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PROJECT STICKER LAUNCHES STICKWITHUS.VET

A Bold New Resource Putting People First in Veterinary Medicine

PALATINE, IL, MAY 6, 2025 – Today, Project Sticker, a not-for-profit initiative dedicated to supporting all veterinary professionals before they reach a mental health crisis, officially launches StickWithUs.vet—a first-of-its-kind hub created to transform how the profession accesses mental health support. Built in collaboration with partners across the veterinary ecosystem, the platform aggregates trusted, diverse, and inclusive resources into one centralized location, finally removing the confusion and stigma around getting help.

This is more than a website—it's a movement.

StickWithUs.vet simplifies access to mental health care by offering tools and support from across the veterinary industry, including resources from Not One More Vet, Veterinary Hope Foundation, AVMA, and more. The platform is the first in a series of proactive solutions designed to normalize mental health in veterinary medicine before crisis hits.

“There’s no one-size-fits-all approach to wellness,” says Krista Martin, LISW-CP, LCSW, C-AAIS, veterinary social worker and Project Sticker advisor. “StickWithUs.vet gives people the space and permission to explore what works —whether that’s professional therapy, peer connection, or simply learning how to breathe through a tough moment.”

A Profession on the Brink

According to the American Animal Hospital Association’s Stay, Please – Retention in Veterinary Medicine study, more than 30% of veterinary professionals are considering leaving the field within the next two years. Burnout, compassion fatigue, workplace toxicity, and moral stress continue to drive turnover. The economic toll is significant—companies lose an estimated \$2 billion annually due to mental health-related disengagement and attrition, according to research jointly funded by the American Veterinary Medical Association and Cornell University with support from Zoetis.

“We’re shifting the focus from crisis response to prevention,” said Alyssa Mages BS, CVT, FVTE, and co-founder of Project Sticker. “Veterinary professionals deserve a system that aggregates all the amazing mental health resources into one place, so that we can find what works for each person, putting mental health at the center of the conversation, not on the sidelines.”

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From Inspiration to Action

Project Sticker was born out of hard conversations, personal loss, and a shared determination to make change. The initiative was built on the belief that it is possible to connect with someone **before** they are in crisis. We must connect with people and make available multiple tools and resources to help prevent a crisis.

“Veterinary professionals need to know they're not alone—and StickWithUs.vet helps us make that real,” said Gigi Tsontos, LCSW, MPA, Executive Director of Not One More Vet. “We’re proud to support this platform and the shared mission to bring mental health support to every corner of the profession.”

People First: Supporting the Person, the Practice, and the Profession

StickWithUs.vet is just the beginning of Project Sticker’s long-term strategy which focuses on three key pillars:

- The Person – A mental health insight tool is in development to help professionals better understand how day-to-day responsibilities and interactions may trigger stress, fatigue, or emotional strain. This tool will evolve to support every sector of veterinary medicine, including small animal, food animal, equine, shelter medicine, and industry support roles.
- The Practice – Project Sticker is working with practice management software partners to integrate the health tool directly into clinic operations—making mental health part of daily workflows, not just emergency care.
- The Profession – A forthcoming industry-wide certification program will recognize veterinary employers that actively support mental wellness. This badge will serve as a trusted signal that an organization puts people first.

Next Steps: Join the Movement

Project Sticker is actively raising capital to fund the development of its insight tool and support research that explores the connection between workplace culture and mental wellness across all roles in the profession.

Veterinary professionals, practices, companies, and associations are invited to join the movement—whether through funding, sharing resources, or helping amplify the message that no one should have to struggle alone.

Explore the platform and get involved at www.StickWithUs.vet.

ABOUT PROJECT STICKER

Project Sticker is a not-for-profit initiative dedicated to supporting all veterinary professionals—regardless of role or sector—before they reach a mental health crisis. By focusing on prevention, practical tools, and industry-wide collaboration, Project Sticker is reshaping how the profession approaches mental wellness—one person, one practice, and one step at a time.

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