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From: emptytheshelters <emptytheshelters@bissellpetfoundation.org>
Sent: Thursday, March 7, 2024 12:16 PM
Subject: Empty the Shelters Event Announcement – Grant Funding Available!
Attachments: 2024 ETS Overview Rates.pdf

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BISSELL PET FOUNDATION'S
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BISSELL Pet Foundation is hosting a national reduced-fee adoption event, and your organization is invited to participate. To receive grant funding for adoptions that occur during this event, submit the below application by the requested deadline. Additional information to come to organizations who apply. Not planning on joining us? [Please take two seconds to let us know why by clicking here.](#)

[CLICK HERE: Event Application – March 29th](#)

What is Empty the Shelters? If you aren't familiar with [BISSELL Pet Foundation](#) or [Empty the Shelters](#) check out the attached ETS Overview for more details.

- Event Dates: May 1-15, 2024
 - Excluding puppies & kittens is permitted.
 - BPF funds \$50/dog & \$20/cat
 - Adoption fee can range \$0-\$50 per pet.
 - Post-event sterilizations permitted if unable to complete all procedures prior to the event - see application for specific regulations.
 - If you participate in this event, we ask that it is the sole sponsored adoption event that you participate in during this week.
- * *Please keep this date private until we have first announced the event ourselves.*



Shelby Grant | BISSELL Pet Foundation | Senior Grants & Programs Coordinator | 616.344.6652

Follow the faces of rescue!

Facebook: Cathy Bissell & BISSELL Pet Foundation

Instagram: @cathy_bissell & @bissellpets



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Until every pet has a home.



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WHO IS BISSELL PET FOUNDATION?

BISSELL Pet Foundation exists to assist animal welfare organizations in addressing the pet overpopulation crisis. Since 2016, our Empty the Shelters program has moved over 226,000 pets from shelters into forever homes. Our events are held quarterly and have been proven successful by over 545 organizations in 47 different states. In 2023 alone, BPF provided shelters over \$3.1 Million in Empty the Shelters grants. BISSELL Pet Foundation knows shelters across the country struggle with overcapacity of wonderful companion animals who desperately need loving homes—that's why we created our signature Empty the Shelters (ETS) adoption events.

WHAT IS EMPTY THE SHELTERS?

Empty the Shelters is a reduced-fee adoption event facilitated at shelters across the country. Adopters pay anywhere between \$0-\$50 and BPF reimburses participating shelters \$50/dog adopted and \$20/cat adopted when all requirements are met. BISSELL Pet Foundation assists with promotions, creation of assets, and general media relations to help adopters make their way to you. Eligible pets must be sterilized and microchipped in order to participate. By making adoption affordable for families and holding significant events with social media and press attention, we are sending the message that adoption is the best option for bringing a pet into a family.

HOW DOES IT WORK?

ETS events are typically held at multiple locations in a geographic area, or at hundreds of locations across the country, to generate attention. BPF supplies shelters with instructions, social media graphics, press releases and much more to make each shelter's day a success. Organizations follow their standard adoption-processing procedures. ETS is best suited for organizations with a physical shelter facility.

HOW IS ETS DIFFERENT FROM OTHER ADOPTION EVENTS?

BPF wants to help the maximum number of pets get adopted during ETS events but we know it's important that they stay in their homes. In addition to all pets being spayed or neutered, we require all pets are microchipped and that the chip is registered before the pet goes home. We do everything possible to help pets stay in their new homes!

YOU + ETS = LIVES SAVED

BPF started Empty the Shelters in May of 2016 and has been working carefully to refine our program to create the best possible outcomes for pets, families, and shelters. BPF has helped find homes for more than 226,000 pets in just over eight years! We are thrilled that pet lovers across the country have embraced the opportunity to adopt during our events.

ADOPTION FEES & REIMBURSEMENT RATES

This is a reduced-fee adoption event. Adoption fees must reflect \$50 or less per adoption. \$50 is the suggested adoption fee however organizations are able to charge less (including \$0) as we know each community you serve has different needs. Organizations must not charge an adoption fee higher than \$50 in order to keep branding consistent. This adoption fee excludes any microchip registration fees and county licensing costs. BISSELL Pet Foundation provides a reimbursement in grant funding at \$50 for every dog and \$20 for every cat that are adopted during the event.

WHAT HAS CHANGED SINCE THE COVID-19 PANDEMIC?

In an effort to update our event to your needs during these unprecedented times, BISSELL Pet Foundation has extended ETS from our standard one day to a multi-day event in order to assist in the facilitation of different adoption styles such as "by appointment only" scheduling.

Please keep in mind, the above information is a general overview of the event. If accepted, we will walk you through the process and provide more specifics.

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WHAT PETS CAN WE INCLUDE IN THE EVENT?

Any pets that are healthy, spayed/neutered, and microchipped by the time of adoption can be adoptable on event day! We do not, however, allow organizations to "hold" animals for individuals to be adopted on an event day. If an adopter comes in the week before (and they typically do), they cannot receive the ETS adoption rate. You can encourage them to adopt at full price now or tell them to come back when doors open on event day. Pets are first come, first serve! If needed, please inquire regarding approval for sterilization post-event.

PARTICIPATION REQUIREMENTS:

PRE-EVENT

- ✓ Display BPF logo on your website
- ✓ Share BPF's ETS announcement post on FB
- ✓ Display BPF's event cover photo on FB
- ✓ Attendance at a pre-event webinar

POST EVENT

- ✓ Attendance at a post-event webinar
- ✓ Grant report submission
- ✓ Adoption surveys submission
- ✓ General Reporting

DAY OF REQUIREMENTS:

- ✓ Follow your organization's standard adoption counseling processes (including application denials)
- ✓ Collect a survey (provided by BPF) from adopters including their legible email address.
- ✓ Participating organizations must keep a detailed count of adoptions throughout the day and submit adoption numbers to us at periodically throughout the event.
- ✓ Microchips must be registered to the adopter before leaving your facility. If you do not have access to microchips, please reach out to us and we can help.
- ✓ Additionally, we ask that organizations send us pictures and stories, or share on social media using the #EmptytheShelters and tag us! (@bissellpets and @CathyBissell on Instagram or BISSELL Pet Foundation and Cathy Bissell on Facebook)

WHAT PROCESSES DO YOU RECOMMEND WE HAVE IN PLACE TO PARTICIPATE?

BPF suggests implementing a pre-approval process and/or advertising that adopters who are pre-approved will be granted entry an hour prior to the general public. This helps with the line at the door and helps to find quality adopters by completing any vet/home checks before the big day! Please indicate on your application whether or not your organization plans to implement a preapproval process so we can promote that for you.

WHAT ELSE DO YOU DO TO HELP US?

We provide you with social posts to share that announce the event and cover photos and flyers to advertise (we ask that you do not make your own to keep branding consistent). We also reach out to media outlets in your area to help advertise the event. We are available to answer any questions you might have!

WHEN IS THE EVENT ANNOUNCED TO THE PUBLIC?

We typically announce the event on our social pages about 3 weeks prior to the start of the event. Participating shelters must keep the event a secret until we have first announced ourselves. Once BPF has gone public with our announcement, you are encouraged to announce on your social pages with the provided assets as well. When we post, we will email everyone and share the deadline that the event MUST be promoted by, usually a week or two after we have announced ourselves.

WHAT HAPPENS NEXT

After your application is submitted you will be contacted by a member of our team with additional information and the webinar dates/times – remember having a staff member attend one option is a mandatory component of participation! More questions? Don't hesitate to reach out!

Please keep in mind, the above information is a general overview of the event. If accepted, we will walk you through the process and provide more specifics.