



INTRODUCING THE CAUSE FOR BIG PAWS COMMUNITY PARTNER PROGRAM



Did you know that big dogs are more vulnerable to being put down than smaller dogs?

Big dogs are slower to get adopted and at greater risk for being put down for a variety of reasons, including because of breed restrictions that limit apartment residents from adopting large dogs and because they are more expensive to care for than smaller dogs.

Teams from Pets In Need regularly travel to shelters in the Central Valley and East Bay that may have less capacity to house big dogs because of financial or space constraints. Pets In Need rescues those that are at greatest risk for being put down and either cares for them at our shelter or places them with foster families until they are adopted.

To raise awareness of the program and our need for foster volunteers and adopters of large breed dogs, and in an effort to support local businesses, we are launching the Cause for Big Paws (CBP) Community Partner Program.



How It Works

Each week we will send you a flyer highlighting a “CBP representative,” or in other words, an adoptable dog in our care through the CBP program.

It will be the responsibility of your company to print the flyer and place it around your business (e.g. on dining tables, near the front door or in the bathroom, on a bulletin board, etc.) and post to your website or on social media.

We will provide you with printed postcards that you may hand to patrons who are interested in learning more.

In return, we will highlight your business on our social media accounts, in one issue of our email newsletter and on our website. Pets In Need has nearly 10,000 followers on Instagram and Facebook combined, and more than 9,000 people receive our monthly email newsletters. With shelters in Redwood City and Palo Alto, and thousands of volunteers and adopters in these and surrounding communities, we have a strong local following.

For more information, contact Francesca Fioresi.

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About Pets In Need

Headquartered in Redwood City, Calif., and founded in 1965, Pets In Need is Northern California’s first no-kill animal shelter. The nonprofit organization rescues cats and dogs from public shelters in the Bay Area and beyond when they are in danger of being euthanized due to space or financial limitations. Pets In Need also operates the Palo Alto animal shelter, a no-kill public animal shelter serving Palo Alto, Los Altos and Los Altos Hills.

Pets In Need has consistently earned a four-star rating by Charity Navigator and its medical operation is accredited by the American Animal Hospital Association, a distinction given to fewer than 15 percent of veterinary clinics in the United States.