

Guidelines

ABOUT BISSELL PET FOUNDATION

BISSELL Pet Foundation exists to support animal welfare organizations and provide resources to underserved communities. This includes helping to reduce the number of animals in shelters and rescues through pet adoption, spay/neuter programs, vaccinations, microchipping, and crisis and disaster response.

ABOUT EMPTY THE SHELTERS®

What is Empty the Shelters®?

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. During these events, adopters pay a reduced adoption fee and BISSELL Pet Foundation provides reimbursement to shelters for adoption fees. 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.

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 323,000 pets in just over nine years! We are thrilled that pet lovers across the country have embraced the opportunity to adopt during our events

GRANT FUNDING

BISSELL Pet Foundation provides grant funding per eligible adoption after the event is complete. BPF funds \$50 for every dog and \$20 for every cat adopted during the event.

If a shelter chooses to exclude certain pets in this promotion (i.e. puppies/kittens), these animals must have clear cage cards detailing their exclusion. You are welcome to adopt out these animals that you have chosen to exclude at a rate higher than \$50, however these animals must not be reported to BPF in your adoption count or grant report.

GUIDELINES & ELIGIBILITY

Eligibility Requirements

Your organization must:

- Actively help to reduce the number of homeless animals in the community through spay/neuter programs, microchipping, foster care and adoption
- Be a member in good standing of the BISSELL Pet Foundation [Partners for Pets \(P4P\) network](#)

This includes:

1. Be incorporated as a nonprofit agency, recognized by the IRS as tax exempt under Internal Revenue Code section 501(c)(3), and qualified to do business in the state or territory in which they are located, or be a public (local government) entity
2. Be in operation for at least 1 year prior to applying for funding
3. Operate and be located within the 50 United States
4. Read and respond accordingly to all communications - Your review of emails and materials sent is necessary for your participation and success.
5. Please reach out to emptytheshelters@bissellpetfoundation.org for questions regarding exceptions.

Funding Requirements

1. Post about the event on social media channels, tag "BISSELL Pet Foundation" and Cathy Bissell
2. Submit all necessary requirements and reporting by their required deadline
3. Follow all social media requirements
4. Promote and publicly acknowledge BISSELL Pet Foundation's support of the project as requested.
5. Agree to provide BISSELL Pet Foundation with photos of the project as requested
6. Follow BISSELL Pet Foundation and Cathy Bissell on Facebook and Instagram
 1. [BPF's Facebook](#)
 2. [BPF's Instagram](#)
 3. [Cathy Bissell's Facebook](#)
 4. [Cathy Bissell's Instagram](#)
7. Other requirements as specified in the webinar, project communications & grant agreement.
8. Spay/Neuter all cats and dogs prior to adoption. Organizations must follow recognized sheltering and veterinary pain management protocols. This includes a minimum of 24 hours of pain management.
9. Microchip all animals prior to adoption and ensure all microchips are registered to the adopter before leaving your facility.

PROJECT SPECIFIC REQUIREMENTS

- Attendance at a pre-event & post-event webinar
- Charge the specified adoption fee per pet. Participants are required to charge no more than \$50 per pet.
- Complete social media promotional requirements – In general, promotional requirements include using a provided cover photo and sharing our announcement post on Facebook. Specific deadlines for these social media requirements will be communicated

in the pre-event webinar.

- Complete necessary reporting throughout the event
- Microchip all pets adopted through the event and ensure all chips are registered to the adopter prior to leaving your facility
- Sterilize all pets prior to their adoption. For exceptions and information on spay/neuter vouchers, please reach out to emptytheshelters@bissellpetfoundation.org
- Collect the adopter survey from the adopter per each pet. Legible email addresses and signatures are a required component of each survey.
- Complete social media requirements communicated during the webinar
- Send us photos and/or stories throughout the event. This can include adoptions, empty kennel areas, etc
- Submission of grant report on or before the required deadline
- Submission of adopter surveys on or before the required deadline
- Social media acknowledgment of BPF's support in these efforts
- Send us a couple photos and/or stories later on once a pet who was impacted by this program is adopted

ADDITIONAL INFORMATION

- Refer to the event as “Empty the Shelters” NOT “Clear the Shelters”
- Ensure to keep this event and the dates a secret until BPF has announced on social media first
- No reserving/holding pets
- No other sponsors permitted unless approved by BPF
- Requiring adopters to become pre-approved and letting them enter an hour earlier has worked well for many participants. Consider this option if you plan to perform vet & home checks on event day as many are closed.
- As mentioned, BPF will create all assets including posts and cover photos. These will be distributed on the day we announce, for you to begin announcing as well.

Request Internal Program *

Adoption

Request Type of Support *

Grant (With Active Conduct/Significant Involvement)

Request External Program *

Empty the Shelters

Request date *

Apr 30, 2025

Organization Information

ORGANIZATION DETAILS

Organization Name *

Collin County

Organization Address *

4750 Community Ave, McKinney, TX 75071, USA

Tax ID (EIN, TIN or Equivalent) *

Please use only numeric values when entering your Tax ID

75-6000873

Tax Status *

Municipality

General Organization Info**Organization General E-mail Address ***

animalshelter@collincountytx.gov

Organization Type *

Municipal Shelter

Intake Type *

Open Admission

Prior Year's Total Adoption Outcomes/Impact *

2,527

Do you have an onsite vet? *

Yes - Contracted Part Time

Organization General/Main Phone *

(972) 547-7292

Prior Year's Total Animal Intake *

5,584

Animal Type (Select all that apply) *

Cats

Dogs

Rabbits, Hamsters, Rats, Other Small Critters

Organization Facebook (if applicable)www.facebook.com/CollinCountyAnimalServices**Direct link to where the BPF logo is displayed on your website. ***<https://www.collincountytx.gov/Services/Animal-Services>**How many adoptions do you average in a typical (non event) week?****Cat Adoptions ***

12

Dog Adoptions *

30

How many adoptions do you average during a special event week?**Cat Adoptions ***

18

Dog Adoptions *

35

COST & FEES

Please detail the direct cost to your organization associated with preparing a pet for adoption. (Include sterilization, vaccination, general medical etc.) Excluding Operating Costs/Feeding/Housing

**Average Cost Per Cat On Intake
to Prepare for Adoption ***
Excluding Feeding/Housing

110

**Average Cost Per Dog On Intake
to Prepare for Adoption ***
Excluding Feeding/Housing

135

Comments

Cost may be higher or lower depending on if the animal is vetted o facility grounds or if the animal is taken to the vet clinic for the procedure.

Please detail the average cost to your organization for feeding/housing a pet for an average week.

Please use your best judgement/estimate.

**Weekly Operational Costs Per
Cat ***
(Feeding/Housing/Etc.)

70

**Weekly Operational Costs Per
Dog ***
(Feeding/Housing/Etc.)

70

Comments

NA

Please detail your organizations average adoption fees per pet type.

Use your organizations age breakdown. Please average your ranges prior to entering.

Senior Cats *
NA if None, 0 if Free

25.00

Senior Dogs *
NA if None, 0 if Free

25.00

Adult Cats *
NA if None, 0 if Free

25.00

Adult Dogs *
NA if None, 0 if Free

25.00

Kittens *
NA if None, 0 if Free

50.00

Puppies *
NA if None, 0 if Free

50.00

Critters *
NA if None, 0 if Free

10.00

Payment Information

PAYMENT OPTIONS & BILLING INFORMATION

BPF is transitioning to send payments via ACH whenever possible. Please select your preferred payment method. *

***Email notifications with award amount & payment date will be sent prior to ACH deposit.**

We prefer payment via ACH and have included new details

Mailed Check

Organization mailing address for event payment - use PO Box if applicable and ensure accuracy.

Street Address *	City *	State *	Zip *
2300 Bloomdale Rd	McKinney	TX	75071

ACH Electronic Transfer (Faster)

Organization Name (As it appears on Bank Account)

Collin County

Bank name	Bank Account Type
American National Bank	Checking
Bank address	Bank account number
720 S. Greenville Ave.	700020035
Bank phone number	Bank routing number
214-863-5967	111901519

Contact Information

EXECUTIVE DIRECTOR (OR EQUIVALANT) CONTACT INFO

Organization Executive Director (Or Equivalent) Contact Information

Records: 2

Prefix: Ms
First name: Janna
Last name: Benson-Caponera
Suffix:
Email address: jbenison-
caponera@co.collin.tx.us
Office telephone: 972-548-4638
Office extension:
Mobile telephone: 972-548-4638
Contact Type: Executive
Director/President/C
EO
Contact title: Grant Accounting &
Reporting Manager

Prefix: Ms
First name: Pat
Last name: Skipper
Suffix:
Email address: pskipper@co.collin.tx.us
Office telephone: 9725484796
Office extension:
Mobile telephone: 972-548-4796
Contact Type: Development/Grants
Staff
Contact title: Grant Resource
Administrator

APPLICATION PRIMARY CONTACT

Application Primary Contact

This is the person who will receive communications regarding this event

Records: 1

Prefix:	Ms
First name:	Lacy
Last name:	DeHorney
Suffix:	
Email address:	ldehorney@co.collin.tx.us
Office telephone:	972-548-7292
Office extension:	
Mobile telephone:	972-548-7292
Contact Type:	Shelter/Operations Staff
Contact title:	Manager

Supporting Documentation

SUPPORTING DOCUMENTATION

IRS Tax Determination Letter or Form/Letter Showing Municipal Status *

For municipal organizations, upload a letter from a city official on government letterhead stating your status as a public animal care or control organization.

See IRS Determination Letter.docx

W-9 Form *

See Collin County's W-9 Bissell Pet Foundation.pdf

Proof of Insurance *

Please attach a copy of your insurance here.

See FY2025 - Proof of Self- Insurance_Animal Shelter Bissell Pet Foundation.pdf

Event Information

EVENT DETAILS

Applicant(s): Pat Skipper (pskipper@co.collin.tx.us)

Project Start Date

Apr 30, 2025

Project End Date

May 14, 2025

Project Description

Spring National

Project Title

ETS250501-15

Which option best describes the location where adoptions will be performed during this event? *

Adoption Center (shelter operated building)

How many ETS events has your organization previously participated in? *

1

What adoption fee do you plan charge your adopters during ETS? *

While lower adoption rates such as \$0 are acceptable, charging over \$50 is not.

10.00

Link to view adoptable pets *

www.collincounty.txanimalshelter.com/adoption

How many cats will be available? *

Please provide your best approximation.

25

How many dogs will be available? *

Please provide your best approximation.

60

Do you expect to have puppies or kittens participating & available on event day? *

Both

Select whether or not your organization prefers BPF to pitch on your behalf. *

Yes - please continue to pitch directly to my region as best you can

EVENT LISTING ON BPF WEBSITE (Ensure accuracy as this section will be imported directly to our website)

Event Location Addresses The below format **MUST** be used for pins to map correctly.

- Location name, Street Address, City, State, Zip
- Multiple locations must be separated by a semi colon (;) NOT entered down onto a new line.
- Any clarifying notes for your adopters can be included in the separate section for "notes" below - this section must be addresses ONLY
- Any mistakes in this section will result in incorrect location pins on your shelter listing on our event website.
- Not accepted characters: Hyphen, en dash, em dash, apostrophes, letters with accents or tildes – – — ñ " á, é, í, ó, ú, ü, ñ

Collin County Animal Services Building
4750 Community Ave
McKinney, TX 75071

Will both cats & dogs be available during this event? *

Dogs and Cats

Link for Adopters to Access Additional Information *

Where do you want considering adopters to navigate to when clicking on your organization's listing? It can be your main web page, adoptable pets, or the Facebook Event.

<https://www.facebook.com/CollinCountyAnimalService>

While **HOLDING** pets for specific adopters until event day is **not acceptable**, many shelters have experienced great success with a **pre-approval program** where they ask adopters to make contact with them prior to event day to begin the process of contacting prior vets, landlords, etc. Please select below if you plan to use a similar pre-approval process.

Please select whether or not you will be requiring pre-approval of your adopters for Empty the Shelters. *

We do not require pre-approval of our adopters

If yes, what is the deadline for the pre-approval applications to be received by?

No answer

Adopter Notes Section (Optional) *This will show on your event listing on our website.

NOTE - We are testing out this notes section. It is optional and will appear on our ETS participant listing website. You could say something like "Kittens are located at the east campus only. You must make an appointment through our website before visiting." or something of the sort.

No answer

MICROCHIPPING

It is a requirement to microchip all adopted dogs and cats during Empty the Shelters. In addition, all microchips must be registered to the adopters before leaving your facility.

What brand of microchips do you use? *

24 Pet Watch

Does your organization automatically register microchips to your adopters as part of your normal adoption process? *

Yes

Is your organization interested in free microchips provided by BPF through Petstablished? These microchips are only intended to cover the amount of pets you predict to adopt out through this event. *

No

CERTIFICATION & SIGNATURE

I am the authorized representative from my organization to complete this form and agree to the terms and requirements stated within this application. Additionally, I agree to notify BISSELL Pet Foundation if my organization does not participate

Electronic Signature *

No answer