



*Lap of Love*

Veterinary Hospice & In-Home Euthanasia

# Media Kit



Because  
pets are  
family!



# Table of Contents

Backgrounder .....	2
Fact Sheet.....	3
Origin of Our Name .....	4
Our Logo .....	4
What Makes Us Unique .....	5
Founder Bios.....	6
What People Say about Us.....	7
Timeline .....	8
Awards .....	9
Media Coverage .....	10

Lap of Love veterinarians had the honor of assisting all of the beloved pets featured in this media kit

Cover Photo: **Bailey**, Woodbridge, VA, Shareesa Marie Photography





# Backgrounder

## Company Overview

[Lap of Love](#) Veterinary Hospice & In-Home Euthanasia is a nationwide network of doctors who have dedicated their careers exclusively to veterinary end-of-life care. We believe that all pets, and the people who love them, deserve the most compassionate and supportive end-of-life experience that veterinary medicine has to offer. Our doctors offer quality-of-life assessments, pain and anxiety management, end-of-life consultations, and peaceful euthanasia in the comfort of the pet's favorite place—home.

## Our Philosophy

We consider the human aspect of a pet's end-of-life care just as important as the medical aspect. Lap of Love doctors know that discussing when to say goodbye is the most important conversation a veterinarian ever has with a family. Our veterinarians offer compassionate, open-minded guidance to pet parents who are deciding when, how, and why to either euthanize or continue medical management for their pet. Our group's philosophy centers around the human-animal bond and the need for that bond to be as undisturbed as possible during this most difficult time.

## Industry Pioneers

Founded by Dani McVety, DVM, and Mary Gardner, DVM, Lap of Love has revolutionized the care of geriatric pets, the end-stage management of terminal illnesses, and the handling of euthanasia in the veterinary space. By perfecting the veterinary hospice concept and proactively bringing euthanasia into the home, we are transforming end-of-life care from a minute percentage of practice into its own industry.

As the pioneers in end-of-life care, we seek to actively educate and share our vast reserves of knowledge with other veterinary professionals and pre-professionals, providing critical information that is not taught in veterinary schools. This has substantially contributed to the growth of a new culture of veterinarians, doctors who are learning to treat death not as a failure of medicine, but as the natural progression of biology.





# Fact Sheet

## At a Glance:

**Year founded:** 2009  
**Founder:** Dani McVety, DVM  
**Co-Founder:** Mary Gardner, DVM  
**Headquarters:** Tampa, FL

**Total veterinarians:** 375+  
**Total support staff:** 340+  
**Total areas served:** 135+ areas in 37 states across the US

- Dr. Dani McVety started Lap of Love three months after graduating from veterinary school as a way to pay back school loans while she was working in emergency medicine. Her inspiration began with a love of people combined with volunteer work for human hospice.
- Dr. Mary Gardner joined Lap of Love in 2010 as the company's co-founder with almost a decade of experience in software design before becoming a veterinarian. She led the development of the company's proprietary practice management software.
- Lap of Love offers hospice care (which includes quality-of-life assessment, pain and anxiety management, and end-of-life consultation), and peaceful euthanasia, all in the comfort of the pet's favorite place—home. We also offer telehospice and Pet Loss Support services.
- Lap of Love was modeled after human hospice. Our veterinarians focus on palliative care and pain management, not on curing a pet's disease.
- Since Lap of Love's inception, our veterinarians have helped over 700,000 pets and their families.
- Lap of Love has experienced significant growth since its inception in 2009.

## In 2023 alone:

- Our veterinarians helped 140,000+ pets and their families.
- Our care coordinators engaged in 580,000+ conversations with families, at an average of over 8 minutes per call.
- We delivered over 200 hours of end-of-life education at veterinary schools and conferences across the country.

Lap of Love Veterinary Hospice & In-Home Euthanasia  
17804 N. US Hwy. 41 | Lutz, FL 33549  
[LapofLove.com](http://LapofLove.com)  
[PetsAreFamily@LapofLove.com](mailto:PetsAreFamily@LapofLove.com) | (855) 933-5683

## Media Contact:

Hope Garza, Marketing Assistant  
[Hope@LapofLove.com](mailto:Hope@LapofLove.com) | (855) 933-5683



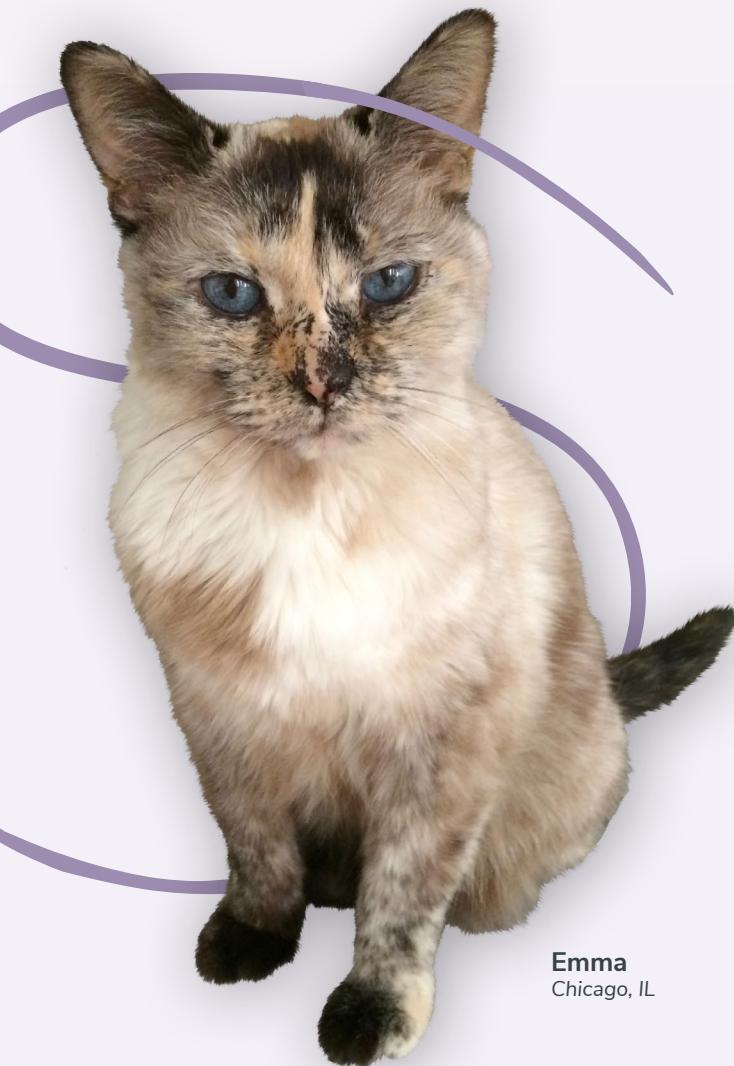


# Origin of Our Name

While preparing a family for a euthanasia late one night at an emergency clinic, the client looked up at Dr. Dani McVety and said "Please, can you leave her on my lap, instead of that cold, sterile table?" Only a few months out of vet school, Dr. Dani had been taught to take pets to the "treatment area" in the back of the clinic to begin the euthanasia process. But the pet parent's request was too powerful, too meaningful for Dr. Dani to refuse. With some quick improvising, she gave the little chihuahua a peaceful passing in the comfort of her mom's lap. At that moment, Dr. Dani realized that every pet deserved a dignified experience where they feel comfortable and safe—in their parent's lap.

Shortly after, Lap of Love Veterinary Hospice was born in Tampa, Florida, growing from a fulfilling, part-time project to pay back Dr. Dani's student loans into a passion for pets, their people, and the doctors who care for them.

Today, Lap of Love is one of the most respected networks of doctors in the veterinary profession, setting the standard for end-of-life care higher than it has ever been before.



## Our Logo



[Download](#) our logo.



# What Makes Us Unique

## Our Services

Lap of Love exclusively offers end-of-life, veterinary care services. These include:

- Peaceful, dignified, in-home euthanasia
- In-home veterinary hospice
- Telehospice
- Virtual pet loss support services

We also provide quality-of-life assessments, pain and anxiety management, and end-of-life consultations. Our veterinarians offer compassionate, open-minded guidance to pet parents who are deciding when, how, and why to either euthanize or continue medical management for their pet. A peaceful, end-of-life experience best supports the comfort of the patient, allows the clients to navigate their grief without the burden of guilt, and provides the most supportive environment for doctors. These benefits culminate to unparalleled patient care and promotion of the human-animal bond.

## Our Doctors

When hiring, Lap of Love specifically seeks empathetic veterinarians who provide clients with gentle guidance and genuine compassion instead of narrow-minded judgment. Any veterinarian who chooses to dedicate his or her life to the practice of veterinary hospice and euthanasia is incredibly special. It's not an easy role to play in our society, and when asked why we do this, our response is always, "Because it is an honor."

## We are Industry Pioneers

Lap of Love has revolutionized the care of geriatric pets, the end-stage management of terminal illnesses, and the handling of euthanasia in the veterinary space. By perfecting the veterinary hospice concept and proactively bringing euthanasia into the home, we are transforming end-of-life care from a minute percentage of practice into its own industry.

As pioneers in end-of-life care, we seek to actively educate and share our vast reserves of knowledge with other veterinary professionals and pre-professionals, providing critical information that is not taught in veterinary schools. This has substantially contributed to the growth of a new culture of veterinarians, doctors who are learning to treat death not as a failure of medicine, but as the natural progression of biology.





# Lap of Love Founders



## Dani McVety, DVM Founder & Chief Executive Officer

Veterinarian | Entrepreneur | Speaker | Author | TV Host

Dr. Dani McVety has a deep love for the human-animal bond. After graduating from veterinary school, she practiced emergency medicine and gained a greater understanding of how to help families at a time in which they felt the most helpless.

Already an accomplished entrepreneur before vet school graduation, Dr. Dani partnered with Dr. Mary Gardner one year after founding Lap of Love. Dr. Dani frequently writes and speaks for professional and lay audiences on end-of-life veterinary topics. As a certified body language instructor, one of her favorite topics is communication.

Dr. Dani is the youngest recipient of the University of Florida's Distinguished Young Alumni Award (2013) and the Florida Veterinary Medical Association's President's Award (2014). She also won Pet Industry Woman of the Year (2016) and the Bustad Companion Animal Veterinarian of the Year (2022).

[Learn more about Dr. Dani](#)



## Mary Gardner, DVM Co-Founder & Chief Innovation Officer

Veterinarian | Speaker | Entrepreneur | Author | Inventor

Dr. Mary Gardner spent a decade in software design before completing her Doctorate of Veterinary Medicine. She worked in general practice for two years before joining Dr. Dani McVety as the co-founder of Lap of Love Veterinary Hospice in 2010.

Combining her software experience with her knowledge of the veterinary industry, Dr. Mary led the development of Lap of Love's proprietary practice management software, which is specific for veterinary hospice and euthanasia services.

Dr. Mary writes and speaks for professional and lay audiences on all aspects of end-of-life care, including veterinary hospice and euthanasia. She is a frequent speaker at veterinary industry events, professional sales meetings, veterinary schools, and animal hospitals around the country. Dr. Mary won the 2020 VMX Small Animal Medicine Speaker of the Year. In 2022, she published four books for pet owners who are caring for [geriatric dogs](#) and [cats](#) and two [children's activity books](#) focused on senior pets.

[Learn more about Dr. Mary](#)

Dr. Dani, Dr. Mary, and Lap of Love have been featured on many local, national, and professional [media outlets](#).



# What People Say About Us

## What Our Clients Say

"Because of you, I'm not afraid to get another dog."

— J. Weddington, Albuquerque, NM

"To have Maggie home, on her bed, with her pillow, surrounded by all was the greatest gift we could ever give her. I can't say enough about Lap of Love and the warm environment they provide at such a difficult time."

— Tracy, Bob, Chris and Pat, Freeport, NY

"Dr. Anne reassured us that letting Connor go was the compassionate thing to do. She took one of the worst days of my life and made it much better than I could have imagined."

— K. Arbaugh, Media, PA

"Dr. Leann gave wonderful counsel, removing guilt and dread from the process. With her empathy so apparent, I was able to express my grief fully, without fear of judgment."

— B. McIlvaine, Vista, CA

"With [Dr. Lori's] hospice help, Daisy and I were able to enjoy 5 more months together!"

— D. Ortega, Portland, OR

**...and thousands more on our [website!](#)**

## What Our Doctors Say

"I love this work so much. Helping animals as well as people was always my hope and this work allows me to do that in such a meaningful way. I am truly grateful for my job!"

— Beth Ruggles, DVM, Cincinnati, OH

"I am still, on a daily basis pinching myself that I am now part of Lap of Love. I honestly think this is and will be the best chapter of my career and life."

— Sheilah Robertson, BVMS (Hons), PhD, DACVAA, DECVA, DACAW, DECAWBM (WSEL), CVA, MRCVS, Senior Medical Director at Lap of Love and former professor of Drs. Dani and Mary, Gainesville, FL



**Coco**  
Franklinville, NJ  
Valerie Bruder Photography



# Timeline

- 2009** — Dr. Dani McVety starts Lap of Love Veterinary Hospice in Tampa, FL.
- 2010** — Dr. Mary Gardner joins Lap of Love as co-founder.
- 2011** — Lap of Love welcomes their first veterinarian outside the state of Florida, in Charlotte, NC.
- 2013** — Lap of Love expands to serve 20 states across the country.
- 2015** — Lap of Love establishes a dedicated Support Center, staffed by a team of compassionate professionals to assist families over the phone.
- 2017** — Lap of Love has been honored to sit at the bedside of more than 100,000 pets and their families, assisting in the peaceful and loving transition of euthanasia, since it was founded.  
— Lap of Love's team grows to over 100 doctors nationwide!
- 2018** — Lap of Love expands to serve 30 states across the country.
- 2020** — Lap of Love has been honored to sit at the bedside of more than 250,000 pets and their families, assisting in the peaceful and loving transition of euthanasia, since it was founded.  
— Lap of Love's team grows to over 200 doctors nationwide!  
— Lap of Love launches Telehospice services to serve families nationwide in response to COVID.
- 2021** — Lap of Love has been honored to sit at the bedside of more than 400,000 pets and their families, assisting in the peaceful and loving transition of euthanasia, since it was founded.  
— Lap of Love launches dedicated Pet Loss Support services for anyone who has experienced the loss of a pet.
- 2023** — Lap of Love acquires the Companion Animal Euthanasia Training Academy (CAETA).  
— Lap of Love's team grows to over 350 doctors nationwide!  
— Lap of Love launches our [Pet Memorial Keepsakes](#) site
- 2024** — Lap of Love expands beyond the continental border to serve pets in O'ahu, Hawaii.

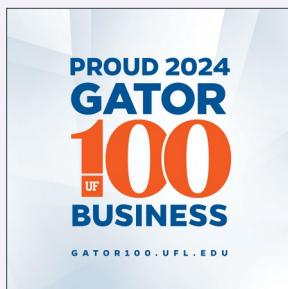
**Ben E. Bighead**  
Waynesboro, GA





# Awards

- 2013** — Dr. Dani McVety receives the University of Florida College of Veterinary Medicine's Distinguished Young Alumni Award, making her the youngest recipient of the award to date.
- 2014** — Dr. Dani McVety receives the Florida Veterinary Medical Association's President's Award, making her the youngest recipient of the award to date.
- 2016** — Dr. Dani McVety receives the Advocate Award and is named Pet Industry Woman of the Year by Women in the Pet Industry Network (WIPIN).
- Dr. Mary Gardner receives the University of Florida College of Veterinary Medicine's Distinguished Young Alumni Award.
- 2017** — Lap of Love appears on the 2017 GrowFL Companies to Watch List, which celebrates high performing, second-stage companies headquartered in Florida.
- Lap of Love is a semi-finalist in the Greater Tampa Chamber of Commerce's 2017 Small Business of the Year awards.
- Dr. Dani McVety receives the Tampa Bay Business Journal's 2017 Up & Comers Hall of Fame award in the Under 40 category.
- Dr. Dani McVety's presentation wins NAVC Conference Session of the Year.
- 2018** — Lap of Love receives the first-ever Innovative Practice of the Year award from the Veterinary Innovation Council, a division of the North American Veterinary Community.
- Lap of Love wins Best in Show at the inaugural Veterinary Innovation Council Awards for receiving more votes than any nominee in any category.
- Lap of Love ranks 1,956th on the 2018 Inc. 5000 list of the fastest-growing private companies in America.
- Dr. Dani McVety and Dr. Mary Gardner are voted "Top 20 Veterinarians to Watch in 2018" by Fetch/DVM360.
- 2020** — Dr. Mary Gardner wins VMX Small Animal Medicine Speaker of the Year.
- 2022** — Dr. Dani McVety receives the AVMA Bustad Companion Animal Veterinarian of the Year award.



The Gator100 is a list of the fastest-growing companies in the world led by graduates of the University of Florida. The awards were launched in 2015.

<b>2015</b>	— Lap of Love ranks 29th	<b>2020</b>	— Lap of Love ranks 19th
<b>2016</b>	— Lap of Love ranks 45th	<b>2021</b>	— Lap of Love ranks 87th
<b>2017</b>	— Lap of Love ranks 76th	<b>2022</b>	— Lap of Love ranks 61st
<b>2018</b>	— Lap of Love ranks 19th	<b>2023</b>	— Lap of Love ranks 24th
<b>2019</b>	— Lap of Love ranks 11th	<b>2024</b>	— Lap of Love ranks 58th

Lap of Love is the only company that has been on the Gator100 every year since its inception.



# Media Coverage

[All pets go to heaven. She helps them do it at home.](#), featured on the front page of The Washington Post (print version), 2/29/2024

[A good death – hospice and end-of-life options for your pet](#), City View Des Moines, 10/4/2023

[How Pet Owners Helped Their Dying Pets Have Good 'Last Days'](#), Huff Post, 6/7/2023

[Mobile vet helps guide pets through "quality of death,"](#) News Center Maine, 5/4/2023

[How to make your home safer and more comfortable for a senior dog](#), The Washington Post, 4/25/2023

[5 Pillars of Veterinary Hospice Care](#), DVM360, 10/14/21

[How to Improve Your Senior Dog's Quality of Life](#), American Kennel Club, 5/4/2021

[Hey Thanks, Lap of Love](#), Nashville Scene, 11/19/2020

[In-Home Euthanasia: Putting a pet down at home](#), Be.Chewy.com, 9/26/2019

[Hospice Care for Family Pets](#), Fox 5 NY, 9/24/2018

[Hospice Care...for Pets?](#) Huffington Post, 3/27/14

[Hospice Care Offered to Ill Pets, Grieving Owners](#). The Associated Press, 12/11/2013

[All Dogs May Go to Heaven. These Days, Some Go to Hospice](#). New York Times, 12/1/2013

*...and many more on our [website!](#)*

## Media Contact:

Hope Garza, Marketing Assistant

[Hope@LapofLove.com](mailto:Hope@LapofLove.com) | (855) 933-5683

