we boldly enter the next five years and aim to tackle these complexities, we ask you to join us. Our work has only just begun as we launch OVC Pet Trust’s 2022-2027 Strategic Plan we must answer the call to address these issues and Be Bold.

Dr. Jeff Wichtel
Professor and Dean
Ontario Veterinary College
University of Guelph
OVC Pet Trust is more than just an organization. It is a place that is fuelled by the passion and synergy created when the people who care for pets and the people who care about pets come together to do good for animals — charting a path forward for the future of animal health and ensuring the pets we love, can live longer and healthier lives.

Together, these synergies have enabled OVC Pet Trust to deliver on its long history of innovative firsts. We were the first charitable fund dedicated to improving and advancing companion animal health and well-being in Canada — driving improvements in the standard of care around the world and across the entire veterinary profession. We built the first centre for animal cancer in Canada which allows us to offer therapeutic options to pets that are on par with human health care. We invest in translational medicine and clinical trials that are at the forefront to find answers to complex health issues and have the potential to advance both animal and human health. And, most recently, we are making strides in breaking down barriers to open access to veterinary care to our most vulnerable communities.

We have reached a critical moment in our development. Pet ownership is growing at an incredible rate and the veterinary profession is being challenged to keep pace with demand while managing the threats of compassion fatigue, burnout, and moral injury. We live in a world that is more complex than ever and the needs of our pets and the needs of the people who love them have undergone a dramatic shift.

Our environment is changing. OVC Pet Trust must change with it.

As we look ahead to the next five years, we know there will be challenges, but we are empowered and ready to Be Bold and address them. We hope you will join us.

Dr. Doreen Houston  
Board Chair, OVC Pet Trust  
Ontario Veterinary College  
University of Guelph

Kim Robinson  
Director, OVC Pet Trust  
Ontario Veterinary College  
University of Guelph
STRATEGIC VISION

OVC Pet Trust will deliver on its promise to BE BOLD by:

1. FUELLING INNOVATION
   We will fuel innovation through dedicated, sustainable programs and support researchers in their pursuit of discoveries that push the boundaries of veterinary medicine. We will empower clinicians, advanced veterinary trainees and student veterinarians to explore their passions, change the landscape of the veterinary field and expand their skills.

2. PURSUING EXCELLENCE
   We will pursue excellence by fostering our culture of collaboration. We will move toward a digital-first environment utilizing technologies to inform data-driven decisions, optimize strategic communications to enhance brand clarity, build capacity to address the needs of our community and create a more diverse workplace.

3. STRENGTHENING CONNECTIONS
   We will strengthen connections by building clear and impactful pathways for knowledge transfer and exchange, ensuring transparency in our decision-making, building clarity in our brand and its impact, and expanding upon our valued partnerships.
We are committed to our vision, mission and core values.

Our VISION is simple: To improve life for pets and the people who love them.

Our MISSION: To help the pets we love, live longer, healthier lives.

Our CORE VALUES are fundamental principles of OVC Pet Trust that guide our behaviour and help us understand what matters in our day-to-day actions at work. We commit to our core values as we strive to make a positive difference in the lives of pets and the people who care for them.

**COMPASSION**
We care for one another and treat each other with respect. We are empathetic, inclusive, supportive, kind, and fair in our interactions with others.

**INTEGRITY**
We build trust through honest conversations and relationship building; transparent decision-making and use of funds; strong moral and ethical principles and scientific rigor.

**GRATITUDE**
We focus on building a culture of gratitude. We take the time to notice and appreciate the things we often take for granted and express thankfulness for the things we have.

**COLLABORATION**
In working together and with community partners, we care about diverse voices. We are curious and explore different perspectives in an open-minded and respectful way. We work together to seek innovation in our work.

**COURAGE**
We are courageous and bold. We create new ways of looking at the world to find inspiration in what we do. We are inspired by creativity and curiosity in our work and see mistakes as a chance to learn.

**EXCELLENCE**
We focus on excellence every day. We strive for high standards in our work. We recognize the contributions of our entire team in these areas.
PLANNING TIMELINE

The process of developing OVC Pet Trust's 2022-2027 strategic plan has helped build consensus on our path forward. Through fall 2021 and winter 2022 our planning team engaged internal and external stakeholders including pet owners, staff, students, faculty, researchers, donors, members of the broader University of Guelph (U of G) community and college leadership team. Through these consultations we gathered valuable insights that have informed this plan.

STRATEGY EXPLORATION

**Internal Stakeholder Focus Groups conducted**
- OVC Pet Trust Advisory Board
- OVC and U of G Advancement, OVC Communications, OVC Health Sciences Centre (HSC)
- OVC Pet Trust Staff Team
- Project Steering Committee (OVC Pet Trust funded researchers, U of G, OVC and HSC leadership)

**External Stakeholder Focus Groups conducted**
- Veterinary Professionals and Industry Partners
- Pet owners and HSC clients
- Annual Fund level donors ($1-$25,000)
- Major Gift level donors ($25,000+)
- Planned Giving/Estate donors

Project team reviewed data collected; developed drivers and themes

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Blood donor dog Roxy is prepared to give blood. The OVC Blood Donor Program provides life-saving transfusions to help treat patients at the OVC.
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**FUELLING INNOVATION**

**PROGRAM DEVELOPMENT**

**OBJECTIVES:**
- Conduct an inventory, audit and enhance existing OVC Pet Trust programs to remain relevant and valued.
- Identify and develop new innovative programs to enhance the connection between pets, their people and veterinary care givers.

**RESEARCH PROGRAM**

**OBJECTIVES:**
- Re-evaluate OVC Pet Trust’s research program.
- Re-evaluate and implement new reporting requirements for funded researchers to improve OVC Pet Trust brand recognition and demonstrate impact.

**SUSTAINABLE FUNDING**

**OBJECTIVES:**
- Identify strategies to financially support research, health care and education for OVC.
- Identify new strategic partners to ensure sustainable funding for OVC Pet Trust.
PURSUING EXCELLENCE

We will pursue excellence by fostering our culture of collaboration. We will move toward a digital-first environment utilizing technologies to inform data-driven decisions, optimize strategic communications to enhance brand clarity, build capacity to address the needs of our community and create a more diverse workplace.

CULTURE & COLLABORATION

OBJECTIVES:

Develop a current and future state organizational design to meet the needs of the strategic plan.

Enhance opportunities for collaboration (strategic priorities, relationships, sharing of ideas) with internal partners including, OVC External Relations, the OVC Health Sciences Centre and the University of Guelph.

STRATEGIC COMMUNICATIONS

OBJECTIVES:

Develop clarity in brand for key stakeholder groups of OVC Pet Trust.

Evaluate and optimize OVC Pet Trust communications to increase exposure and brand awareness.

BOARD OPTIMIZATION

OBJECTIVE:

Optimize the OVC Pet Trust board for the future direction of OVC Pet Trust.

DATA & TECHNOLOGY

OBJECTIVES:

Conduct an audit of current and future data needs and develop a strategy to support informed decision making and strengthened connections.

Maximize the use of digital technology to support expanding brand awareness.
STRENGTHENING CONNECTIONS

Diesel, an eight-year-old German Shepherd, is monitored 24/7 in the OVC Companion Animal Hospital’s intensive care unit while he receives supportive care for his condition.

STRENGTHENING CONNECTIONS

We will strengthen connections by building clear and impactful pathways for knowledge transfer and exchange, ensuring transparency in our decision-making, building clarity in our brand and its impact, and expanding upon our valued partnerships.

OBJECTIVE:

Develop, implement and evaluate communication and engagement strategies to enhance brand awareness and knowledge translation with OVC Pet Trust’s key stakeholder groups.
Thank you to our colleagues, volunteers, donors, friends and partners for taking the time to provide insights into the development of this plan. We appreciate your candid and honest feedback that highlighted our strengths and outlined opportunities for growth. We look forward to continued engagement as we implement this work.

We acknowledge the work done by others who came before us, and we are honoured to have the opportunity to build on that history; expand on our solid foundation and continue to push the boundaries to improve life for pets.

Now is the time to be bold.
OVC PET TRUST

We improve life for pets and the people who love them.

As part of the Ontario Veterinary College (OVC) at the University of Guelph, OVC Pet Trust is Canada’s first charitable fund dedicated to advancing pet health and well-being. We do this by raising funds to support innovative discoveries, healthcare and education that improves the prevention, diagnosis and treatment of diseases of companion animals. Since 1986, more than $73.5 million has been raised to improve life for pets and the people who love them. In 2022, OVC ranked first in Canada and fifth in the world for veterinary science by Quacquarelli Symonds’ World University Rankings.

To learn more or to donate visit www.pettrust.ca.

Scan the QR code to watch our video and experience the impact of giving to OVC Pet Trust.

OVC Pet Trust is part of the University of Guelph, a registered charity.
University of Guelph charitable registration number: 10816 1829 RR 0001