

Hello KittyKind Adopters,

Please help another cat the way you've helped **your** adopted cat. How do you do that? Share how your adopted cat makes your life better! The Petco Foundation will donate up to \$100,000 to a rescue group that has a winning story of how adoption brightens a person's life. The deadline is September 20, 2021, OR, the **first 100,000** stories. Let's start sharing!

You know your story best, whether you adopted yesterday, or ten years ago. Below are some prompts:

- Was last year less lonely because a purr filled the quiet hours?
- Did your cat make you rethink your career? Maybe animal welfare is your calling?
- Have you grown closer to someone because a furry friend restarts the conversation?
- Do you share a physical issue with your cat, e.g., diabetes, and your strengths support each other?

How to get started:

1. Click this link to be inspired by last-year's winning stories

<https://www.petcofoundation.org/lovestories/>

2. Write your story
3. Take four photos (see Guidelines, below)
4. Have someone at KittyKind polish your story, if you want:

catcaremanager@kittykind.org (The Petco Foundation allows this.)

5. THEN, YOU SUBMIT YOUR STORY. (Only the adopting parent can submit the story.)

<https://holidaywishes.smapply.io/prog/petcolovestories/>

6. Use this information, if needed:

EIN: 31-1717255

TEL: (212) 726-2652

ZIPCODE: 10156

FAQ'S

To see all of the Frequently Asked Questions, please scroll down on this link:

<https://www.petcofoundation.org/lovestories/>

These are two main guidelines:

Q: WHAT SHOULD THE STORY BE ABOUT?

Your Love Story should describe **how your adopted pet has made your life better** and should be a **celebration of the love you share with your pet**. Stories can range from the simplest things that bring more joy to life each and every day to the one-of-a-kind, extraordinary stories. Big or small, show how your pet has significantly changed your life for the better.

Remember to tell a story rather than simply reciting facts as they happened. Quality storytelling and supporting photos or videos will make your submission stand out from the rest. **You may wish to reach out to the animal welfare organization that you adopted your pet from so they can assist you with crafting your story and obtaining quality photos and/or video for your submission.**

Q: WHAT TYPES OF PHOTOS SHOULD I INCLUDE?

All story submissions should include **a minimum of four photos** including one photo of the **pet by themselves**, and one photo of **you and your pet together**. Additional photos **can include your pet with the whole family or a photo that further supports your story**. **The expression on a photo is worth a thousand words definitely applies for this campaign**. Great photos can tell a story by themselves, so submit photos that express the point of your story.

When creating file names for the photos in your submission, **please use the name of the pet you are nominating as the photos' file name (e.g., bella.jpg, bella2.jpg)**. Additionally, be sure to use high-resolution images. Most cell phone cameras are capable of taking great photos. Be sure to submit photos that are clear and of the highest quality possible. The system will accept most image file types including gif, jpeg, jpg and png.

Please do not submit photos that contain watermarks or text/graphics overlaid on the image. Collage images and/or images with added borders, etc., are not preferred.

Thank you -- adopters, volunteer-adopters, volunteers, foster parents, everyone.