



NEWS RELEASE
For Immediate Release

**UNDERDOG PET RESCUE AND VET SERVICES RECEIVES \$150,000 GRANT FROM PETSMA
CHARITIES TO EXPAND ACCESS TO VETERINARY CARE**

Funding Will Help Madison Pet Families Access the Affordable Veterinary Care They Need

MADISON (May 5, 2026) — Underdog Pet Rescue and Vet Services has received a \$150,000 grant from PetSmart Charities to help more local pet families access affordable veterinary care.

A recent PetSmart Charities-Gallup State of Pet Care Study revealed 52 percent of pet parents skipped or declined veterinary care, largely due to financial concerns. This funding will support Underdog's strategic growth to help more people and pets by removing barriers to care. The need in Madison for affordable care is growing, and by hiring more veterinarians and improving clinic efficiency will allow more patients to be seen every week. Through this grant, Underdog Pet Rescue and Vet Services will increase spay/neuter surgeries, plus add much-needed lifesaving surgical care, offer urgent care walk-in hours, and ultimately, reach more families who want to help their pets.

"This grant will help us provide the care our community is asking for," said Lauren Brinkman, Executive Director of Underdog Pet Rescue and Vet Services. "Families in our community love their pets. Regardless of what their household income is, their pets deserve quality care. We are thrilled to have the ability to add staff and equipment, thanks to the generosity of PetSmart Charities. The funds are incredibly important to allow us to grow, and now we're able to do so in the most thoughtful and efficient ways possible, thanks to the learning opportunities PetSmart Charities is providing."

50 million pets across the U.S. lack access to the veterinary care they need. In 2023, PetSmart Charities responded to that reality with a commitment of more than \$100 million over five years to dismantle the financial, geographical and logistical barriers standing between pets and the care they deserve. Through its Accelerator grant program, PetSmart Charities supports nonprofit and low-cost veterinary providers working to expand services and reach more families in need.

"Pets are family, and access to veterinary care is critical in ensuring they stay healthy and remain in their loving homes," said Aimee Gilbreath, president of PetSmart Charities. "When care is declined or skipped due to finances, small medical issues can become serious and far more expensive. We're proud to partner with Underdog to help create practical, sustainable goals that meet the needs of their community."

About Underdog Pet Rescue and Vet Services

Underdog Pet Rescue and Vet Services is an all-breed companion animal rescue and veterinary clinic based in Madison, Wisconsin. Their mission is to find permanent homes for animals in need, and to enrich lives by strengthening the connection between animals and people through community services and outreach. They offer affordable veterinary services in Madison to support all who need services in their community. Find out more at <http://www.underdogpetrescue.org>. Follow Underdog Pet Rescue and Vet Services: [facebook.com/underdogpetrescue](https://www.facebook.com/underdogpetrescue) IG: @underdogpets

About PetSmart Charities

PetSmart Charities is committed to making the world a better place for pets and all who love them. Through its in-store adoption program in all PetSmart® stores across the U.S. and Puerto Rico, PetSmart Charities has helped more than 11 million pets find loving homes. PetSmart Charities also provides grant funding to support organizations that advocate and care for the well-being of all pets and their families. Its efforts connect pets with loving homes, improve access to affordable veterinary care, and support families in times of crises with access to food, shelter, and disaster response. Each year, millions of generous supporters help pets in need by donating to PetSmart Charities directly at PetSmartCharities.org, while shopping at PetSmart.com, and by using the PIN pads at checkout registers inside PetSmart® stores. PetSmart Charities efficiently uses more than 90 cents of every dollar donated to fulfill its mission, granting more than \$600 million since its inception in 1994. The organization is a 501(c)(3) nonprofit that has received a Four-Star Rating from Charity Navigator each year consecutively since 2003 — placing it among the top one percent of rated charities.

To learn more or make a donation, visit PetSmartCharities.org.

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