Who we are

Vision
• No one should face pet cancer alone.

Why We Exist?

Mission
• We are a network whose mission is to provide Guardians and their families with the resources and emotional supports needed to navigate pet cancer.

Laura Leah English, Founder & Board Chair with her dog Kali
THE ISSUE

- There is care for the patient, but not for the Guardian, or pet family

- Sadly, pet cancer is on the rise.

- 6 million cats and 6 million dogs are lost to cancer annually in the US. Similar stats in Canada.
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THE IMPACT

The Initial Emotional Response to a Cancer Diagnosis

- How did this happen?
- How can I afford this, and what if I cannot?
- How do I tell my kids?
- What did I do wrong?
- What will I do without my cherished pet?
- How do I say goodbye?

Guardian Jackie with her dog Emma, lost to hemangiosarcoma
Feelings of Isolation and Hopelessness

Reactions Shared:
- Guilt
- Panic
- Fear
- Anger
- Frustration
- Depression

Enzo battling mast cell tumors snuggles with sister Gigi for support.
The Initial Emotional Response to a Cancer Diagnosis

- How did this happen?
- How can I afford this, and what if I cannot?
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- What will I do without my cherished pet?
- How do I say goodbye?
Facing Pet Cancer

- Impacting mental health and well-being
- First touch point of loss for a child
- Grief - how to prepare for it

8 year-old Jaydon and Daisy
Impact on Vulnerable Populations

- Children
- Seniors
- Low-income individuals and families (addictions and homelessness)
- Indigenous Communities
Facing Pet Cancer

- Impacting mental health and well-being
- First touch point of loss for a child
- Grief - how to prepare for it

8 year-old Jaydon and Daisy

The Layers
The Plan

Taking emotion off the table and start to plan a solution

Start By:

1. Taking a deep breath and remain calm. Your pet can feel your anxiety and stress.

2. Making changes to your pet’s diet

3. Look at the environment that your pet is exposed to

And, find quality resources ...
Resources

- Family Veterinarian
- Veterinary Specialists
- Friends and Family
- Social Media & Reliable Internet Sources
- Kali's Wish Cancer Foundation
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And, find quality resources ...
How We Help

Front service provider to pet Guardians experiencing cancer or palliative care with their pet.

We Offer Free Programs:

- Care Packages
- Buddy Connect
- Ask the Expert
- Health Hub
- Online Support Group
LET'S HELP, TOGETHER!

Network of Supporters & Funders

- Individual Givers
- Partnership with Pet Planet 48 Canadian Stores
- Sponsorship Food Brands - Ex: Champion
- Alberta Government Funding
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SPREAD THE WORD

- Community Outreach in our local area
  - trade shows
  - community events
  - local dog parks

- Vet Partnerships

- Social Media & Google Ads
Final Thought

HOW YOU CAN HELP

- Share with the pet cancer families you interact with
- Contribute information on pet cancer
- Connect to partner in unique ways
- Share us with your network
- Become a resource for Kali’s Wish
- Promote the better compassion and understanding with veterinary organizations
LET'S ...

Help Guardian families provide long, happy and healthy lives for their cherished companions!

No one should face pet cancer alone.

Visit kaliswish.org
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