



Veterinarian combines passion for animals and medicine

BY KATE JORDAN

supporting health through memorial donations

For Dr. Brian Serbin, becoming a veterinarian combined his two main passions: medicine and animals. Participating in a career exploratory program with his childhood veterinarian set him on the path toward veterinary medicine. In college, Dr. Serbin learned of Morris Animal Foundation while reading about Dr. Mark Morris Sr.'s instrumental teachings on animal nutrition. Not long after, when he was working for a veterinary clinic, he became involved with MAF's Veterinary Memorial Program.

Through the Veterinary Memorial Program, veterinarians can make donations to MAF when a client's pet passes away. When a donation arrives, Morris Animal Foundation sends a personalized card to the pet owner acknowledging the gift made on their pet's behalf. The card, designed as a photo frame, becomes a lasting memento.

In 2000, Dr. Serbin bought the Ingleside Animal Hospital in Phoenix, Arizona, and continued using the Veterinary Memorial Program because he believed it would appeal to a wide variety of people.

"In this field, I believe it's especially important to give back to the community," explains Dr. Serbin. "You'd be surprised at how much our clients appreciate receiving a sympathy card two or three weeks after a pet has passed away. Many will write us letters expressing their gratitude, and I've kept every single one we have ever received."

When a client at Ingleside approached Dr. Serbin about donating land to him upon her passing, he encouraged her to contact Morris Animal Foundation.

"I told her about Ingleside's relationship with MAF over the years and she was able to arrange a gift to Morris Animal Foundation," Dr. Serbin says.

In his years as a veterinarian, Dr. Serbin has seen a deepening of the human-animal bond. In addition to the dollars that owners will spend on caring for their pets, he has noticed a growing recognition of animals' intelligence and role as regular members of the family.

"Emotionally, too, I often see pet owners caring for their pets in similar ways as they might with the human members of their family," Dr. Serbin says.

LEARN MORE Making a memorial gift through Morris Animal Foundation is a compassionate way to honor a beloved pet who has passed away and to improve the health of future animals. To learn more about the Veterinary Memorial Program or to make your own memorial donation on behalf of a friend or family member's pet, visit our Web site.