



## FOR IMMEDIATE RELEASE

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### **National Nonprofit Petco Love Invests in betterTogether Forever To Help Increase Access to Veterinary Care for Pets in Los Angeles, CA**

**Los Angeles, CA (December 2024)** – betterTogether Forever is set to receive a \$5000 grant investment from national nonprofit Petco Love in support of their lifesaving work for pets in Los Angeles, CA.

Petco Love is a national nonprofit leading change for pets by harnessing the power of love to make communities and pet families closer, stronger, and healthier. Since its founding in 1999, Petco Love has invested nearly \$400 million in adoption and other lifesaving efforts. And Petco Love helps find loving homes for pets in partnership with Petco and more than 4,000 organizations — like ours — across North America, with more than 6.9 million pets adopted and counting.

The investment in betterTogether Forever is part of \$1.5M in grants recently announced by Petco Love for more than 170 spay/neuter clinics and other low-cost veterinary care providers to help increase access to veterinary care for pets in their communities. The lifesaving investments are also being granted to reduce economic euthanasia, and the surrender of pets to shelters when families are not able to afford needed veterinary treatment.

“Petco Love knows pets are family and we strive to take care of them the best we can, though the reality is not everyone has equal access to veterinary care as many pet parents face difficult financial times,” said Susanne Kogut, President of Petco Love. “That’s why we are proud to support our partner animal welfare organizations in providing helpful services in their communities, so we can keep pets and their families together.”

*“We wholeheartedly believe that families belong together. It is our honor and privilege to provide the services necessary to make sure they do. Through this generous grant, we will continue to support pet parents with veterinary care as well as other resources, options and information so that pets can stay out of the animal shelters, families can remain housed safely together, and communities are supported. We appreciate all our partnerships and collaborations, especially Petco Love for ensuring that betterTogether continues to offer all we can to preserve the bond between people and their pets,” said Christy Schilling, Executive Director.*

As part of Petco Love's mission to make pet families healthier and increase access to veterinary care, through its *Vaccinated and Loved* campaign, Petco Love reached its goal of distributing [three million free pet vaccines](#) for family pets in November 2024! The campaign was launched in August 2021, encouraging Petco Love animal welfare partners to host free vaccine clinics.

betterTogether Forever is a nonprofit organization that offers options, services, resources, and referrals to pet parents in crises, in poverty, under-resourced, housing-challenged in Los Angeles, CA so that they can keep their pets, keep them safe and healthy, and NOT have to surrender them to an animal shelter, give them up, or live on the streets to stay with them. Since 2021 betterTogether Forever has partnered with a variety of animal welfare and human service agencies, being out in the community delivering a full range of support services to people who love their pets.

*Brief list of accomplishments:*

- *Providing access to veterinary care and preserving the human animal bond since 2004*
- *Partnering with dozens of organizations and businesses, in both human and animal welfare, providing services and support to pets and their families in the communities of Los Angeles.*
- *In 2024 (1/1/24-12/31/24) received and answered 4,884 requests for support; dispersed \$146,389.43 worth of pet food and supplies through our pet pantry, covered the cost of 831 vaccinations, 277 spays/neuters and 2156 other veterinary services totaling 1118 pets all in an effort to keep families united and alleviate the overcrowded animal shelters.*

For more information about betterTogether Forever, visit <https://www.peopleandpetsbtf.org/>. Learn more about Petco Love here: [petcolove.org](https://petcolove.org).

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**About betterTogether Forever**

People and the pets they love belong together no matter what challenges life has thrown their way. betterTogether Forever is dedicated to helping pet parents in Los Angeles communities with incomes below the poverty line access valuable services to help them stay together with the pets they love, and to keep those pets safe, healthy, happy, off the streets, and out of animal shelters.

**About Petco Love**

Petco Love is a life-changing nonprofit organization that makes communities and pet families closer, stronger, and healthier. Since our founding in 1999 as the Petco Foundation, we've empowered animal welfare organizations by investing nearly \$400 million in adoption and other lifesaving efforts. We've helped find loving homes for more than 6.9 million pets in partnership with Petco and organizations nationwide. Our love for pets drives us to lead with innovation, creating tools animal lovers need to reunite lost pets, and lead with passion, inspiring and mobilizing communities and our more than 4,000 animal welfare partners to drive lifesaving change alongside us. Is love calling you? Join us.

Visit [PetcoLove.org](https://PetcoLove.org) or follow us on [Facebook](#), [Instagram](#), [X](#), [Threads](#), and [LinkedIn](#) to be part of the lifesaving work we lead every day.