



# **PETS FOR PATRIOTS VETERINARIAN PARTNER PROGRAM**

Updated OCTOBER 2019





**Pets for Patriots helps United States  
military veterans adopt a new pet friend  
while giving the most overlooked,  
undervalued shelter dogs and cats hope  
and a home**

# What makes us different

We are the only nationally operating 501(c)(3) charity that:

- Is open to veterans at all career stages and from all armed forces, from WWII veterans to those currently in service
- Focuses on the most overlooked, undervalued sheltered animals (adult, special needs, long-term homeless dogs/cats, and large breed dogs)
- Commits to surrender prevention by making pet parenthood affordable for our nation's military veterans, including access to ongoing discounted veterinary care



# What makes us special

- Governance by a strong, independent Board with industry leaders across military, government relations, finance, marketing/sales, animal behavior and defense
- Single national HQ ensures program integrity, and consistency across operations, processes, brand and messaging
- Due to our demonstrable proof of concept, experience persistent demand for our program from communities across the country




# Our mission is a call to duty

- **Collaborate with shelter/rescue partners** to place the most overlooked sheltered animals with military veterans who need a pet friend
- **Ensure affordable, quality pet medical care** by partnering with veterinarians who are aligned with our mission and want to thank veterans in their communities by caring for their pets
- **Ease stress of military transitions** on service members/their families
- **Educate the military community and public** about the benefits of companion pet adoption







**WE PARTNER WITH VETERINARY PRACTICES  
TO GIVE VETERANS ACCESS TO HIGH QUALITY,  
AFFORDABLE AND COMPASSIONATE CARE FOR  
THEIR ADOPTED DOGS AND CATS**



# Sweet and simple

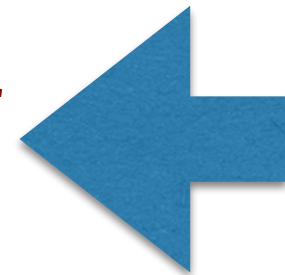
**1** Veteran applies to Pets for Patriots online or by phone, provides requested/required documentation

**2** Once approved, veteran visits local shelter/rescue partner to adopt an eligible dog or cat

**3** Shelter/rescue sends Pets for Patriots final/signed adoption contract, adoption photo of veteran and pet

**4** Pets for Patriots provides benefits and post-adoption follow up

**5** **Veteran visits our local veterinary partner for affordable, quality care...that's you!**



# Easy to administer

- **Joining is free**; only cost is modest ongoing discount for care of our veterans' adopted pets (10% required; more always appreciated)
- **Committed to your sound business economics**: remain profitable while supporting veterans who live and work in your community
- **Free promotional tools** and staff guide for approved partners, and free Search Engine Optimized profile on our site
- **Set it/forget it**: record discount upon veteran's first visit...that's it!





# Good for business

- **Doing good is good for business:** 93% of consumers want to work with companies that support causes they care about
- **Co-marketing opportunities** with Pets for Patriots shelter/rescue partners in your community
- **Stand out from the crowd** by aligning with a national cause that speaks to pet lovers and military supporters alike
- **Support veterans in your community** - your neighbors - by keeping their new pet friends healthy and happy



# Ready to enlist?

**Learn more:** [pfp.care/dvm-info](http://pfp.care/dvm-info)

**Apply:** [pfp.care/dvm-apply](http://pfp.care/dvm-apply)

**Questions?** [pfp.care/dvm-faq](http://pfp.care/dvm-faq)

**Talk to us:** 877-473-8223 ext 3







# FETCH! LET'S GET STARTED

