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.
20 veterans take their lives every day.

Every eight seconds a dog or cat is put to death.

Companion pet adoption saves two lives.

Companion pets reduce stress, depression and symptoms of both emotional and physical illness, while increasing a person’s activity level and social engagement.
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
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.
Bill is a Vietnam veteran and retired Navy corpsman living with PTSD who is healing together with Katie, who suffered previous abuse.

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