



CONNECTING PETS AND PEOPLE RESOURCE GUIDE

This guide helps potential and current Adoption Partners learn more about our mission and provides ways to showcase your partnership with PetSmart Charities throughout your community. Use the links below to navigate to the appropriate pages for both US and Canada Partners.

ADOPTION PARTNER MANUAL

Find everything you need to know about conducting in-store adoptions.

- [Adoption Partner Manual US](#)
- [Adoption Partner Manual Canada](#)

SMARTSIMPLE

SmartSimple is our Adoption Partner database and granting software system. Keep your individual and group's records up to date here.

- [SmartSimple](#)

ADOPTION TEAM EMAIL

Upon reading the Adoption Partner Manual and reviewing the resources provided here, if you have questions regarding approved species, Adoption processes, etc., please reach out to the PetSmart Charities Adoptions team via email.

- Adoptions@PetSmartCharities.org

ADOPTION PARTNER REWARDS

Learn more about how to earn monetary rewards for pets adopted at your local PetSmart Store.

- [Adoption Partner Rewards US](#)
- [Adoption Partner Rewards Canada](#)

FOLLOWING P.A.W.S. DURING IN-STORE INTERACTIONS

When a PetSmart Associate or Adoption Partner is in control of a leashed pet at a PetSmart Store, they should always have two-points of control (both hands) on the leash and use **P.A.W.S.** when transporting pets around the store.

- **P**osition yourself to avoid pet escalation or unsafe interaction between the pet or yourself
- **A**wareness of what/who is coming in
- **W**atch the pet's reaction while being transported through the store
- **S**tay in control of the pet

PARTNER RESOURCE CENTER

Find tips and support to help your organization make an even bigger impact in your community.

- [Partner Resource Center US](#)
- [Partner Resource Centre Canada](#)

MARKETING SUPPORT LINKS

Grant Recipient Toolkit: Use these tools to spread the word about our partnership! Here you will find grantee web badges, door clings, press release templates, and our social media toolkit. We encourage extending our partnership to social media - we provide approved hashtags, tips and tricks on how to tag us, and sample copy!

- [US Grant Recipient Toolkit](#)
- [Canadian Grant Recipient Toolkit](#)

Logos: Our logos are available in a variety of formats for use in print or digital.

- [PetSmart Charities US Logos](#)
- [PetSmart Charities Canada Logos](#)

Brand Guidelines: The dos and don'ts of using our logos and other branded elements.

- [US Brand Guidelines](#)
- [Canadian Brand Guidelines](#)

Social Media: Don't forget to tag PetSmart Charities! If you tag us, we can share the love on our platforms. For a quick tutorial, check out our [video on how to tag us on social media](#).

- Facebook: [@PetSmartCharities](#)
- Instagram: [@PetSmartCharities](#)
- Twitter: [@PetSmartChariTs](#)
- YouTube: [PetSmart Charities Inc.](#)
 - When a Partner plans to post PetSmart Charities content on social, all marketing materials must go to PetSmartCharitiesMarketing@PetSmartCharities.org for review and approval.

PARTNER RESOURCE CENTER – GRANT APPLICANTS

Grant Applicant Homepage: Partners can find tips, guidelines, and samples for submitting your application.

- [Grant Applicant Homepage US](#)
- [Grant Applicant Homepage Canada](#)

Virtual Partner Summit: In 2022 PetSmart Charities held its first Virtual Partner Summit, with a live Q&A detailing our strategies and opportunities to change lives together. If you missed the event or would like to watch it again, we've uploaded the recordings.

- [Virtual Partner Summit US](#)
- [Virtual Partner Summit Canada](#)

ADDITIONAL HELPFUL LINKS FOR US PARTNERS

General:

- [Partner with Us](#) Includes links to logos and marketing support
- [Grants Homepage](#) Includes links to all grant and funding opportunities
- [FAQs](#) Frequently Asked Questions about what we do and how we do it
- [Adoption Partner](#) Landing page for all things related to Adoption Partnerships

Adoption Specific Links:

- [Adoption Event Grants](#) Make your adoption event even more successful with an Event Grant
- [Event Grant & Rewards PDF](#) A PDF guide to Event Grants and Adoption Rewards
- [EAC Manual](#) Outlines the policies and procedures for our Every Day Adoption Centers
- [Adopt-A-Pet Tips](#) Frequently Asked Questions from Adopt-A-Pet.com
- [Adoption Partner Lookup Tool](#) Find out how many lives you've changed through adoption
- [Transport Grant](#) Funding collaborative efforts involving multiple Adoption Partners
- [Adoption Prep Grant](#) Supporting Adoption Partners' efforts via in-store adoptions
- [National Adoption Week Landing Page](#) All info related to our flagship National Adoption Week (NAW) events

ADDITIONAL HELPFUL LINKS FOR CANADIAN PARTNERS

General:

- [Partner with Us](#) Includes links to logos and marketing support
- [Grants Homepage](#) Includes links to all grant and funding opportunities
- [FAQs](#) Frequently Asked Questions about what we do and how we do it
- [Adoption Partner](#) Landing page for all things related to Adoption Partnerships

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