



Friends of PACC

Messaging Guidelines

Use of organizational name

When written in full, our name should appear as: **Friends of Pima Animal Care Center**

When abbreviated, our name should be written as: **Friends of PACC**

An acronym **is not** permitted as an abbreviation of our name. Always use Friends of Pima Animal Care Center or Friends of PACC.

The word “the” **is not** part of our name. When it appears before our name, it should be written as “**the,**” and only used when needed for grammatical correctness.

Important terminology

Instead of...	Use...
Animal Control	Animal Care
Dog pound	Shelter
Homeless (when referring to a person)	Person/people/neighbor facing homelessness
Animal Control Officer(s)	Animal Protection Officer(s)
Rescue	Shelter
Animal	Pet (when possible)
Stray cat	Community cat

Key messages

- Pima Animal Care Center is the only shelter in the 9,000+ square miles of Pima County that never turns away a pet in need.
- Friends of PACC exists solely to support the life-saving efforts of Pima Animal Care Center, the only open-admission shelter in Pima County.
- Every pet that comes into Pima Animal Care Center is treated as an individual, with every effort made to provide the care that pets need to find a healthy outcome.
- Friends of PACC grants over \$1M to Pima Animal Care Center in financial and in-kind support every year.