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First Coast No More Homeless Pets Rebrands to EveryPet

Jacksonville, FL (October 1, 2025)—After nearly 23 years of serving pets and families in Northeast Florida, First Coast No More Homeless Pets today announced that it has rebranded to EveryPet.

The rebrand to EveryPet reflects the organization’s growth, mission, and evolving capabilities since its founding in 2002. EveryPet exists to keep “every pet” in their homes, delivering accessible and affordable veterinary care and other pet ownership resources, such as a pet food bank, so families never have to choose between their finances and pets.

Along with the name change, the organization is introducing an updated logo, refreshed brand identity, new website, and enhanced communications. These were developed in partnership with [High Reason](#), a Jacksonville-based marketing communications agency, on a pro-bono basis.

“We chose the name EveryPet because it reflects exactly what we believe: that every pet, in every family, deserves compassionate and accessible veterinary care and resources,” said Jennifer Barker, EveryPet CEO. “While our name and look are new, our commitment to this community remains as strong as ever. We’re very excited about our future.”

To celebrate its rebrand, EveryPet and High Reason are launching a pet food drive, calling on Northeast Florida to donate dry dog and cat food to EveryPet throughout October at its 464 Cassat Avenue location. High Reason will match the first 500 pounds of dry dog and cat food donated.

“We’re an agency of pet lovers, so playing a role in EveryPet’s evolution has been a real treat,” said Tyler Holder, vice president of communications & accounts at High Reason. “We encourage everyone to donate pet food this month. Every bit counts and makes a real difference for our pet community in Northeast Florida.”

While the look and name are evolving, the heart of the organization remains the same. EveryPet’s mission to provide accessible, affordable veterinary care is unchanged, as are its dedicated leadership, staff, and clinic locations. Core services—including spay/neuter, community cat programs, wellness and charitable vet care programs - continue to be at the center of its work.

About EveryPet:

Formerly First Coast No More Homeless Pets, EveryPet is a nonprofit veterinary organization that has provided affordable, accessible care to pets and families since 2002. Through more than 395,000 spay and neuter surgeries, as well as wellness services, urgent care, and pet retention programs, EveryPet has prevented millions of unwanted litters, kept pets with their families, and helped make Jacksonville a national leader in animal welfare. For more information, visit: www.everypet.org.

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