

Invisible Fence Co. is donating pet rescue mask kits to local fire departments.

Invisible Fence® Brand is in the business of saving pets' lives, and we strongly believe in programs that not only help keep pets safe in their yards, but safe from other hazards like house fires. Although the number of pets that die in fires is not an official statistic kept by the U.S. Fire Administration, industry web sites and sources have cited that an estimated 40,000 to 150,000 pets die each year in fires; most succumbing to smoke inhalation. In most states, emergency responders are not equipped to deal with the crisis because they lack specially designed pet oxygen masks. To fill this need, Invisible Fence® Brand started the Pet Oxygen Mask Donation Program to provide oxygen mask kits to first responders. Each kit includes a small, medium, and large mask; fire departments are eligible to receive one kit per station.

[Map of Donations & Saves](#)

how can you help?



Our goal is to ensure that every fire department and rescue unit is equipped with these life-saving pet oxygen masks. To date, we have donated more than 3,000 kits to fire stations throughout the U.S. and Canada but we need your help to reach more! To build on our existing donation program, we opened a Donor-Advised Fund with The Fidelity® Charitable Gift Fund ("Gift Fund") to collect charitable contributions to support organizations and programs that help save pets' lives.

Project Breathe™ Pet Oxygen Mask Donation Program

Process for Donation



- Determine number of kits needed (limit 1 kit per station).
- Fill out the form below including department contact information. If your department has more than one station, please fill out one form and account for a kit for each station.
- Invisible Fence® Brand will work with your department to provide masks* (Each kit includes a small, medium and large mask with bag.)

*Subject to participation by your local Invisible Fence® Brand Pet Professional.

What We Ask For in Return

- Encourage rescuers to use the kits and share your success stories and experiences with us.
- Host a demonstration at the fire station for community members and media; we will write the press release and ask that you send it to the media. Fire station(s) will be presented with kits at this time.
- Assist us with contacting media for news coverage; we want to spread the good word and let pet owners know that area fire departments are now better equipped to help save pet's lives!