

Press Information

New PetRehomer Adoption Platform Battles Rising Number of Surrendered Pets & Makes Adoption Safer and Easier Than Ever Before

PetRehomer reduces the likelihood of adoption scams and neglect cases, matching available pets with forever homes

A new way to rehome.

OUR PETS
We are currently focusing on dogs, cats & rabbits but we are planning to help rehome other types of pets in the future.

GET IN TOUCH
petrehome.org
[PetRehomerUK](https://www.facebook.com/PetRehomerUK)
[@petrehomeuk](https://www.instagram.com/petrehomeuk)

WHO ARE WE
PetRehomer (Charity number 1189284) is the new ethical way to rehome or adopt a pet.
We offer a non-judgmental service to rehoming and give them full control of the process.

40 PETS PER DAY GETS ABANDONED ACROSS ENGLAND
By using PetRehomer you are helping to reduce the number of animals going into shelters.
This frees up space and resources for the pets who have been abandoned, need immediate help or specialist care.

OUR VALUES

- NO 'ONE-SIZE-FITS-ALL' RULES
- JUDGEMENT FREE REHOMING
- FIND YOUR RIGHT MATCH - STRESS & RUSH FREE
- INDEPENDENT HOME CHECKS
- ADOPTION SUPPORT
- LEAD BY REGISTERED CHARITY

WE ARE A SAFER, MORE PROFESSIONAL AND ETHICAL ALTERNATIVE TO MARKETPLACE REHOMING

	PetRehomer	Gumtree	Pets4homes	Preloved	Facebook
REGISTERED ANIMAL WELFARE CHARITY - NON PROFIT	✓	X	X	X	X
ADOPTION FEES USED TO HELP ANIMALS IN NEED	✓	X	X	X	X
ALL ADOPTION FEES SECURELY PAID/REFUNDED DIRECTLY WITH CHARITY	✓	X	X	X	X
REHOMERS DON'T GET PAID - NO INCENTIVE FOR SCAMMERS	✓	X	X	X	☹️
NO PET SALES ON PLATFORM	✓	X	X	X	☹️
HOME CHECK SERVICE	✓	X	X	X	X
CHARITY OPERATED END TO END PHONE SUPPORT TO ADOPTERS AND REHOMERS	✓	X	X	X	X
NO 'FREE TO A GOOD HOME'	✓	X	X	X	X

WHY WE DO IT?
We want dogs, cats and rabbits to be rehomed from one home directly to another, saving rescue spaces for pets that are in the greatest need.
Because we believe people who are great candidates for adoption shouldn't be put off by complicated processes or one-size-fits-all rules.
Because every pet deserves to be safe, loved and respected.

DIFFERENT, HOW?
Unlike other animal charities in this space, we provide all of the tools and support at every stage of the process which *enables the rehomer to choose the adopter.*
We are giving them full control over the future home of their beloved pet.

HOW CAN YOU HELP?
If you (or someone you know) have to make a heart-breaking decision of giving up a pet please consider rehoming with PetRehomer.
Please follow our social media accounts and share our content - from pet listings through industry stats and our value proposition. We really need you to get the word out there.

London, UK, XX November 2022 – The cost-of-living crisis is forcing our nation of animal lovers into impossible corners, and many are starting to make the heartbreaking decision to give up their four-legged friend. [PetRehomer](https://www.petrehome.org) is a new breed of non-profit adoption platform that makes adoption safer and easier for people who can no longer keep their pet – whether the reason is financial, medical, or circumstantial. PetRehomer reduces the likelihood of scams and neglect cases, and unlike other adoption platforms, focuses entirely on pet welfare over profit.

Few people in the awful position of having to give up a pet understand just how corrupt the pet adoption industry is, and how easy it is to be scammed. People often resort to commercial pet selling websites such as Facebook Marketplace and Gumtree” says PetRehomer founder Colleen Long. People looking to re-home their pet on these sites are not given the resources to know who they are selling to. This can result in horror stories, including pets who enter neglectful and abusive homes, are sold on for profit, and some that have even been used for meat, bait and dogfighting.

PetRehomer offers a route to safety, and a way to responsibly take care of finding a new home for the rehomer’s pet, vetting the adopters to ensure the wellbeing of the pet. Colleen wants to educate people around the importance of using and advocating for the right

channels if something *does* go wrong and someone needs to rehome a pet, and bring awareness to #AdoptDontShop as a sustainable and more ethical way to find the right pet.



A desperately needed win-win-win for re-homers, adopters, and pets

PetRehomer's secure and innovative platform provides a responsible and safe opportunity for people to rehome their pets and makes adoption a simple process. Owners looking to give up their pet can set up a full pet profile and the PetRehomer service will help connect them to potential adopters. The chosen prospective adopter pays the adoption fee through the platform, which is safely held until PetRehomer completes its home check process.

If the rehomer chooses to proceed with the adopter, the adopter would then meet the pet and decide if they want to take it home. If they don't get on with the pet, or the rehomer changes their mind, a full refund is issued, so there's no financial risk involved.

"We make sure that potential adopters are correctly set up to adopt a pet," said Colleen. "It's very difficult for people to know all the right questions to ask would-be adopters, especially when there are so many scams around. Our platform and in-depth home checks ensure that people understand how to properly care for the pet, will give them the right food, space, exercise, veterinary care, and have someone to look after them when they go on holiday, for example."

It's important to add that the adoption fees are paid to the charity to fund the ongoing costs of the platform, and are also used by the charity to help more animals in need. Rehomers do not receive any payment – it's how the PetRehomer platform helps reduce people selling pets or scamming, by encouraging adopters to follow its guided process.

PetRehomer success story and interview with Colleen on request.

About PetRehomer:

[Charity Buddy](#) is a registered charity in England, no 1189284. One of its charitable objectives is to implement a national pet adoption platform. PetRehomer is the pet adoption platform brand name and will be governed and run by Charity Buddy. For more information, visit our Facebook page @PetRehomerUK

If you have any other questions, please contact info@petrehomer.org

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