

PETS FOR PATRIOTS

**Saving lives of people and pets
through companion animal adoption**

2021 media kit



We have a **vision** of a country
with no veterans in need and no
homeless pets.

We're on a **mission** to give the
gifts of fidelity, joy, and love to
veterans and pets through
companion animal adoption.



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 to address PTSD/depression, loneliness, social anxiety; to fill the void of a loved one's deployment; for love and companionship
- **Ensure affordable, ongoing medical care** through partner veterinarians and through VIP Petcare clinics nationwide
- **Ease stress of military transitions** on service members/their families
- **Educate the military community and public** about the benefits of companion pet adoption



WHAT MAKES US DIFFERENT

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

- **Open to veterans at all career stages and from all armed forces**, from WWII veterans to active duty personnel
- **Focused on the most overlooked, undervalued sheltered animals:** dogs/cats who are adult, special needs, or chronically homeless, and large breed dogs
- **Committed to surrender prevention** by making pet guardianship affordable for our veterans



FAST FACTS

- Formally launched in 2010; HQ'd/incorporated in New York
- Enlisted 399* shelter and 386* veterinarian partners, respectively, to bring our work to life (*10/20/2021)
- Only **nationally operating nonprofit** serving veterans from WWII to active duty, focused on the most overlooked shelter animals, and committed to making lifetime pet guardianship achievable for military veterans



VERIFIABLY SOCIAL



facebook.com/petsforpatriots



instagram.com/petsforpatriots



twitter.com/petsforpatriots



HOW WE RAISE FUNDS

We husband our available resources to **maximize pet adoptions** and **deliver an exceptional, personal and heartfelt experience to our military veterans** through:

- Individual donations, including cash, planned giving, private family foundations and fundraisers
- Corporate donations and fundraisers
- Workplace giving and matching donations, including the Combined Federal Campaign for federal employee contributions
- Foundation grants
- Referral income through partner organizations and retailers (AmazonSmile, Petplan, The Animal Rescue Site, eBay Giving Works, etc.)
- Time-limited branded apparel campaigns



Why our mission matters.


How our work saves lives.



Companion pets reduce stress, depression and symptoms of both emotional and physical illness, while increasing a person's activity level and social engagement.

20 veterans
take their lives every
day.
Every **eight seconds**
a dog or cat
is put to death.
Companion pet
adoption **saves two**
lives.



A woman with long brown hair, smiling, holds a small brown dog with floppy ears. The dog is wearing a blue harness. In the background, a framed picture shows a light-colored dog sitting on a red Adirondack chair. The text is overlaid on the left side of the image.

Dogs and cats help ease the stresses of service, including separation from family and responsibilities of the most demanding, stressful, and critical jobs in the world

Johanna, active duty Coast Guard, and Daffy

PETS FOR  PATRIOTS®

An estimated **6.3 million** dogs and cats enter shelters every year.

That's **more than 17,000** a day.

Pets for Patriots inspires military veterans to adopt shelter animals most at risk of death or long-term homelessness.



Overlooked animals are spared death and chronic homelessness, rescued by veterans who feel duty-bound to save them

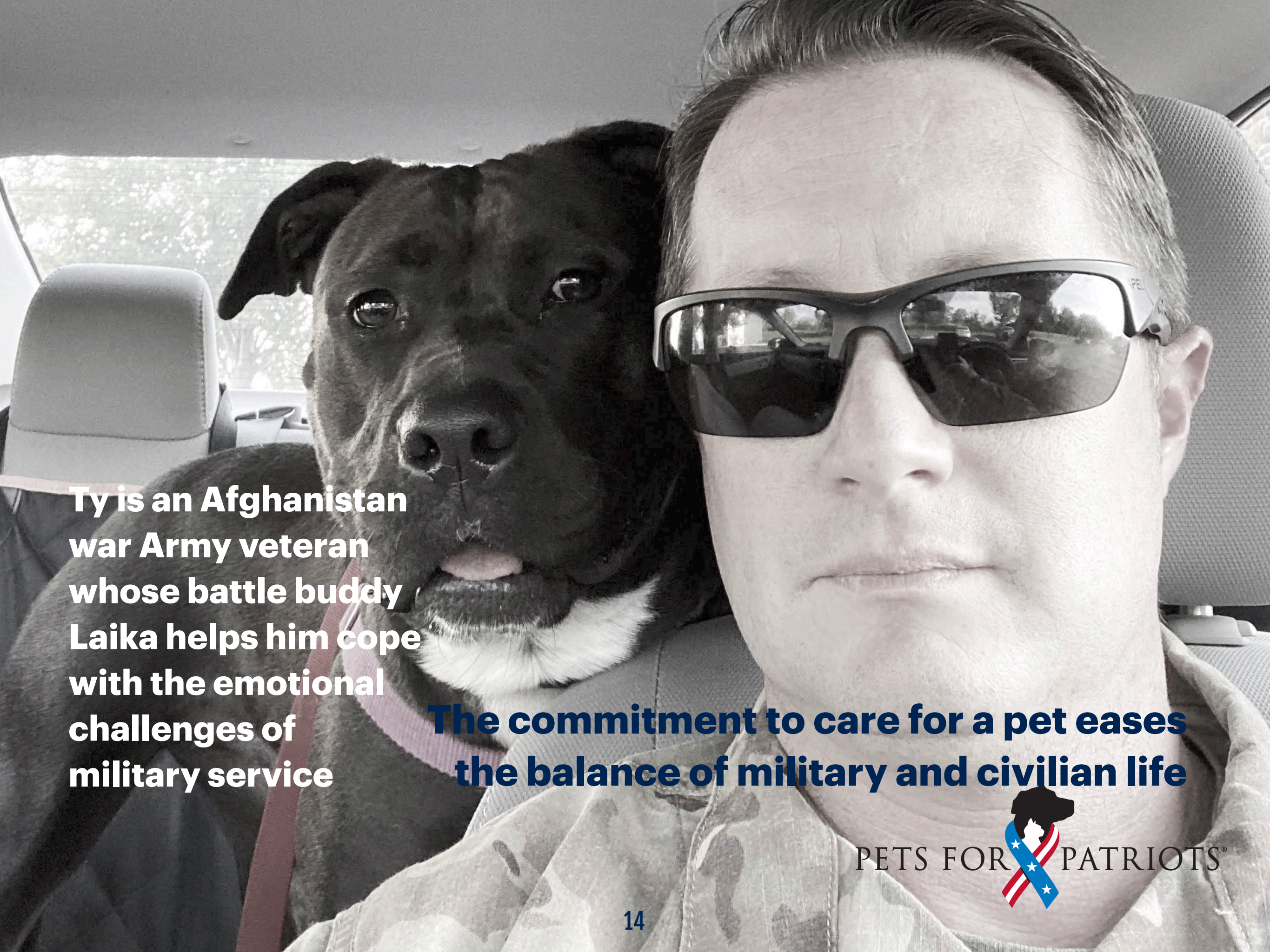
Leo, Army veteran, and Lila, who was abandoned with medical and behavior challenges



One of every five
Iraq/Afghanistan
veterans
suffers with major
depression,
increasing their **risk**
of suicide.

Companion pets give
their guardians
unconditional love and
acceptance, and a
renewed sense of
purpose in life.





Ty is an Afghanistan war Army veteran whose battle buddy Laika helps him cope with the emotional challenges of military service

The commitment to care for a pet eases the balance of military and civilian life



The routine companion pets demand helps veterans restore a positive, healthy structure to their lives, and gives them non-threatening ways to interact with others.

30% of **Vietnam veterans** live with Post Traumatic Stress Disorder (PTSD), increasing their risk of depression and suicide.



**Companion pets
are a positive, life-
affirming presence
for veterans with
PTSD, depression,
anxiety, and
loneliness**

**Bill is a Vietnam veteran and retired
Navy corpsman living with PTSD
who is healing together with Katie,
who suffered previous abuse**



**More dogs and cats
are killed each year
in the United States
than all the people
living in Alaska,
Delaware, Montana,
North Dakota, and
Vermont combined.**

We partner with
nonprofit shelters,
SPCAs, humane
societies, rescues, and
municipal animal
controls to give hope to
the most hopeless
animals in their care.





**Heavenly is a wheelchair-bound Iraq war
Navy veteran who saved Margaret so that they
would both have someone to love**

**Pets for Patriots serves veterans
from WWII through those
currently in service, enhancing
their quality of life one dog and cat
at a time**

BATTLE TESTED, PET APPROVED

- **3,568* adoptions** and counting! Check our homepage for daily adoption updates: petsforpatriots.org (*10/20/2021)
- **\$708,647*** disbursed through our adoption and hardship funds (*through 9/30/2021)
- **\$79,848*** deployed through our hero fund save pets who need life extending or palliative care (*through 9/30/2021)
- **National charity in Combined Federal Campaign** since 2012; world's largest workplace giving program

LET'S TALK

Visit petsforpatriots.org

Email media@petsforpatriots.org

