



PETS FOR PATRIOTS

SHELTER/RESCUE PARTNER PROGRAM

Updated January 2024

**Pets for Patriots helps United States
military veterans in your community adopt
an emotionally healing friend while giving
those animals most overlooked for
adoption the loving homes they deserve**

What makes us different

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

- Open to **veterans from WWII to active duty** and from all armed forces
- Focused on **overlooked shelter animals**: adult, special needs, long-term homeless dogs/cats, and large breed dogs
- Committed to **surrender prevention** by lowering the lifetime costs of pet guardianship, including 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



A call to duty

- **Collaborate with shelter/rescue partners** to place those animals most overlooked with military veterans who need a pet to address PTSD, depression, loneliness, social anxiety; to fill the void of a loved one's deployment; for love and companionship
- Ensure **affordable pet medical care** through community veterinary partners
- **Ease stress of military transitions** on service members/families
- **Educate** the military community and public about the benefits of companion pet adoption



Turnkey and free

Pets for Patriots provides an additional channel for your shelter/rescue to promote the most overlooked dogs and cats in your care - and is **100% free!**

- **Focus on most adoption-challenged:** dogs/cats who are adult, special needs, or chronically homeless, and large breed dogs
- **Free print and digital tools** to promote our partnership online, in shelter, and through local media/community channels
- **Forget Me Not campaign** available only to our shelter/rescue partners to shine a light on your long-term pets



Spotlight on long timers



Our **Forget Me Not** campaign highlights program-eligible, long-timer dogs and cats in your care who are still searching for their heroes - and is an **exclusive shelter/rescue partner benefit**

Why it matters

- **20 veterans commit suicide every day:** depression and PTSD are major contributors; pets give veterans a renewed sense of purpose and a reason to live
- **22,000 dogs and cats enter shelters daily:** many either fail to make it out alive or languish in long-term homelessness
- **Our program helps solve three problems:** provides healing to veterans; saves lives of most vulnerable shelter animals; helps our shelter/rescue partners make room for more animals in need



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

pfp.care/blog



Making it special

Every shelter/rescue partner offers a 'member patriot special,' a 'thank you for your service' adoption benefit. Some examples:

- Adoption fee discount or waiver (most popular!)
- 'Day one' essentials (food, leash, 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



Good for veterans and pets

Benefits above and beyond what your shelter/rescue may offer:

- **\$200 pet retailer gift card** (as of 1/1/24; \$150 prior) upon proof of eligible adoption to defray cost of 'welcome home' pet food and other essentials
- **Quality, affordable veterinary care** through partner veterinarians in your community, and 10% at all VIP Petcare clinics nationwide
- **Savings** on pet food, treats, medication, supplies, and pet health insurance



Easy to administer

- **Free promotional tools** - both printer-friendly and digital - to promote our partnership
- **Free Search Engine Optimized page** on our site
- **One-page adoption checklist** to make it easy for your team to complete and adoption with options to send by email, fax, or through our online form



Program-eligible pets

A pet must meet just **ONE** of the following criteria:

- **Dog or cat at least 2 years of age**
- **Dog or cat with special needs** (birth defect, disability or chronic medical condition, **and** requiring lifelong care)... Not sure if a pet is special needs? Ask us at partner@petsforpatriots.org
- **Dog or cat homeless for 6 months+** (total continuous homelessness at your shelter and/or any shelter from which pet was transferred; time as a 'stray' does not count)
- **Dog 40+ pounds at time of adoption**



Pets for love, not work



**Dogs and cats adopted through Pets for Patriots
are for **companionship and emotional support**
only.**

We do not permit pets in our program to be
trained as service animals - without exception!



Allowable adoptions

Veterans can have up to **two program-eligible pets (dogs or cats) per person/per household - either simultaneously or over time.**

A great way to **help bonded pairs** and other compatible animals find loving homes!



Pets for Patriots conducts post-adoption
follow up for a minimum of one year to
**nurture the person-pet bond and reduce
pet surrender**

Eligible veterans

- **Active, reserve, or separated members of the U.S. military** at any career stage and from all 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; we'll reach out to you if a spouse/legal guardian may be the initial signatory due to a veteran's military obligations
- **Approved by Pets for Patriots prior to adoption:** all veterans **MUST** present their Pets for Patriots approval email/letter to shelter staff, not just tell you their unique Pets for Patriots number



Easy as 1, 2, 3...

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

Approval is often within 2 business days as long as veteran has his/her documents

2 Once approved, veteran visits local shelter/rescue partner to adopt a pet

You help match our veteran with a program-eligible dog or cat - or two!

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

See online shelter welcome kit for a one-page adoption checklist...our partner 'cheat sheet!'

4 Pets for Patriots post-adoption benefits, and follow up for a year!

5 Veteran visits our local veterinary partner for affordable, quality care



QUESTIONS? WE'VE GOT ANSWERS!

Read some of our most-asked
questions...



Q: A veteran wants to adopt from us who has not yet applied to you; what do we do?

You can put the pet on a three-day hold, or offer a short (e.g., 7-day) foster-to-adopt to allow the veteran time to apply to Pets for Patriots. Our usual turnaround is no more than two business days from the time we receive both a veteran's online application and eligibility documents.

Veterans will forfeit all benefits of our program if they adopt a pet prior to being approved by us unless they **adopt on a weekend or federal holiday***, or we have made arrangements with you beforehand, such as for an adoption event or extenuating circumstance.

***See our 'weekend-holiday adoptions' guide!**



Q: Do we have to change our adoption criteria?

Absolutely not! We respect your work and will never ask you to change the criteria you use to evaluate potential adopters. We rely on our partners to help make the best person-pet matches in keeping with our pet eligibility criteria.

However, if you decline to adopt a pet to a veteran in our program we appreciate knowing why so that we can figure out how to best serve that veteran moving forward.



Q: Does Pets for Patriots pay the adoption fee?

No. The adoption fee is the veteran's responsibility.

However, we encourage our shelter/rescue partners to offer adoption fee discounts or waivers as their member patriot special, though it is not required.

Partners that discount adoption fees can often recoup the difference through dedicated appeals to their supporters. Donors respond to specific donation requests, and love helping veterans and pets in their communities!



Q: Can we ask for military ID or discharge papers?

No. We are experienced at reviewing a wide range of documentation relating to a veteran's status, branch of service, etc., and have specific information we seek during such reviews.

Pets for Patriots approves applicants after we have verified their credentials to the best of our ability. Further, those documents contain confidential and highly sensitive information.

You may ask for other ID that is part of your customary application process, e.g., driver's license, rental agreement, utility bill, etc.



Q: Can a veteran adopt more than one pet?

Yes! Pets for Patriots members may have up to two program-eligible pets at any time. **For both pets to receive full benefits, both must fit one of our adoption criteria.**

The veteran may adopt both pets simultaneously (bonded pairs or other similarly compatible animals) or over time.



A black and white dog, possibly a pit bull mix, is sitting on a sandy beach. The dog has its mouth open and its tongue hanging out, looking happy. It is positioned next to a large beach ball that is partially visible in the foreground. The background is a soft-focus view of the ocean and sky.

**FETCH!
LET'S GET STARTED**

PETS FOR  PATRIOTS®