

Feeding Pets of the Homeless®

Media Kit



Feeding Pets of the Homeless® is the first and one of the few national nonprofits providing pet food and emergency veterinary care to pets that belong to homeless people.



Feeding Pets of the Homeless®

At A Glance



1,459,288

pounds of food
collected



212

donation sites
nationwide



22,155

pets medically
treated



\$1,665,444

given in veterinary care,
food and crates

Please see www.petsofthehomeless.org for
the most up-to-date numbers.



From the desk of

Genevieve Frederick

Founder & President

No pet, no matter who the guardian is, should be hungry. The same belief that led to starting Feeding Pets of the Homeless has blossomed into a nationwide movement of people who join us in feeding and providing veterinary care to pets belonging to homeless people. People all over the United States and Canada have supported us since 2008 by stepping forward and asking to be a part of our mission. We have been fortunate to have friends, colleagues and strangers willing to help recruit donation sites, deliver pet food to food banks, or take pet food out to the streets where the homeless congregate. We had thousands of veterinarians willing to discount their fees to help a pet with an emergency illness or injury, or who wanted to do more by donating time and sometimes materials to provide wellness clinics. We had thousands of donors take pet food to donation sites and thousands more who felt they could help by donating monetary contributions to our headquarter office. Together, we will do whatever it takes to eliminate hunger or pain for these pets.

Sincerely,

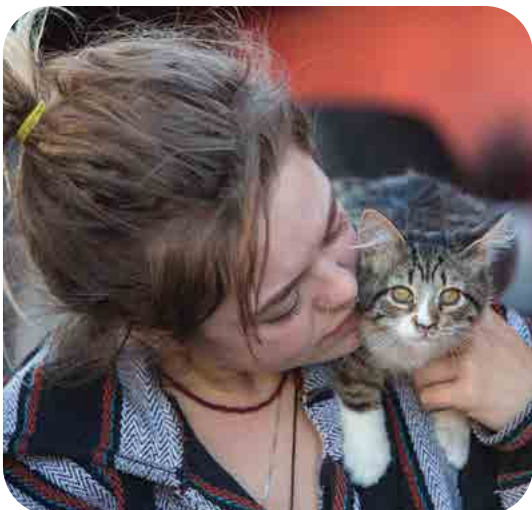
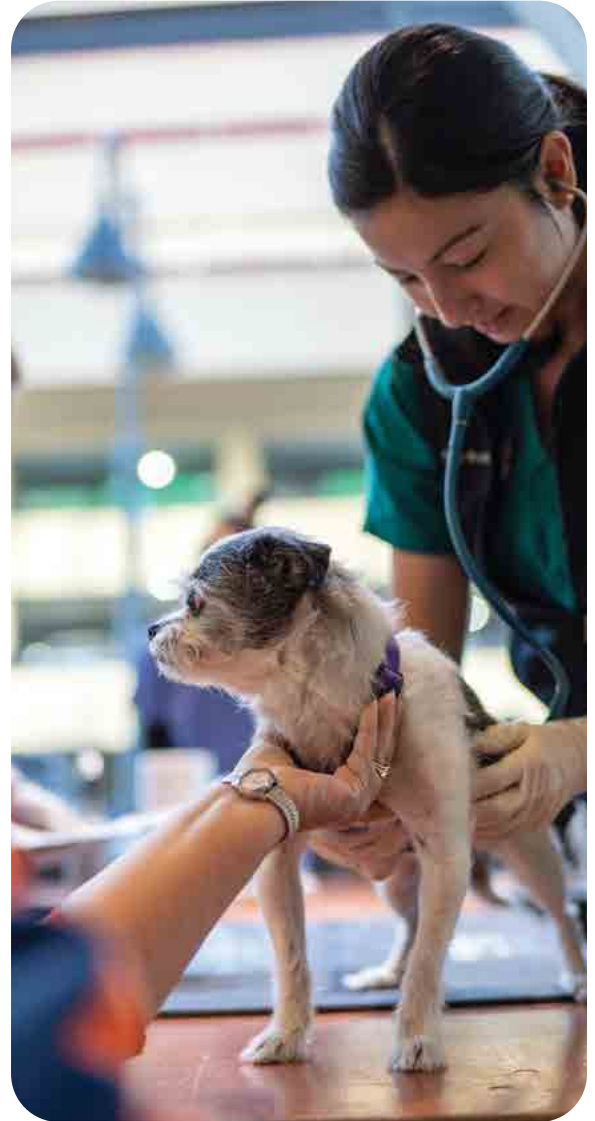
Genevieve Frederick



Our History

In July 2008, Feeding Pets of the Homeless, also known as Pets of the Homeless, received nonprofit status as a public charity. Feeding Pets of the Homeless provides various forms of assistance. Sometimes we simply offer an ear to listen to people's experience of struggle in daily survival. Most frequently, we respond to requests for help: a) identifying where to find our sites that distribute pet food; b) funding and arranging to help an injured or ill pet; or c) sponsoring wellness clinics that provide a basic exam with vaccinations. Many times we are asked where to find a homeless shelter that will allow pets.

From 2008 - 2020, Feeding Pets of the Homeless has paid more than \$1,665,000 to provide veterinary emergency care and wellness clinic services to over 22,150 pets, and to purchase pet food and sleeping crates. The majority of distributed pet food is collected by our donation sites and volunteers then delivered to food banks, soup kitchens, homeless shelters and sometimes to the streets where the homeless assemble. Our donation sites have provided over 1,459,00 pounds of pet food, which translates into one less worry for a homeless person on any given day and a happy pet. We provide pet sleeping crates to shelters so the homeless can bring their pets in with them and receive the necessary social services that will help support them out of homelessness.



The Need

Homelessness Continues to be a reality for many people

Data suggests that 350,000-875,000 pets are on the streets with their homeless guardians in the United States

As many as 10-25 percent of all homeless have pets, including service and companion pets

3.5 million people experience homelessness in America every year

More than 75 percent are chronically homeless due to physical disability, a developmental disability, HIV/AIDS, mental illness and/or substance abuse problems



Figures from National Coalition for the Homeless

How Media Can Get Involved

Contact Information:

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775.841.7463

Be a Part of Our Media Distribution List

If you would like to be added to our media list to receive press releases, please email your name, the name of the media outlet and email address information to us.

Contact Us For Media Interviews

We love to share our story, and discuss the issue of homelessness in our society. We consider ourselves experts, as we have seen, heard and helped many people with their situations and their pets. Please contact us should you need assistance with story development and media interviews.

Share Our PSA

We ask for your help in sharing our PSA with your listeners and increase the awareness of assisting pets of homeless people. We would appreciate your support by airing the spot on your radio station or website.

[0:15 PSA \(2.5 MB .wav file\)](#)

[0:30 PSA \(5.2 MB .wav file\)](#)

Scripts are also available upon request.

Photo, Video and Logo Assets

For access to photos, videos and logos, please visit: petsofthehomeless.org/about-us/media-kit



Media Testimonials

“When we pass homeless men and women on the street, many of us turn a blind eye. Genevieve and the rest of the team at Pets of the Homeless serve to remind us that all creatures, both two-legged and four-legged, deserve food, clean water and medical care. There’s nothing more rewarding than reporting on unique organizations that go to great lengths in delivering these basic animal rights.

— *Emily Watson,*
Redstone Media Group



“Pets of the Homeless is important as a topic for public discussion because it allows members of the larger community to develop some empathy and compassion for people experiencing homelessness – by allowing people to feel empathy and compassion for their fellow man through the conduit of the pets who are of the homeless person’s sole companion and friend.

— *Tracie Hotchner,*
The Radio Pet Lady Network





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