



RCVC

Regional Community
Vet Clinic

Social Investment
Prospectus

September 2022



A message from our founders

At Regional Community Vet Clinic (RCVC) we are driven by the desire to make a difference. We are honoured and delighted to invite you to invest in our aspiration either through financial or in kind support.

But it's precisely because of the financial stress caused by these recent events that we feel now was the time this service was needed more than ever.

Starting any business during the Global Pandemic is an audacious goal, but starting a Not-for-Profit focusing on providing free or at-cost services to those most in need in rural communities could be considered an overreach.

We've seen first-hand how job loss, forced retirement and the rising cost of living in Regional Victoria has led the elderly, disabled, and disadvantaged in our community to struggle to maintain a suitable level of care for their companion animal.



Couple this with rising social anxiety, and the isolation associated with rural living and these companion animals are more than pets to our prospective clients, they are at times their only company and a much-needed lifeline.

Through the work of RCVC there is a unique opportunity to contribute to creating a level of equity in pet care and ownership long needed in Regional Victoria, that goes beyond animal welfare and to the very root of social equality and care for those in our communities.

RCVC is a brand-new initiative and the first of its kind in Regional Victoria. We aim to go beyond the traditional low-cost desexing and microchipping model and offer a holistic, outreach service to disadvantaged pet owners in the community.



Our objective is clear - we want no senior, disabled or financially disadvantaged regional Victorian to face any barriers in owning and caring for a companion animal. //

Our financial target is to raise the additional capital required to create a purpose-built clinic in the heart of Mt Alexander Shire, which will serve as a hub for our outreach and community activity.

We have already secured a grant from the Victorian State Government to start our journey and now we invite you to invest in what we believe is a unique opportunity to make a positive impact on the lives of people and animals across Regional Victoria.

- Dr Yvette Berkeley, Robyn Slattery & James Mack

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Regional Community Vet Clinic at a Glance

Regional Community Vet Clinic's goal is help those in dire financial need and who cannot afford veterinary care for their companion animal.

RCVC believes that in a prosperous country like Australia, no companion animal requiring veterinary attention should go without the necessary care required to live a happy and pain-free life.

However, RCVC understands that for some people access to preventative vet care is prohibitive due to financial disadvantage or other hardships.

RCVC will work to improve the health of companion animals through preventative care programmes, desexing programmes and in-home support.

RCVC aims to help improve the health of companion animals who live with people unable to afford their care. By doing this we hope to help improve the health and well-being of community members.

Our Vision

For senior and financially disadvantaged regional Victorians to face no barriers in owning and caring for a companion animal.

Our Mission

To provide affordable, quality veterinary care for companion animals and their owners who are experiencing social and financial hardship in Central Victoria.

RCVC will establish a safety net of support and social connection to community members who are unable to care for and stay connected with their animals.



Our 5 Core Values



Kindness

We believe all people and their pets have the right to feel valued, safe and like they matter.



Education

We believe in responsible pet ownership and giving owners the tools to proactively care for their companions.



Dignity

Empowering vulnerable pet owners.



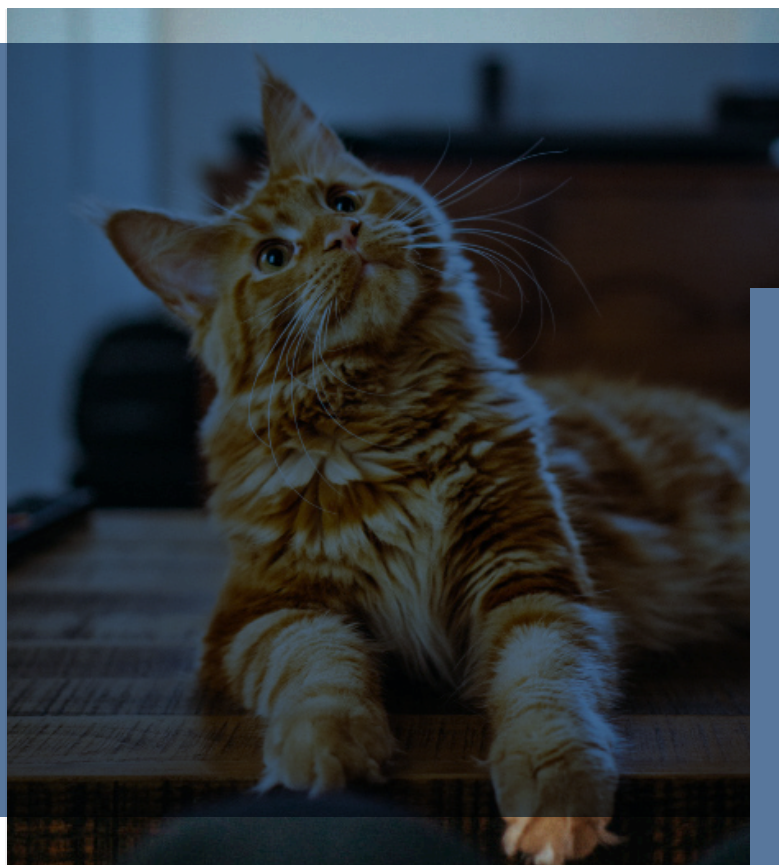
Accountability

We will provide service with honesty and integrity.



Communication

Relationships matter, we will be transparent and open with our clients and supporters.



Impact of Your Investment with RCVC

RCVC Service Offering:

Provision of preventative Veterinary Care

- Our research shows that over 15% of pet owners in our key demographic are currently not taking their companion animal to a veterinary clinic at all due to financial or physical hardship.
- Animals that are not receiving regular preventative veterinary care are at high risk for abandonment, surrender, euthanasia, or a life of unnecessary suffering.

Community Outreach Services

- RCVC has identified a portion of the population in our key demographic who are socially isolated due to age, ill-health, disability, or financial hardship that require assistance with the care of their pet.

Alleviate Stress on Local Vet Clinics

- The Veterinary profession is currently undergoing a global crisis, with a shortage of vets around the world.
- Several studies have identified veterinarians to be at a significantly higher risk of suicide than the general population. It is estimated veterinarians are four times more likely to fall victim to suicide.
- The attrition on the profession and increase in suicide rates can be attributed to the high emotional investment veterinarians have in their profession and the pressure they feel to treat patients even to their own financial detriment.

Increased Awareness & Care for Native Fauna

- By providing desexing and care facilities we hope to significantly reduce the feral cat population in regional Victoria. According to a recent CSIRO Study (<https://www.publish.csiro.au/wr/WR19174>) a single feral cat can be responsible for 576 native bird, reptile and mammal deaths each year.

Your investment in RCVC will help to:

- Build a dedicated clinic and space to offer preventative animal care to residents of regional Victoria who would otherwise not visit a veterinarian.
- Operate community health and awareness events Such as de-sexing days).
- Significantly improve the mental health of pet owners who struggle with guilt and anxiety over the care of their pet.
- Ensure that at risk pet owners do not have to make the choice between caring for themselves or their pet.

- Build a network of volunteers that can provide:
 - o Pet/Owner Transportation
 - o Home visits and check-ins
 - o Administration of Medication
 - o Pet Grooming
 - o Pet Exercise
 - o Temporary or Emergency Pet Boarding due to owners medical treatment or natural disaster

- Ease the emotional and financial burden from an already struggling profession by offering an alternative option for those clients who are unable to afford commercial veterinary fees.
- Give local veterinarians the ability to give back to the community without putting themselves or their practice at risk.
- Create a 'crisis' fund for animals beyond the scope of RCVCs in-house care to cover the cost of treatment at a private practice clinic.

- Operate community de-sexing programs for disadvantaged owners, small rescue groups and farms thereby reducing the feral cat population.
- Foster awareness and education around responsible pet ownership and living harmoniously with native fauna.

Benefits of Partnering with Regional Community Vet Clinic



Regional Business Exposure

Using Mt Alexander Shire as a base of operations we are uniquely positioned to service clients across 3 major regional areas of Victoria (Loddon Mallee, Grampians and Hume) our expected initial operations will cover a population of approximately 250,000 (based on 2021 census figures).

Regional Australia still holds fast to traditional community values, and businesses seen helping causes that improve the lives and environments of regional residents will often be given preference in purchasing decisions.

Social Segment Business Exposure

- **Pension Card Holders & Retirees**

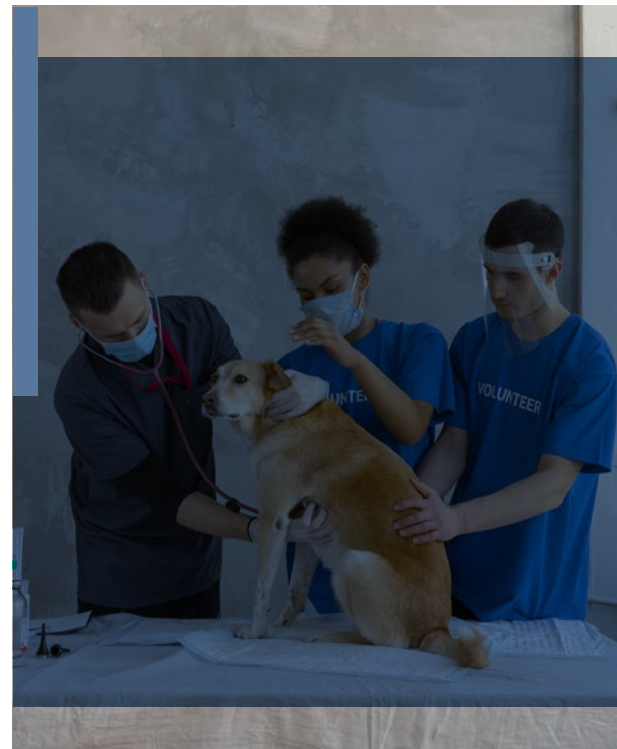
While our organisation will be aimed at those under truly necessitous circumstances, we can offer broader exposure to the ageing population in Regional Victoria as a whole, due to the entities we partner with and areas we service. **By partnering with RCVC you can show this segment of the market that you have their interests at heart by supporting their peers.**

- **Pet Owners**

Regional Victoria tends to have a higher rate of pet ownership than metropolitan areas. By having your brand associated with Regional Community Vet Clinic you are showing the estimated 1,000,000+ pet owners across Regional Victoria that you empathise with them. This is an attractive opportunity for pet and consumer goods companies who are looking to reach a regional audience.

- **Private Practice Veterinarians & Animal Care Professionals**

Our clinic and outreach programs will be staffed by veterinarians, vet nurses, vet technicians and animal care professionals who will mostly either have their own private practice or have a level of decision making in a private practice. This gives a desirable level of exposure for veterinary and animal supply companies to partner with RCVC.



Corporate Social Responsibility

Show your commitment to social, regional and animal welfare issues by partnering with an organisation who is at the intersection of all three. For those partners who are involved in the veterinary or animal services industry your partnership shows a commitment to altruism within the sector.



Tax Benefits

RCVC is a DGR registered charity, meaning any corporate giving over \$2 is fully tax deductible.

You may also want to consult a business or tax advisor around how corporate sponsorship and investment can be categorised as a marketing expense within your business.

How to Invest in Regional Community Vet Clinic



Financial Donations

One-off donation to the construction of a purpose-built vet clinic

Our most ambitious project is the construction of a 100% Not-for-Profit veterinary clinic in the heart of Mt Alexander Shire. We have been given preliminary approval by Mt Alexander Shire council for a block of land and have been awarded a \$200,000 grant from the Victorian State Government towards capital costs.

To complete the construction of this project we still need to raise a minimum of an additional \$200,000 for a complete build.

One-off or recurring donations to operating and running expenses

While our primary driver is the construction of the clinic, we have already commenced with a number of community initiatives, including de-sexing and vaccination days, as well as community outreach programs for community members who need some additional assistance with their companion animal at home.

Workplace Giving

If you would like to instigate a workplace giving initiative for your employees to give to Regional Community Vet Clinic, we would be delighted to work with you to implement this arrangement.



Donations of Goods & Services

Veterinary Clinic

For the foundation of our vet clinic we would welcome donations of the following:

- Construction Materials
(To be discussed with our builder)
- Cabinetry and storage
- Furniture
- Veterinary equipment
- Construction, installation, and utilities services
- A vehicle for transportation and outreach
- Landscaping labour and materials

Ongoing operations

For our ongoing operations, community outreach and mass treatment days we would welcome donations of the following:

- Veterinary consumables
- Pet health products (Wormer, Flea Treatment, Medication, etc)
- Pet Food for donation to the community
- Fuel Cards for volunteer outreach and transport drivers

Organisational Directory

Regional Community Vet Clinic LTD

ACN: 649 265 556

ABN: 20649265556

Registered with The Australian Charities and Not-for-profits Commission

Deductible gift recipient status

REGIONAL COMMUNITY VET CLINIC LTD is endorsed as a Deductible Gift Recipient (DGR) from **01 May 2022**. It is covered by Item 1 of the table in section 30-15 of the *Income Tax Assessment Act 1997*.

Directors



Chair

Dr. Yvette Berkeley



Company Secretary

Mr. James Mack



Treasurer

Mrs. Robyn Slattery



Registered Office



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Important Information

This document is dated September 2022.

Regional Community Vet Clinic Ltd (ACN: 649 265 556) is the entity making the invitation to invest set out in this document.

This is a fundraising document and not a prospectus for the purposes of the Corporations Act 2001. Regional Community Vet Clinic is registered/licensed to raise funds under Victorian State Law under registration from The Australian Charities and Not-for-profits Commission (ACNC).

You are invited to read this document and make an independent decision about investing in the work of Regional Community Vet Clinic. You should consider seeking professional advice in relation to the investment before making any decision. This document has been prepared in good faith but has not been tailored for the circumstances of any individual investor.

No person is authorised to provide information or make any representation in connection with this offer document which is not contained in this document and any information or representation made may not be relied upon for the purposes of making a decision to invest in the work of Regional Community Vet Clinic.

Neither Regional Community Vet Clinic nor any other person can guarantee any specific return or outcome as a result of an investment or partnership.

Information contained in this document may change over time. Any financial accounts are current as at the date stated in those accounts and are stated in Australian dollars unless otherwise specified.