

PETS FOR PATRIOTS SHELTER/RESCUE PARTNER PROGRAM

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PETS FOR  PATRIOTS®

**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**

OUR VISION AND MISSION

Our **VISION** is no more veterans in need, no more homeless pets.

Our **MISSION** is to give the gifts of fidelity, joy and love to both veteran and pet through companion animal adoption.

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 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 in the communities we serve
- **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 SHELTERS, RESCUES,
SPCAS, HUMANE SOCIETIES AND MUNICIPAL
ANIMAL CONTROLS TO PLACE THE MOST
OVERLOOKED DOGS AND CATS INTO LOVING
MILITARY HOMES**



Why it matters

- **20 veterans commit suicide daily:** depression and PTSD are major contributors; a new pet friend gives veterans a renewed sense of purpose and reason to live
- **22,000 dogs and cats enter shelters every day:** many either don't make it out alive or languish in long-term homelessness
- **Pets for Patriots solves three problems:** provides healing to veterans, saves lives of the most overlooked sheltered animals, and helps our shelter/rescue partners adopt out the most adoption-challenged pets in their care



Why it works

- **Singular focus on the most overlooked dogs and cats**
- **Commitment to surrender prevention:** we provide various incentives to make pet guardianship more affordable over the life of the pet, reducing surrender due to short-term financial hardship
- **Family-friendly program:** wide appeal to veterans regardless of age or life circumstance, from seniors to young service members with kids
- **Engage adopters, donors and sponsors:** our program is uplifting because it saves lives of person and pet...and it works



Making it special

- **Every shelter/rescue partner offers a ‘member patriot special:’** adoption benefit exclusive to our veterans as a way to say “thank you for your service”
- **You choose what special to offer,** some examples:
 - Adoption fee discount or waiver (most popular special!)
 - ‘Day one’ essentials (food, leash, collar, carrier, etc.)
 - Low- or no-cost pet training (can limit to ‘x’ number of sessions or y% off standard fees)
 - Coupons for local pet-care businesses (grooming, boarding)
 - The sky is the limit! We love new ideas from you



Benefits of our partnership

Adopting through our partnership is good for veterans and their pets:

- **\$150 pet gift card** from Pets for Patriots upon proof of eligible adoption to defray cost of 'welcome home' pet food and other essentials
- **Ongoing discounted veterinary care** through partner veterinarians in your community, and 10% off all VIP Petcare clinics nationwide
- **Exclusive discounts** on pet products and services upon proof of eligible adoption, including food, treats, medication, supplies, and pet health insurance from our partners at Petplan



Easy to administer

- **Free promotional tools** and staff guide for approved partners, and free Search Engine Optimized profile on our site
- **One-page adoption checklist** makes it easy for your staff/volunteers to complete an adoption through our partnership
- **Members-only site** for approved partners, accessible 24/7/365, with tools and tips
- **East and West Coast staff** at Pets for Patriots to answer questions and help with special cases, as needed



Program-eligible pets

A program-eligible pet must meet only **ONE** of the following criteria:

- **Adult dog or cat:** two years of age or older, **OR**
- **Dog or cat of any age, and who is ONE of the following:**
 - **Special needs dog or cat:** animal that has a birth defect, disability or chronic medical condition. Not sure if a pet qualifies? Ask us: partner@petsforpatriots.org
 - **Dog or cat homeless for 6 months** or more (must provide documentation)
 - **Large dog:** 40+ pounds at the time of adoption



Allowable adoptions

Great news! As of July 2017, Pets for Patriots members can adopt up to two program-eligible pets (dogs or cats) per person/per household. The animals may be adopted either simultaneously or over time.



Eligible veterans

- **Active, reserve, or separated members of the U.S. military** at any career stage and from any armed forces; we serve veterans from WWII to those currently in service
- **Adopting pet for himself/herself;** cannot adopt on behalf of another person and **MUST** be legal owner/signatory for the adoption
- **Approved by Pets for Patriots prior to pet adoption:** all veterans **MUST** present their Pets for Patriots approval email/letter to shelter staff; they cannot just tell you their special Pets for Patriots number



Sweet and simple

1 Veteran applies to Pets for Patriots online or by phone, provides requested/required proof of service

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

Shelter/rescue sends Pets for Patriots
3 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



**COMPANION PETS HELP VETERANS AT ALL
STAGES OF THEIR MILITARY LIVES**



Pets make transitions easier



The commitment and fidelity required to parent a pet offers veterans a natural, nurturing and necessary transition from the rigors of military life, in some cases years after they separate from service

Mark, disabled Marine Corps veteran and self-proclaimed “dog guy” made room in his heart for a cat named Callie

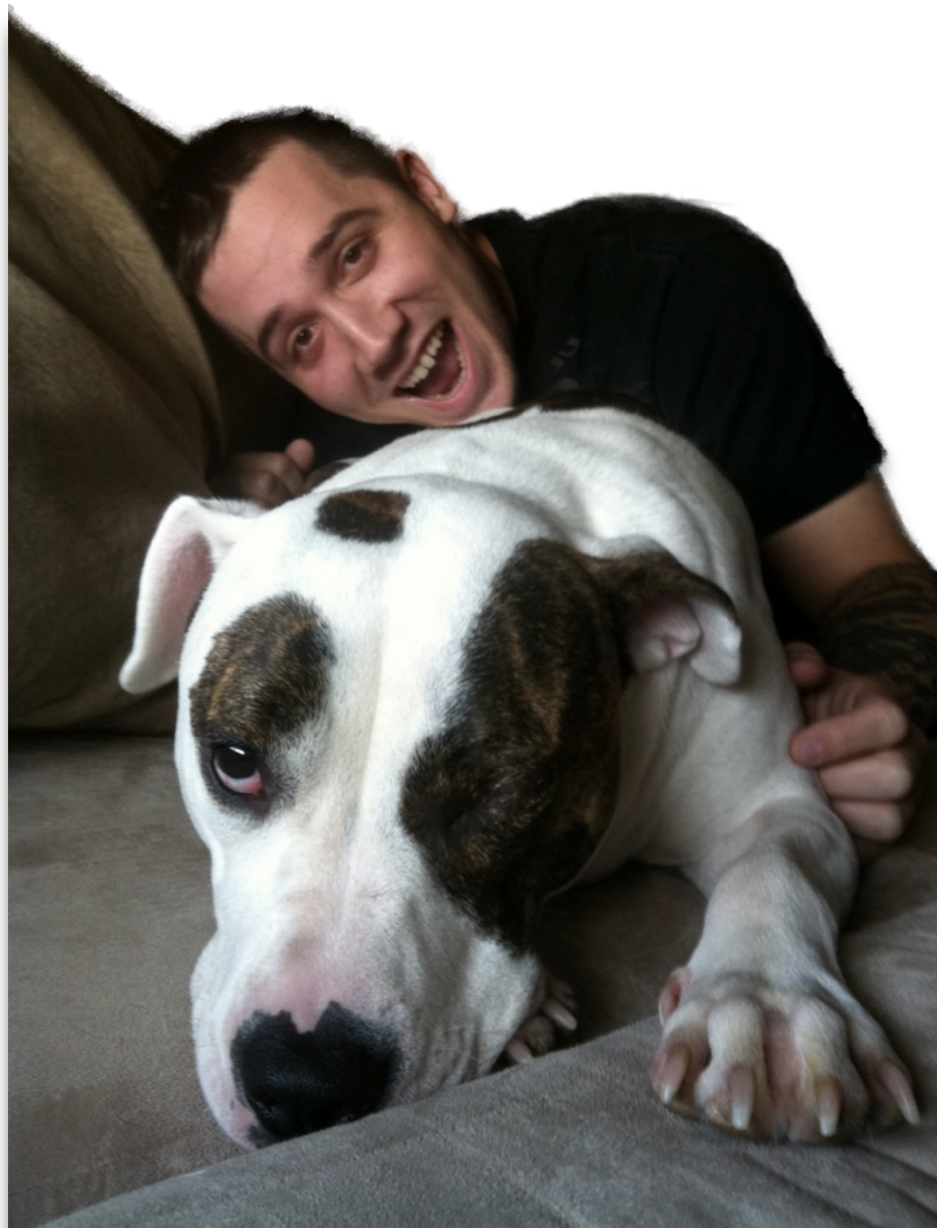
Pets make people heroes



The most overlooked dogs and cats are spared near-certain death, and are given a second (or third, fourth or fifth) chance at life with military veterans who are inspired by their plights and feel duty-bound to save them

Tammy, Coast Guard veteran, with Morris the cat

Pets alleviate PTSD symptoms



Veterans with Post Traumatic Stress Disorder (PTSD) regain a sense of purpose and confidence in their futures

Several months after adopting Eli, a one-eyed dog used as bait in a dog-fighting ring, Matthew was able to stop nearly all of his PTSD medication; the Army veteran calls Eli his “miracle”

Pets reduce depression, anxiety



Veterans living alone or coping with depression, anxiety and loneliness are comforted by the security and friendship of a constant companion

Michael is a Navy veteran who overcame depression and loneliness with the help of Paco, an adult Pomeranian mix

Pets make life better



Pets for Patriots is proud to serve veterans from WWII through those currently in service, improving their quality of life one dog and cat at a time

Bob is a Vietnam veteran who feels that someone finally said “thank you” for his service by helping him adopt Beau, “the best dog I ever had”

**BUT DON'T TAKE OUR WORD FOR IT...HEAR
WHAT OUR VETERANS HAVE TO SAY:**

PetsForPatriots.org/the-wet-nose-blog



Ready to enlist?

- **Learn more** petsforpatriots.org
- **Get in touch** bit.ly/pfp-hi or partner@petsforpatriots.org
- **Call** 877-4-PET CADET (877-473-8223)





FETCH! LET'S GET STARTED