



2026 STRATEGIC PLAN

Mission: Helping pets and their families by providing innovative programs and affordable services that save lives.

Key Focus Areas

1

Boost Spay and Neuter Capacity

- Grow yr/yr surgical capacity by 50%, to over 8,000 surgeries.
- Launch FIDO mobile Spay/Neuter surgical suite.
- Modernize clinic operations through capital improvements, equipment upgrades and process enhancements.
- Be a voice of support for a statewide expansion of high-quality, high-volume sterilization, an increase in affordable access, and a scale up of targeted TNVR.

IMPACT

Shelters across Georgia are overwhelmed, with over 150,000 animals entering in 2024 and again in 2025. By providing timely, affordable spay and neuter services, we help prevent unplanned litters, meaningfully reduce shelter overcrowding, and improve pets' overall health by lowering the risk of certain diseases, and behavioral challenges.

2

Enhance Wellness Offerings

- Offer 5,000+ wellness and minor sick appointments at Duluth clinic.
- Open Duluth clinic on select Saturdays.
- Continue to provide low-cost services to underserved areas.
- Provide veterinary services at Hall County and Newton County Shelters.

IMPACT

Affordable, accessible veterinary services help prevent suffering before it starts, keep animals at home and out of shelters, and improve the lives of thousands of animals and families each year.



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3

Expand Community Outreach

- Serve 1,500 animals across 6 free Vaccine Clinics.
- Pilot Senior Citizen and Veterans programs.
- Transform the Pet Help section of the Planned PETHood website into a comprehensive, easy-to-navigate resource hub that empowers pet owners with timely, practical support.
- Offer quarterly pet food pipeline to Gwinnett Food Banks and animal welfare organizations with established pet food banks.

IMPACT

Outreach brings essential veterinary care directly into communities where families face financial, transportation, or logistical barriers. It helps reduce preventable illnesses and strengthen the bonds between animals, families, and communities.

4

Strengthen Community Cat – TNVR Offerings

- Grow yr/yr surgical capacity by 55%, to approximately 600 surgeries.
- Actively work to collaborate with Gwinnett County TNVR community.
- Offer Community Cat Caregiver education sessions and resources.

IMPACT

TNVR (Trap Neuter Vaccinate Return) prevents unwanted litters, stabilizes community cat populations, and improves the health of outdoor cats.

5

Rescue– Foster – Adoption

- Foster and place 450 Cats and Kittens, including pets and barn cats.
- Complete process workflow assessment to improve the quality of care, increase adoption velocity and reduce operational costs.

IMPACT

This work saves the lives of at-risk cats and kittens. Our clinic provides the medical care for animals to survive and thrive. Foster homes give them the support to successfully transition into loving furever families or cozy barns.