



PetSmart Charities Backgrounder

In 1987, PetSmart founders made a decision not to sell dogs and cats, rather to promote adoption of those pets already in need of loving homes. To that end, PetSmart, Inc, established PetSmart Charities, Inc. in 1994 as a 501 (c)(3) nonprofit organization committed to supporting animal welfare and animal adoption.

The organization has “doggedly” pursued its goal, providing more than \$42 million to support programs that endeavor to match pets with their perfect companions. More than 2.8 million pets have found homes through the PetSmart Charities Adoption Centers located inside each of the 900 PetSmart stores across North America. PetSmart Charities also provides adoption grant funding to animal welfare adoption partners for each animal adopted in a PetSmart store.

The organization’s vision is a lifelong, loving home for every pet. The task is daunting since up to four million pets are euthanized each year, most of them unnecessarily – simply because they do not have a loving family and home to call their own. But that number is down from 20 million a year in the 1970s, thanks to the efforts of individuals and organizations like PetSmart who have made animal adoption a cause celebrè. PetSmart Charities helps save one homeless animal’s life every two minutes.

Today, PetSmart Charities is assisting more than 3,400 animal welfare organizations to help pets throughout the United States and Canada. Whether it's adoption, spay/neuter, retention, emergency relief or other unique programs that improve the quality of life for pets, PetSmart Charities is at the forefront finding innovative solutions.

The programs that PetSmart Charities supports save the lives of homeless pets, raise awareness of companion animal welfare issues and promote healthy relationships between pets and their families.

The Rescue Waggin’, with its beautifully rendered images of “puppy love,” is the most visible icon for the work of PetSmart Charities. The program, which retrieves at-risk dogs and puppies from overcrowded shelters and delivers them to shelters in other regions where adoption is more likely, launched in the Midwest in 2004. A Northeast Waggin’ and additional Midwest Waggin’ launched in 2006, and a Great Plains Waggin’ is due to launch in 2007. The program is due to be fully national in scope by 2010.

PetSmart Charities receives funding from PetSmart, Inc., corporate sponsors, PetSmart customers and associates, and the animal-loving public who generously donate money. For more information or to make a donation, visit www.petsmartcharities.org or call (800) 423-PETS.