



## Strategic Plan

**DRAFT**

### EMANCIPET'S UNIQUE PLACE IN THE VETERINARY CARE MARKET

Emancipet is a national leader in providing low-cost, high-volume veterinary care, operating 11 clinics across multiple U.S. regions and serving over 260,000 animals in 2024. Many families in low-income and underserved communities face barriers to accessing veterinary care, including limited local providers, rising costs, and transportation challenges. Without access to essential services, pets are at a higher risk of illness and abandonment, creating ripple effects that impact family stability and public health. By bringing care directly to these communities, Emancipet helps families access reliable, affordable veterinary services that support both pet health and community well-being.



## Why is our Work Needed?

Today, there are **60 million** beloved pets across the country whose families cannot access or afford veterinary care.



## Our Market Solution

Three Core Clinic Types Driving Our Impact

### MOBILE CLINICS

Mobile units reduce transportation barriers and expand access. There are two models. Free Clinics offer essential services at no cost and serve as entry points to ongoing care. Regional Low-Cost Clinics travel up to 75 miles beyond fixed locations to reach suburban and rural communities.

### STANDARD CLINICS

Fixed locations offer core services and serve as pipelines to Dental and Surgical Clinics.

### DENTAL & SURGICAL CLINICS

Specialized clinics provide high-demand procedures that extend and improve pets' lives.

### This mix of clinic models is our market solution.

Each region we operate in should have a mobile clinic, multiple standard clinics, and a dental and surgical clinic. This ideal mix of clinic types ensures that families can access the care their pets need, regardless of income or location. By combining high-volume efficiencies with multiple clinic types, Emancipet makes veterinary services affordable and accessible, supporting healthier pets, stronger communities, and more equitable access to care.

## Our Model

### High-Volume Modules

These create financially sustainable clinics that treat a large number of animals with high-quality care, passing cost savings to clients.

### Philanthropic Support

This critical revenue source expresses community commitment to animal wellness and helps reduce costs for clients.

### Shared Services

Fixed operational costs are shared across all clinics, creating an operational advantage that reduces expenses and increases overall effectiveness, benefiting clients.

## 2024 Numbers



**261,000+**

CLINIC VISITS FOR LOW COST FUNDAMENTAL CARE



**52,000+**

RECORD BREAKING SPAY/NEUTER PROCEDURES

*The most in a single year since Emancipet began!*

## Next Steps

## Market Research

Emancipet recognizes the need for additional market research to determine how, when and where we can best work with others to help address the crisis. Key areas for research include but are not limited to the following:



### Evaluating and improving the operational synergy of the three clinic types.



Measuring and identifying metropolitan areas facing the most severe “Animal Wellness Crisis” that could sustain and benefit from a full Emancipet suite of clinics.



Identifying areas with potential partners, philanthropic support, and advantageous laws/codes for veterinary staff.



# Types of Growth

## Emancipet's Future



## DIRECT GROWTH MODEL

Builds on what Emancipet has been doing for the past decade, where all clinics are owned and operated by Emancipet. This is seen as a methodology that can be “tweaked and improved” with a strategic market approach.



Allows existing mission-driven clinics to join the Emancipet network, gaining immediate benefits like adopting their high-volume model and New School training. Affiliates also access centralized shared services for administration, HR, marketing, and philanthropy.



Combines the Direct Growth and Affiliate Growth strategies. This approach is designed to both maintain standards and consistency across the network while accelerating Emancipet's overall ability to deliver on its mission



**While all options listed are exciting for the future, we are leaning toward a direct-growth model.**

**We would love  
your feedback!**

Please share your valuable insights on the draft strategic plan! You have two ways to submit feedback: use the online form via the QR code, or simply add your mark-ups and notes directly to this document.

**CLICK  
HERE**

## PROVIDE FEEDBACK ONLINE

**Here are some questions to guide your response:**

- What opportunities or risks do you see with the different growth models (Direct, Affiliate, Blended)?
- What do you think about the ideal market solution?
- What additional information do you need or questions do you have?

