



Community Group & Community Partner Guide

Pet Partners Therapy Animal Program



Pet Partners
Touching Lives, Improving Health

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Welcome

Welcome to the community partnership program! As a nationwide organization, Pet Partners believes in a community-based partnership which provides support and structure for teams across the country. As a Community Group or Community Partner, you are a leader among therapy animal teams ensuring the highest standards for volunteers and participating in a more collaborative relationship with Pet Partners.

This document is designed to provide you with a greater level of detail about Program Services, as well as comprehensive detail about your responsibilities as a Community Group or Community Partner. This guide serves as the terms and conditions of participating in the community partnership program.

Please read carefully as some items apply only to Community Partners and not to Community Groups.

What is a Community Group?

Community Groups are groups of registered Pet Partners volunteers that organize locally to serve a specific geographic area or facility. These Community Groups are interested in a closer, more collaborative relationship with Pet Partners.

Community Groups consist of a minimum of 5 registered volunteers. Community Groups have applied for this official status and have been granted approval by Pet Partners. Community Groups are established with the goal of achieving 20 members and moving up to Community Partner status. At this time, Pet Partners' ability to track Community Group activity and progress is limited. When a Community Group reaches 20 members they should alert Pet Partners Operations through the [Contact Us](#) form in the Volunteer Center. Community Groups will receive an ID number once they achieve Community Partner status.

All Community Groups utilize a localized version of the Pet Partners logo, and a consistent naming convention that has been pre-approved by Pet Partners, such as *"Pet Partners of Your Geographic Area."*

Community Groups receive benefits for active participation in the community partnership program including:

- Permission to use an approved localized version of the Pet Partners name and logo
- Collaborative fundraising opportunities
- Marketing tools and templates
- Inclusion in our online Community Directory

What is a Community Partner?

Recognized as leaders within Pet Partners' Therapy Animal Program, Community Partners are groups of active volunteers consisting of a minimum of 20 registered teams and at least 1 team evaluator. Community Partners receive the same benefits as Community Groups plus:

- Reduced registration fees for all Community Partner members
- Official Community Partner designation
- Priority access to scholarship funds when available
- Priority access to special opportunities such as media requests and awareness events

Program Services

The following is a detailed description of the Program Services available to participants in the community partnership program. Please read carefully as some benefits are reserved for Community Partners only.

Community Group or Community Partner Designation and Use of Pet Partners Logo

As a registered Community Group or Community Partner, you have authorization to use the Pet Partners name and logos in promotional and marketing materials for your group, such as your website or Facebook page, social media, flyers, pamphlets, or even apparel such as shirts. You may request JPEG format images be sent for your group's use.

When using the Pet Partners logos and name and when referring to the Pet Partners' Therapy Animal Program, please adhere to the standards identified in the co-marketing section of this document as well as the brand standards listed in the Resource Library within the Community Partner Tool Kit. Resources in the Community Partner Tool Kit are available for use by both Community Groups and Community Partners. Consistency helps promote a unified organization and increases awareness of all Pet Partners programs.

In addition, please refrain from using Pet Partner logos, content, or information on for-profit businesses such as dog grooming, obedience training, or boarding facilities. Pet Partners does not endorse individual businesses so therefore Community Group or Community Partner information must exist on an individual website.

Submission of Stories

Pet Partners often has opportunities to highlight the excellent work of registered teams in promotional platforms, such as newsletters, social media, and Pet Partners *Interactions* Magazine. Handlers are invited to contribute stories of teams in action they feel are inspirational. A limited number of the submissions will be selected. We will give preference to Community Groups and Community Partners for these opportunities. Being a member of a Community Group or Community Partner does not guarantee inclusion. Stories are selected based upon Pet Partners communication strategy and are chosen at the sole discretion of Pet Partners.

To submit content for consideration, please use the [Contact Us](#) form in the Volunteer Center.

Visibility

As a Community Group or Community Partner, you will be listed on the Pet Partners website through a searchable directory. This will allow new or existing teams seeking a local group to contact you directly. Additionally, Pet Partners will provide a link to your website, if you have one.

The information you provided at the time of your application will be used in the directory. To change or update that information at any time, please use the [Contact Us](#) form in the Volunteer Center.

Personalized Logo

Pet Partners will provide you with a personalized digital logo with your group name. This logo may be used while your group membership is in good standing. The logo will typically be emailed to you within two weeks of your group's approval. Prior to receiving your logos, you will be asked to sign a Licensing Agreement which grants you the legal authority to use the Pet Partners name. This is necessary to protect the use of Pet Partners as trademarked so that other organizations not affiliated with Pet Partners cannot use the name.

Priority Access to Scholarship Funds

Occasionally Pet Partners receives gifts designated for scholarships. When such opportunities are available, Community Partners will be given preference; however, restrictions placed by the funder may supersede this.

Pet Partners *Interactions* Magazine

Pet Partners uses its publication, Pet Partners *Interactions* Magazine, to promote the human-animal bond and the work of our Therapy Animal Program nationally. Community Groups and Community Partners are invited to contribute mission-based activities of their group, such as events and achievements, they feel may be of interest. Please understand that submissions will be selected that align with themes chosen for the magazine, and the opportunity to be featured is both limited and competitive. Being a Community Group or Community Partner does not guarantee inclusion of your mission-based activity in the magazine.

To submit content for consideration, please use the [Contact Us](#) form in the Volunteer Center.

'Early Bird' Communications

For certain substantive changes or updates to Pet Partners programs, the leadership of Community Partners will receive communications before these communications are distributed widely to all members. Group leaders can then determine if they wish to share this information with their members in advance of general communication.

Resolution of Problems and Incidents

Although relatively infrequent, incidents may occur while teams are visiting or complaints might be received. Should the handler or team in question be a member of a Community Partner, leadership of the group will be invited to participate in the resolution of the situation. This may include submitting recommendations for next steps or participating in remediation or mentoring of the handler to ensure the incident is resolved and not repeated.

Discounted Registration Fees

All members of a Community Partner are eligible for a reduced registration rate. This rate is available for both new and renewing teams. The Community Partner will be provided a group identification number that they may share with their members. Teams must provide this number with their registrations to receive the discount.

Once a Community Group achieves 20 members, you should apply to be upgraded to Community Partner status, at which time you will receive your group identification number and become eligible for the reduced registration rate.

Targeted Promotional Messages

If your Community Group or Community Partner is looking to grow or expand, Pet Partners can assist you in locating registered teams who are not currently affiliated with any other group. Please submit your request for promotional support using the [Contact Us](#) form in the Volunteer Center.

If you are hosting a Pet Partners event and would like to invite other local teams, Community Groups or Community Partners, we can assist with that as well. Please use the [Contact Us](#) form in the Volunteer Center to submit your request. If approved, an event invitation can be emailed on your behalf to current volunteers in a specific geographic area.

Please allow a minimum of one-month lead time for targeted promotional support. Messages are limited to mission-based activities. Pet Partners may not assist in promoting an event if it creates a conflict of interest or is not sufficiently mission-based.

Collaborative Fundraising Opportunities

Pet Partners is committed to increasing collaboration with our Community Groups and Community Partners. We are excited to launch some new national signature fundraising and awareness opportunities, including National Therapy Animal Day™ and Treats & Sweets Day™ where a portion of funds raised by your group are used for the benefit of your members.

We are dedicated to supporting our local groups in our shared mission of providing safe and life-affirming therapy animal visits. If you are interested in learning more about these innovative and collaborative opportunities please contact Traci Pryor, Senior National Director, Strategic Partnerships at tracip@petpartners.org.

Responsibilities

As an official Community Group or Community Partner of Pet Partners, the expectation is that you will share in the overall mission and vision of the organization by supporting and promoting positive human-animal interactions in your area. To maintain your status in good standing, you are responsible for the following items as described below.

Minimum Membership

Pet Partners understands that your membership can fluctuate over time. At the time of your annual review, you will be asked to confirm your current roster of members. At this time, you should be able to demonstrate you have met the minimum requirements of 5 registered volunteers if you are a Community Group and 20 registered teams if you are a Community Partner.

At this time, only Community Partners are asked to officially register and to update their information annually so that registration discounts can be accurately applied. Annual reviews occur in March, June, September and December, depending on when you first registered your group. Your annual review is typically the end of the quarter after your first full year. For example: if your Community Partner began in January 2017, your annual review would be March 2018. If your agreement began in December 2018, your annual review would be December 2019.

Training and Evaluation

All therapy animal teams of a Community Group or Community Partner must be registered with Pet Partners for the duration of their affiliation. This means all teams within the group are trained and evaluated using Pet Partners current curriculum and to Pet Partners standards. Groups without 100% affiliation with Pet Partners are not eligible for participation in the community partnership program.

Communication Regarding Incidents

We are all committed to maintaining the highest standards for therapy animal visitation. Should a Community Group or Community Partner become aware of an incident, we request that be communicated in a timely manner through the [Incident Report Form](#). Even if the Community Group or Community Partner becomes aware of a one-time minor policy noncompliance, and the group's leadership elects to send a policy reminder to the handler directly, Pet Partners requests that we receive notification of this action. It is important that Pet Partners is aware of these notifications so we maintain accurate records, do not duplicate efforts, and can identify the emergence of patterns as soon as possible.

Participation in National Signature Events

Community Groups and Community Partners are encouraged to participate and fundraise as a group (Community Group or Community Partner team) in our national signature fundraising event, Treats & Sweets Day™, held in spring each year in conjunction with National Therapy Animal Day™. This exciting opportunity includes a collaborative revenue share model to benefit both Pet Partners and participating Community Groups and Community Partners. Fundraising can be a wonderful way to raise awareness in your community about the work you do while generating funds to support your efforts.

Collaboration

Pet Partners believes that collaboration and cooperation strengthen the field of animal-assisted interventions. As an extension of Pet Partners, we ask all Community Groups and Community Partners to afford professional courtesy to other Pet Partners teams, facilities and other affiliated local groups in your area.

Examples of professional courtesy include, but are not limited to:

- ▶ Reaching out to a group already volunteering in a facility where you would also like members of your Community Group or Community Partner to visit before beginning visits.
- ▶ Assisting independent teams who are not members of your group by allowing them to register for evaluations.
- ▶ Passing along volunteer requests from facilities that you are not able to fill to other Community Groups and Community Partners in the area.

Exclusivity Agreements

In the spirit of collaboration and with the goal of reaching as many people as possible with the healing power of animals, Pet Partners does not condone exclusivity agreements between a Community Group or Community Partner and facility which prevent other qualified Pet Partners teams from volunteering. While facilities will always have the ability to determine which individuals may volunteer at their site, exclusivity agreements initiated at the request of the Community Group or Community Partner may jeopardize your status in the community partnership program.

Similarly, Pet Partners teams affiliated with a Community Group or Community Partner may independently identify volunteer opportunities that fit their interests and the specific needs of their animals. Community Groups and Community Partners should not prevent a handler from visiting a facility, even if it is not receiving visits by other members of that group.

Co-Marketing

As a Community Group or Community Partner, you help represent the larger Pet Partners brand both in your community and nationally. By following these co-marketing guidelines you help promote consistency and recognition that benefits the entire Pet Partners' Therapy Animal Program. These are basic guidelines, but if you have specific questions, please don't hesitate to contact us. We're happy to assist as you update your website or create localized materials to align with Pet Partners.

1. Use the Community Group or Community Partner designation and logo on printed and electronic media, where appropriate, to indicate participation in the program. For details, please refer to the brand standards in the Community Partner Tool Kit in the Resource Library.
2. Use accurate naming conventions in reference to the organization, its programs and roles.
 - Use Pet Partners, not Delta Society. All references to Delta Society should be removed except in contexts that pertain to the history of the organization.
 - Acceptable: "Founded under the name Delta Society in 1977, Pet Partners is one of the most well-established therapy animal organizations in the United States."
 - Do not use: "We are a Community Partner of Pet Partners (formerly Delta Society)" or "Our members are all registered with Delta Society, now Pet Partners."
 - Therapy Animal Program is the proper noun to describe the national program. For example: Our members all participate in the Pet Partners' Therapy Animal Program.

- Animal-assisted interventions, animal-assisted therapy, animal-assisted activities and animal-assisted education are all appropriate terms. Avoid using *pet therapy*.
 - Teams and volunteers are *registered* with Pet Partners. Do not use the term *certified*.
 - Refer to the terminology page of the Pet Partners website (petpartners.org/learn/terminology/) if you are unsure about the best word choice. The Handler Guide also has a section about Person-First language, which can be helpful when referring to clients you visit at facilities.
3. Provide a link back to the Pet Partners website (petpartners.org) from your group's website or Facebook page, if you have one.
 4. Use any Pet Partners logos in accordance with the following:
 - You have been provided Pet Partners logos in color. Do not substitute other colors in that logo. You may depict the Pet Partners logo in black, white, or gray scale.
 - Do not skew, condense or stretch the logo.
 - Do not rearrange the logo type or separate the icon from the logo.
 - Do not place the logo on a background that compromises readability.

Community Partner Data

You will have an annual opportunity to update information for your Community Partner. This includes contact information and directory information as well as any new members you have added who might not have used your group ID number when registering. If at any time you wish to update your directory listing, member list or key points of contact, simply contact us.

Community Partner Annual Review

Community Partner status is reviewed and renewed annually. In addition to confirming your group information and member list, you will have the opportunity to demonstrate how you have met your responsibilities as well as to give Pet Partners feedback about how we can better assist you and the community you serve.