

BSAVA PetSavers Short-term Strategy

PetSavers' Purpose: To drive excellence in veterinary practice to improve the health and welfare of small animals

PetSavers' Mission: To fund vital clinical research into the prevention, diagnosis and treatment of diseases of pets, so that vets always have the knowledge they need to counter the distress and pain caused by those diseases

Enhance grant awarding to support veterinary clinical research that is impactful and relevant to practice	• Develop and maintain a broad profile of grants that best support small animal clinical research requirements • Conduct annual reviews of research impact and clinical relevance of funding • Review whether commissioning specific small animal clinical research would be valuable for PetSavers, BSAVA and the wider veterinary community
Increase research participation by GP vets and nurses to maximise relevance to veterinary practice	• Improve GP vet/vet nurse access to clinical research funding through training and support • Develop training programmes to support the undertaking of clinical research in veterinary practice • Simplify the funding application process by introducing a preliminary stage of submission • Grow the alumni mentorship programme (target 15 mentors across different specialisms, with >2 being actively used each year) • Pilot in-practice funding of research with mentorship support
Raise our profile within the veterinary and pet carer communities	• Aim to have a branded presence at relevant BSAVA in-person events • Participate in the development of a new clinical abstract event to help disseminate research findings • Demonstrate impact through the annual impact report and identify impactful research case studies for specific audiences • Investigate and pilot new ways of reaching audiences, including approaching podcast hosts and CPD providers, and providing magazine articles, leaflets, in-person talks and webinars • Increase the engagement of research alumni • Develop feedback mechanisms for researchers, donors and volunteers • Develop support and contact points along the defined supporter journeys
Strengthen and grow our income and revenue sources	• Define a clear fundraising strategy for annual review against targets • Develop collaborative approaches to funding with further affiliate group partnerships and joint-funding with other likeminded charities • Continue to expand fundraising activity and challenge offerings • Increase our annual income