



**BISSELL PET FOUNDATION™**  
Until every pet has a home.

# Free Adoptions Save Lives

## Lower adoption prices help rescues:

- Find homes for pets quickly
- Place difficult to adopt pets (seniors, pets with special needs, etc.)
- Increase live release rates for open admission organizations
- Attract new adopters

## Research

- Maddie's Fund conducted research on free adoption events sponsored in San Francisco. The results? 95% of dogs and 93% of cats were still in their forever home six to twelve months after the event. Return rates had not increased!
- The *Journal of Applied Animal Welfare Science* published a study which showed those who had adopted cats for free had the same degree of attachment as those who paid fees. Free adoptions were found to have no impact on the value of cats in the eyes of adopters.
- Conversation based adoptions and applications will attract quality adopters and prevent those with bad intent from adopting.
- The longer pets stay in a shelter, the more likely they are to develop health and behavioral problems. Free adoptions can lead pets to happier and healthier lives by moving them quickly into their home while also saving your organization money on the cost of their care.
- Ability to pay high adoption fees does not guarantee the quality of homes, ability to support pets in the future, or that pets won't be returned. Everyone loves a deal regardless of their income.

## Tips to get started:

- Meet with your board, staff, and volunteers to communicate why free adoptions are important and identify other possible income sources.
- Raise awareness for your organization! Increased adoptions can generate exposure for your organization. These promotions will give you a chance to develop a relationship with the media which will help you generate donors, volunteers, and support.



**Best Friends**  
ANIMAL SOCIETY

Information provided by