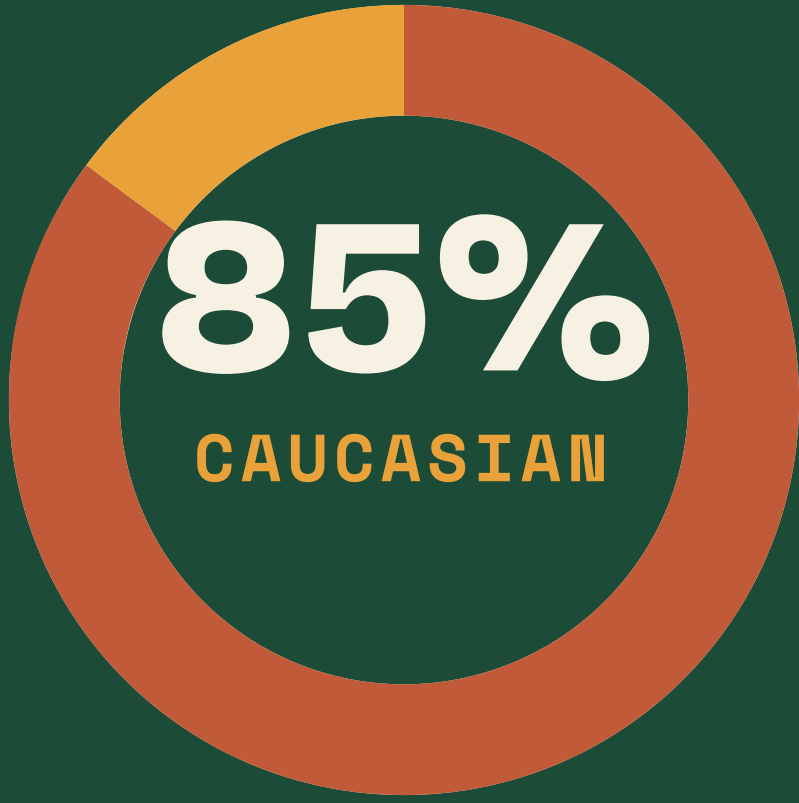


CareVet & Community

Meeting people where they live — open-air veterinary events that close the *cultural and trust gap* between clinics and the communities they serve.

Marcus McCaskill Jr.

Class of 2028 DVM Student
Iowa State University & University of Nebraska–Lincoln
Professional Program in Veterinary Medicine



Caucasian Underrepresented

Source: nih.gov, 2026

The gap we're closing

As of March 2026, **85% of veterinarians identify as Caucasian.** Beyond the profession's lack of diversity, this creates a disconnect between pet owners and those who care for their animals — because *cultural literacy isn't taught in school*, and it's harder to build in less diverse fields.

When that connection frays, client education and retention suffer — and too often, animals arrive only once disease has progressed **too far to treat affordably.** Sharing everyday pet-care knowledge in the community turns care from reactive into preventative, and rebuilds trust between veterinarian and client.

01 The idea — open-air outreach

Take routine care out of the exam room and into the neighborhood.

Open-air, outdoor events where veterinarians work alongside **children and their families.** Demonstrations of everyday care — physical exams, vaccinations, and low-stress treatments — performed on vetted family pets at a **lowered cost.**

Doing this in a green space lets more people follow the learning process at once. It shows real dedication to the community, sparks youth interest in veterinary medicine, and educates parents and guardians — while clinics build presence and market through the work itself.

Pets are pre-vetted — already up to date on vaccines and well-tempered — so the day stays safe, welcoming, and genuinely instructive.

- Physical exams
- Vaccinations
- Low-stress treatments
- Lowered cost
- Youth engagement

TRADITIONAL CLINIC

Limited reach

- Fixed location
- Appointment-based
- Reactive care

↓ open the doors ↓

OPEN-AIR OUTREACH

Meets people where they are

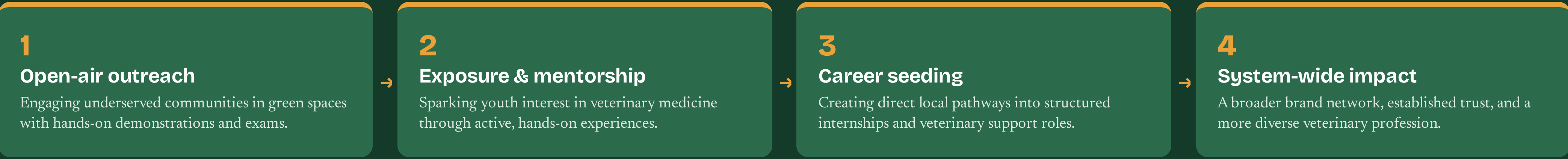
- ✓ Mobile & accessible
- ✓ Walk-in & flexible
- ✓ Proactive wellness

Community engagement Increased flow Open interaction

From a green space to a career pipeline

260 clinics · 43 states

a national footprint for local impact



02 Reaching new communities

Advertising to audiences the clinic doesn't already touch.

- Radio ads & social posts — reaching households beyond the clinic's usual list.
- Word of mouth in shared community spaces.
- Flyers & ads in cooperation with local humane societies.

WHO THIS REACHES

Focused where it matters most — **underserved and low-access communities** that don't typically engage with veterinary clinics.

03 Proven in other communities

The model already works across medicine and veterinary care.

IN MEDICINE & WELLNESS

Mission of Mercy

Iowa — free community dental care

Running Pain Workshop

Chattanooga — sports-therapy outreach

Health Matters

Stanford Medicine — free wellness event

IN VETERINARY CARE

Chewy Vet Leaders

Chewy Health mentorship program

Street Dog Coalition

Care for pets of the unhoused

Spay & Neuter Clinics

Local Humane Society efforts