

# Donor Report

The support of donors makes a real and lasting impact on the work that Vets for Climate Action is undertaking, and importantly, on the health and wellbeing of animals.

I would like to thank you, our donors, for your generous donations that enabled the research, development and release of our Climate Care Program. As you can see in this report, this Program is already having a significant impact throughout the veterinary community and will continue to have impact for many years to come. Thank you!



Tara O'Connell  
CEO



## TESTIMONIALS

"(It's) a really good program. It's interactive, simplified and makes it really easy for busy working people."

Gina, Vet Nurse Manager

"It's good to have a comprehensive plan for reducing our impact. It can save money, it can help staff morale and... it may make a difference for clients."

Catherine, Veterinarian

"Being part of this program has actually helped us to hire staff. That along with the benefits of water saving has been amazing!"

Kelly, Practice Manager

"I'm learning about climate change, and how our practice can be more climate friendly. It feels like I've been given the power to make a difference."

Teresa, Veterinarian



## PRELIMINARY LAUNCH

May - August 2022

- Participants from 21 clinics across Australia – ranging from small general practices to specialist referral and emergency hospitals – were given access to a pilot version of the program which included the first three topic areas.
- During the pre-launch phase, participants were invited to participate in a number of surveys so we could gain an understanding of how they were progressing through the topics and their user experience.
- Feedback gathered during this time was used to refine the program in preparation for launch to the broader veterinary community in early 2023.



## IMPACT EVALUATION

September - December 2022

- Focused on the preliminary launch of the program, using the data collected across the 21 participants and other relevant stakeholder and assessment data to assess the project's impact according to its desired purpose, outputs, and outcomes.
- The purpose was to review primary data from program participants (Climate Champions) and practice managers, collected via the inbuilt custom course-related surveys along with additional surveys collected from both program participants and their practice managers or owners.
- Data from across the surveys and focus groups found significant positive results around the program design, approach, and delivery.
- Read the full [Preliminary Launch Evaluation Report](#).

100%

Climate champions believe the program inspires vet professionals to **advocate** for animals and **take climate action**.

90%

Climate champions agree that the Climate Care program is **unique for the vet sector in Australia**.

88%

Climate champion strongly agree that the program will have an impact on **reducing harm to animals and halting climate change**.

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## LAUNCH

February - May 2023

- The Climate Care Program was officially released via soft launch to our database in February. Registration is now open to all Australian veterinary practices.
- The soft launch allowed our team to time onboarding of new clinics with the release and finalisation of evaluation recommendations and allow the team time to stay on top of any issues that may occur as we test the program in a "live" environment for the first time.
- We are pleased to report that there have been no issues with the administrative systems, and new participants are beginning to move through the program pathway.

**39 CLINICS NOW PARTICIPATING IN  
THE CLIMATE CARE PROGRAM**



## EVENTS

With your generous support we have have been able to showcase the Climate Care Program at a number of veterinary events across the country:

- AVA National Conference 2022
- VNCA Conference 2022
- The Vet Expo 2022
- Vet Ed Down Under Symposium 2023
- VNCA Conference 2023
- AVA National Conference (May 2023)



Staff and volunteers pictured at The Vet Expo, Sydney - October 2022



## PARTNERSHIPS

- We've negotiated a number of marketing partnerships to promote the CCP including with AVA, VNCA, Lincoln Institute, Vet Answers, and others! This has been a great way to raise awareness and attract participants to the Program.
- Three new Program sponsors have come on board to support the CCP. These are Number-one Australia, Lyka Pet Food, and Heska Australia.
- Aust. Environmental Grantmaker Network (AEGN) members have recently donated over \$68,000 to support the 'mobilisation of the CCP'.



## NEXT STEPS

- AEGN funding has enabled commencement of recruitment for a Head of Marketing & Communications. This new role will focus on promotion of the CCP over the coming 12 months, as well as other member communications, managing our Social Media volunteers, and updates to our website.
- Fundraising is now underway for vital mobilisation activities, including marketing and promotion. \$50,000 is our target fundraising goal.
- We continue to work with Boston Consulting Group (pro-bono) to develop our animal-centred impact dashboard and we'll be in touch with more news about that soon. In the meantime, here is our [CCP Program Logic](#) 'hot off the press'.